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travel is curtailed.

But most golf resort managers and professionals are optimistic about their chances for survival, even for progress, during the pinch.

One of the more remote is Singing Hills Lodge and CC at El Cajon, Calif. Although it is less than 20 miles east of San Diego, most of the play is represented by tournament groups from the Los Angeles area, almost 150 miles away. As partner and general manager Steve Horrell sees it: "One tank of gas, down and back."

With two championship 18s and an 18-hole executive course to fill, it takes a lot of traffic. "If we get a ban on Sunday driving, we're in trouble," Horrell says. But he adds: "Even with rationing, I don't think we'll be affected too badly."

Horrell's boldness extends to the green fees, which are being increased this year to \$5 on weekdays and \$7 on weekends, a one dollar increase. He switched to propane for heating and cooking and now finds this fuel hard to get. He expects to eliminate one mowing per week, if necessary, to conserve fuel in the course maintenance program.

But Horrell is not extremely worried. Singing Hills courses are booked for 46 of the 52 weekends in 1974—subject to cancellation, of course, if gasoline becomes unavailable to players. The lodge has 60 units, with 20 more scheduled for completion by the end of the year. A tennis complex is being built.

Cliff Waggoner, superintendent at Del Rio CC in Modesto, Calif., believes some benefits may result from the energy shortage. "It can make superintendents manage their allotted energy better and evaluate their practices more carefully, and perhaps work closer with their professionals and club managers."

Decisions forced by energy shortages, Waggoner feels, will involve the entire club management. "If it comes to a choice between using available fuel for running golf cars or mowing grass, heating the dining room or powering a tractor, everybody on the management team will get into the act." He feels this might bring some superintendents deeper into the decision-making process.

He expects a general belt-tightening in maintenance programs—less mow-

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overreact, and as the truth starts leaking out, it will be found that things aren't nearly as critical as purported. This doesn't mean that clubs haven't started cutting back. Heat has been cut down, less electricity is being used and at many clubs, rooms and lounges that were previously used during the winter months, have been sealed off.

If it turns out that the fuel crisis is not a barefaced hoax, and the threatened rationing becomes imminent, clubs will take steps to cope with whatever restrictions are placed on them. Superintendents, some of whom had brushes with gas rationing last year, are prepared to hold back on maintenance, reduce mowing operations and fertilizer applications. There is even talk at some clubs of getting car pools organized.

All in all, the energy emergency is being treated here with skepticism. Nobody can quite understand why a small cutback in imported oil can cause such wide-spread economic disorder. Bungled, contradictory reports by the Federal Energy Commission as to the status of domestic fuel supplies have fired the skepticism. So has the reluctance of the oil industry to make a frank accounting. And, of course, club managers, like everyone else, believe the fuel crisis has been blown up to create a diversion from Watergate. Then, too, most people in charge of the club operation feel that there is enough fuel secretly stored away that can be tapped if the economy starts grinding to a halt.

As a result of the general disbelief, there are no distress flags flapping above the clubhouses, at least in the Chicago district. Superintendents, for instance, expect to run short periodically on gasoline, but not to the extent that it will seriously cramp routine maintenance. Other than this, chemical fertilizers are going to be hard to get. Most professionals feel that they probably won't be able to get all the merchandise they can sell, but they doubt shortages will be so severe that their sales for the year will show any significant decrease. Club managers are more concerned about continued inflation than anything else, although sporadic shortages will crop up. These factors, plus possible difficulty in hiring maintenance and clubhouse labor, are the principal worries of club administrators.

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EAST *from page 26*

although the golf course or club may not be a major consumer of energy fuel, golf courses in general were steady customers. "Perhaps applying the principles of pooling might help in your area of concern," he suggested. "The problem really is one of distribution and priority, principally at the retail level. Our concerns here must examine only the broadest aspects of the national crisis. The problems being faced by each ultimate customer disturbs us too, but it is, after all, the larger picture to which we must be free to address our energies toward solving."

As is frequently the case, it falls to the superintendents and managers to analyze their own situations and find their own solutions. At this time the shortages continue to be isolated, and each problem is local.

Cape Fear CC, home of the Azalea Open in Wilmington, N.C., reports there have been times when they simply couldn't mow. Bob MacDermid, manager, said recently, "They supply us when they can, and we'll just have to sweat it out." He indicated that the club had not as yet been put on any quota system. MacDermid feels the situation should loosen up shortly, according to local reports. In the meantime measures are being taken to conserve energy at Cape Fear. "We keep the lights out on the tennis courts, and heat for the ballroom is used only when absolutely necessary," MacDermid said.

Michael Taft, manager at the Country Club of Asheville, N.C., about 300 miles west of Cape Fear, says he's had no trouble whatsoever. "Our supplies are sufficient for our maintenance vehicles, and we're not on any kind of quota system. We're enjoying a mild winter, so we've had no problem with heating oil either," Taft reported, then added, "It's not much of a story, but we're just not having any trouble."

Winter doldrums up north are Mecca times in Florida, as we all know. No one knows it better than Governor Askew. He recently demanded that gasoline stations on Interstate 75 remain open on Sundays. I 75 bisects the state lengthwise, through Gainesville, Ocala, Tampa, St. Petersburg and on into Sarasota.

Arlene Provencher, who assists Superintendent Drew Stephens at Long-

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WEST *continued*

ing, more attention to equipment to ensure efficient operation and careful scheduling. "Some clubs have grounds that are extremely expensive to maintain, and management may be forced to decide whether to maintain the grounds or the golf course."

Waggoner believes less mowing might even be good for the soil. "We've been competing with each other to see how close we can mow and how often we do it," which are not really necessary for good course grooming or good golf. One essential he identifies in case of rationing: the differences in grasses must be taken into account. Del Rio's bermudagrass fairways are tough and take more horsepower and fuel to mow than the softer coastal grasses.

Silverado CC at Napa, Calif., is only an hour's drive from San Francisco, and professional Craig Williamson's optimism is profuse, aided by 278 one and two-bedroom and studio apartments and about 100 individual homes surrounding the course. "I think we'll get a number of people who would drive farther if gas were available, and even some who might come our way instead of going to Hawaii," he says.

With 36 holes, maintenance at Silverado is a major consideration. Efficiency and time-saving have been the key factors in recent equipment purchases. Blessed with good drainage, Silverado can get by with less mowing this winter.

"We really don't expect to lose much play," Williamson says. Arrangements have been made with transit companies in Napa and in the San Francisco Bay area to bring guests from the San Francisco and Oakland airports to Silverado. Another arrangement permits rental cars to be dropped off or picked up at the course. "We're already seeing a doubling up by our guests who arrive by car," he says.

"Awareness of the shortage may help all of us in golf," Williamson said. "It's just another challenge we can overcome." Resort courses well away from airports or otherwise off the beaten path may be in for some setbacks, especially those that are inefficiently operated.

Golf course construction has felt the effects of the fuel shortage, also indirectly. Golf course architect Robert Muir Graves considers the shortened

supplies of plastic pipe "very serious" already. Also difficult to obtain is grass seed (and expensive), mostly because of a light crop last year. Delays have occurred in the installation of automatic irrigation systems because copper wire is in short supply. Fertilizer prices have taken a sharp jump, and manufacturers say supplies may be reduced by fuel shortages, particularly natural gas.

"The most embarrassing area for us in 1973 was prices," Graves said, "we just couldn't keep up." His survey of contractors showed that the minimum average increase was 15 per cent, with some items up 100 per cent and more. He has alerted clients with construction scheduled to order materials from a rough list, just to get them on order and minimize delays.

Graves sees little difficulties during the fuel shortage for local clubs and courses, "but resort courses must be extremely careful how they handle themselves," he said. "The construction phase will be difficult for everybody."

Somewhat typical of the attitude of local clubs is Al Meillon, manager of the California GC in south San Francisco. He agrees that play is likely to increase at local clubs and courses if more extensive travel is restricted. He admits that no serious repercussions have occurred from the shortage yet.

"We're watching our fuel consumption closely," he says, "pushing caddies rather than cars, with a resulting loss in revenue, and turning off lights in the clubhouse wherever they are not needed." No abrupt changes are planned in the maintenance program, but Meillon doesn't rule out adjustments later. "For now we'll just have to wait and see."

Gene "Bunny" Mason is golf and public relations director for Black Butte Ranch, described as a "total recreational, second-home development" 150 miles from Portland and 100 miles from both Salem and Eugene, Ore. At the center of the complex is a challenging 18-hole golf course.

"We don't really expect a drop in play connected with fuel shortages," he says. "Most of our play comes from 'our own family' (property owners), and we think they may make fewer trips here, but we expect them to stay longer each time." It could even increase the number of golf rounds.

Black Butte Ranch accepts no con-

ventions or outside groups, although the golf course is a public play operation. Primary use is by the owners of the 225 individual homes and 75 condominium units surrounding the course. Mason believes they will be occupied more fully during the fuel shortage by families whose breadwinners will visit on weekends, partly as an alternative to more extensive travel vacations.

The prospects of fuel and energy shortages are new to the golf business, and nobody seems able to predict how severe they will be, nor where and when they will hit, if at all. They won't catch golf businessmen in the West by surprise. □

CENTRAL *continued*

Superintendents were advised to secure their gas supplies through primary and secondary sources about a year ago when they were threatened with a shortage that, for the most part, didn't materialize. Allocations for 1974 are the same as in 1973, and only severe rationing will interfere with them. At 18-hole clubs, about 300 to 350 gallons per week are consumed in the maintenance operation and at most places, a three-week supply is on hand. Occasional delays in delivery are being anticipated, but most superintendents expect to get around that by keeping close watch on the storage tank and ordering far enough ahead to obviate any critical shortages. If worse comes to worst, mowing schedules can be curtailed to accommodate gasoline supplies. It was tried last year at a few clubs, and there was little if any criticism by players.

Chemical fertilizers will be in short supply due mainly to shortages of nitrogen, and if there isn't enough to go around, there will simply be less fertilizing. Herbicides and fungicides are not threatened at this time, but shortages are expected later in the year. One large equipment manufacturer has alerted superintendents to expect a shortage of certain mower and tractor parts this spring. Tractors reportedly have to be on order four to six months prior to requested delivery.

The superintendent, of course, is apprehensive about his gasoline source, primarily because he fears some form of rationing before the year is out, but what worries him most is the perennial labor supply problem. Golf

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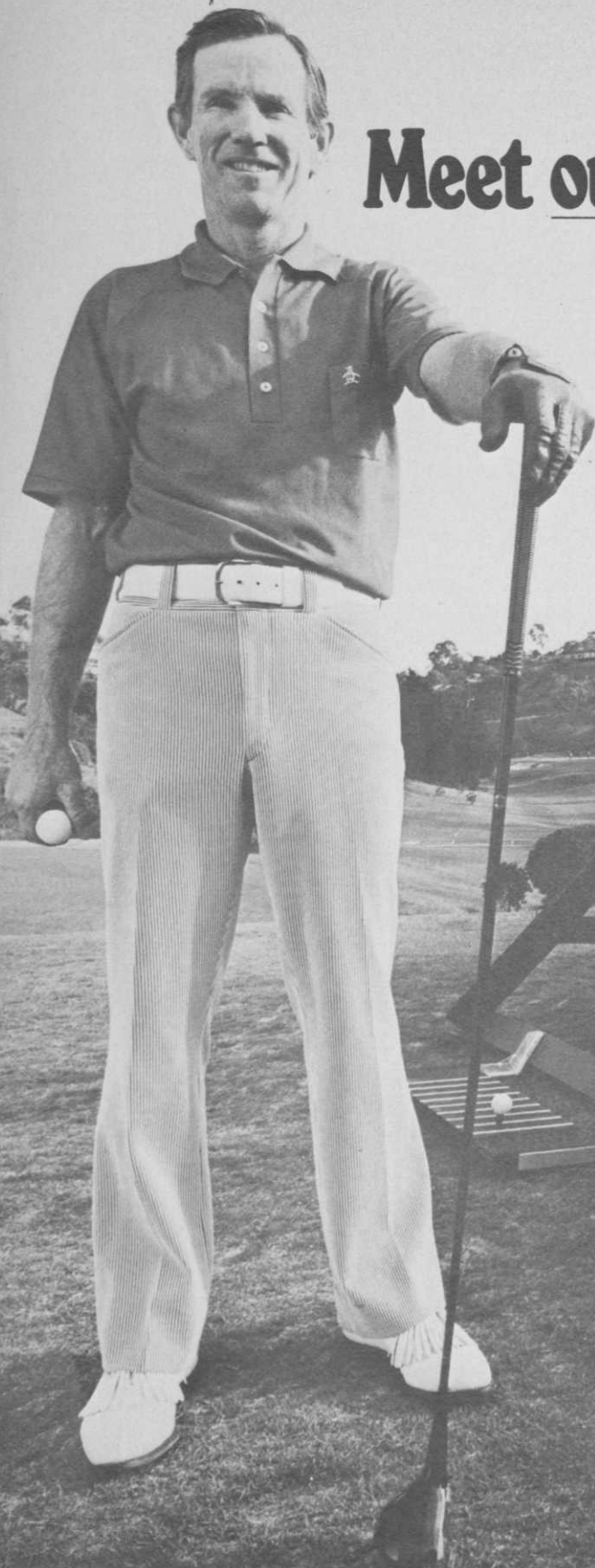


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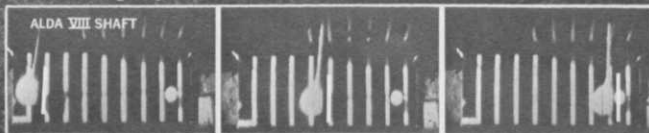
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course wages have doubled in the last six years, but the industry still drags in this respect. The superintendent doesn't have a good bargaining tool in the wages he can offer.

Professionals in the Chicago district generally feel that they aren't going to experience any great pinch in 1974. The reason is that golfwear for the new season went into production last summer, long before serious talk of a crisis was heard, and so there should be plenty of merchandise. However, raw supplies of polyester, which is derived from petroleum, and cotton, a large amount of which was sold to Japan in 1973, are dwindling, but the impact probably won't be felt until next fall. As one professional puts it, "We'll probably get through 1974 okay, but what I'm already wondering about is 1975. Sportswear may be hard to come by a year from now."

As for golf clubs, no serious shortages are expected, especially of pro-line models. There is said to be a scarcity of second-line woods and irons, but with True Temper now in full, three-shift production, this will probably be alleviated by mid-spring. According to professionals, there were scattered, hard-to-get models for Christmas sales, but this wasn't serious. As in the sportswear industry, golf club manufacturers start new production fully six months before the clubs go on the market, and with this lead time they were in pretty good shape before being threatened with any material shortages.

Most pros feel that if they are going to be in any trouble at all it will come when they start to place re-orders or order custom built items. According to their estimates, about 60 per cent of their merchandise orders for 1974 were placed last fall, with the remainder being held for the PGA Merchandise show, which was staged in late January in Port St. Lucie. This is about the way it always has been. Several pros said that manufacturers' reps put a little more pressure on them to buy early this year than perhaps ever before because of threatened shortages, but generally it was resisted. In addition, there was no great inclination on the part of members to do any hoarding when they shopped at Christmastime for fear that certain items wouldn't be available in the spring. This is pretty good evidence that a lot

of people are refusing to panic in face of the alleged crisis.

One of the most enthusiastic persons in the golf business over prospects for 1974 being a good to exceptional season is Ken Devine, sales manager for the PGA line at Victor Golf Company. He won't go so far as to ignore some upcoming problems, but based on his company's sales for the coming season, he is hard put to see how they can become serious. PGA-Victor got into women's golfwear for the first time last fall, and sales so far have far exceeded expectations. Orders for clubs match any that Devine's company has experienced in past seasons. No trouble is anticipated this year in supplying doubleknits and, for that matter, any of the sportswear handled by PGA-Victor. Devine does expect any products made from plastics, such as bags and balls, to eventually run short, but this can be offset by adequate substitutes. Additionally, the factory in Chicago, which mainly produces clubs, is booked for 18 solid months of production.

Generally, Devine's optimism is echoed by other golf manufacturing sales managers. Lee Gibson of MacGregor pronounced the 1973 fall sales season as "great, probably as good as any we've had." Scott O'Grady of Wilson detects no sign of a slump in the golf business, but does concede that supply of some materials will be spotty. In January he was slightly fearful of gas rationing, figuring it would take some deft managing to keep salesmen out on 35 gallons per month. "But if they can make their rounds all season we should do about as well as we've ever done," O'Grady avers.

As for clubhouse operations, managers don't foresee any insurmountable problems or at least ones that can't be overcome by spending money. One manager claims that his food costs were up 14 per cent last year, and he's expecting a 10 per cent over-all increase in 1974. The price of china has increased 15 per cent in a year's time, but far worse than this, towels cost 50 to 60 per cent more than they did at the end of 1972. In addition, there is six months' waiting time on towels and linen, both due to the cotton shortage.

The above figures are from a Northside Chicago manager who, on the day GOLFDOM talked to him, was nettled by rumors of a toilet paper shortage,

which turned out to be false. He was the most despondent of approximately 25 people who were surveyed. Three other managers thought that food prices in 1974 wouldn't increase by more than what is now accepted as a reasonable 5 to 8 per cent. They hadn't done any recent trafficking in towels, linen or chinaware, although one said that he was somewhat staggered upon checking into the price of carpeting.

One thing that club managers are certain of is that if gas rationing is imposed, they'll have a captive audience. Vacation and weekend trips that won't be taken will be spent at the club.

Fall and winter patronage of clubs has been good, according to all reports. In comparison with restaurants, eating out at the clubs is a bargain because the menu price line has been held. At the Glenview Club, where Bob Broms features a different foreign dinner once a week from January through March, the tab is the same this year as it was last. Other managers say that their food prices held steady during the past year, but for the coming season they have no choice but to increase them by perhaps as much as 10 per cent. Broms concedes that later on Glenview will be forced to increase prices.

One Chicago district club that has to be mentioned in conjunction with the pinch, crisis, or whatever you want to call it, is Ridge CC on the Southside. It is known as a "walking distance" club, meaning that about 90 per cent of the membership can conveniently reach it even if dismounted. Ridge, accordingly, always has gotten strong play, both on the course and in the use of its facilities. Last fall, when talk of shortages and rationing was starting to come on strong, business, already good, started to pick up. Before this, under its new manager, James Day, Ridge had started paying closer attention to food control, cut out some frills that were hardly missed and resorted to some other mundane economies. The net was that at the end of the year there was a near \$8,000 improvement in the income-expense statement. It proves that with a pickup in volume, which may be almost forced on clubs any day now due to rationing, and closer rein on the everyday operations, a club can't help but come out of the present mess in good shape.

Rationing or not, private clubs in the Chicago area probably aren't going

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CHUCK CUMMING

THE PROFIT PRO SHOP

PGA SHOW: THEN AND NOW

A large number of golf professionals regard the Professional Golfers' Assn. Merchandise Show as just another function of the PGA. They don't give much thought to the show's origin or how much work actually goes into putting the show together.

It was just after World War II that some golf salesmen, both reps and company, started gathering at Dunedin, Fla., where the PGA winter tournaments were held. To display their wares to the professionals attending, these salesmen would bring card tables or use the tailgates on their station wagons. After playing golf or when they had a free moment, the professionals and their wives would walk over to the boulevard at the entrance to the club, look and sometimes buy the merchandise.

The practice proved to be so successful that, as the years wore on, more and more salesmen attended.

In 1961 the first tent was erected at Dunedin; within it, golf cars were given individual booth space. In effect this was a tribute to the manufacturers and recognized that electric and gasoline cars were here to stay.

The first PGA show was scheduled for Palm Beach Gardens in 1964; however, the new home of the PGA was not completed on time, so both the tournament and show were held in Port St. Lucie.

The following year saw the show held at Palm Beach Gardens, where it stayed until 1973.

In the beginning, the show was run jointly by the PGA and the GMDA. Only in the past few years has the GMDA turned it over completely to PGA management. The GMDA now acts in an advisory capacity. At one time, in order to display, a company had to have a national sales force calling on golf professionals. Also, companies were restricted to a maximum of four booths. As the golf business increased at pro shops, so did

the number of people servicing professionals. These companies were also allowed to rent booth space, and the restriction of booth number was relaxed.

Now, we are back at Port St. Lucie with the two largest tents in the world packed with the most glamorous array of golf merchandise in the world. This is the only golf show where manufacturers spend over a million dollars to display for professionals all the soft goods and hard goods under one-two roofs.

This year's show was by far the best of any. We still have problems, however. The tent roof leaked, displays were late in arriving, the snack bar served poor sandwiches at high prices and the energy crisis dissuaded many golf professionals from attending.

I heard a few manufacturers and distributors complaining about the size of the crowd, so I started asking professionals what their opinion of the show was. Every golf professional I talked with agreed that the show was better because the public was barred; second, the displays and merchandise were excellent; third, it was hard not to over-spend; fourth, every golf professional was aware that the close-out items normally offered at the show were missing this year, pointing up to the shortages every manufacturer is experiencing now.

From the manufacturers' standpoint, it was heard over and over: "We had the best show we have ever had. We had less golf professionals, but the ones who were here were here to buy." Several commented that the first day and part of the second the golf professionals were looking at and comparing the new items, then coming back to place orders for those goods best suited for their shops. All in all, a more professional way of buying.

There is no doubt that the gasoline shortage and the lack of hotel and motel accommodations in the Port St. Lucie area were partly responsible for the

drop in attendance. Hopefully, in another year the PGA will be permanently located, and the show will become a part of its new and permanent home. Wouldn't it be a wonderful advancement if the PGA were to build a large, air-conditioned building in which to house the show? For several years this has been talked about, but nothing seems to come of it. Just think, a building in which every manufacturer could have a permanent display the year around. The PGA Golf Hall of Fame could be housed in the building and kept open to the public all year. There could be a central convention hall for meetings, which could be rented out to different organizations for sales meetings, and so many other events.

The 1974 show seemed to evolve around the new models of investment casted irons, the graphite shafts and in soft goods, the return to wool and cotton blends along with the usual doubleknits. I would guess that the big item was the graphite shafts. Everyone is writing about them and talking about them; at the show every company had its own graphite clubs on display and on the driving range for the golf professionals to try. Also there for the first time were the manufacturers of the different machines needed to manufacture investment casted clubs.

It would appear that the investment casted club is here to stay, but the club of the future has not been made yet, because all the manufacturers are hard at work improving their products. In 10 years the clubs that we think are so good today will be as different as when we changed from hickory shafts to steel shafts. Isn't it nice to be a part of an industry that doesn't sit still, but through research and development continues to advance a game that is so close to all of us?

May the 1975 PGA Merchandise Show, wherever it will be held, continue to grow and continue to be the finest golf show in the world. □

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PATRICK D. WILLIAMS

THE PROFESSIONAL APPROACH

INFLATION

Inflation is a nasty word, and one which is uppermost in everyone's mind now because of the present economic turmoil. The golf professional is not immune from the problems of the national economy; in fact, he is likely to be more affected than most by inflation. The basic premise behind my concern regarding the inflationary movements of the economy and the related business of a golf professional is quite simple. When inflation of prices for goods and services exceeds the inflationary movement of wages and profits, the first sector of the society that feels the brunt of these movements is leisure and luxury. Golf falls into this category. For example, as corporate purse strings are drawn, a decline will occur in the activity of corporate memberships at many golf clubs. As unemployment increases, the activity at golf clubs and courses will reduce. As the money pinch gets tighter, each member or player will cut down on his playing and spending. It is a natural thing to do; it is a natural thing to have happen.

The irony of this mess is what happens simultaneously on the other side of the coin. Everything that is being done at the club or course costs more and more each day. I would guess that the cost of golf course maintenance has increased at least 10 per cent over comparable costs for last year. Some industry people contend that maintenance costs have increased by as much as 20 per cent over last year. Regardless of the actual rate, let's look at a simple, hypothetical budget for ABC golf course:

Maintenance	\$ 75,000
General overhead	\$ 55,000
Operations	\$125,000
Taxes	\$ 20,000
Total	\$275,000

See what happens if you assume a minimum inflationary increase of only 10 per cent. Now, the club must some-

how generate an extra \$27,500 to maintain its present position. At a public fee course where play runs about 30,000 rounds a year, the green fees will have to be increased by \$1.38 to maintain a relative position. Likewise, at a private club that has 500 members, an additional \$55 per year for each member has to be recovered. And even this analogy is not correct, because increased costs are paid for out of profits and not just by increasing prices by a comparable inflationary rate.

There exists no magical cure for controlling inflation. Economic experts have been trying to control it for many years, practically to no avail. The smart businessman usually combats inflation by getting dead serious about cost control. Invariably when business has gone through a prosperous cycle, it normally builds up a lot of waste.

Your first step is to analyze and measure your business waste and get busy figuring out how to get rid of it. Don't think it doesn't exist in your operation, because every business can be tightened up and run more efficiently and profitably.

It would be useless for me to specifically relate to problems at your club or course, because each course has its own peculiar problems. But the general operational areas, which usually involve waste of some type, are inventory and cost of sales, personnel and golf car operation. Take a look at the efficiency and profitability of these areas in your operation. Correct the problem of waste in each.

Run the club as a team. Sit down with the manager, the superintendent, the board and everyone else and plan the battle strategy against inflation. Contrary to what we have always heard, few things take care of themselves. Usually, there is a group of professionals seeing to it that the problems get worked out. □

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DICK FARLEY

MERCHANDISE AND MARKET TRENDS

It's always a pleasure to talk with a successful golf club professional. Tommy Jacobs, director of golf at LaCosta in California, fits that mold perfectly. Jacobs is a major stockholder of **Golf Tech**, a division of Simmons International Corp. Golf Tech's golf club business, according to Jacobs, is booming. Current plans call for overseas marketing of its products.

The feature of the line is the Honeycomb woods and irons.

Carl Horn, executive vice president of Golf Tech, points out that the unique honeycomb construction was developed because of its successful application in the aerospace industry. The honeycomb structure, he says, allows the weight to be removed from the center of the clubhead. This results in better heel to toe balance without sacrificing strength or rigidity.

Another recent development mentioned by Jacobs was the appointment by **Jantzen** of Golf Tech as the sole agent for the Jantzen lines of tennis and golf apparel and related sportswear in the United States. Under the terms of the agreement, Golf Tech's network of 43 national sales representatives and company sales managers will market the famous Jantzen Open sportswear line to golf and country club pro shops, golf shops at driving ranges, golf specialty stores, golf stores and tennis shops.

Golf Tech's fleet of 35-foot mobile home showrooms was a major factor that determined the selection of the golf equipment company as Jantzen's sole United States agent for its golf and tennis lines. "Bringing together a major soft goods line and a golf equipment line in luxurious mobile display rooms makes the job of examining and ordering merchandise far more convenient for the golf professional," says Jacobs. "He can now spend much less time shopping for the two most impor-

tant product lines in his shop."

With wool prices spiraling up, **DuPont's** new 65-E Dacron (spun polyester) is an attractive alternative to 100 per cent wool. Reported to be the "nearest thing to woven wools," this fiber will be introduced in lighter weights for tailored clothing this spring. Heavier weights are expected for fall 1974. Meanwhile, a rising tide of wool-plus-blends is expected to hit the market beginning the second quarter of next year.

Those golf professionals who are serious about merchandising in the pro shop should own a copy of the "Textile Glossary," published by Fairchild Publications. It is an instant portable reference for fabric descriptions; definitions of yarns, fibers and processes used to create fabrics; and identification of important trademarks. The book, priced at \$1.95, should prove invaluable to the professional in both buying and selling golf merchandise. It can be obtained by writing: Fairchild Book Division, 7 East 12th St., New York, N.Y. 10003.

A new offering for the golfer's wardrobe is "The Gentleman's Shirt" by Ben Hogan. The shirt signals a product diversification for the **AMF/Ben Hogan Company**, supplementing the company's well-established general line of fine golf equipment with a quality golfwear line. The shirt is currently being supplied in 15 color-and-pattern knit varieties. Four sizes are available. The fabric is a special blend, combining the drip-dry characteristics of 65 per cent Du Pont Dacron polyester with the moisture absorbency of 35 per cent long-staple Pima cotton. Two collar styles are available, full-fashioned knit and fully tailored. The shirts, with a classic, fully tailored appearance that

looks good on the golf course or in the clubhouse, are also designed for maximum golfing comfort. As with the general line of Ben Hogan golf equipment, the shirts are to be found only in golf professional shops.

According to Bill Kaiser, **Hillerich & Bradsby Company** has a winner in its new Thoroughbred golf club line. The new Thoroughbred irons are stainless steel investment castings, which feature a contour beveled sole. Heel and toe weighting is achieved with a cavity back rather than weighted inserts. The woods feature a clear face plate insert, which exposes the Thoroughbred horse head design underneath.

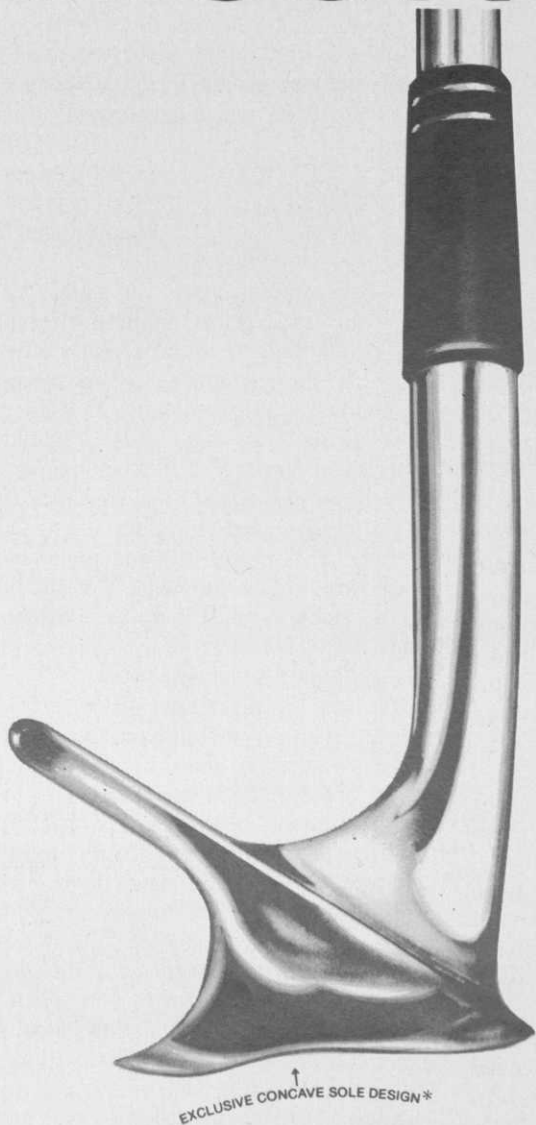
According to Kaiser, the company will continue to market its heel and toe weighted forged irons, which have reached a very high acceptance in the market, as well as the new investment cast club.

"After much experimentation," he stated, "we rejected the weighted insert theory and utilized the basic heel and toe weighted design of our famous Power-Bilt iron. In short, we have taken our famous iron design and utilized it to the fullest with investment casting."

Although the new club has been in the development stages for some time, Hillerich & Bradsby were very deliberate in the club's development. "One thing we did not want to give up," Kaiser added, "was the contour beveled sole. We feel this sole was probably the major technological advance in irons in the last 10 years. However, many companies rushed investment castings to market without this great feature, simply because they didn't think it could be accomplished with casting. We found it could be."

The Thoroughbred clubs are now available in limited quantities in pro shops throughout the country. □

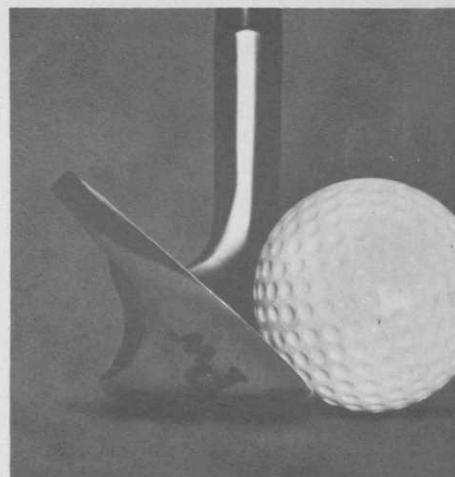
the CON-SOLE™ principle



Last year it revolutionized the sand wedge



...this year it's the pitching wedge



Now there are two CON-SOLE wedges. The already-famous sand club which caused so much excitement on the tour and in pro shops last year has a new pitching wedge mate. Both feature the investment cast stainless steel head with concave sole and rear-projected flange weight which reverses the axis of club-head rotation. Here's how these patented features have revolutionized wedge performance: **(1)** Lower center of gravity gets ball up fast from sand, rough, fairways . . . even hard-pan.

(2) Because normal club head rotation is reversed, the leading edge is forced down to prevent the club head from skipping into the ball. Bouncing clubheads and thin shots are minimized as never before. **(3)** Exclusive concave sole reduces drag and minimizes clubhead deceleration through sand or grass.

We'll be telling your members about the CON-SOLE wedges with full page ads in the leading golf magazines.



CON-SOLE
GOLF CORPORATION

Brandywine Summit Center, Rt. 202, Chadds Ford, PA 19317

*Patent No. 274,565
Other patent pending

Circle No. 165 on Reader Service Card

PRO SHOP PROBLEM SOLVER

ANSWERS BY THE EXPERTS
TO YOUR QUESTIONS

GOLFDOM welcomes questions, whether major or minor, on any aspect of your pro shop operations. Your questions will be forwarded to appropriate industry leaders and experts for response.

The difficulty with a question and answer format is that it can work only if you support it. This you can do by sending in your questions to: Pro Shop Problem Solver, c/o GOLFDOM Magazine, 380 Madison Ave., New York, N.Y. 10017. Let us hear from you.

Q—I have experienced very slow deliveries of merchandise from many wholesalers. Sometimes I only get half my order or the wholesalers send me items that are not color coordinated with the rest of the order. What should I do?

A—This one is tough. In the growing golf market, if a product is selling well, it is difficult to always deliver orders on time. Check your own habits. Are you placing your orders early enough? Are you ordering enough merchandise to carry you, so that you don't have to frequently re-order? Incidentally, did you know that retail stores will not order lines if they feel they have to do an appreciable percentage of their volume by reordering specific colors and sizes? An apparel manufacturer that says the company can ship you whatever you want, when you want it, has made itself suspect. Apparently, not too many professionals want the merchandise it makes.

Ernie Sabayrac
President
Ernie Sabayrac, Inc.

Q—Here is the problem: A customer

requests I order a pair of shoes for him from the shoe catalogue. The shoes arrive after a considerable delay and don't fit. I am out the freight cost of shipping the shoes back for a pair that does fit (that usually is a \$4 loss). This problem is worse if the shoes are discounted. The situation occurs frequently.

A—If a golf professional is stocking golf shoes properly, by that I mean stocking a good selection of styles, colors and varying types of size ranges, he should be able to make a minimum of 70 per cent of his sales out of the stock; possibly as high as 90 per cent. The better his stock program, reinforced by stock selling techniques, the higher percentage of sales he will make from his stock. For instance, if a professional is stocking five good styles and size runs, it doesn't make sense for him to show samples of 10 other styles, attracting mail orders for shoes that he cannot personally fit. If a golf professional learns to sell from his stock, the problem described in the question should not arise too often. There will be less sales from special orders, and in most cases, the individual will have already tried on a pair of shoes from the pro's stock. Basically, we don't think a professional can successfully sell shoes if he stocks six different brands and 15 different styles.

When a pair of shoes is sold through the mail, it has been no investment; that means the golf professional must work on a smaller markup. Even though a professional occasionally will have to absorb the costs of handling a pair of shoes that is not accepted by the member, we do know that some professionals charge their members

for these extra costs. This may not be a good idea, but it cuts down on those members who might abuse the privilege and not accept the merchandise that has been ordered especially for them.

Richard N. Tarlow
President
Foot-Joy, Inc.

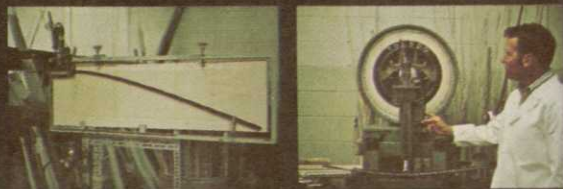
Q—Few professionals can state that they are experts on predicting what styles to anticipate for next year's buying. My shop is small, so I'm trying to maintain a low overhead. Rather than hiring a buying expert, I would appreciate getting a regular mailing which would advise me of current style trends (what is selling and what is not). This could help me predetermine my losses and what I'm likely to be stuck with. I'll know what to push.

A—Although there are experts on buying, there are no perfect scores being made, even by them. Your best and safest chance in choosing new fashions, colors, styles and fabrics is to stick to those manufacturers that do a fine job with fine quality retail stores. They already have their lead from the retail store buyers' experience. You must remember that these fashions are selected almost 12 months ahead of showing them to you. As to getting any publication that would give you pre-warnings, it seems to me that your sales rep, with whom you do business, can keep you up to date on what is selling well in pro shops better than anyone else.

To wonder what a retail store is doing doesn't really help you. You have a different clientele who demand a more conservative fashion trend and quality. There is no fine retail store or excellent golf pro merchandiser who can predict fashion, what will be sold in his shop, so that at the end of the year there's no stock left. This just doesn't happen. Your answer, again, is to stick with "winners" in the golf business. Don't take it upon yourself to order from every Tom, Dick or Harry who walks into your shop in the hope that you will come upon a bonanza. This doesn't happen either, and it only will cause you additional problems.

Ernie Sabayrac
President
Ernie Sabayrac, Inc.

5 years of lessons in club design research killed the "buggy whip" theory



SHAKESPEARE LAUNCHES THE ERA OF THE STIFF SHAFT!

and our exclusive method of using lightweight graphite fibers** has finally made this possible



THE SHAKESPEARE "SIGMA"

*The original graphite shaft**

What golf experts have long believed, our sophisticated testing data proved: *Play with a stiff shaft (particularly toward the tip end) and you get squarer hits, greater accuracy and better control.* Shakespeare's breakthrough using 900,000 carbon graphite fibers made the ideally stiff shaft a reality. You can get the stiffness of Shakespeare "Sigma" in a steel shaft — *but* it becomes far too heavy to swing.

The Shakespeare "Sigma" shaft is 34% lighter than conventional steel shafts. Proof that Shakespeare graphite outperforms steel is in the results golfers are getting.

"SIGMA" WOODS—\$85 each
"SIGMA" IRONS —\$70 each

LESSON

#3

MAXIMUM STIFFNESS IN THE SHAFT

Thousands of our computer calculations emphasized the importance of stiffness. It's a big factor in controlling a shot. Combine it with Shakespeare's new flex pattern and you have a unique and highly efficient club that will deliver far better accuracy. And more distance.

- #1 *Lighten shaft weight*
- #2 *Avoid torque*
- #3 *Maximize stiffness*
- #4 *Design for overall weight — not swing weight alone*

Shakespeare

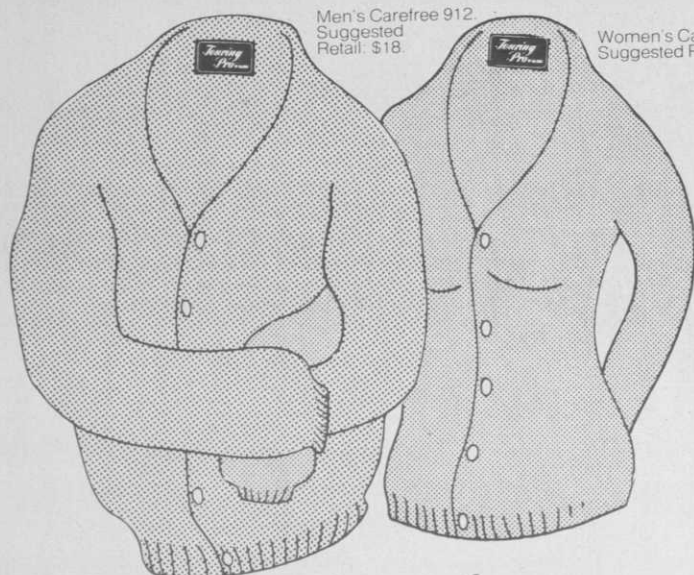
Mr. Professional:

To place your order, call collect.
You may qualify for a special allowance demonstration set. (215) 828-7400. Ask for Extension 25.

* Patent Pending
** Union Carbide's "Thornel"®

SHAKESPEARE/PLYMOUTH PLYMOUTH MEETING, PA. 19462

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Men's Carefree 912
Suggested
Retail: \$18.

Women's Carefree 900.
Suggested Retail: \$16

Profit handsomely with the new Touring Pro[®] Twosome: Carefree Sweaters for guys & gals.

We put it all together in our his 'n hers Twosome golf sweaters: the best value dollar-for-dollar anywhere in the country. And the the finest quality 100% "Wintuk" Orlon*, knitted by Gilson Knitwear, America's leading maker of quality golf sweaters.

The new Touring Pro his 'n hers Twosome sets are available in a vast array of rich, vibrant mix 'n match colors. For golfmates who prefer to be color coordinated, there's matching brown, maize, white, navy or black. For

swingers who'd rather mix-it-up, the colors for the feminine golfer also include light blue, light pink, orange and red. For the gentleman golfer, there's also bone, blue, raspberry and gold.

Sell the Touring Pro Twosome and double your profits. It's so easy to recommend our Carefree Sweater sets. They're attractive, well made and really easy to machine launder. No fuss. No bother for your golfing customers.

When it comes to selling year
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'round sweaters, make it a Twosome. You're sure to win friends and profit handsomely.



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America's leading Manufacturer
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*DuPont registered trademark.

Professionals and Their Suppliers: CONCERNED BUT NOT PANICKED

Hard times are nothing new to the people in the golf industry. They, along with millions of other Americans, have weathered shortages of food, basic materials and fuel before. A major depression and several recessions have come and gone, and each time the golf industry has survived. Even at the peak of rationing during World War II, golf clubs serving local communities experienced banner years. Members could not use their automobiles because of gas rationing. Local golf clubs became the focal point for community activities. It was true then: it's true now—Americans somehow find a way to do what they want to do, and many Americans like to play golf.

GOLFDOM recently made a sampling of the golf community, contacting apparel and equipment suppliers, as well as golf professionals, to determine what steps they have taken to meet present shortages and to determine, if the energy crisis worsens, what contingency plans they have made.

One large supplier of apparel with a national network of salesmen is conducting a contest among its salesmen for the best "game plan" in the event of a severe fuel shortage. Some of the ideas that have come out of this competition are:

1. Mini showrooms. These would be set up in hotels or motels at central locations. Professionals would be told beforehand where and when the shows would take place so that they could make appointments to see the lines;

2. Mobile vans. Those salesmen who are working out of these vans would continue to do so, but would park them in central locations and set up appointments with professionals.

3. Combination showrooms. Several suppliers would combine to set up one showroom to serve an area. They could coordinate their appointments so

Like the famous saying, the golf industry will keep its appointed rounds, despite rough winds

by DICK FARLEY

that one professional could see several lines in one trip;

4. Encyclopedic catalogues. More informative, wholesale catalogues would be developed, which would contain pictures, fabric swatches and greater descriptive materials about the products. These catalogues could be "bicycled" within one area from club to club on a scheduled basis, if the cost of producing and mailing the book in quantity became prohibitive;

5. Super phone. One of the best sales tools, the telephone, would be used much more extensively;

6. Future, future orders. Professionals would be encouraged to order farther ahead to ensure deliveries, and in some cases, staggered shipments would be the best solution;

7. Buddy system. A closer relationship would be developed between the salesman and the professional. Because the golf industry is relatively small, most salesmen know their customers already, which would certainly help the cooperative plan. More reliance would be placed on the salesman's ability to do the right thing for his customer.

INDUSTRY OPTIMISTIC

Both apparel and equipment manufacturers are greatly concerned about raw materials, from the standpoint of supply and price. Cotton, traditionally

a good golf fiber, is in short supply: so is wool. Polyester, a mainstay of the garment industry, could also be a problem to get. One company is predicting an 18 per cent decrease this year in this derivative of the petrochemical industry. Leather is expensive and scarce, as are some other basics.

In spite of these problems, the industry as a whole is forecasting a record season, with sales well ahead of last year.

Some major golf club manufacturers have already announced that their production is completely sold out and that they are not accepting any new orders for golf clubs for delivery this spring or summer. Many apparel makers also report being sold out of their spring lines.

LESS MAINTENANCE

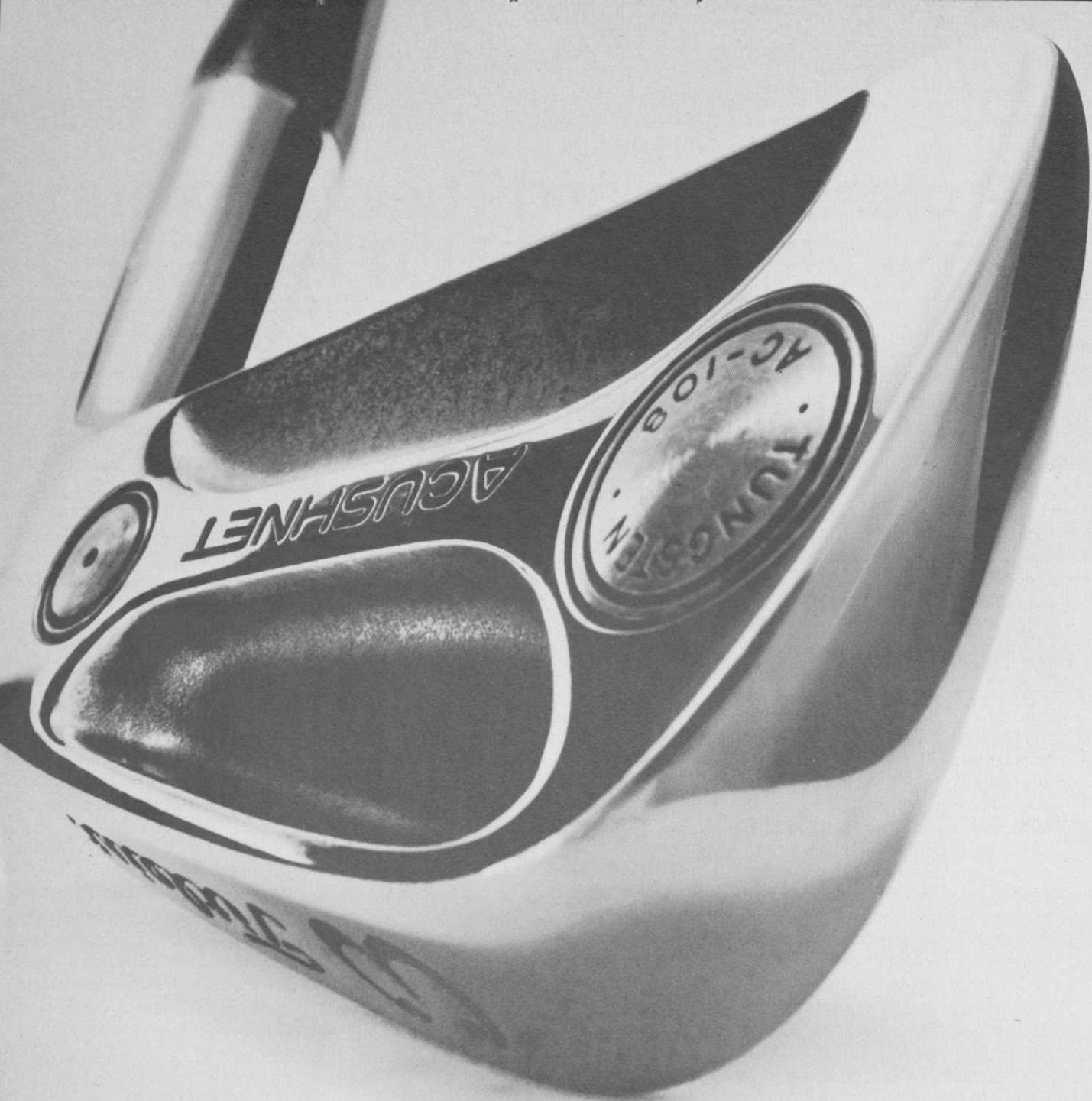
That the fuel shortage could adversely affect golf course maintenance has been widely speculated. One professional reminded us that less than perfect courses did not stop anyone from playing golf during World War II, and he "didn't expect it would slow up play now either."

CONCLUSION

Adversity sometimes is a blessing in disguise. If club members have to stay close to their homes during the crisis, more local participation could be beneficial to the golf club, the golf professional and the members.

Other countries have always expressed admiration for the ability of Americans to adjust quickly to problems, to overcome them and move forward again. But this requires understanding on the part of everyone. In some cases, compromise is the best solution.


Cooperation and understanding by all—buyers, manufacturers and suppliers—will help us through this difficult time. We'll make it, because everyone's future is at stake.



Why Acushnet's Titleist is the best selling iron in America.

Our iron is Number 1 because golfers have tried it and found out it's not a gimmick—but a real improvement that makes an impressive difference in their game.

The precisely positioned tungsten inserts build Corrective Action* into the Titleist iron—and give it the biggest sweet spot in golf.

That's why the Titleist iron was hot last year. And why it's hot this year. And why it'll be hot 5 years from now. **ACUSHNET SALES COMPANY** 

Sold thru golf course pro shops only

Circle No. 193 on Reader Service Card

*Patent pending.

What the Industry Is Saying About the Energy Crisis

"Our merchandising position is concentrated in popular-priced products, highlighted by coordinates and sportswear, which lend themselves to multiple add-on retail selling. Our bookings for spring '74 are the best in the history of the company. Initial reaction to the early delivery of this merchandise has been excellent."



—Larry Schwartz
Golf Merchandising
Manager
Palm Beach
Company

"In the event the fuel shortage becomes critical to the point that salesmen are experiencing difficulty in making calls, there must be cooperation between the professional and the salesman."



—Frank Gallagher
Sales Manager
PGA-Victor
Golf Company

"We don't expect any drop off in play because of an energy crisis. Pebble Beach is extremely popular. Golfers come from all over the world to play here. However, if long distance travel does become a problem, we will make up the deficit from the nearby population centers of Los Angeles and San Francisco."



—Art Bell
Golf Professional
Pebble Beach
Golf Links
Pebble Beach,
Calif.

"We are quite optimistic . . . with business on our books for spring and summer already well ahead of last year at this time. Being only 90 miles from both New York and Philadelphia, we are within range of a tremendous population who can drive to Tamiment and return on one tank of gas. We don't think people will give up their vacations because of inconveniences caused by gasoline shortages; they'll find a way to get here."



—Vince Yanovitch
Golf Professional
Tamiment Resort
Tamiment, Pa.

"All indications are for another record year at Etonic. If the energy crisis becomes severe and creates a shortage in the petrochemical field, Etonic could have a decrease in the number of golf shoe styles available to the golf community."



—Wally Phillips
Vice President
Sales
Etonic

"We are developing contingency plans for our sales staff in case the energy crisis becomes critical. Our salesmen are involved in a contest offering a liberal cash prize for the best 'game plan.'"



—Lee Glover
Sales Manager
Ernie Sabayrac,
Inc.

"We are very optimistic that the golf industry will have a banner year in 1974. Should there be a severe fuel shortage, golf clubs serving local communities, which account for the majority of golfers in America, could experience a windfall, developing traffic unparalleled in recent years. Professionals, club managers and club officials might be hard pressed to develop the ingenuity necessary to cope with the situation. This condition, however, might have an adverse effect on the distant, hard to reach resort."



—Robert D. Rickey
Vice President
MacGregor,
Div. of Brunswick

"Our greatest concern for 1974 is . . . committee involvement and performance, especially in scheduling to ensure that all members receive optimal use of club facilities. This becomes even more critical in the event a serious energy crisis prevents members from traveling away from the club."



—Richard Munson
President
Scarsdale GC
Hartsdale, N.Y.

"Our members live in proximity to the club and because the energy crisis has limited travel, we feel that they will use the club facilities far more in 1974 than at any time in the past."

—Craig Shankland
Golf Professional
Middle Bay CC
Oceanside, N.Y.

**If one of them
doesn't get
your customer,**



Regular Titleist.