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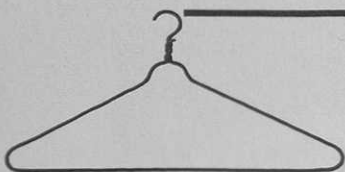
times faster than self-powered units. For instance, one man can spike 18 greens by mid-morning, a job that used to take a day or longer. So you'll get much more work out of each hour of labor cost.

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Circle No. 173 on Reader Service Card



FASHION PREVIEW '75

QUOTES FROM THE INDUSTRY

Herb A. Cohen, Thomson Company: "With reference to the way I see the slack business for this coming season, I feel slacks on their own will just about be even with last year.

However, the Thomson Company has styled some coordinated tops and this brings us plus business. One item in particular that has been outstanding is our India Madras program, where we feature all sorts of India Madras plaids and printed slacks, and then coordinate them with both long and short sleeve solid Madras shirts. Retail about \$45.00."

Don Drotman, Izod-Haymaker: "In golf shirts, we are doing a very large group of 100% cotton lisle in prints and solids. They are all in the \$16-\$18 price range. All in original prints and small patterns.

We are also doing a new group of dacron and cotton prints and stripes. These are in the \$15-\$17 retail range. We are introducing a new fishnet shirt with the alligator emblem, the long tail, and full fashioned collar. This has been one of the biggest selling items in our line so far. In slacks we have a large selection of dacron and cotton, avril and cotton, and all the light weight blends in patterns of prints and some novelty patterns.

Frank Gallagher, PGA/Victor Ryder Cup: "PGA/Victor's Ryder Cup slacks are all permanent press in double knits, textured wovens and polyester knits. They incorporate a self-adjusting extension waistband or belt loops and deep easy-access pockets. The moderately flared legs are cut with plenty of length to oblige the customer who prefers cuffs.

Ryder Cup shirts of 100% Celanese Tricot or polyester-cotton blends are also permanent press and fully absorbent. The longer tail and stand up collar (for wear with a sports jacket) are features characteristic of PGA fashions. These shrink-proof shirts are designed to coordinate with Ryder Cup slacks.

100% Polyester knit ladies fashions from PGA have been yarn-dyed to assure color fastness. Like Ryder Cup shirts, the ladies tops are cut longer than conventional golf fashions. The skirts and tops are designed to interchange throughout the line and encourage the female mix-and-match imagination."

Joe Romeo, David Smith: "We've recently opened the most exciting resort and early spring line David Smith has produced to date and sales reflect a 10 to 15% increase. Our piece goods purchases support the sales trend and deliveries will be on time.

Designer Eric Jacobson is introducing a new men's and women's sportswear member mailer that has caused considerable interest. We're trying to do our part to move goods to the consumer. And, David Smith introduces a brand new silhouette in pant skirts; the 'swinger."

Nick Lowe, Spalding, Bernard Altmann: "The fashion industry for men's clothing is exploding as men are now more conscious of their appearances than ever before. Five primary reasons have interrelated to produce the tremendous marketing opportunities in the golf apparel business. The first is the higher disposable income levels, second the number of golfers on the courses is at an all-time high, third the amount of time spent for recreational activities

has increased substantially, fourth the wide-spread use of comfortable active synthetic fibers in clothing, and lastly, perhaps most importantly, the larger square footage and shelf space allotted to golf apparel display in proshops.

But the big news in fashion for Spalding is the introduction of its "core line". Now pro shops will offer as a core or basic line the traditional colors and styles of slacks, sportcoats, sweaters and shirts. The more seasonal offerings in terms of colors and weights will be introduced to support the core line in the spring and fall.

Jack Lust, DiFini: "Here are fashion forecasts for spring 1975: Ladies' Collection: Colors will be clear bright, pastels and classic tones. Coordination — Contrast colors — monochromatic tones. (Solid bottom and basic colors) (Repeating for tops in similar tones).

Cotton and Cotton blends are an important part of the fabric story for both men and ladies' styles, in knits and wovens.

A fashion group of exclusive designs embroidered on Polyester fabrics is offered in 6 patterns confined to DiFini.

For Men — The emphasis is still on Double Knit Polyester Slacks but lighter in weight. For the first time, DiFini brings back several woven numbers but in slight stretch textured woven fabrics. Soft full fashion collars show renewed interest in the DiFini Spring 1975 story; however, the emphasis is still on tailored collars (banded styles and basic collars). Style "Fairway" a top quality "Durene" Cotton Lisle Shirt tailored with yoke back and forward shoulder stands out as a fashion leader; short sleeve fancy print Shirts are shown in "banded collars" in Sublatic prints, Polyester cotton and Arnel plus fabrics. "Comfortissimo" fabrics continue to be featured in an expanded selection of unique "DiFini Design" Slacks and Shirts in solid and "linen look".

Chuck Malitz, AMF Ben Hogan: "The 1975 Spring Shirt line includes six new pattern additions: The Mosaic, Labyrinth, Quadraplex and Lattice prints; and two stripes — Tapestry and Regent. These join the popular Cascade, Argyle and Narrow Stripe designs successfully established in the 1974 line.

The Gentleman's Shirt features one-inch extra length, hemmed sleeves — amply cut for total freedom of movement without binding or chafing, and two collar styles. The full-fashioned knit collar lies flat and the fully tailored collar has a neckband designed to maintain the collar's shape and neatness. Tailored placket fronts feature four-button Continental or top-center styles. The shirts have two-inch side vents.

Edward J. Manley, E. J. Manley: "For 1975 we will feature a new look which is pattern pants and pattern shirts coordinated for men. All buying since the opening of our line has been very strong in this direction. We also feel strongly about our Solid story which includes solids with trim, and solids in a very soft color range.

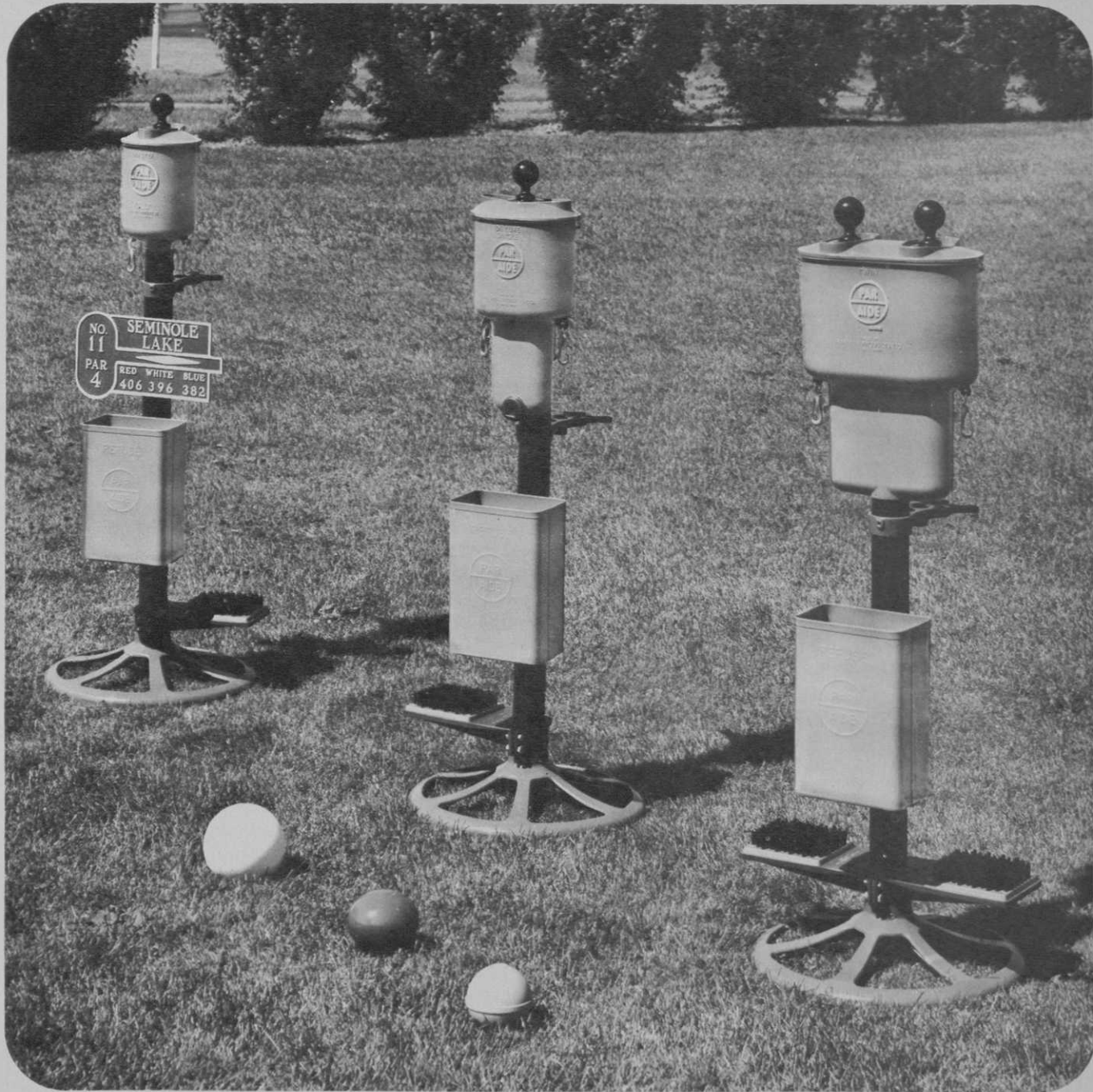
We have included in our line, and they are being sold very heavily, novelty cotton patterns in both slacks and shirts. The most important fabric for 1975 will be cotton with texturized wovens following. It is our feeling that double knits will be the least important fabric for 1975."

Wally Phillips, Charles A. Eaton: "Men's fashions will continue to be bright and cheerful for 1975 — large checks and plaids, attractive stripes and interesting coordinates.

Ladies fashions will stress matching and mismatching coordinates featuring 3-4-5 or even more pieces in sets. These will combine dyed-to-match solids with eye catching patterns.

In golf shoes 3-color assortments with varying treatment of stripes will be very fashionable and we will see somewhat of a comeback of black and white. All white will continue to lead golf shoe sales.

It seems certain that shoes and softgoods will continue to be the big profit items in golfshop sales in 1975."



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**Cleveland Pro Shop Emphasizes
Service, Personal Contact and Experience**

“Our Sales Edge—Follow Through”

Mike Limback, PGA professional who runs the pro shop at Tanglewood Country Club, just outside Cleveland, works a three-tier Alpine Chalet that is both picturesque and functional. And at a time when competition is getting tougher, Limback and his assistant, Dennis Toler, are putting both to work in order to come up with a strong program of merchandise mix and merchandising.

“We have a lot of competition from the downtown stores,” Limback said. “Somehow or other they get hold of what is supposed to be only available to us, and then they sell this merchandise at ridiculously low prices. We’ve got to do something different to keep the traffic here.”

Limback and Toler follow through on what might be called tender-loving-care merchandising. “Few people realize,” Toler adds, “what follow through really means. For example, when they buy a set from a discount house and the head comes off or something else goes wrong, that’s it. No customer can go back and say he doesn’t like this set.”

“We’re different. If a person is going to buy a set of clubs, we let him play a round of 18 holes to get the feel. We play with him to see what he’s doing and how he handles that new set. Part of the purchase price is the experience that goes into selling the set.”

This personalizing of the sale is what is helping to build up a sense of loyalty among club members.

“Look at it this way,” Limback said, “each customer, each member has to believe that we’re interested in helping him into a perfect game. And part of that perfect game is having

the right equipment.”

Therefore, if a customer is indecisive about the set, Limback will let the man or woman take out four or five irons from the different sets, and go up to practice with them. And this is not a one-shot deal. He can try them out several times before making the final choice. And, in the meantime, Limback will be there to give him pointers about the game. It takes extra time, but it is part of the merchandizing Limback is talking about.

Offering him further support is the three-tier chalet that functionally divides the area into specific sections. The pro shop itself is only one section of the chalet. As the member enters, he can go downstairs which is devoted to storage and the cart repair area. Toler said the area can store 480 bags easily.

If the member walks up a flight of six stairs, he comes into the 20’ x 30’ pro shop on the right hand side. On the left, flowing from the shop, is a 20’ x 30’ canteen area with tables and chairs, a fountain and counter section. This structure is different from many other clubs in that the formal dining area and bar is kept separate from the golf course and the pro shop. The canteen, however, allows for a rest and refreshment on an informal basis.

Storage, inventory and equipment is kept on the third tier that is under the A-frame of the building.

Limback believes in a full-shelf approach to merchandising and wide mix as well. Using women’s clothing as an example, he begins with women’s skirts. Tanglewood goes mostly with Haymaker which has been their big seller over the years. In addition, the shop carries Quantum

and Harburt. Price range for skirts runs from \$20 to \$28, while tops go from \$9.50 to \$18.00. Menswear leads off with Munsingwear in the \$8 to \$12 shirt and Izod in the \$15 to \$17.50 range. In addition, Tanglewood has the Kimberton cotton lisle shirt which carries the club’s crest on it.

When it comes to clubs, Limback tries to get one set of everything at the beginning of the season “. . . so that the members can get a good look at what’s new on the market”. Limback likes the idea of displaying a complete range in clubs. Both Toler and he are Spaulding representatives.

Display and inventory are an important factor in the merchandising. The “up front” philosophy is strongly adhered to.

“For instance,” Limback says, “we put the most expensive shirts up front. Eyecatchers like the flashy Izods. The idea is that this is the first thing the members see when they come in. Munsingwear is a staple that will sell all the time, especially because of its price range. Therefore, you want to put it where the members can see what you have.”

Inventory in shorts runs medium, large and extra-large. Ordering in dozen lots for each style, Tanglewood carries three each of the medium and extralarge, and six of the large. In their approach, Limback and Toler keep everything out front with little backup stock. This has the great advantage of offering a well-stocked front from which members can choose.

The idea behind this is to give the customer the feeling there is both variety and depth in the shop, and

Continued on page 60

just 10 years ago the impact of these nine brands was not available to golf shops!



Today, if you are a retailing golf pro, you are familiar with them all. Five of them are the No. 1 brand in pro shop volume in their field.

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COMING EVENTS

Club Managers Association of America Texas Regional Meeting, Warwick Hotel, Houston, Tex., Sept. 21-23.

Southern Illinois Turfgrass Field Day, Southern Illinois University Agricultural Research Station, Belleville, Ill., Sept. 24-27.

Northwest Turfgrass Conference, Sun River Lodge, Sun River, Ore., Sept. 24-27.

Midwest Turf Field Day, Purdue University Agronomy Farm, West Lafayette, Ind., Sept. 30.

Club Managers Association of America Central Pennsylvania Regional Meeting, West Shore Country Club, Camp Hill, Pa., Oct. 6-7.

Southwest Turfgrass Conference, New Mexico State University, Las Cruces, N.M., Oct. 10-11.

National Association of Golf Club Manufacturers Fall Meeting, Rancho Bernardo Resort, San Diego, Cal., Oct. 13-16.

Golf Ball Manufacturers Association Fall Meeting, Rancho Bernardo Resort, San Diego, Cal., Oct. 13-16.

Club Managers Association of America First Annual Symposium, Harrison House, Glen Cove, N.Y., Oct. 14-16.

Club Managers Association of America Iowa Regional Meeting, Hyatt House, Des Moines, Ia., Oct. 20-21

Central Plains Turfgrass Conference, K-State Union, Manhattan, Kans., Oct. 23-25.

Wisconsin Golf Turf Seminar, Pfister Hotel, Milwaukee, Wis., Oct. 30-31.

Fifth Annual Georgia GCSAA/University of Georgia Turfgrass Short Course, Center for Continuing Education, University of Georgia Athens, Ga., Nov. 24-26.

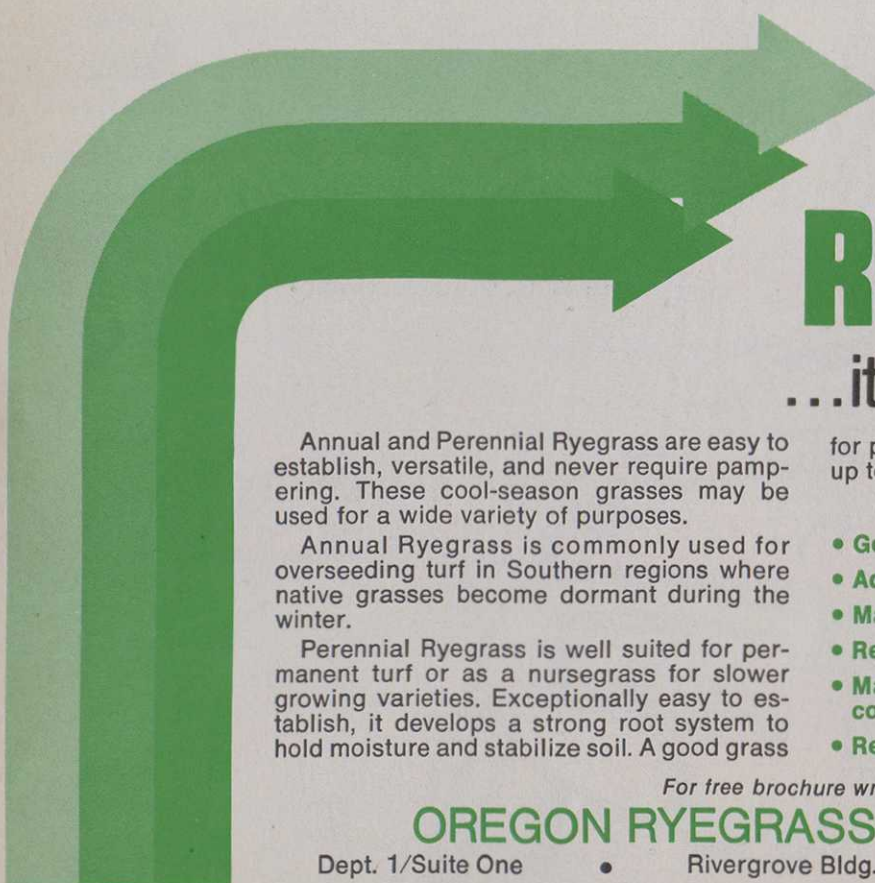
Texas Turfgrass Conference, Texas A & M University, College Station, Tex., Dec. 1-4.

PGA 58th Annual Meeting, Regent Hotel, Honolulu, Haw., Dec. 3-6.

Ohio Turfgrass Conference and Show, Ohio State University, Columbus, Ohio, Dec. 3-5.

PGA Merchandise Show, Contemporary Hotel, Disney World, Orlando, Fla., Jan. 26-29.

Golf Course Superintendents Association of America 46th Annual International Turfgrass Conference and Show, New Orleans, La., Feb. 16-21.



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IMPULSE BUYING

Planning makes it work for you

A two-brother team from Yonkers, N.Y. has been operating the Torrey Pines Pro Shop in San Diego, Cal. for several years now, and their conclusion is that the public course customer is high on impulse.

"You have your regulars, of course," said Willie Wansa, who shares the inside and outside duties with his brother Pete, "but you're competing much more strongly with the downtown sporting goods stores than if you had these people tied to a country club. I guess we have to count on impulse buying for about 75 percent of the sales. Quite a few people know that they need a pair of gloves or some balls, but it's only when they get right here, that they remember they didn't pick it up elsewhere. Our merchandising story is to show the people what we've got."

Torrey Pines has a 12-month season. It opens at 6:30 a.m. and runs through to about 9 p.m. on weekdays, and opens at 5:30 a.m. on weekends and holidays, closing around 9 p.m. at nightfall. The club was built in the mid-50s with a south and a north course. They are both regulation size championship courses, with the north being about four yards shorter. The San Diego Open has used the courses for the last six years.

The pro shop requires two shifts because of the long day, and the

Wansa brothers employ about 13 people to handle inside sales and jobs. Torrey Pines also has 80 Harley Davidson gasoline carts with three men taking care of them. There are also four men for the driving range who service the carts in their spare time.

"We want them looking clean and sparkling," Wansa says about the carts. "It helps to maintain an overall impression."

Wansa suffers from a problem heard from many other pros.

"Our shop is much too small," he said. "The actual display area is only 30' x 30'. We have a 9' x 12' office, and another area about 15' x 15' where we rent the sets and have the repair shop. But we can hit 580 people here a day without any blinking. Our tops was 819 people about four years ago. But we also had one year the course was closed for 18 straight days because of rain."

This combination of small display area combined with large traffic flow means that Wansa has to be innovative when it comes to getting as much merchandise out on the shelves as possible.

"Every nook and corner has something in it," Wansa says. "We have to substitute a full shelf for elegance at times. Take out our cash register. We've got it surrounded with impulse items. Also, we have a

lot of signs around here as well. Not only for merchandise — to attract people to specific merchandise with price, but also to try to make them chuckle."

Wansa said that when he placed a sign over the tees saying, "10 cents a dozen or 12 for a dime," people stopped, read and bought.

"I can't give you specific figures," he said, "because this was a while ago, but immediately our sales went up. It happens like this all the time. We're not trying for the big laugh. Just something to put the customer into a pleasant mood, and buy something that he needs but could put off if we didn't remind him about it in a pleasant way."

When it comes to the merchandise, Wansa has to buy differently from the country club course.

"Our customers are interested in getting out there and playing, rather than in how well they look. They want to be stylish, but I never have to worry about high fashion. We carry basic and solid lines, especially the better-known brand names. In fact, some of these brand names have to carry the weight of the sale at times, simply because the name will attract the customer."

Wille Wansa's wife does the buying for the women's clothing category; he handles the men and the

continued on page 62





Make the fifth season your catch-up season.

The fifth season is "Davey Season." It starts when valuable trees lose their leaves and go dormant. It runs into the first budding of spring.

Right now, during the fifth season, is a good time to call Davey about your tree needs. We can make surveys and cost estimates — without obligation. We can help you plan your tree maintenance budget through the early months of 1975. Or we can set up programs to give immediate attention to your current needs.

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from golfers' paths, raise trees on or near fairways, grind stumps below ground level, or remove brush and growth encroaching on playing areas.

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