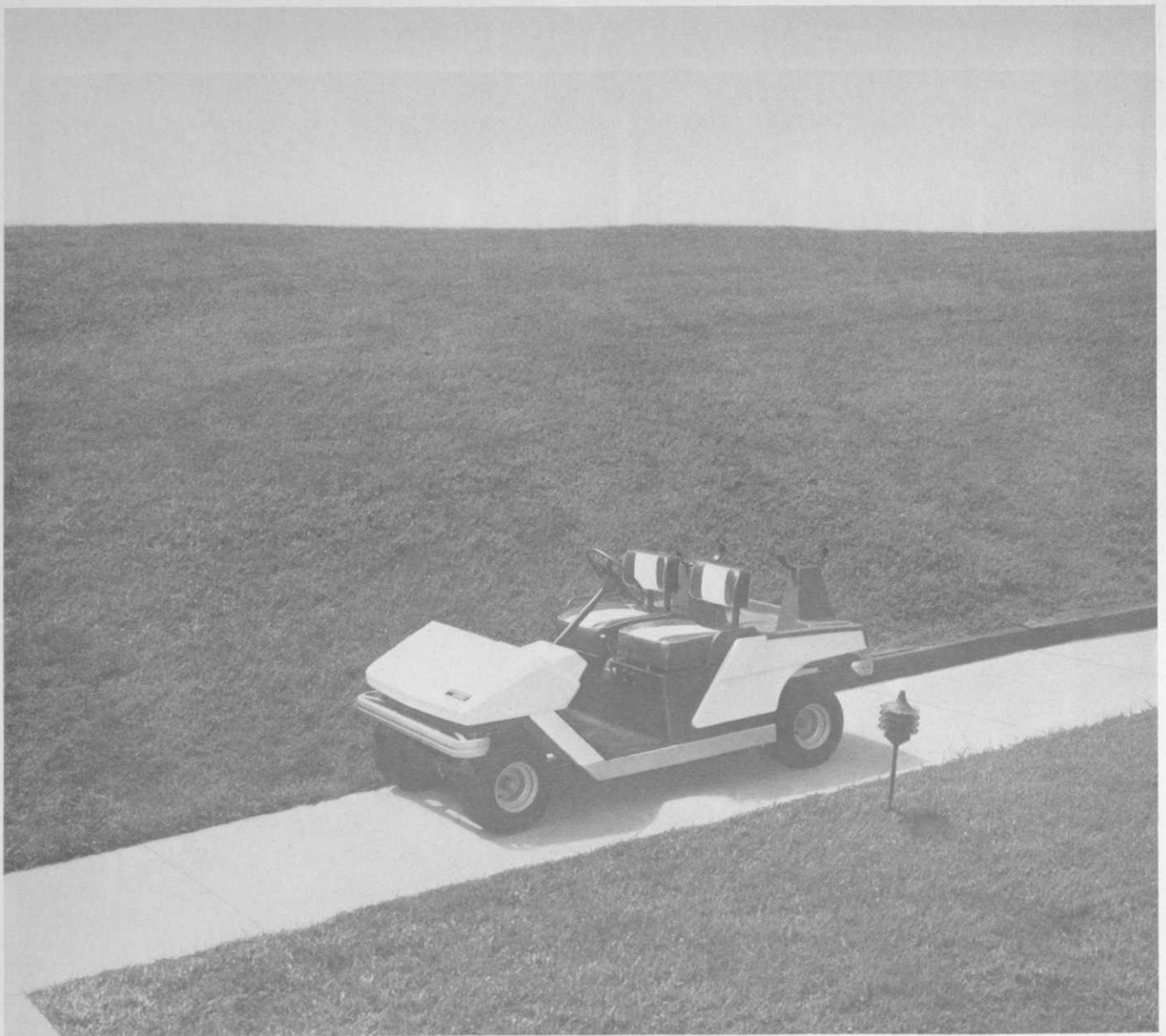


| | | | | | | |
|---|--------------------------------|---|---|-----------------------------|---------------------|--|
| Shamrock Golf Company 10850 Wilshire Blvd. Suite 560 L.A., Calif. 90024 | Power Pocket | All swing wts. placed in club head thus all are equal | Dynamic— All | \$530.00 | Green | |
| Spalding Meadow Street Chicopee, Mass. 01013 | Elite Centurion | | Dynamic/ R, S Lightweight/ R, S | \$467.00 | Black | Investment cast irons. |
| | Top-Flite | | Dynamic/ R, S Lightweight/ R, S | \$400.00 | Black | Dy-Nertial weighting featured in forged irons & woods. |
| | Executive | | Lightweight Steel, R&S | \$358.00 | Charcoal Gray | Forged Irons. |
| | Ladies Top-Flite | | Lightweight Steel/L | \$400.00 | Cranberry Royale | |
| Stag 16224 Garfield Ave. Paramount, Calif. 90723 | Stag Irons | | Dynamic/L, A, R, S, X | \$292.00 | | Investment cast, dual cavity back. |
| | Classic Woods | | Dynamic (A, R, S) Stainless Steel (L, A, R, S, X) Graphite | \$140/\$170/ \$125 each | Walnut Black | |
| Wilson Sporting Goods 2233 West Street River Grove, Ill. 60171 | 1200 | Foreweighted woods, over the hosel irons w/perimeter weighting | R, S, (A&X special order) counter-torque | \$470.00 | Ebony | New improved model, expanded sweet spot in both woods & irons. |
| | Staff | Variable swingweight in irons & woods | R, S, (A&X special order) Ultralite | \$399.00 | Ebony | |
| | Graphite II Woods (1, 3 and 5) | Exclusive shaft—high torque resistance | Firm, extra firm | \$125.00/ea. | Ebony | Fairway woods not available. |
| | X-31 | Beveled & radiused iron soles, Turf-rider woods | R, S, (A&X special order) Power Groove light-weight steel | \$399.00 | Ebony | |
| | Julius Boros Professional | | R, Model 600 Regular steel | \$155.00 (8 Irons, 4 Woods) | Walnut | |
| | Lady 1200 | Foreweighted woods, over the hosel, perimeter wtd. irons counter-torque shaft | Counter-torque/L | \$437.00 (8 Irons, 4 Woods) | Ebony | New model not available until spring '75. |
| | Berg Staff | Variable swingweight in woods & irons | Ultralite/L | \$399.00 | Ebony | |
| | Berg Professional | | Model 400 lightweight/L | \$207.00 | Natural | |



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Is Christmas Selling Still Important?

Sometime between now and December 25, pros will be trying to turn merchandising ideas of Christmas Past into the cash of Christmas Present.

The Christmas selling season is the highlight of the year in some shops, while others continue to report they are losing faith in its high possibilities. Whatever the outlook, a brisk Christmas business seems to go hand in hand with a shop's strong merchandising effort. The greater the effort, the greater the participation of members in shopping the pro shop for Christmas.

In the past month GOLFDOM has been asking pros about their Christmas business, and despite many gloomy forecasts for the economy as a whole, the season looks good for this industry. A number of shops reported that they expect to handle 25 percent of their 1974 business through the holiday season.

GOLFDOM's sampling was concerned with attitudes and ideas. While a few pro shops report they are trying to ease up on merchandising efforts in the holiday selling season, there are still notable exceptions.

Cincinnati's Kenwood Country Club, under the direction of Bob Foppe, makes the yuletide pay off at the cash register with an extended effort in Christmas marketing.

Of course, Foppe uses the usual stand by promotional items such as club mailers, reminding customers that his shop is open for the season and what items are available, but he also uses telephone contact to give prospective buyers advice on purchasing.

Foppe's plan of attack begins in September when he sends lists to members who bought personalized golf balls last Christmas. Then, they have an opportunity to buy them again. For Kenwood and many other clubs personalized balls still are the leading Christmas selling item and in

turn stimulate purchasing of more expensive merchandise.

One interesting sidelight to Foppe's September promotion is his staff's contact with local business firms to use Kenwood's shop as the answer to buying Christmas gifts for their employees. For example, one firm bought 100 varied items for its workers. Foppe spotlighted golf umbrellas, suit bags and duffels in the sale of items, each gift ranging between \$20 to \$25. "In this way, we become a purchasing agent or manufacturer's rep for the companies and generate added buying," he said.

Christmas is always a high impulse buying time for customers and Kenwood is no different in this regard. Foppe says an average Christmas purchase in his shop is \$25.

In the traditional Christmas mailing to customers, Foppe always adds envelope stuffers supplied by manufacturers to expand purchasing thoughts of consumers. At the same time this expands product knowledge of his members. Foppe highlights those companies which offer the most available discounts, including some which extend to April

The ability to help the customer is more critical at Christmas than ever before, thus service before and after the sale should be re-emphasized. The reasoning is clear. A bad sale at Christmas can influence a member's purchasing rate for the rest of the year.

Most shops have a standing rule that Christmas exchanges are always permitted. Allowing a member to exchange clubs which were a gift is a smart business decision.

Besides the stable items of the industry, shops also offer softgood lines in various colors and styles. Some clubs emphasize reds and greens during the Christmas season. This kind of merchandising is also functional and offers added decoration to the store, especially if Christmas decorating has already been done.

Along with seasonal softgoods, other items could be featured. Overstock of fall goods could be reduced for clearance, while new spring lines can give customers a look at coming fashions. Along with the golf styles, resort clothing could also be displayed for members planning trips to warmer climates during the winter.

In addition to extended hours for convenient shopping plus mailing and telephones promotion, shops can also use other ways to get people out to the club during the Christmas shopping days. Open houses are popular and a small informal gathering in the shop with refreshments is always good public relations. Some shops also offer door prizes such as television sets, hopefully to bring more members through the door.

For many years it has been popular for pros to check golf equipment in storage to look for Christmas gift suggestions. A new bag may be needed, or headcovers and umbrellas. Club repair, replacements, new grips for woods and irons and refinishing are all gift suggestions a pro can supply.

These and many other services can be offered during the selling season, but there are other ways to make members aware of them. For instance, some public courses have advertised to get their selling points across.

Clubs in smaller communities could take advantage of advertising time during broadcasts of local sporting events on radio.

Early in the season shops might list all the articles purchased by a family during the preceding year. This list, often included in the mail pros send to members, can help buyers evaluate gift possibilities.

Gift certificates, of course, are always popular. Several shops offer their members \$2 discounts on purchases of over \$10, if the certificate is used before New Year's Day. Free gift wrapping is another added service. □

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TOURNAMENT TURF

From the day his course is named site of a major professional tournament, a superintendent's thoughts turn to toughening it up for championship play and making accommodations for more than 30,000 spectators, miles of television and telephone cables and the national press. The superintendents below were awarded a "Citation of Performance" by the Golf Course Superintendents Association of America.

CANADIAN OPEN

Turning a flooded golf course into a championship tournament course in less than two months for this year's Canadian Open was the task of Mississauga Golf and Country Club's superintendent, Paul Dodson. The tournament finished up July 28 at the suburban Toronto course.

Although spring flooding is as regular as spring itself in Dodson's area, he had anticipated those problems and was ready to deal with them. What he did not expect in addition was an early January thawing and rain which caused some flooding and ice damage.

This was compounded by a four-hour record setting rain in May which pushed the Credit River well over its banks, followed by 14 consecutive days of rain early in June that was another record.

Critical to play on a majority of the holes, the river grew in areas that are normally 100 feet wide to flooded areas that became as much as 200 yards wide, forcing Dodson to call in bulldozers to remove layers of silt

and debris from his greens, tees and fairways.

He then began to lay more than 10,000 yards of new sod to repair the most severely damaged areas, with his turfgrass management techniques being called upon to restore the remaining areas.

As if contending with the flood problems was not enough, Dodson was also in charge of making the course tougher for tournament play.

Officially measuring 6,839 yards, new tees for the first, fifth and 15th holes and an extended tee at the 18th added new dimensions to the par-70 course. In addition to the longer tee at 18, the green was completely rebuilt, making it four feet higher and turning a flat green into a relatively rolling one.

New sand traps were also placed around the green to make the final approach shots even more difficult than before.

During the final days before the tournament, Dodson was also in charge of preparing the course for crowds of approximately 35,000 each day of the competition.

This work included the erection of four temporary bridges, the largest two being 100 feet long and 16 feet wide, and more than a mile and a half of snow fencing for crowd control along the course.

PGA

A "new" golf course faced the 56th annual PGA National Championship competitors this year at Tanglewood Golf Club, Clemmons, N.C. as a result of architect Robert Trent Jones' design, and

superintendent Vance R. Price's implementation of those changes. The tournament ended August 11.

Combining nine holes each from the club's west and east courses to facilitate a new championship course was Price's task, along with completing modifications to toughen an already difficult course.

This included placing 290 white pine trees, reducing the size of the greens from an average of 9,000 square feet to between 5,500 and 6,000 square feet and rebuilding each of the 110 sand traps on the course.

Over 10,000 tons of white sand was hauled 120 miles from Spruce Pine, N.C. for the traps.

Another added feature to the course is a 200 x 140 foot lake, four feet deep, near the third green. Shots from the new tee, set back another 50 yards, became critical because of the lake and the surrounding traps.

While all of the course changes were being completed, Price was also overseeing installation of buried telephone and television coaxial cable around the course.

He had seen before the interference and tripping problems experienced by players and spectators with above-the-ground cables, so he determined that an extensive system of buried cable would not only eliminate those problems, but would also improve the efficiency of the scoring system for the officials, spectators and press corps.

Other preparations required for press coverage included erection of nine broadcast towers and raising a 150 x 180 foot press tent.

For the estimated 35,000 daily spectators attending the tourna-

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The once-over greens machine.



TURF

from page 46

ment, Price established a crowd control system around the course and set up three bleacher areas near the most exciting holes. The stands at the 18th green seated 2,500 persons while the bleachers at the ninth and third holes were not quite as large.

U.S. OPEN

In preparation for this year's U.S. Open Championship at Winged Foot Golf Club in Mamaroneck, N.Y. June 13-16, superintendent Ted Horton was responsible not only for the general condition of the course, but also for the reconstruction of several putting, tee and bunker areas.

He placed 400 additional trees to help beautify the course and place minor obstacles for the tournament players. A total of nearly 4,000 man-hours were expended on special con-

struction projects in these areas required for the tournament.

While he was preparing the course for 150 tournament competitors, he was also in charge of preparations for the 25,000 to 30,000 daily spectators, as well as network television equipment.

Over six million feet of electrical cable (1,136 miles) were either unobtrusively stretched along the course's trees or buried in trenches.

WESTERN OPEN

Preparing any golf course for a major tournament is no easy task, but to host a tournament like the 71st Western Open less than two months after the course officially opened required the work of an exceptionally talented superintendent.

This job fell to Edward Fischer at the Butler National Golf Club in

Oak Brook, Ill. for the tournament that finished June 25.

Special preparations included laying over 15,000 feet of telephone cable for network television and scoring purposes.

In addition, there was the daily grooming of the course just prior to tournament play and special accommodations for the 15,000 to 20,000 daily spectators.

Fischer joined the Butler staff in 1971, assisting in the initial planning and construction of the Western Open's new home.

USGA MEN'S AMATEUR

When 200 of the nation's finest amateur golfers converged on the Ridgewood Country Club in Paramus, N.J. to compete in the USGA Men's Amateur Aug. 30-31, few of them realized the man responsible for the playing conditions had been at the job since before most of them were born.

Robert Kapherr, Ridgewood's superintendent, joined the staff in 1930 as the assistant superintendent and was named superintendent in 1955.

During his 44-year tenure he has participated in hosting such tournaments as the Ryder Cup, National Seniors and the New Jersey and Metropolitan New York Amateurs and Opens.

While the estimated 55,000 trees which faced the amateurs on the 6,754-yard course caused golfers numerous problems, they were also the source of unusual maintenance problems for Kapherr.

Not only did he have to keep the trees constantly trimmed so as not to interfere with play too much, but the grass shaded by the trees also had to be carefully watched and treated for growing problems peculiar to areas shaded by trees.

The 27-hole private course was established in 189 and is the oldest golf club in New Jersey and one of the six oldest in the country. The 18-hole course played in this year's amateur was designed by A. W. Tillinghast and built in 1929, a year before Kapherr came to Ridgewood. □



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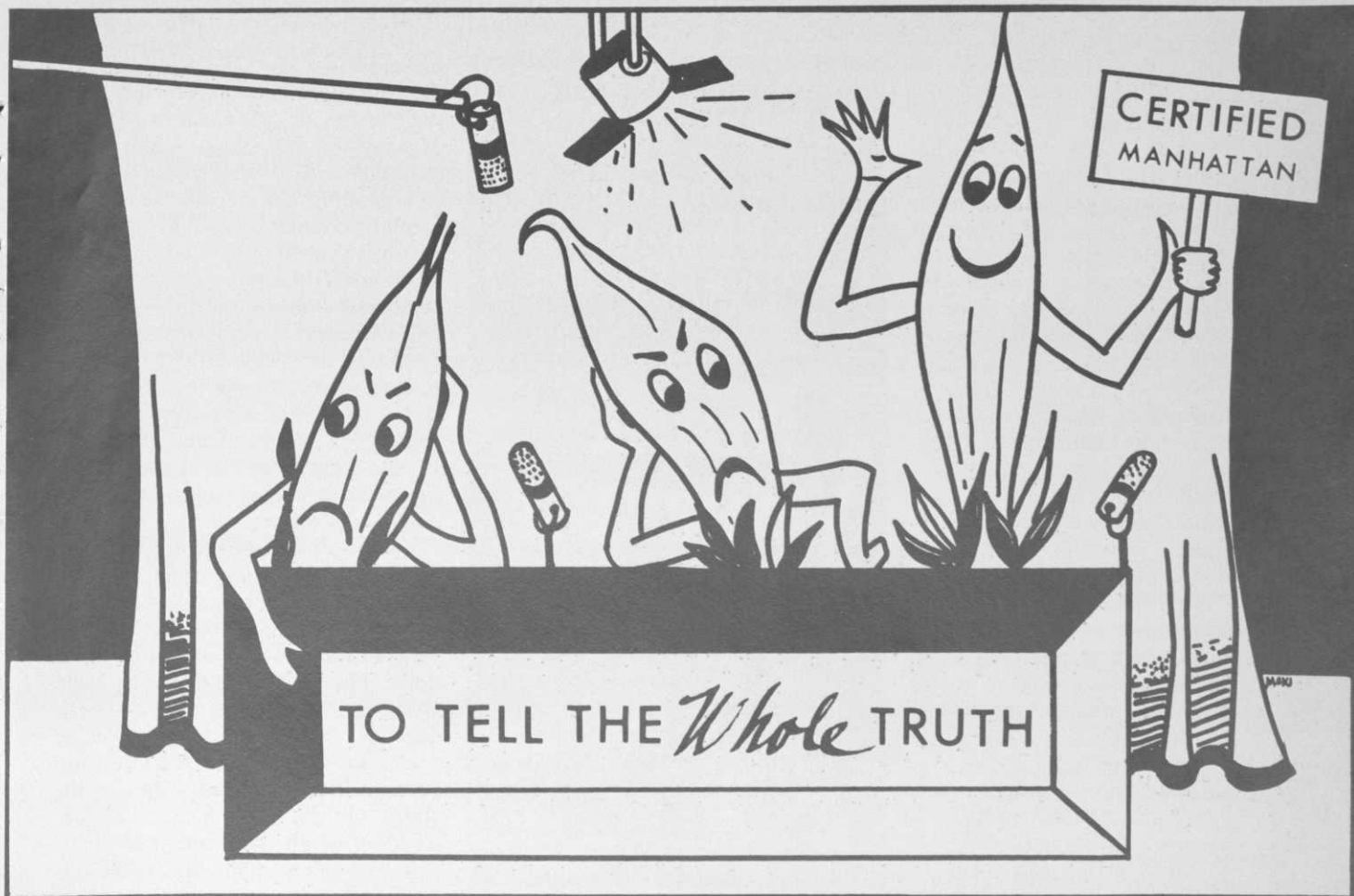
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Communications, of any type, are probably one of the most important but least used, tools a superintendent has at his disposal to turn his ideas to the board and membership into improvements on the course.

If one were to cross-examine the most successful superintendents in the country it would undoubtedly be found that an efficient communications network has helped immensely towards their success.

Golf course management communications can be broken down into three major categories. They are:

- I. Essential or mandatory
 1. Annual budget
 2. Annual report
 3. Board of directors meeting
 4. Greens committee and chairman meetings
 5. Long-range planning
- II. Inter-club relations
 1. Pro-superintendent-manager relations
 2. Employee relations
- III. Personal public relations
 1. Local and national press
 2. Member participation
 3. Monthly club newsletter

In one shape or form, all clubs will, or should have some type of written budget to guide the year's projected operating expenses and capital improvements. The degree of detail in this budget will depend on the planning qualities of the superintendent, how much elaboration it will take to assume passage of the entire budget and the sophistication of the board of directors.

Basically, a budget should consist of the following headings:

- I. Introductory remarks
- II. Annual report
- III. Proposed budget totals (with comparative totals of present and past budgets)
- IV. Proposed labor breakdown
- V. Proposed budget breakdown (with adequate explanations of each item, as to why they have risen, dropped, or stayed constant, and their particular need)
- VI. Capital expenditures
 1. Capital equipment
 2. Capital improvements (fully explain the why's and monetary calculations of these items; exact research on equipment and improvements will help justify these expenditures)

Superintendent's Blueprint For Club Diplomacy

Make Yourself Available

by Richard M. Bator
Country Club of Pittsfield
Pittsfield, Mass.

VII. Special capital expenditure requests

No matter how well a budget is put together, its effectiveness is not generated to its fullest potential unless it is presented to the board in person. Each board member should have a copy of the budget at the presentation meeting for future reference and question purposes.

Annual report: An annual report, listing all major and minor improvements, along with explanations of any particular problems that were encountered during the year, is a must at the end of each season. Besides submitting copies to the board, I also insert a copy into my final newsletter of the year, which is sent out to each member. These accomplishments will also serve as an excellent justification for the following year's budget proposals.

Board of director meetings: There is really no need to attend all monthly board meetings, but several appearances are a must in order that a harmonious rapport be established between the superintendent and his superiors. Spacing your appearances at key times of the season, along with the budget proposal

presentation, gives an excellent opportunity for all concerned to air their views on what's actually progressing or regressing under your supervision. If there is a need for special funding during the season, a special presentation should be made.

Greens committee and chairman meetings: Good relations with one's chairman and committee is essential. During the height of the season, weekly or bi-weekly informal get-togethers seem to serve the best interests. In this way a chairman is kept abreast of any particular problems on the course and will be better-equipped to convey solutions to the board or members.

After all, one of the major duties of a chairman is to act as a liaison between the membership and superintendent, or we would be swamped with numerous and chaotic situations. The regularity of seeing your chairman and committee again depends on your club's particular needs; taking into consideration the personalities involved, the availability of your chairman, and understanding of all those involved.

Long-range planning: When initially taking a new position, an extensive long-range plan should be formulated. It should contain improvements on all areas under your jurisdiction, along with pro and con explanations, time required to complete these improvements and the estimated capital it will take for their start and completion.

Pro-superintendent-manager relationship: Nobody can really tell another superintendent how to get the most out of his employees or establish good working relations with the pro or manager; there are too many variables in each group's personalities. A discontented crew, as well as a shaky footing with the pro and manager, is one of the quickest ways I know of leading yourself down the path of failure.

Besides having near-daily informal exposure with the pro and manager, luncheon meetings are held on a regular basis during the season. Another aspect of the relationship is the social contact I maintain with them. No matter what means are used to achieve the end result, the club's and departmental success depends on a well-meshed relationship between the three.

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