

PGA SHOW: WHERE PROS GO WRONG



PRESIDENT, ERNIE SABAYRAC, INC. MIAMI, FLORIDA

Ernie Sabayrac's enormous and colorful exhibit at Professional Golfers' Assn. Merchandise Shows has become an annual institution among the various booths in Florida. From this unique vantage point, he has seen professionals repeat year after year the same kinds of buying errors. Poor pre-show planning, Sabayrac believes, is at the heart of the matter.

Drawing from his years of experience, Sabayrac offers the following tips to help make the professional's attendance at the show this year a more profitable experience.

● The better professional merchants have already taken their inventories almost as of the date they left their shops to attend the show. They have copies of the items they have ordered from the salesmen before that point. On a separate sheet of paper they have listed all the colors and sizes in their present inventories and have added what was ordered (also broken down by size and color), so that they know exactly what their total stock picture is. The professional should carry these statistics with him when he works the show. This advance preparation seems to be the weakest point in the professional's buying program, and unfortunately 80 per cent of our customers say, "Gee, I forgot what I bought in this particular item."

● Secondly, the golf professional should bring with him that sales person who is entrusted with the final retail back home in the pro shop. Of

course, we hope it is the "Gal in the Shop." To be a successful merchant, one has to love what one is selling, and for that reason the retail clerk should have a voice in what the shop buys for resale. (The expense for the trip can be charged off by the golf professional.)

● When the professional arrives on the scene, he should go immediately to those specific suppliers he wants to work with and make an appointment with each of his local salesmen. To walk by the booth and chance that the salesman the professional wants to see will be available is not a good business practice. Set up appointments immediately and *keep them*. Many diversions happen at the show, such as meeting old buddies here, there and everywhere. Remember, the supplier wants to see the professional and do business with him. This is the main purpose for being at the show. Try to confine social business to breakfast, lunch and after the show. The professional who does this will get his money's worth from the time that he has invested in attending the show.

● When a golf professional buys from a new supplier, he should check the profit markup carefully and not be overwhelmed by a large discount. Get down to specifics, such as the cost and the suggested retail, and then take into account whatever discount is enthusiastically stated. The professional could very well find out that he will not make the amount of profit which he now

Many elements at the PGA show compete for the professional's attention. Advance preparation and scheduling appointments, says the author, can help make the show pay off

by ERNIE SABAYRAC

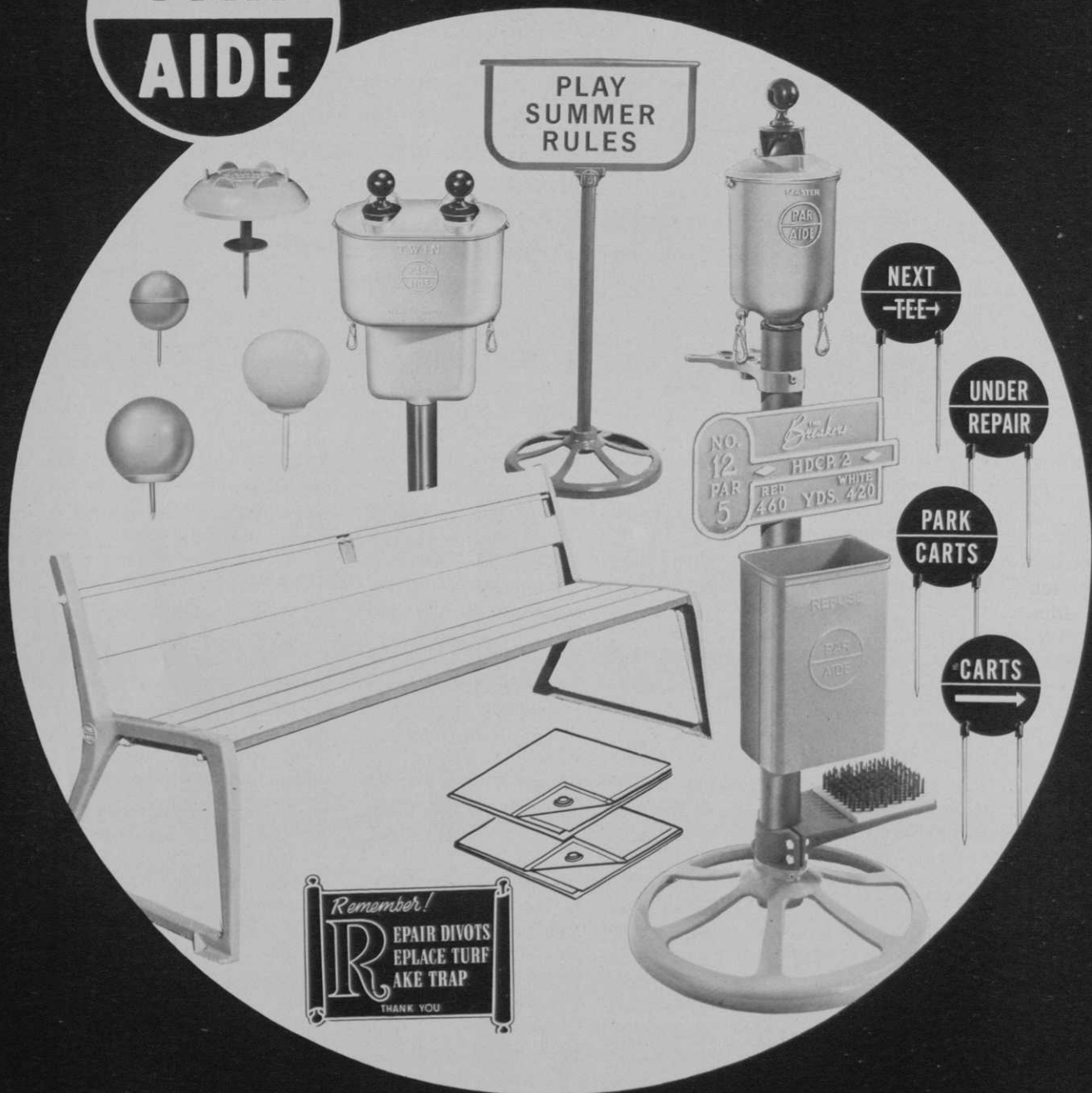
makes on an item that is a proven high markup retail seller. Remember, I said, "proven."

● It is also smart when buying from a new supplier not to go overboard. Be somewhat cautious at the outset. There are too many unknowns, such as the delivery record, the length of time the supplier has been in business and the reliability of the salesmen. To fully commit oneself to something untested, then afterward find out about all these failings can be disastrous for the immediate season ahead. It is not easy for the golf professional to go into the market and buy merchandise and expect it to be filled completely in May or June—by that time it has become impossible.

● In conclusion, the apparel industry is very fashion oriented. This is no longer a business of a majority of basic items in your shop. Fashion rules the roost. This is where the profit and the turnover are. If there was trouble getting reorders last year at the peak of the season, then consider what the present inventory is and what has been bought. Then take a better and heavier position on the opening inventory so it will last longer through the season. No apparel manufacturer that has had real success with its merchandise selling at retail in the pro shop can deliver later in the season the colors and sizes a professional reorders. Ninety per cent of pro shop sales have to come out of the stock on hand and not out of some manufacturer's bin. □

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AND TEES EQUIPMENT—WRITE FOR CATALOG

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What Is the Competition Buying?

Golf industry people and golf club professionals in particular have always been curious about the buying tactics of the "downtown" competition, but this curiosity has seldom prompted them to make their investigations just before and during the buying season when "downtown" buying revelations would be the most help.

After the buying is done and during the new selling season it's too late to capitalize on many of the good buying ideas and fashion trend predictions of the career buyers for the big stores.

In an effort to give professionals a head start on their '74 buying research and to provide them with expert insight into fashion trends for '74, GOLFDOM has interviewed buyers of golf related merchandise for the big department stores and has discussed predicted fashion leaders with active sportswear experts, such as Peter Carlsen, fashion editor of *Menswear Magazine*, and other recognized industry fashion prognosticators.

GOLFDOM's research shows that this kind of information is more important to the golf professional this year than ever before in the area of soft goods, in view of the golfer's recent tendency to be unpredictable about what he wears on the golf course. In a study by *Menswear Magazine*, a fashion trade publication, on style trends in four sporting areas—tennis, jogging, cycling and golf—it was found that the fashion appetites of today's golfer were the most capricious.

The copious array of colors, which have recently infiltrated the domain of white, the formerly dominant color in tennis fashion tradition and a leading color in golf apparel, has made these sports the subject of much buyer speculation; and style preferences that are still an enigma to many department store sporting goods buyers are being thoroughly researched by these stores in the area of tennis, because of that sport's burgeoning numbers of participants.

In any field, knowledge of the competition is the first step toward beating it.

Subscribing to this belief, GOLFDOM presents a rundown on the 1974 buying tactics of the "downtown" stores

by STEPHEN W. BYERS

INTEREST DIVERSIFICATION = CHANGE IN GOLFERS' APPAREL NEEDS

The reaction of the big store buyers in specialized sporting goods departments to the golfer's recent refusal to be second guessed on his golf course wardrobe, has been to lump golf and tennis merchandise together with the emphasis on tennis. Buyers find that today's golfer is not a one sport participant, but plays tennis, hand ball, squash and other sports as well and likes to buy clothes that will be equally appropriate for his other activities besides golf.

In the sporting goods department of one of New York's leading department stores, the buyer confesses that because he has 40 tennis customers to every golf customer, he has allowed his golf stock (and will continue to do this in '74) to diminish to four dozen ladies' skirts and five dozen ladies' shirts and two dozen men's slacks. He has also discontinued carrying golf clubs and balls, a trend most stores are following.

GOLFER BECOMES ACTIVE SPORTSWEAR ENTHUSIAST

Another buyer, who has permitted a drastic depletion of golf stock in apparel and clubs, states, "This does not mean golfers are not buying soft goods, but that they are buying active sportswear instead of what has been known exclusively as golfing attire.

Also, I don't think this has happened overnight—but we are certainly feeling the effects of its peaking as a trend now. When the golfer comes to this store to buy a golf shirt, he doesn't come to my sporting goods department anymore, he goes upstairs to active sportswear where the fashion changes are better reflected."

Many soft goods buyers disagree on what trends will most affect this year's buying climate and many confessed they have not yet found time to completely formulate views on what to stock for '74, so the following buying pointers will be limited to those on which most buyers concur, although some may disagree:

GOLF APPAREL BUYING TIPS

1. Most buyers this year concur that there will be a heavy emphasis on color. Strong, primary colors, such as yellow, red, blue and white (in the predicted big-selling cardigan sweaters), will be heavily represented.
2. The traditional knit shirt with collar and button placket that was the rage of the late '50s will enjoy a resurgence and lead the trend toward classic simplicity. "They will be slightly different now with elasticized sleeves and a more fitted cut to provide freedom of movement and style at the same time," says one enthusiastic buyer.
3. Buyers are strongly committed to the natural look in fabrics with the stress on cottons and organic materials and with pants tending toward the natural madras in solid beige and oyster colors. (This, in spite of escalating costs of natural fibers.)
4. But there are still many buyers reluctant to stock only cotton for fear of alienating the older golfers who have worn and been happy with the polyester knits. Though the buyer consensus is that the younger golfer will be more interested in the comfort of the new cottons, particularly when prompted by the manifold color options in which they will be offered, most said they will stock a supply of

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The self-powered Greensaire II Core Processor conveys cores and plant matter over a perforated grate, breaking them up. Most of the loose soil is sifted back onto

the turf through the grate as top dressing.

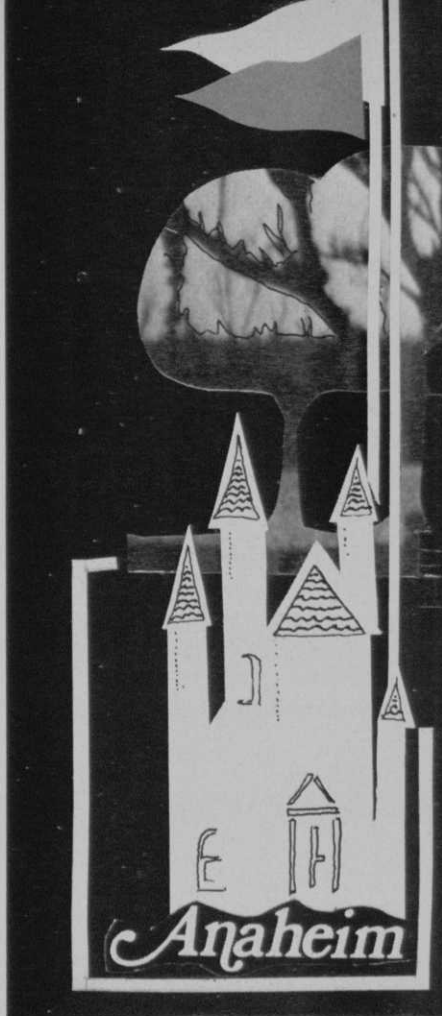
The remaining plant, thatch, roots and soil are carried to the top of the conveyor, where they are sifted a second time. Remaining plant and thatch then go into a large removable bag. Up to 1000 square feet of greens may be aerated before the bag needs emptying. An optional trailing dragmat works the sifted soil back into the turf.



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For more information, write RYAN TURF EQUIPMENT, OMC-LINCOLN, a Division of Outboard Marine Corporation 2101 Cushman Drive P.O. Box 82409 Lincoln, Nebraska 68501





GCSAA

Those superintendents attending the Golf Course Superintendents Assn. of America International Turfgrass Conference and Show in Anaheim, Calif., will have an unprecedented opportunity to see innovations in virtually every facet of materials and equipment for turfgrass maintenance. Some of the changes have been dictated by OSHA regulations; others will reflect the influence of the ecological and the environmental movement. Economy of manpower and energy will loom big in machinery operations. Efficiency in the use of higher-cost seeds, fertilizers and chemicals will be evident in the new designs of spreaders, sprayers and seedbed preparation tools.

This preview of the attractions at the show admittedly must be incomplete, but it may be considered a general guide. Casual, haphazard wandering is not the way to glean the most out of the splendid and costly showings of merchandise. A cursory glance at a display while walking past a booth is no way to learn about the manufacturer's efforts to help the superintendent do a better job. Stop

and ask the attendant about his equipment. The exhibitors have spent large sums of money to acquaint you with the very latest—make them feel that their efforts have been justified.

Prominent among the displays will be those of the large equipment manufacturers. Each one will welcome your attention, so that you can evaluate the new designs and concepts. Here are some to look for.

Improved transportation for men and machines. Gasoline-powered three- and four-wheel "speedsters" are designed to get your crew to the far corners of the course quickly and cheaply. Manpower is too expensive to waste on walking.

Safety in machine design is something to ask about. Are gears, chains and sprockets protected to the extent that OSHA standards are met? Are noise levels low enough? Is the exhaust channeled away from the operator?

Recycling will play a big part in future golf operations. Grass clippings and tree trimmings will be blended in compost piles to be reduced to humus and returned to the ecosystem. Look for the silent chipper, which reduces noise pollution and can chew tree limbs, old lumber and asphalt blocks into chips for composting. For the economy-minded, there is a three-point hitch chipper that uses tractor power and is portable.

A "Soil Laundry" sounds like a far-fetched idea, but ask about it. Large-scale soil cultivation began about 1947. Since then, we've fussed with the debris that comes to the surface. Now, we can expect to see a machine that picks up the soil cores, pulverizes them, returns the soil as topdressing and collects the thatch and other debris for removal to the compost pile. The soil will be in better condition to receive lime, fertilizer and water.

The machine that is able to introduce new, improved turfgrass seeds into established turf without interrupting play and with a high degree of success, is one everyone, who doesn't own one, should see. With grass seed doubling and tripling in price, the emphasis will be on "how little can I use and still get results." The word is efficiency.

Fertilizers need to be used efficiently, too. We might be looking for a machine that will place fertilizer in the root zone under the surface, where erosion cannot move it to the nearest stream. Deep soil cultivation is the best approach to date.

Regulations in Government have encouraged fertilizer manufacturers to ship their products abroad where manufacturers get \$30 to \$40 more a ton. Hopefully, this will end when controls end, but be prepared to increase the fertilizer item in your budget.

Phosphates are difficult to come by, which may not be too serious in the turfgrass market because of excessive uses of phosphorus. Talk to the fertilizer people and get their view on the current situation.

Ask also about the availability of white powdered, soluble sulfate of potash that is sprayable without clogging nozzles. Rock-and gravel-polluted granular potash simply is not acceptable in this day and age when the word is quality.

Nitrogen will be discussed at many displays. It is essential to the production of good turf. When a mixed product is sold, ask for a complete breakdown of ingredients.

Irrigation equipment now is so sophisticated that it can be baffling to the untrained operator. In some cases, the safety element, such as lightning arrestors, has been neglected. A single bolt can knock out an entire system. Another thing

continued

to discuss with irrigation personnel is how the system will work with sewage effluent water. Also ask about how you can reduce water and still maintain good turf. This is a good question for the grass seed people, too.

Lime has been cast in the rôles of hero and villain at various times in our relatively short turfgrass history. In this day, we need to know more about the earth's own chemical resources to protect our turf. We avoid spoiling our environment with an overkill of powerful chemicals.

Grasses for turf are being developed and released at an astonishing rate. Merion, the first of the improved bluegrasses (1950) now is being challenged by cultivars from Alaska, Sweden, Penn State, N.J., Washington, Indiana and elsewhere. Penncross, the first improved seeded creeping bentgrass, developed at Penn State, now is being challenged by others that claim superiority. New red fescues claim better performance than Pennlawn, another Penn State release. Can the superintendent accept the advertising claims for each grass and be sure that, when it's planted on his course, it will outperform all others? Of course not. Now, more than ever, the nursery will be the focal point for evaluating each new grass under local conditions. Ask at the seedsmen's booths for samples for testing. Better yet, order enough for one-quarter or one-half acre and run a realistic trial on your course under play.

Metrics may be at the show in one form or another. Don't be surprised if some directions call for "grams per liter" or "grams per square meter." Scientific literature states measurements of height of cut in centimeters. Don't be surprised, be prepared.

Hydraulics are the main thrust of mechanized turfgrass maintenance. Hydraulic drives mean smoother, quieter performance, less downtime (no chains to break or gears to strip) and greater efficiency. But, check for potential leaks and blowouts. Hydraulic fluid can kill grass.

Pre-packaged chemicals for greater accuracy in application will be something to look for. Don't hesitate to ask about biodegradable containers which, when buried, decompose into harmless residues. An empty container can no longer be thrown on the trash heap, nor can it be burned. Ask the chemical

people what they know that can help you solve your problems.

Contract maintenance, contract weed control, contract liming and fertilization. These things are all being done in a limited way. Will they expand? Will these contracts lessen the responsibility of the superintendent? Can maintenance contracts keep courses in better condition at lower costs? The answers may not be forthcoming at the show, but there will be talk about contracts, so be ready to ask questions and exchange ideas.

New chemicals for weed control? For diseases? For insects? Not too likely, because we have not used our current arsenal effectively as yet. The variability of results might be traced to variations in other factors, which are operating in force. We've learned that timely applications of lime have an effect on the incidence of some turfgrass diseases. We know that lime cannot be considered as a fungicide, but it acts like one sometimes. Also, we might see granulated, dust-free lime on display. It will cost more than regular Aglime, but it might be worth it. It won't hurt to ask.

Chemicals designed to reduce the growth rate of turfgrasses will be a fit subject for discussion. Let's not forget our "foes"—*Poa annua*, nut grass, goosegrass and other hard-to-kill. Keep in mind the high cost of synthesizing a new chemical, formulating it, testing it, and finally, getting an approved label for it.

Solid-state ignition seems to be on the current state of affairs and could mean improved efficiency and less downtime. Ask your favorite manufacturer what it means to him and what it could mean to you. As I understand it, solid state means an end to breaker points, distributor heads, condensers and associated parts.

Ask manufacturers about *training schools* where a modest fee will allow you to learn how best to maintain and operate machines and power plants.

Stainless steel will be the order of the day in sprayers. Corrosion will be greatly reduced and cleanout will be facilitated. Ask about screens and the ease of removal when spraying with materials that have a tendency to clog. *Hydraulic* application of materials is commonplace, but few courses can boast a hydroseeder. The hydroseeder can distribute materials hydraulically

with accuracy, speed and ease, in a way that will stop the ordinary sprayer cold. I shall be looking for a sprayer that can perform all functions, from spreading wood pulp mulch, seed, lime and fertilizer to the application of chemicals for disease and weed control.

Sand trap rakes are growing up. Look for attachments that will expand their usefulness, making them more of a utility tool. Some will boast "hydraulic down pressure" when used as a spiker. Convertibility and maneuverability are features to look for and ask about. *A new concept* for on-the-spot repairs is a *mobile service van* for emergencies. At this point there isn't much to tell, but ask around. It might be there.

We cannot pinpoint each and every "new" device, seed or material that will be seen at the show. We can hope that this discussion will be beneficial to the superintendent as well as the displayer by making the viewer more aware of what to look for.

In brief, ask about 1) safety features; 2) simplicity of design, and 3) efficiency of operation.

Now, more than ever, each superintendent is faced with the necessity of making adjustments in values. Every new device is going to cost more money. How it will work on your course with your budget must be your primary consideration.

See you at the show.

by FRED V. GRAU

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Heavy-grade plastic signs with raised letters and numbers. Plexiglass informational signs. Plexiglass markers. Silk screened, aluminum signs. Engraved plastic signs. Green and white metal signs. Staked trapezoidal signs. And in sizes 6" x 12", 12" x 12" or 12" x 18".

Regardless of what type of a sign you might need, there's a strong probability Standard has it on hand or can have it produced within a couple of weeks, even for the special signs. These important information signs come in a wide variety of colors and shapes. And they give you the flexibility you need on your particular golf course.

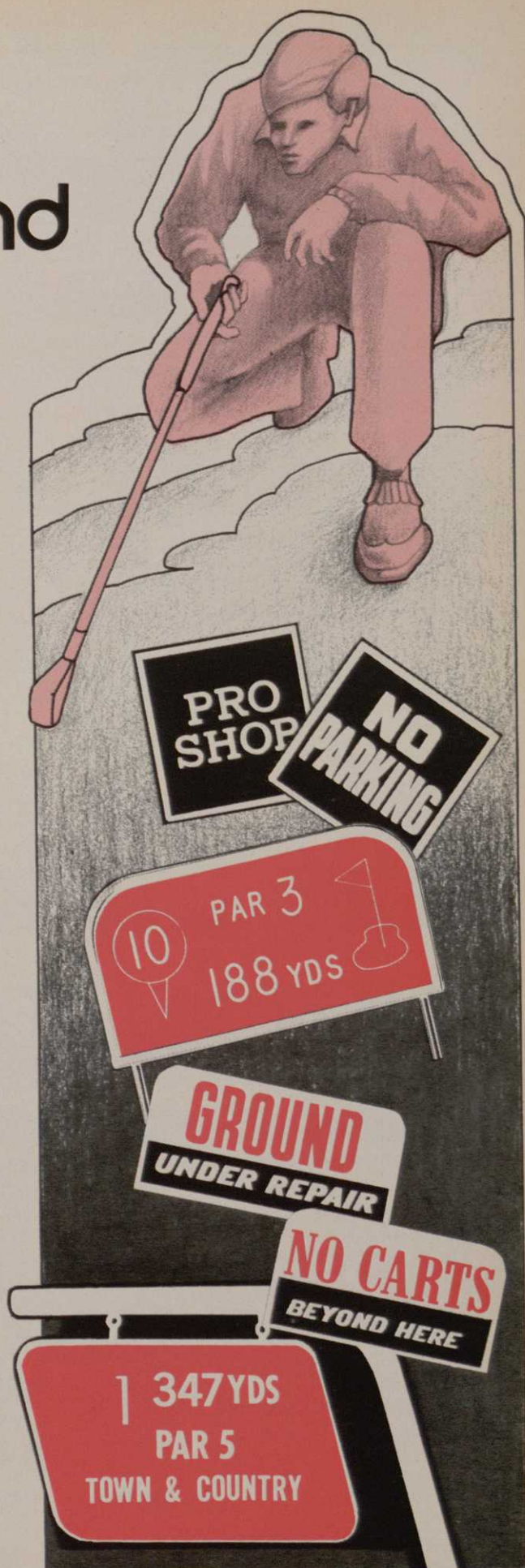
For tee data signs, you have a choice of using the Standard complete console including the hole number, yardage and handicap embossed on a plastic sign. Or use the dimensional tee plaque mounted on a pipe that is 12" x 18". Or use the engraved plastic panel on 6" stakes.

The 6" x 12" aluminum or plexiglass signs are available with wording for 20 different versions such as NO CARS, GROUND UNDER REPAIR, LADIES DAY TODAY, etc.

Around your course entrance, Standard's 12" x 12" green and white metal signs are used to direct your members to the PRO SHOP, TENNIS COURT, POOL, DINING ROOM, etc.

Before you order any type of sign, be sure to check with your local Standard distributor. Or write to Standard for your FREE catalog showing all of the signs in full color. Find out how economical it is to properly identify your golf course. That's Standard.

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Illustrated: New 12 hp Turf Truckster with optional automotive steering.

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That 10-year-old Turf Truckster in the back is still working as hard as the brand new model in the foreground. They were built to last then...they're built even better today.

Cushman has been in the small vehicle business for a quarter of a century...and has grown to be one of the world's largest manufacturers of small vehicles of all kinds. Each year

we've gained more experience and production know-how. Each year we've made our vehicles a little more productive.

For example, the current 18 hp Turf Truckster works harder than ever. Providing dependable

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Proven
productivity.**

transport for men, material and machines. But now, with optional hydraulic system and PTO, it powers a whole system of modular accessories that aerate, top dress, spray and dump hydraulically. It's an efficient, time saving system that can cut your initial equipment and labor costs dramatically.

The Turf Truckster. A good buy in 1963...a better buy today.

GCSAA

On the following pages, GOLFDOM has listed the merchandise that manufacturers, distributors and representatives will be exhibiting at the GCSAA show. The listing is unofficial; the companies, not the association, have indicated to GOLFDOM that they will be present at the show.

GOLF CARS AND EQUIPMENT

Circle No. 106 on Reader Service Card



Cushman



Club Car



Toro, Irrigation Div.

AMF/Harley-Davidson Motor Company, Inc., offers three- and four-wheel electric and gasoline cars. Four-wheel cars have independent front wheel suspension; rear wheels have coil springs, torsional stabilizer and hydraulic dampers. All models have maximum capacity of 750 pounds, low-profile, tubeless tires and welded tubular steel frame and molded fiberglass body. Full line of accessories available.

Club Car, Inc., features the four-wheel, electric *Caroche* and *Caroche Islander*. The *Caroche* has automotive steering, does 12 to 15 mph, has fiberglass body and aluminum frame. The *Islander* doubles as a resort commuter car for private road use. Has a 15 to 19 mph speed and is fully equipped.

Cushman Motors, OMC-Lincoln. Makes electric and gas four-wheel cars (*Town & Fairway*, *Gran Cushman-400*), electric and gas three-wheeler (*Gran Cushman-300*), electric four-wheeler (*Trophy 400*) and electric three-wheeler (*Trophy 300*). All models have steel body and frame with automotive steering. *Gran Cushman* models feature horizontal bag racks and brake warning buzzer.

ESB Brands Inc., featuring their new EV88 and EV106 golf car batteries with carrying handle for ease in installation.

E-Z-Go Car Company, Textron, Inc. Electric cars, three-wheeled *X-444* and four-wheeled *X-440*, feature leaf springs and hydraulic shock absorbers, capable of 12 mph speeds. Gas models (*GX-440* with three wheels and *GX-444* with four) have two-cycle, single cylinder, air-cooled engines, fully automatic forward and reverse drive and steel body and frame.

Pargo, Inc., offers the *Model 803*, three-wheeled car and *Model 804*, four-wheeler, both electric. Features include automotive steering, leaf spring rear suspension; maximum speed is 11 mph, and both cars are made of reinforced fiberglass with choice of body colors.

Texas Refinery Corp. offers lubricants, fuel stabilizers, tire sealants and chemical cleaners.

IRRIGATION EQUIPMENT

Circle No. 107 on Reader Service Card

Aqua-Dial features new this year all brass electric valves (5166) and hydraulic valves (5160), in addition to the company's regular line of large area gear driven rotary sprinklers, automatic, electric and hydraulic controllers.

Cla-Val shows pressure control valves and back flow preventers.

Hays Mfg. Company, Div. Zurn Industries, Inc., exhibiting equipment for automatic sprinkling of fairways, greens and roughs; solenoid valves, electric controllers and sprinkler heads.

Johns-Manville Sales Corp. Agri-Turf Div., offers its *Binar* sprinkler system; central program system for sprinkler irrigation; a new line of golf carts.

Liqui-Trol Systems specializes in prefabricated pump systems (4,000 to 40,000) for golf courses.

Moody Sprinkler Company, Inc., offers its fully automatic controllers and valves. Sprinkler heads and central sprinkler programmer.

Rain Bird Sprinkler Mfg. Corp. *Rain Bird MC-1* is a dual program master controller with automatic syringe feature. *SC-11 Satellite Controller* with station multiplier.

Rain-O-Mat Sprinklers, Inc., has enlarged its entire line of pop-up rotary sprinklers, sprinkler heads, valves and controllers.

Skinner Irrigation Company offers a complete line of automatic irri-

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GCSAA

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gation equipment, featuring a revolutionary sprinkler arm to give even precipitation distribution.

Thompson Mfg. manufactures gear-driven rotary sprinklers in its *Commander Series*.

The Toro Company's Irrigation

Div., offers a complete line of automatic lawn and turf irrigation equipment. *Vari-Time 4000* central programmer has 14 models suitable for all kinds of golf course irrigation systems. *Toro Satellites* complete system. Sprinklers, *Series 630, 650 and 690*, have valve-in head, are available in hydraulic or electric. All equipped with a manual off-automatic control for each sprinkler, are pressure regulated. Series 650 and 690 have two kinds of two-speed sprinklers: one for single row application; the other for two row or

greens application.

Weather-matic Div., Telsco Industries, offers complete line of golf course irrigation equipment, including the *K-Series* rotary sprinklers, command/satellite control systems, *SSV* and *SSR-10* controls and electric valves.

MAINTENANCE EQUIPMENT

Circle No. 108 on Reader Service Card

Atwater Strong Company, Inc., offers the *MI-T-Trailer*, a 40 cubic-foot materials trailer.

Bunton Company features *Bunton* lawn and turf equipment and *Goodall* lawn and turf equipment. Trimmers and edgers with eight inch to 18 inch cuts. Self-propelled push mowers, from 18-inch to 22-inch, and riding mowers with power steering, from 21 inches to 52 inches.

The Champion Company introduces the *Champion End-Dump Trailer*, a hydraulic dump trailer with a three cubic yard capacity, rugged steel frame and two-wheel suspension. Also offered, the *Doo-All* trailer line.

Dedoes Industries, Inc., makes the *Dedoes Aerator* line in fairway and tee and green sizes. Convertible units available for slicing and spiking.

John Bean Div., FMC Corp. introduces an air crop sprayer with 40-foot swath coverage, PTO driven. Other spraying equipment include the *Turf-keeper* sprayer in several models, the *Rotocast, Rotomist* in four models, plus spray booms and other spraying accessories.

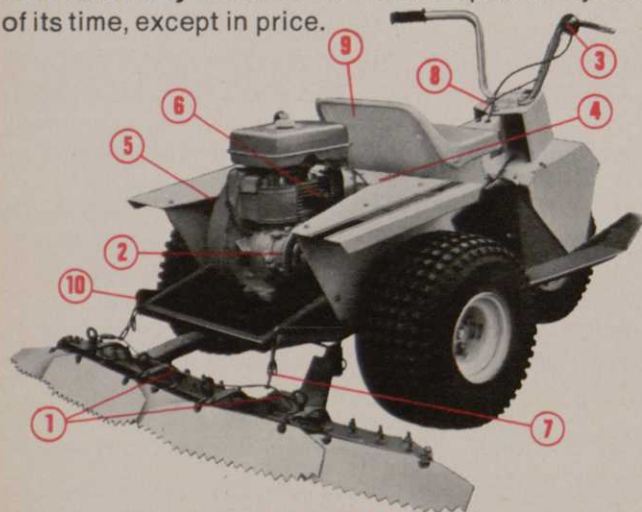
Gandy Company introduces the *Handy Gandy* measuring wheel for use on almost any surface; folds easily and comes in two models, *W-50* and *W-52*. Showing also the *Turf Tender* top dresser and lime applicator, new this year. Gandy spreaders, broadcast applicators and line tenders also available.

Giant-Vac Mfg. Company makes a complete line of vacuums with attachments; *Giant-Blo* blowers, from five to 65 hp, thatchers, *Giant Trail Vacs*



An EASY RIDER by any other name is not an EASY RIDER...

A new competitor has a trap rake that copies our 1973 **Easy Rider 2**. Our 1974 model, the **Easy Rider 10** (with 10 major advances) out performs *any* other trap rake. From **Easy Rider 2** to **Easy Rider 10**—our new trap rake is years ahead of its time, except in price.



NEW FEATURES

1. RAKE DEPTH ADJUSTMENT
2. Different torque converter
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4. Heavy duty jackshaft bearings & brackets
5. Heavy duty drive belt and pulleys
6. Weather seal on gear shift lever
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8. Stronger yoke & pivot post
9. Two-piece high back seat
10. Higher Rake transport position

For more information circle number 204 on card