



a name you can't forget

The first time a turf expert sees Fylking and he gently tests the turf, lifts a swatch and examines the root system, and closely scrutinizes the low-growing, 90-degree side angled leaves, please notice the subtle smile that crosses his face. This is the countenance of the wine connoisseur who has wet his lips with classic vintage, the man who recognizes the truly classic beauty of the Venus de Milo, the research agronomist who has spent years seeking the perfect turf and now views Fylking. Once he has, he wants to know more about this obviously elite Kentucky bluegrass. This man will appreciate knowing Fylking has received overall superior disease-resistance ratings from every major university and institution where tested for leaf spot, stripe smut, stem rust and leaf rust. When he examines the technical brochure he will smile again. Fylking is not perfect, but it's the closest of any. Fylking. It's a name you can't forget.



FYLKING KENTUCKY BLUEGRASS

U.S. Plant Patent No. 2887

Another fine product of Jacklin Seed Company

If you would like our full color technical brochure No. 102 on 0217[®] Fylking Kentucky bluegrass, please ask your Fylking sod or seed distributor or write to Jacklin Seed Co., E. 8803 Sprague Ave., Spokane, WA 99213.

For More Details Circle (115) on Reply Card

IMPULSE continued from page 28

clubs and the equipment. They go to the Merchandise Mart in Los Angeles about twice a year, but rely upon salesmen who call for fill-ins and re-orders. The salesmen are used as allies by the Wansas, and he suggests that other pro shops might do the same.

"We listen a great deal to what they are saying," he said. "I know a lot of salesmen can run off at times, but we have found that if we play it straight with them, they'll do the same. A salesman only has to overload you once you know."

Wansa gives as an example a new styling in slacks. The salesman brings the news; Wansa likes it. He talks it over with the people right in the shop.

"They're out on the floor doing the selling," he said. "I don't let it be a one-man decision because they know what's going on out there just as I do."

Once the decision is made to take on the line, Wansa turns to the sales-

man to learn the color mix which is going over elsewhere. He bases sizes on his own historical data.

"But we have wide range," he adds. "Ours is a big tourist trade as well. We get year-round visitors in San Diego, and the course is well-known."

Wansa buys in quantity. For example, he handles Ratner slacks, with which he has had success. "We bought 126 pairs on one initial order," he said. "That included sizes and colors. Then every time the salesman comes around, he takes the order for fill-in. As long as that style is selling, we want to keep it in stock."

As might be expected, Wansa keeps a fairly close tab on merchandise turn.

"We don't allow anything to sit and wait around here," he said. "We can't really afford to; there's too much else."

Torrey Pines will carry the item for four months, giving it floor exposure. If the merchandise does not move quickly — at least half of the initial order, but often depending upon the price range — Wansa puts it on sale. The first discount is 20 percent, and then it falls to 25 percent. The shop has had good experience with its sale merchandise, and seldom goes below that mark-down. However, Wansa would have no qualms about knocking the price down further if necessary.

"Anything that doesn't sell," he points out, "is taking up the space of anything that does sell."

In terms of buying and pricing, he also finds that close outs are a good means of attracting attention. He carries all the top brand name clubs, for instance. And in addition to the top lines, he will also look for their closeouts that are selling 20 percent discounted. Wansa finds that his turn increases ever time these lines go up — not only of the discounted items, but also of the non-mark-down merchandise. He places the two right next to each other (or as near as feasible), on the assumption that he can trade up a customer who needs clubs, and a customer who has a full complement might still be interested because of the sale attraction.

Having a well-known driving range helps Wansa in merchandising clubs.

"I think selling a set needs a lot of hand holding," he said. "We have a dual problem. We have to give a person a lot of time to make a decision while at the same time make the sale the first time around because of the nature of our customers."

Wansa has resolved the question in favor of hand holding. "We take them up to the driving range, and we just work out with them. No club will hit the ball by itself. You have to demonstrate weight and shift and style. They get much more than a demonstration because we watch them while they swing. We can sell them a set that matches what they're doing or what they should be doing. Sometimes they end up getting a full-scale lesson."

But that does not worry Wansa. "Never. The time is well-spent. We're fighting a lot of competition. We could lose almost 75 percent of the traffic because they can go right by us because of the way the shop is located. So we have to make certain they know about us. And word of mouth is important. They have to know about our highly personal service, the time we spend with them, and the merchandise we have available. I think we have more sales people per customer than you find on the private courses."

This is especially evident on the floor. Wansa keeps very little for backup stock. Almost all the merchandise is placed out front upon delivery. When a customer comes in, and seems to be wandering, one of the sales people will go over, and ask to help. If the answer is "just looking," Wansa suggests a ploy that might help other pro shops.

"We just pick up some merchandise and begin to start talking about it. In that way, we can start finding out what the customer is really about, if there are any needs, or what have you."

While Wansa encourages browsing, he believes that in a small shop such as Torrey Pines, it could be possible for a customer to make up his or her mind within 15 minutes if there is anything of interest.

Wansa returns to his other theme about the impulse buyer.

"That's where display comes in. We try to make everything attractive," he said. "But mass is of great importance to us."

continued on page 64

IF...

YOU OWN OR OPERATE A:

**Pro Shop
Golf Course
Driving Range
Par-3 Course
Miniature Course**

... SEND NOW, FOR OUR

New 1974 64-page Wholesalers Catalog of Golf Supplies

Balls, clubs, club repair supplies, tees, mats, pails, markers, retrievers, golf bags, obstacles, ball washers, ball pickers, electric bug killers, ball striping & painting, supplies, grips, nets, shoes & accessories, umbrellas ... and more!



**Eastern
GOLF COMPANY Inc.**

2537 Boston Road (Route 1)
Bronx, N.Y. 10467

For More Details Circle (104) on Reply Card

62 GOLFDOM MAGAZINE SEPT.-OCT./74

"I'VE NOTICED ON P.G.A. COURSES I'VE PLAYED THAT HARD USE AREAS SEEDED IN MANHATTAN PERENNIAL RYEGRASS HOLD UP BETTER, LOOK BETTER AND PLAY BETTER THAN OTHER GRASSES. . ."

Patuk C. Fitzsimons



Fitzsimons on CERTIFIED Manhattan



Pat Fitzsimons, who tied the world record score of 58 on a 6,000 yard course, tees off on the No. 1 Manhattan tee at Salem Golf Club course, Salem, Ore., where he shot his record score.

Certified Manhattan is grown by the
**MANHATTAN RYEGRASS
GROWERS ASSOCIATION**
P.O. Box 415 · Hubbard, Oregon 97032

'IT'S KID
PROOF'

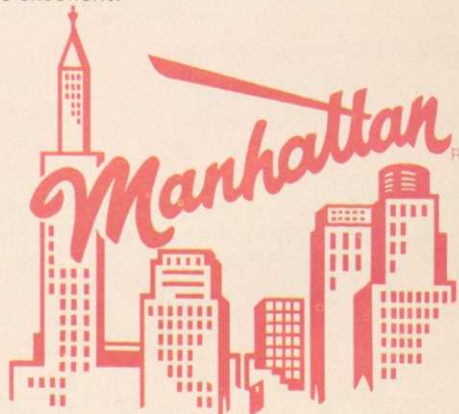


TURF-TYPE

PERENNIAL RYEGRASS

- GREAT FOR HARD USE AREAS
- UNIFORM DARK GREEN COLOR
- FINE TEXTURED—BLENDS WELL WITH OTHER GRASSES

Manhattan Perennial Ryegrass was selected and developed by Dr. C. Reed Funk, Rutgers University. Manhattan develops a uniform dark green leafy, dense turf with leaf blades finer than most Kentucky bluegrasses. Mowability ratings are excellent.



EXCLUSIVE MARKETING AGENT
**WHITNEY-DICKINSON SEEDS,
INCORPORATED**
52 Leslie Street · Buffalo, New York 14240

CLASSIFIED

When answering ads where box number only is given, please address as follows: Box Number, c/o Golfdom, 9800 Detroit Avenue, Cleveland, Ohio 44102.

Rates: All classifications 50¢ per word. Box number, \$1. All classified ads must be received by the Publisher before the 10th of the month preceding publication and be accompanied by cash or money order covering full payment.

BUSINESS OPPORTUNITIES

GOLF COURSES: Want to buy or sell a golf course? Our business is exclusively with golf courses. McKay Realty — **GOLF AND COUNTRY CLUB PROPERTIES.** 15553 N. East St. (U.S. 27), Lansing, Mich. 48906.

HELP WANTED

GOLF COURSE SUPERINTENDENT WANTED — To work with retiring superintendent for one season before taking over. Send credentials to Paul J. McGraw, Mgr., Country Club of Ithaca, 189 Pleasant Grove Rd., Ithaca, N.Y. 14850.

GREENSKEEPER: For lovely 9 hole private course located on Northern Minnesota lake. Wonderful opportunity for right man. Send resume to Box 5, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

MISCELLANEOUS

GOLF CAR TIRES First line 18 x 8.50-8, \$13.25; 18 x 9.50-8, \$13.75. Send for

our complete tire line. All sizes available. Golden Triangle Sports, Inc., 6317 Library Road, Library, Pa. 15129. Phone 412 835-6898.

FOR SALE — good used golf balls for practice range (striped red). Raven Golf, 6148 Thornycroft, Utica, Michigan 48087. Phone 313 731-3469.

POSITIONS WANTED

WORKING GREENSKEEPER — presently in charge 3 nine hole municipal courses, midwest. Wanted nine or eighteen upper midwest. Available end of '74 season. Also 2 sons experienced. Age 50, 25 years experience. Write Box 3, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

PGA PRO superintendent Manager available. Many years experience as a teacher and operator of country club. Married, 1 child. Knowledge golf course construction. Write Box 2, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

YOUNG, ENERGETIC, personable assistant pro available November 1 for work under Class A member in Florida or South. Recommendations, photo, resume furnished. 614 882-9988.

FOR SALE

FOR SALE — Nine hole course, watered, pro-shop, maintenance equipment and carts. Eastern Oklahoma, Write Box 4, Golfdom, 9800 Detroit Avenue, Cleveland, Ohio 44102.

IMPULSE continued from page 62

Empty golf bags are hung from the window, for example, in order to make use of an otherwise "empty" space. In order to display caps and hats, Wansa puts one on top of a headless mannequin that is displaying a shirt. In cases where wall shelves do not come down to the floor, golf clubs, golf carts, and other floor merchandise are placed under the shelves to utilize that space as well.

Wansa does a big trade with caps and hats, and he believes that other pro shops could work this category into a solid add-on sale.

"We have them all over," he said.

"All different styles. The idea is that everyone should have a cap or hat, and that everyone can have something different."

As a result, he has one entire section of valuable wall space given over to caps. He reasons that a woman or man might not come in and want a golf outfit of slacks and shirt or blouse, but that everyone will pick up a hat.

"That's what we mean when we say we have an impulse customer," he said. "But then again — and I think this is important — every customer in every pro shop is really an impulse customer."

Follow continued from page 60

last year, there were 72 youngsters enrolled. The series of lessons are given every Tuesday for an hour, and this is followed up on Friday when the youngsters are teamed up according to ability and then age. The younger ones usually play one or two holes, but some of the older ones will go nine or 18.

Their scores become important as an indication of their ability, obviously, but Limback and Toler do not beat them with it. At the end of the year, however, they run a junior tournament according to ability, and there are trophies and prizes in addition to door prizes for everyone. Another important aspect in the junior tournament is the annual banquet which is held at the club, and is keyed to a younger level, although formal in its appearance.

Tanglewood is a busy course, and the shop is kept busy with the in-and-out traffic. During the summer, there will be seven or eight employees including the pro and assistant pro. Hours usually are from 8 a.m. to 7:30 p.m., six days a week, closed on Monday. Canteen help is separate, but there is a strong walk-through traffic which Limback naturally encourages. In fact, the merchandise in the pro shop can be seen from the canteen so that individuals sitting at the tables can peruse the merchandise, and then afterwards go up to the racks.

How does Limback view it all?

"I think it's a matter of getting to know your people," he said. "It's difficult to set down hard and fast rules. But I think it's important that your customers feel that the pro shop is a friendly place first of all, and then, of course, that you have the merchandise. You can't keep showing the same thing in the same place. Don't forget that we're competing against downtown and shopping center stores that thrive on merchandising techniques. We've got to show the members that we can go one better."

CONVENIENT SHOPPING

For more information about the products advertised in the pages of **GOLFDOM**—use the postage-paid Reader Service Card in this issue.

BUYER'S ✓ SERVICE

GL4-9

FOR INFORMATION ON PRODUCTS LISTED, CHECK APPROPRIATE BOX.

GOLF COURSE

MAINTENANCE EQUIPMENT

- 301 Aerifying machines
- 302 Blowers/Sprayers
- 303 Edging machines
- 304 Hole Cutters
- 305 Mowers
- 306 Pumps
- 307 Rakes (trap)
- 308 Rollers
- 309 Sod cutters
- 310 Soil screeners
- 311 Soil shredders
- 312 Spikers
- 313 Sprayers
- 314 Spreaders
- 315 Sweepers
- 316 Sweepers-mulchers (turf)
- 317 Thatch cutting machines
- 318 Thatch cutters and vacuum removal
- 319 Tractors
- 320 Trailers (utility)
- 321 Trucks (utility)

CHEMICALS

- 350 Algae killer (ponds)
- 351 Fertilizers
- 352 Fungicides
- 353 Herbicides
- 354 Insecticides
- 355 Wetting agents

FURNISHINGS

- 375 Ball washers
- 376 Benches
- 377 Comfort stations
- 378 Course shelters
- 379 Flags and poles
- 380 Refreshment stands
- 381 Score Card Box (metal)
- 382 Signs: yardage and direction
- 383 Tee markers
- 384 Vending machines
- 385 Water coolers

CONSTRUCTION AND SUPPLIES

- 400 Humus and peat
- 401 Irrigation systems and equipment

- 402 Lighting equipment
- 403 Matting-seedbed protection
- 404 Pipe
- 405 Sand
- 406 Seed
- 407 Soil conditioners
- 408 Stolons
- 409 Trees and shrubs
- 410 Tree care service
- 411 Stone Pickers

420 GOLF COURSE ARCHITECTS

421 GOLF COURSE CONSTRUCTION

PRO SHOP

APPAREL AND ACCESSORIES

- 425 Blazer crests
- 426 Caps and hats
- 427 Golf apparel (men's)
- 428 Golf apparel (women's)
- 429 Golf shoes
- 430 Socks
- 431 Sport jackets and blazers
- 432 Tennis apparel
- 433 Trophies
- 434 Business forms
- 435 Stationery/Bags/Giftwrap
- 436 Favors/Prizes
- 437 Display fixtures

GOLF EQUIPMENT AND ACCESSORIES

- 450 Bags
- 451 Bag tags
- 452 Balls (regular)
- 453 Clubhead covers
- 454 Clubs
- 455 Golf gloves
- 456 Golf practice devices
- 457 Grips
- 458 Pull carts
- 459 Graphite shafts

FIXTURES AND EQUIPMENT

- 501 Bag storage racks
- 502 Ball washer detergents
- 503 Club cleaners and polishers

- 504 Club repair supplies
- 505 Floor covering (spike resistant)
- 506 Handicap racks
- 507 Handicap cards

RANGE SUPPLIES AND EQUIPMENT

- 525 Balls (range)
- 526 Ball dispensers (coin)
- 527 Ball strikers
- 528 Ball washers (range)
- 529 Clubs (range)
- 530 Mechanical range ball retrievers
- 531 Practice driving nets
- 532 Range mats

GOLF CARS

CARS, ACCESSORIES

- 550 Batteries
- 551 Battery chargers
- 552 Golf cars, new
- 553 Golf cars, reconditioned
- 554 Tires

CLUBHOUSE

FOOD, LIQUOR AND SERVICE EQUIPMENT

- 575 Soft drinks, mixers
- 576 Beer and ale
- 577 Liquor
- 578 Wines
- 579 Cooking equipment
- 582 Sanitation and maintenance equipment (dishwashers, disposals, steam cleaners and floor maintenance equipment)
- 584 Holding equipment—hot and cold
- 585 Supplies (china, glass, plastic, paper, pots and pans, cutlery, tools, flatwear, locker-room)
- 586 Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- 587 Lockers
- 588 Locks for lockers
- 589 Locker room supplies
- 590 Scorecards
- 591 Business Forms & Stationery
- 592 Shoe bags

Mail page to GOLFDOM, P.O. Box 7591, Philadelphia, Pa. 19101

I. Is your golf course:

- | | | |
|---------------------------------------------------------------------|-------------------------------------------|-------------------------------------------|
| A. <input type="checkbox"/> Private | D. <input type="checkbox"/> Resort | H. <input type="checkbox"/> Par 3 |
| B. <input type="checkbox"/> Semi-private | E. <input type="checkbox"/> Public | J. <input type="checkbox"/> Military |
| C. <input type="checkbox"/> Municipal (city, state or county owned) | F. <input type="checkbox"/> School | K. <input type="checkbox"/> Pitch & Putt |
| | G. <input type="checkbox"/> Company owned | L. <input type="checkbox"/> Driving Range |

II. Size of course:

1. 9 holes 2. 18 holes 3. 27 holes 4. 36 + holes

III. Acreage of Golf Course

- A. under 100 B. 101-200 C. 201-350 D. 351-500
E. 501 + over

- IV. Has your course opened in the last six months? Yes 1
No 2

- V. Is your course due to open in the next six months? Yes A
No B

Send information on products checked to:

Name _____

Title _____

Club _____

Address _____

City _____ State _____ Zip _____

A.C. _____ Tel. _____

ADVERTISER'S INDEX

Ault, Edmond B.	59
Bellante, Clauss, Miller & Nolan, Inc.	59
Certain-Teed Products Corp.	52
Chemagro Div. Baychem Corp.	27
Chicopee Mills, Inc.	42
Club Managers Assn. of America	51
Cushman Motors Div., Outboard Marine Corp. ...2nd Cover,	21
Bert Dargie, Inc.	49
The Davey Tree Expert Co.	30
Dedoes Industries, Inc.	56
Eastern Golf Company, Inc.	62
Fast Eddie Putter, Inc.	49
Joseph S. Finger & Associates, Inc.	59
The Green Makers Golf International Corp.	59 17
AMF/Harley-Davidson Heath-Gates, Inc.	5 60
Hercules, Inc.	55
Hillerich & Bradsby Co. Arthur Hills4th Cover	59 59
Iberia Earthmoving Service, Inc.	59
International Spike, Inc.	41
Jacklin Seed Co. Jacobsen Mfg. Co.3rd Cover	61 59
Jones, Robert T.	59
Jordan, Bob.	59
Keller Golf Club, Inc.	11
Lester Electrical of Nebraska, Inc.	43
Locke Mfg. Div. of Stellar Industries, Inc.	39
Lofts Pedigreed Seed Co., Inc.	34
Maddox Construction Co.	59
Manhattan Ryegrass Growers Assoc.	63
E. J. Manley Co.	25
Milwaukee Sewerage Commission	48
Melex U.S.A., Inc.	13
National Golf Foundation	19
North Central Plastics, Inc.	60
Northrup, King & Co.	53
Northwestern Golf Co.	35
Oregon Ryegrass Commission	26
PBI-Gordon Corp.	43
Par Aide Products Co.	23
Ryan Turf Div., Outboard Marine Corp.	45
William Spear The A. G. Stafford Co.	59 58
Stewart In-Fra-Red, Inc.	37
Taylor-Dunn Mfg. Co.	7
Tee-2-Green Corp.	15
Teutonix, Inc.	36
Trojan Battery Co.	33
Warren's Turf Nursery, Inc.	50

PEOPLE IN THE NEWS

LYNE A. PRICE, vice president for sales at AMF Ben Hogan, Fort Worth, Tex., is retiring on October 1, having been associated with the company since 1962. Price, however, will continue to represent the company on their pro tour programs as director of customer and trade relations. TIMOTHY L. SCOTT, merchandising manager, moves up to vice president marketing, replacing Price. His responsibilities include domestic sales and marketing. MALCOLM K. HUNTER III becomes product manager-golf equipment, advancing from manager of accounting. Other promotions are: GEORGE R. NELSON from controller to vice president-controller; TIMOTHY L. GUZZLE from director of engineering to vice president-engineering; and CHARLES C. MALITZ III, from manager of sales planning to the newly-created position of product manager-golf apparel.

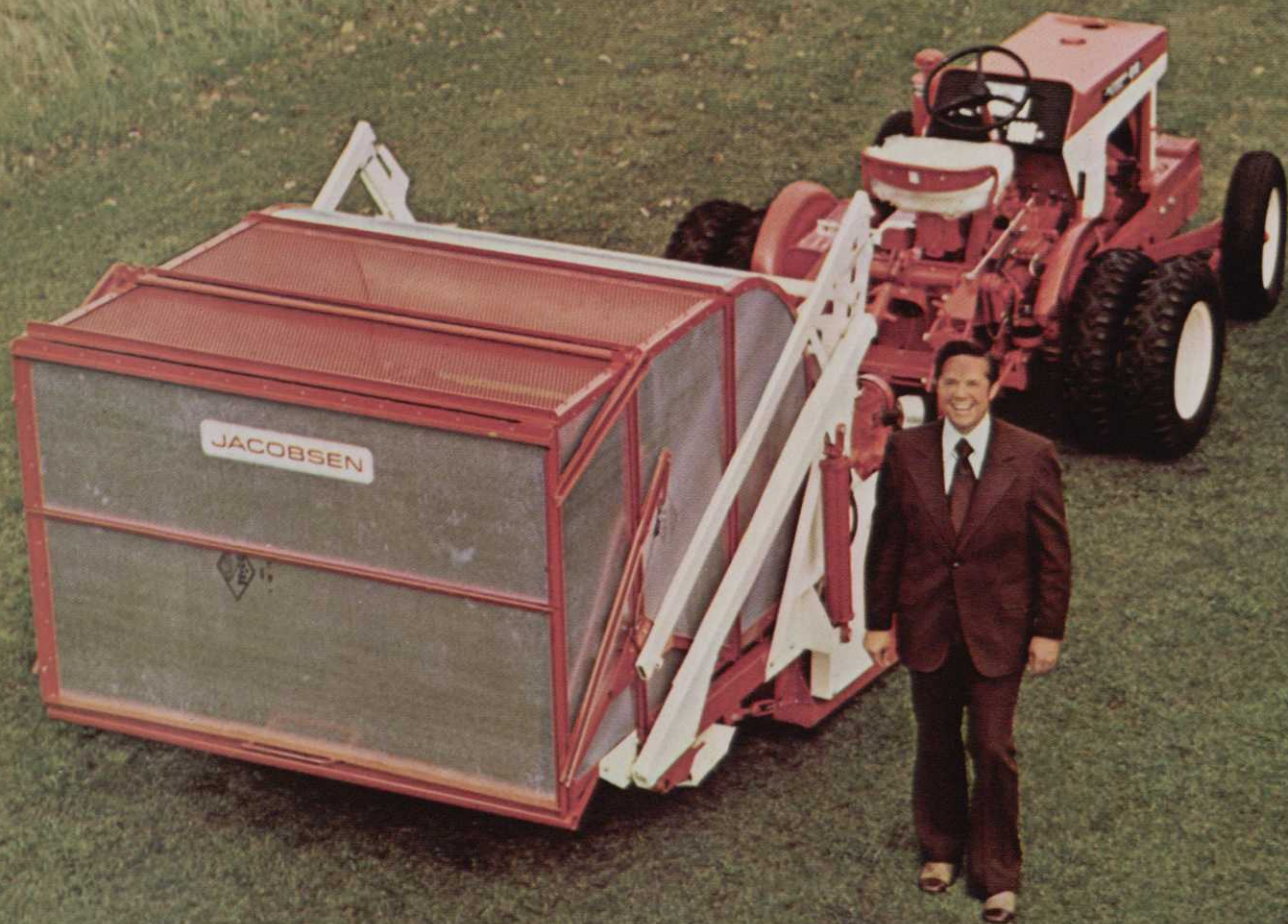
PAUL ALEXANDER of Akron, Ohio, has been appointed staff vice president of agronomy for the Sea Pines Company, Hilton Head Island, S.C., builders of resorts and recreational communities. Prior to joining the company, Dr. Alexander was director of education for the Golf Course Superintendents' Assn. of America; a former United States Golf Assn. agronomist; an associate professor in the departments of botany, bacteriology and horticulture at Clemson University and a research fellow at Ohio State University. He is a member of the Agronomy Society of America; the American Forestry Society; the GCSAA; Phi Epsilon Phi, a botanical fraternity; the Soil Science Society of America and the Southern Turfgrass Assn.

LAURA BAUGH has signed a five-year contract as directress of golf for the Canyon Hotel Racquet and Golf Resort in Palm Springs. Baugh, the 1973 Ladies Professional Golf Assn.'s Rookie of the Year, first came to national attention in 1971, when she won the U.S. Amateur at the age of 16.

CARL HORN has resigned as executive vice president with Simmons International Corp., Torrance, Calif., in order to spend more time with his personal business interests according to company president and chief executive officer, S.P. Simmons. Simmons, who served as national sales manager for a major golf equipment manufacturer prior to forming his own firm, will assume Horn's sales and marketing responsibilities. He will be assisted by Ron Pope, who continues as marketing director.

PAT FITZSIMONS, a Salem, Ore., professional golfer, will be sponsored jointly on the pro tour circuit by the Tee-2-Green Corp., marketers of Penncross bentgrass, and the Manhattan Ryegrass Growers Assn. Fitzsimons recently tied the world record by shooting a 58 on the Salem GC's 6,000 yard course.

JOE C. DIBRELL has been appointed a territory manager for the Sports Div. of Dunlop Tire and Rubber Corp. of Buffalo, N.Y. Dibrell, who is a former assistant golf professional and has worked in accounting, will be responsible for the sales and marketing of Dunlop sporting goods in Oklahoma and Arkansas.



This hulking thing can pick up a mere cigarette butt.

Rubber Finger Pick Up.

That's the pick-up system that's so good they got a patent for it. And every Jacobsen Sweeper in the line has it.

Wes Wilson of Big Bear Equipment, Inc., Omaha, Nebraska, can tell you all about it. So can any Jacobsen Distributor, for that matter. Or better yet, show you how it works on your own turf.

You'll be able to sweep up virtually any kind of debris, wet or dry. Rocks. Bottle caps. Broken twigs and branches. Cans, bottles, leaves, grass clippings, matchsticks. And cigarette butts.

No matter how large or small your turf area is, there's a Jacobsen Sweeper to do the

job. After all, it's the biggest line in the whole industry.

It includes power take off sweepers. Self-propelled units. And two of the models offer hydraulic lift dumping.

There are also several sensible accessories you'll want to seriously think about, too. Like the special Thatch/Thinner attachment that dethatches, sweeps it up, and picks up other debris all at the same time. Or the Curb Broom and the Bag Attachment.

This would be a good time to ask your nearby Jacobsen Distributor to give you a demonstration. But please refrain from asking him if things have been picking up lately.

That's one of his best lines.

Your Jacobsen Distributors.

Before we sell it, we buy it.