

GOLFDOM

A MEMO TO ADVERTISERS

IT WAS ANOTHER VERY GOOD YEAR

And, if this last issue of 1970 is any indication of what we can expect in 1971, it too will be another very good year.

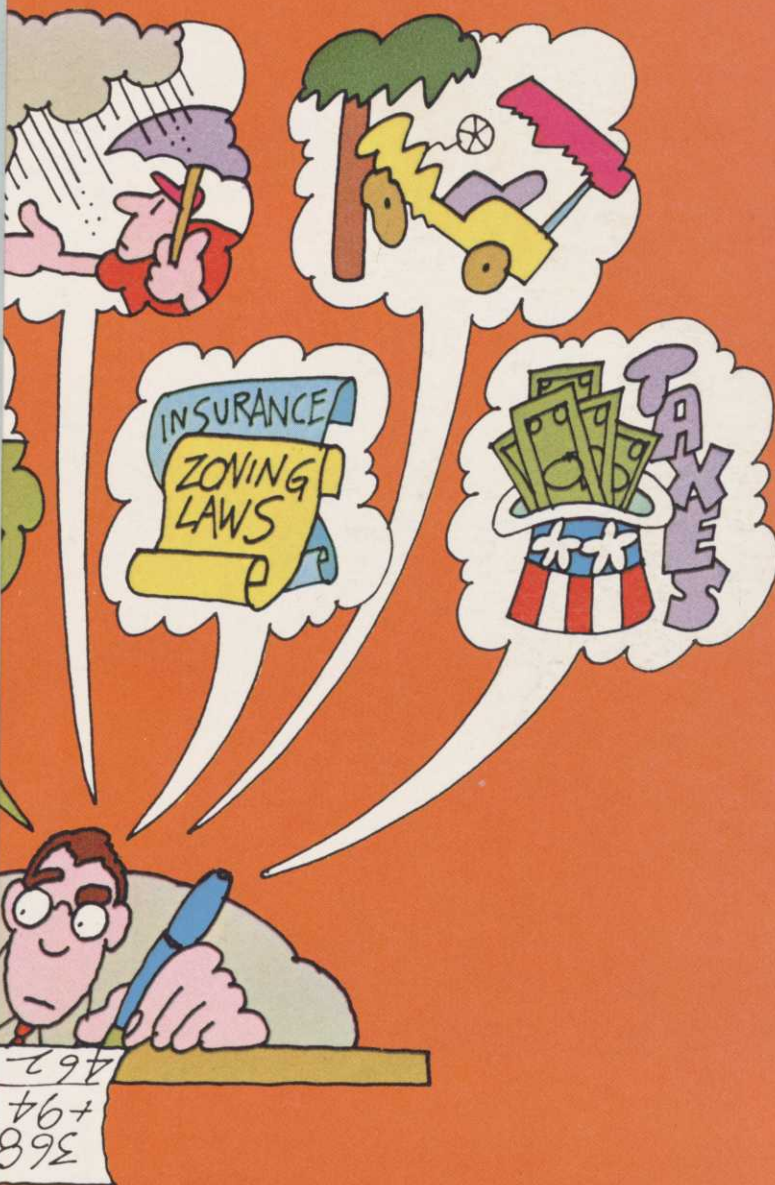
Tailgating September's issue of the vital subject on ecology are feature articles on "SECOND-GUESSING THE ECONOMY", "DOES YOUR COURSE NEED A FACE-LIFT?", and "ARE YOU GETTING ENOUGH DISTANCE FROM GOLF BALLS?" Complimenting these articles are editorial columns by Graffis, Grau, Beard and Emerson, together with a "GOLFDOM Speaks Out Essay", by our Publisher, on what appears to be one of the most unique and successful merchandising formats ever put into operation by a golf professional.

And, finally, sandwiched in between all of this topical and informative editorial you'll find a grand total of ninety-five advertisements, proportionately oriented to both the pro and superintendent-manager, and discernable in over thirty pages of color.

We sincerely thank you for your participation, and look forward to the same pleasant opportunity of working with you in 1971. Until that time, best wishes for continued success, now and in the forthcoming year.

Cordially,

Warren Heeg, Jr.
Warren Heeg, Jr.



Budgeting & ing Issue



The Gift that goes farther

Again this Christmas, you can offer your customers the gift that goes farther:

the long-distance Titleist golf ball, number one ball on the pro tour for 22 years in a row, and number one in pro shop sales.

This year we've put a dozen in a handsome gift box, and we'll have them im-

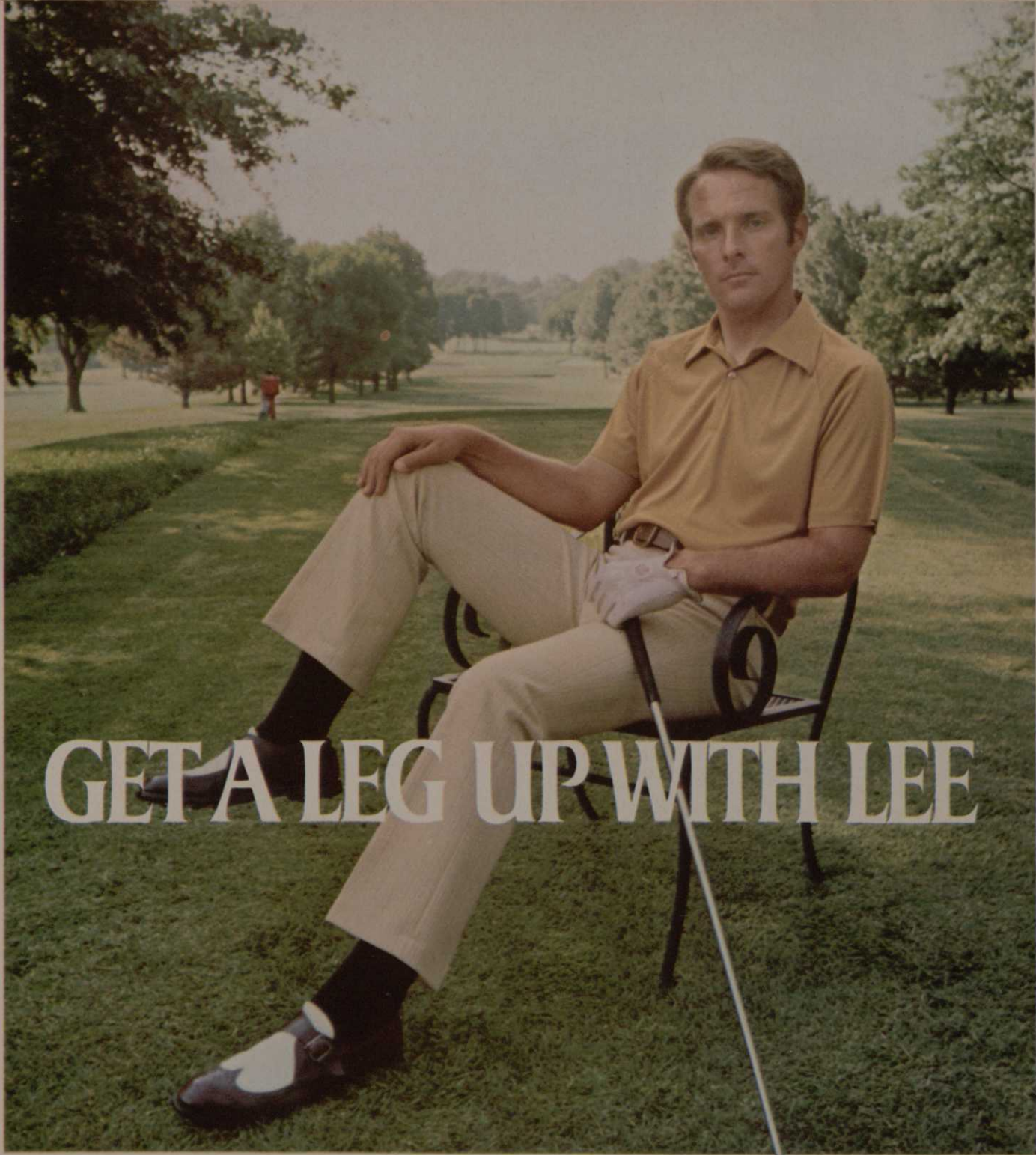
printed with your customer's name (or his company name) at no extra charge.

Like all Acushnet products, Titleist is sold through golf course pro shops only. Not just at Christmastime, but all year long.



ACUSHNET SALES COMPANY
Sold thru golf course pro shops only

For more information circle number 131 on card



GET A LEG UP WITH LEE

BRIEN BOGGESS, PROFESSIONAL: INDIAN HILLS C. C., PRAIRIE VILLAGE, KANSAS

*DUPONT'S REGISTERED TRADEMARK.

Double-Knit Tack® Flares of Dacron®
put you high in the money — with a slacks that are
decidedly *it*. For style, comfort, fit. Knit of 100% Dacron*
polyester. Breathes freely, stretches gently with every stride and
stroke. Concedes nothing to wrinkles, wins the honors for shape-
retention. Lee-Prest® no-iron neatness. Wide choice of Today's
colors in plains, patterns at customer-catching
prices: from \$17.00 Retail. Also, Double-knit
Top Pocket Continentals from \$18.00.

LEE
One up in style



H. D. Lee Company, Inc., Fashion Division, P. O. Box 440, Shawnee Mission, Kansas 66201. Also available in Canada.

For more information circle number 251 on card

Who's kidding who? Spikeproof carpet 100% customized, for a single club?

Nobody's kidding, with
**Philadelphia's
custom weaving.**

Initials. Emblem. Special design. You name it.

Anything you or your designers specify,
in any colors of your or their choice.

Or in designs from our collection (the
industry's largest), also in custom colors. No
price premium, even on moderate size orders.

So why settle for "me too" carpet for
your locker room, grill, lounge or pro shop?

Quality? Installations still going great in
busy locations now over 17 years
old. Can't be chewed by
spikes. Or "uglied" by
mud and spills. Easy to
maintain . . . yet soft, warm
and luxurious. Lessens noise,
protects against slips and falls.

**SEND COUPON FOR FREE CARPET
SAMPLE AND LIST OF CLUBS USING IT**

Philadelphia Carpet Co.
Allegheny Ave. & C St.
Philadelphia, Pa. 19134

Please send free sample of spikeproof carpet and
brochure listing clubs where it is installed.

Name _____

Club _____

Address _____

City _____ State _____ Zip _____

PHILADELPHIA
Carpet Company

Since 1846, the quality of elegance underfoot

Weaving Division: Allegheny Ave. & C St., Philadelphia, Pa. 19134

GOLFDOM

INCORPORATING GOLF BUSINESS



A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION
FAMILY OF SPECIAL INTEREST MAGAZINES.

VOL. 44 No. 10

OCTOBER/NOVEMBER, 1970

Special Budgeting and Planning Issue

- 42 Second-guessing the EconomyJoe Doan**
The uncertain state of the economy is going to make budgeting twice as tough this year. Using the Chicago area clubs as its point of reference, GOLFDOM reports on present and future sales and cost trends that should be weighed carefully before submitting budgets
- 47 Move Your Budget into the SeventiesJoseph M. Duich**
Rising costs, labor problems and technical advances in turfgrass maintenance have made many superintendents' budget formats outdated. The time has come for re-evaluating old formats and bringing budgets into line with current trends
- 52 Everyday a Sale DayVincent J. Pastena**
"Support your pro" is more than a slogan at Mill River CC. Under a unique price plan devised by professional Ray Montgomery, sales are booming and members are saving
- 56 Does Your Course Need a Face-lift?**
Along with the cost of remodeling, members and officials fear the inconveniences and loss of business during construction. The author suggests an approach to renovation that will ease the bite on funds and keep operations on a near-normal level
- 60 The Snowmobile: Finding a Course of Less ResistanceGerry Finn**
Winter profits and the passage of time have mellowed some strongly negative opinions about snowmobiles. Some clubs have even made physical adjustments to accommodate snowmobile traffic. Others, however, remain unyielding
- 64 If Fire Hits, Save the SeasonJohn E. Straub**
When fire destroyed the clubhouse at Dellwood CC, the management kept its peak season business from going up in smoke along with its clubhouse
- 68 Start Thinking WinterWilliam Smart**
What the superintendent does this fall will greatly determine what condition the course will be in next season

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Cover

Designed by Martin Trossman; Illustrated by Sandy Hoffman

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Here's a Pretty Profit Picture



Cordo-Hyde® Golf Shoe Laces are specified by many leading shoe manufacturers because they are interested in providing the ultimate in good looks and long wear for their customers.

Cordo-Hyde Golf Shoe Laces stand up to shock and chafe round after round — on wet fairways or the toughest rough. Stay tied, too. Available in black, cherry cordovan, mahogany, or white.

*Your golf products distributor carries them —
how about you?*



USM Corporation
Research/Systems/Manufacturing

Boston, Mass. and St. Louis, Mo.

For more information circle number 248 on card

Vandal proof!



Super Secur Factory Fabricated Comfort Stations solve vandalism, maintenance and construction problems. Constructed of durable treated steel with unbreakable cast aluminum fixtures.

Truly rugged, Vandal-Proof, Maintenance-Free buildings for use on golf courses, in parks, playgrounds, etc.

Many size and style comfort stations, concession stands, and storage buildings. Factory fabricated for fast, economical installation.

SUPER SECUR COMFORT STATIONS 778 Burlway Road • Burlingame, California 94010

For more information circle number 233 on card

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(305) 831-0334

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Atlanta, Ga. 30309

(404) 233-5077

Canada

1255 University St., Suite 343

Montreal 2, Que., Canada

(514) 866-2551



Start a Maxfli Christmas Club

you'll ho-ho-ho all the way to the bank.

Make your Christmas merry as well as your customers' with these three Maxfli holiday gifts.

The Desk Caddy. A dozen Reds, Greens or Blacks. Can be personalized with any message up to 40 characters, free. A profit to you of \$6.50.

The Snowman. A \$4 range gift of three Maxfli balls in a perfect stocking stuffer. You stuff \$1.65 profit in your pocket.

The gift certificate. The right way to

help someone pick out Maxfli clubs or a Maxfli bag for a friend. Good for any amount. You fill it in. And redeem it after the holiday crush. Your Dunlop rep has them — no charge.

Maxfli also offers a handsome package of six balls. And, for the big spenders, the option of having their 2 or 4 color message and/or insignia on any order of 48 dozen balls.

Don't get left out in the cold. Order soon and order enough.

Maxfli
By **DUNLOP**

Buffalo, N. Y. 14240

Sold only by golf professionals.

GOLFDOM SPEAKS OUT

The Mill River Formula

The article on golf professional Ray Montgomery and his unique Mill River Club operation is, in our opinion, one of the most important and significant GOLFDOM has ever published. This is so, not only because of the potential effect upon the professional of the Mill River plan, but also because of its effect upon the membership and club finances.

Ray Montgomery points out things we already know, but which bear continual repetition because of their importance.

- Twenty to 25 per cent of a club's membership accounts for 75 to 80 per cent of the pro shop's total sales.

- The remainder of the membership usually buys the bulk of their requirements at discount houses, department stores or specialty shops, depending upon the item.

As a result a pro today is hard pressed, even at the more exclusive (expensive) clubs, to run a profitable shop. Frequently, it may only be his participation in golf car revenues that bails him out.

Because of the buying patterns at most clubs—20 per cent of the membership buying 80 per cent of the merchandise—the pro finds himself in a bind. Because he can't sell enough he can't buy enough, and because he can't buy enough he can't attain a maximum sale. He cannot stock his shop in depth because he lacks the quick turnover which would give him the cash flow necessary to do this.

Ray Montgomery seems to have come up with an answer, and we urge you to read the article, starting on page 52, very carefully. Boiled down, Montgomery's proposal calls for a club to write into its rules a plan which would have every Class "A" member pay the

pro a fixed amount per year—enough, when combined with his other income from club cleaning and storage and range fees, to insure him a fair annual wage. In return for this fee, the pro would establish what is in effect a co-op. He would sell his merchandise to his members and their families at his cost, plus a 10 per cent markup and a 5 per cent freight/handling charge. Thus, under the arrangement, a \$100 item, if bought by the pro for \$60, would cost the member \$69.

This simple plan should be welcomed not only by pros, but also by clubs and their memberships alike. Everyone loves a bargain. Everyone loves to "buy wholesale." Well, here is a way to do it and still get the finest merchandise, plus the personalized service of the pro. Here at last is a way to combat the discount store. Manufacturers should welcome such a development because it means selling their merchandise at regular prices to the pro, and selling more than ever before. *Montgomery points out that his gross income is up over 100 per cent since he instituted the plan.*

The members should welcome the plan because it means that they no longer have to buy "downtown," no longer have to sneak around the pro shop, no longer have to avoid the pro because they don't patronize him. The pro, of course, should be the plan's biggest booster. Not only would he have a greater measure of security, but he would still retain his initiative and incentive, because the more money he grosses the more he earns. With greater traffic and quicker turnover, he can stock his pro shop in greater depth, making it possible to give better service to

his members. And the club stands to gain because of a better served membership, and also because the plan assures the pro of a better income from his shop operation. This makes for a happier pro and, therefore, a better pro. And with the pro's income set upon a sound basis, the club can more readily take over a larger share of the responsibility for golf cars. We are all aware that this is already a strong trend largely due to the ever-increasing needs of clubs for additional revenues. But up until now the pro has needed this income in order to make a decent living.

There are, of course, many roads to Rome and what may be good for the strictly private club may, or may not, be applicable to a professional operating out of a municipal or daily fee setup. Still, it seems reasonable to suppose that such pros might be able to develop a plan comparable or parallel to the Mill River scheme. Certainly, such pros should have no fear that their customers will flock to private clubs offering low markup merchandise. The Mill River formula is perfectly clear on one point: the specially priced merchandise is available to bona fide members only; guests, friends and outsiders cannot purchase merchandise at plan prices.

We at GOLFDOM feel that the Mill River plan has great promise. We urge the Professional Golfers' Assn., club officials and in fact the entire industry to study it carefully; and, if no fatal flaws develop, to support it enthusiastically. It isn't very often that a program can be developed which is good for all and bad for none.

Robert J. Abramson
Associate Publisher

Foot-Joy

Golf Shoes

HAYMAKER

Women's Sportswear

I Z O D

Men's Sportswear

Ben Hogan

Golf Shoes

Flip-It

Hats & Caps

ESQUIRE

Golf Trousers

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Imported Sweaters

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STANLEY BLACKER

Coats

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Imported Sweaters

Dear Ernie:

Please send me latest information, catalogs
on your lines. I'm particularly interested in:

The correct billing information on my account
is as follows:

Name _____

Club _____

Street _____ P.O. Box _____

City _____ State _____ Zip _____

Our account should be carried under my name ☐

Our account should be carried under club name ☐

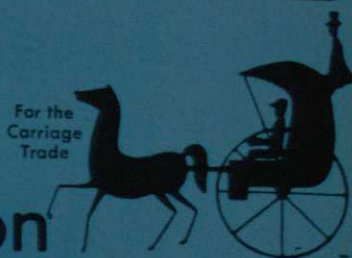
(please check correct one)

Signed _____ Date _____

The Ernie Sabayrac Organization

Executive Offices: Drawer A-2, Miami Springs, Florida 33166

For more information circle number 241 on card





NEW FOR THE 70's
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TROPHY
BY
CUSHMAN