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So stock TREBLERS now — and get your share of the new kind of golf spike profits with the new kind of golf spike.



TREBLER three-way efficiency golf spike by SANDVIK INC.

GRAFFIS *from page 8*

loose piece of sod. Playing from a cuppy lie in a divot scar was easier. The first fellow I remember who took the "replace divot" line off scorecards was Tom Walsh, one of the owners of Westgate Valley, a fee course in south suburban Chicago. He became PGA President in 1937. Tom's brother Frank was a prominent player of that period. There were three other Walsh brothers who were professionals and course operators. The Walsh brothers and their friends in charge of courses never were able to get divots to grow satisfactorily, so they topdressed the scars and let nature take its course. The Japanese were quicker to get the divot repair answer applied than we were. The girl caddies carried bags of fertilized soil and seed with which they deftly and swiftly patched the scars. The girls picked up the divots and carried them to compost piles.

Colorful new dress of rules book and USGA report scores: Change of the USGA Rules of Golf book from its conventional and rather drab style of cover to a red-banded cover with red headings inside has brought favorable comment from many who previously only glanced at the book. There has even been comment that red ink might be used to clarify or emphasize details of the rules.

The color was suggested by Harry Easterly, chairman of the Rules of Golf committee. The bright new styling of the 81st annual report of the USGA executive committee which awakened many golfers and club officials to the immense interest and value of USGA yearly activities was the suggestion of Janet Seagle, the association's librarian and USGA museum curator.

Western and U.S. Opens meet head-on in a headache: Luck, but not business judgment of sportsmanship, will determine whether or not playing the Western Open this year in the Chicago area a week following the U.S. Open was a mistake.

The Western Open at Butler National Golf Club in western suburban Chicago will be played June 26-29, the week following the U.S. Open at Medinah Country Club 15 miles away from Butler. The U.S. Open caboose date was the only acceptable one the Western Open could get from the Tournament Players' Division of the PGA. The

Western Open really began the tournament circuit. While the usual Christmas gift and other early promotion of U.S. Open ticket sales were being conducted by the promoter who cares for this business of the USGA and the host club, away went much of the guarantee of the Western Open gate that finances the Western's Chick Evans caddie scholarships. Maybe the golf car is succeeding the caddie but there now are 850 of these scholars in universities. There have been more than 4,000 of the scholarships financed. These scholarships now cost around \$5,000 a year. The caddie scholars are a group of young men, and a few young women, who are very carefully selected. They are people professional golfers better have as supporters.

In addition to these superior young people, the Western Golf Assn. can present its Par Club, and organization of financially and socially prominent men and women who contribute \$100 a year or more to the WGA Evans scholarship fund. Many of these men and women have accounted for the support that built and maintains the tournament circuit. The Chicago situation is potentially a delicate one for Jack Nicklaus and Johnny Miller. Both have lucrative contracts with Chicago-based companies — Nicklaus with Brunswick Corp. and Hart, Schaffner and Marx; and Miller with Sears. These days corporations have enough problems without becoming involved with the playing schedules of pro athletes.

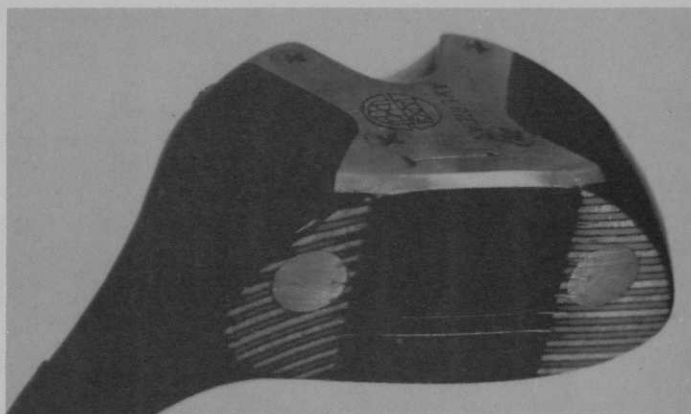
Ryder Cup vets of 1927 join Al Watrous party: A beloved veteran of American pro golf, Al Watrous, will be honored at a celebrity program to be played at Great Oaks Golf Club, Rochester, Mich., Aug. 26. Gene Sarazen, Johnny Farrell and Joe Turnesa, who were teammates of Watrous on the 1929 Ryder Cup team, plan to play. Hagen, Dudley, Horton Smith, Al Espinosa, Diegel and Golden completed that team which lost 5 to 7 to the British, are now playing in greener pastures. In 1926, Watrous finished second to Bob Jones in the British Open. Watrous now is 76 and frequently scoring better than his age. He says he usually can beat any of his 22 grandchildren. He lives in Sarasota, Fla. □

THE AMERICAN — Irons, Woods, Putters

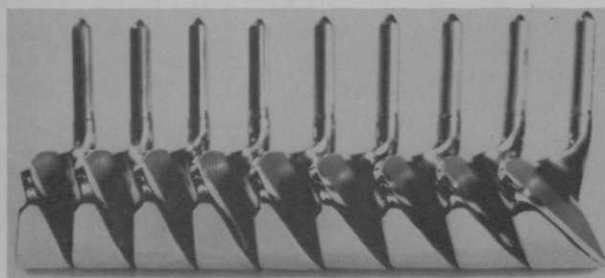
The most precision-made clubs money can buy!



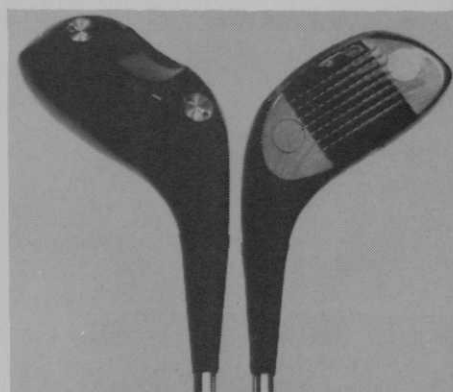
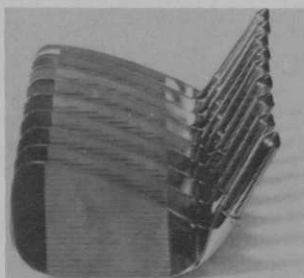
Irons are made from lost wax process . . . 17-4ph hardened stainless. Heel and toe weighted for less torque and greater efficiency. No weights added after assembly. No difference in hosel length. Weight difference established in adjustable molds. Guaranteed to out-perform any competitor in distance and direction.



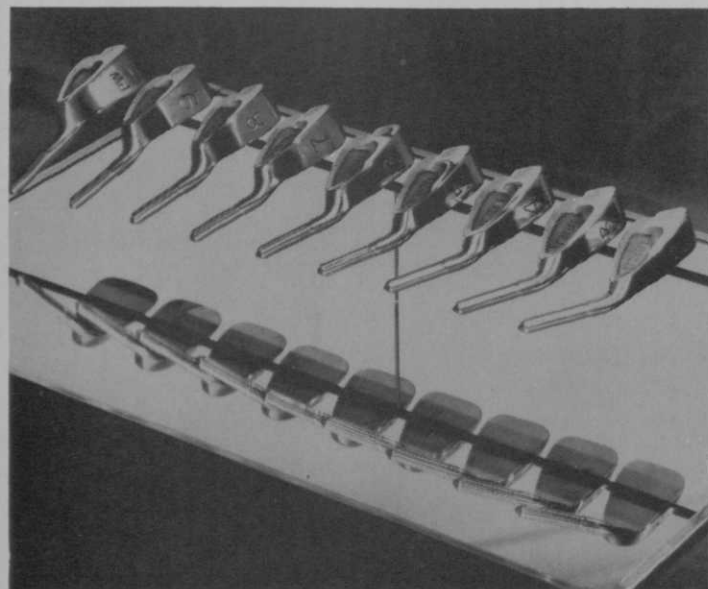
Woods are precision-weighted at four points to balance out at the perfect sweet spot, behind the center of gravity. Not just from heel to toe, but from front to back — same as irons — heel-toe plus front & back. The cut-out tunnel has a 2-way purpose: to increase the weight efficiency from heel to toe and club head speed by less-air-flow resistance.



Side view of a complete set of irons, 2-9 P-W. Note the perfect match on uniform height throughout entire set and perfect match in hosel length. Front view shows you exact length and uniform look from heel to toe of club throughout entire set.

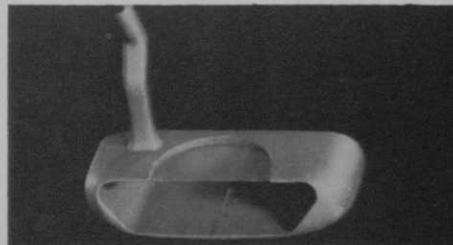


Shows 4-way weighting principal of one wood front and back. Tests have proven you'll get 10% greater efficiency on distance and direction over standard woods



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GOLFDOM canvasses the industry to find the real story on pro credit. "Forty percent of our accounts are over 90 days," one pro-only supplier says. "It's the worst I've seen things in 19 years," adds another.

PRO CREDIT: ARE YOU A BAD RISK?

Twenty percent, or 2,236 pro shop accounts, are currently more than 90 days past due, according to the industry's chief credit rating source. Of the 10,700 pro accounts this agency handles, 4,392 are more than 30 days past their due dates. Four percent, or 533 accounts, are placed in collection.

Hugh Procuniar, Jr., vice-president of the Sporting

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PRO CREDIT:

Goods Industries Clearing House, provided these statistics on request from GOLFDOM. His agency accumulates credit ratings from manufacturers in golf business, who pay for the overall rating service.

Tight money has forced credit ratings for some pros substantially lower this year. And a number of credit managers feel the situation will get worse as the selling season continues.

GOLFDOM recently interviewed executives and credit managers with manufacturers who sell to the pros and country clubs, asking their appraisal of the credit situation and prospects for the remainder of 1975.

Credit and cash flow it seems are not predicated on just the ability of the pro to pay, but on the ability to pay promptly. There never has been a doubt that the majority of the pros mean to pay their bills, but most credit officials in golf business would agree that there is a world of difference between a discount account and one that is four months overdue.

At the Dorset Corporation, Vice-President of Sales and Marketing Al Wiswell says between 30 and 40 percent of all of Dorset's receivables are now over 90 days.

"I think that many of the companies in this industry are becoming victims of our own dating policies," he told GOLFDOM. "There might have to be a reevaluation of credit theories across the industry. I just hope the day never comes when the pro is expected to pay C.O.D."

Indications from most of Dorset's accounts is that the credit problem might be cleared away by summer, but Wiswell thinks that, in general, receivables are taking longer to collect. "We feel everyone in the industry deserves to get paid in a reasonable amount of time," he added.

Many credit people in golf business feel that there are still communication stumbling blocks between them and their accounts. One credit manager said that all the pro has to do is pick up the phone and tell the companies that they are hav-

ing a hard time selling merchandise and may be late on payment.

In essence, all most manufacturers want from their late accounts is just to know what's happening. Most people in the business have noted that no one gains from having a collection agency step in and try to pry money out of an account.

Credit personnel say most pros don't realize how much it costs to collect late accounts. The monitoring process of delinquent accounts can often cost a supplier from 3 to 12 percent in additional charges. Writing letters, sending additional statements and possibly making long distance calls are all included in this.

As far as the credit climate for 1975 is concerned, there are as many views on the subject, as there are manufacturers.

Allan Solheim of the Karsten Manufacturing Corporation, makers of Ping clubs, said his company's credit terms are getting tighter for the pro, but orders are coming in smoothly and payments are being made without too much worry in the credit department. To reinforce those beliefs, Karsten plans to double its production capabilities by building another plant at its Phoenix base.

Lynx Precision Golf Equipment also points to its success on paper. The California firm is currently enjoying substantial business and according to credit manager Bob McNeese, the bills are being paid on time.

"Our new business is just excellent," he said, "Right now, I think we're in a very enviable position. There aren't too many people in the industry that can say that."

"We're in a boon situation. We're 60 to 90 days back-ordered on every model. Pros want our merchandise and if people want your merchandise, they'll pay you before someone else," McNeese observed, looking over his balance sheets.

Handling more than 7,000 accounts, McNeese maintains that the delinquency rate is low in his operation, as Lynx has made a dramatic increase in profit over the last year.

It is much the same story at the Wilson Sporting Goods Company. As one of the largest equipment manufacturers in the industry, Wilson is having another good year, although credit officials are watch-

ing over their accounts more closely than usual.

Pro Golf Division Manager Ken Coleman told GOLFDOM things look great for '75, but the volume of orders from many pros is the same or lower than a year ago. "We're looking at all aspects of our business much closer this year and that includes credit," Coleman said.

In general, there is a prevailing attitude among manufacturers that things are slowing down, delinquent accounts are getting more attention and field salesmen are being pressured to sell to their better accounts.

Pro-Dyn Inc. doesn't anticipate a credit problem either this year. Company president Frank Koegele thinks things will be fine for the selling season. "There are a lot of variables that influence economics. Believe it or not, one of them is the weather.

"More than anything else, the problem with pro credit today is there isn't enough communication. When I don't hear anything from out there, I get nervous," he said.

Koegele says that dating practices for payment are the root of pro credit's evil.

"There isn't enough discounting made to get pros to pay their bills faster. For instance, we give a five percent discount for 10 days, E.O.M. (End of Month). We think that type of system works best to get people to pay us, as soon as possible."

For years, some pros have failed to pay their bills on time and Koegele attributes this to an attitude that many pros are golfers first, and businessmen second. "A big part of their business is to sell merchandise. Too many wait until their customers come in to buy clubs, to sell them. Pros need to promote their own business better."

At Acushnet Sales Company, credit manager Ray Atwood is a 19-year veteran of the pro credit wars and says flatly, "things are the worst I've seen them here."

"Pros tell me that it's going to be a great year, but right now, the boys are short on cash and I'm stuck with a lot of post-dated checks." One thing Atwood always had in his favor in dealing with accounts, interestingly enough, is one of his company's own products, the best selling ball on the market.

"It's great to have something like that going for you, but things are still tough and now we have a club and bag line that is right in there competing with everybody else," he said. Of the 12,000 accounts that Acushnet handles, Atwood reported 20 percent of that number are 60 to 90 day accounts and receivables over 90 days are at a minimal stage.

Smaller orders are a problem at Ram Golf Corporation, according to credit manager Don Normandt. Times are good for the Elk Grove Village, Ill., company, but like his colleagues, Normandt is keeping his fingers crossed that the current situation won't change.

"Our accounts are pretty well paid up, but the pros are ordering a little more cautiously this year.

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PRO CREDIT:

Delinquency for receivables from 60 to 90 days is around 17 percent of our total," he said. On his own philosophy of credit, Normandt feels that a pro who can buy in volume, pay promptly within 60 days and purchase high lines of merchandise is a good risk.

Credit manager Dick Peterson at MacGregor Golf says: "I've heard some pros say they are having trouble getting payment from their members already this year and that concerns me."

As far as delinquent accounts over 90 days are concerned, MacGregor has between 1½ to 2 percent of its some 7,000 pro accounts in that range.

Owned by the parent Brunswick Corporation, MacGregor can readily compare its credit standings in golf business to that of its ski division and its bowling line. Peterson said that the ski equipment industry is now experiencing credit headaches, while the bowling section was one of the more stable in the corporation. Interestingly enough, the entire ski equipment industry is involved in a severe credit crunch.

Not too long ago, one company in that industry experienced 90-day receivables that amounted to \$25-million. This alarming figure forced one firm to demand C.O.D. payments from shops that had a history of poor credit.

Miller Golf, Randolph, Mass., a manufacturer of bag tags, tournament awards, tee prizes and other accessories, was asked to comment on the golf business credit situation.

Madge Dwight, in charge of credit accounts for Miller, says receivables have slowed down so far this year. "Many accounts are dropping a step in our ratings. For example, from discount to prompt," she said. Miller believes deeply in the industry ratings it receives. If a pro is too new for a rating, Dwight usually assigns a credit line of \$200.

In charge of credit management for Cushman golf cars and Ryan turf equipment, OMC-Lincoln's Leroy Christianson looks at a stable situation in his part of the market. "Right now, '75 looks like a good year. Our return from receivables is up."

Cushman and Ryan deal

through distributors and dealers to get their products on the market and Christianson said there isn't a problem in collecting through this system. There are indications, though, he said, that distributors and dealers are beginning to have trouble collecting from their accounts.

If any one group has its hand on the pulse of credit in the industry, it's the Sporting Goods Industries Clearing House in Chicago. This nationwide credit service rates more than 10,700 pros and country clubs by accumulating a consensus of ratings from the specific manufacturers' credit departments.

Each year in February, every account is published and sent to Clearing House's "subscribers", who pay \$245 for the rating book. There is little doubt that just about every manufacturer is a subscriber.

"All we do is take in the ratings that the manufacturers give us and average them out," said SGICH's Procuniar. Besides the averages, SGICH offers its customers a lot more, including complete current credit reports, mailing lists, shopping guides for the pro, free demand service toward collecting delinquent accounts and a collection service that offers, "the greatest possible speed and efficiency, at the lowest possible cost."

In addition to the annual rating book, four quarterly supplements go out to the subscribers. In this way, credit offices can keep abreast of the changes that might occur on accounts.

Procuniar and his staff deal only in the golf industry, despite the title of the 48-year-old Clearing House. The concern is a division of Credit Exchange, Inc., a New York based operation that deals in credit ratings for retailers in the consumer apparel business. Even though, there is a difference between the two industries, there are some comparisons which can be made.

"This is a critical year for credit," commented Bernard Fridelson, a spokesman for Credit Exchange, "One of the biggest problems that the pros face is that they are having a hard time collecting from their own memberships."

Fridelson noted that pros have historically had trouble paying their bills over the long run, because so

many of them are under-capitalized.

With this in mind, Fridelson feels that the overall credit picture of the pro shop is improving. "It's taken a lot of hard work, but we are finally getting pros to realize what credit means to them. Through an educational program that the Clearing House set up, the professionals tell us more about their credit problems and we have tried to help them understand ours."

Based on the '74 ratings established by SGICH, it would seem that there are fewer good ratings than the year before and fewer discount accounts. In the SGICH's rating scale of six different categories with the best "discount", some pros conceivably could drop a notch this season.

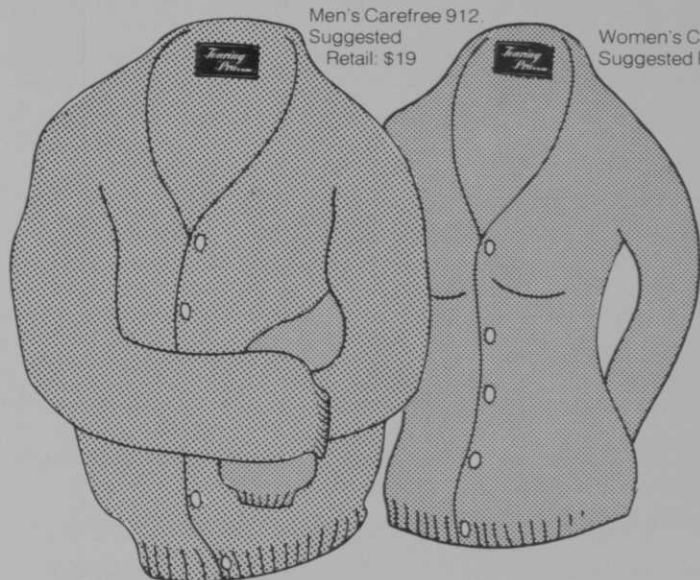
Combining the ratings with a solicited business questionnaire from the pro, SGICH can compile a credit profile. Each year, the organization attempts to find out the pro's assets, liabilities, notes payable and personal loans. By this method, the Clearing House can gauge a pro's working capital.

Whether the problem is a lack of capital, inadequate discount encouragement, or a delinquent membership, some pros have jeopardized their credit standing. Manufacturers, fearing smaller orders and collection expenses, appear hesitant to make changes in credit policy.

One pro supplier explains it this way: "When cash flow is adequate and credit is not a problem, this whole subject (promptness) has far less significance than when problems force companies to change and adjust policies in order to meet changing times. The industry is going through just such a reappraisal now, and old policies seem to be going through a fine tuning which tries to balance the competitive factors of business against the objectives of sound fiscal management."

Changes in credit policy, if made singularly, have sizable affects on a company's competitive position. Any credit changes need to be made industry-wide in order to assure equitable results. Such cooperation on the part of manufacturers may approach coercion in the eyes of government.

The pro credit situation warrants extensive discussion by the industry at conferences. It has become an industry problem. □



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Suggested
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Women's Carefree 900.
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Club Repair

EXPAND AND PROFIT

by RALPH MALTBY*

Day in and day out club repairs are fine and particularly so if you keep yourself and your staff busy. But, if you want to make more money and better service your golfers, it's easy to expand your business.

Actually, advancing repair service falls under two separate but somewhat similar categories:

1. Increasing the volume of repairs
2. Expanding into logical business extensions

THE GOLF LESSON (OR DON'T ONLY FIX HIS SWING, FIX HIS CLUBS)

When a golf professional gives a lesson, he has an ideal opportunity to inspect the pupil's golf clubs. He may notice that the woods are in need of refinishing or a shaft is loose or bent. Clubs that need refinishing could be affected by moisture absorption or drying out, which can alter the swingweight, delaminate, swell or shrink the wood itself.

The pro can also check the fit of the pupil's equipment and recommend any alterations that will improve its performance. He might suggest new grips or a grip size change, longer or shorter lengths, a change in loft or lies or a swingweight change. With all the variations in hand size, hand height at address, swing planes and each manufacturer's own individual specifications, it can be estimated that over 80 percent of the golfers today would benefit from a proper fitting session that would determine the correct alterations to make on their clubs.

One such alteration which will occur often is changing the lofts and lies of irons. To do this you will need to acquire a loft and lie alteration device such as the Van-L Correcto, the Precision Set Machine or Kenneth Smith's iron bending tool. The costs for the aforementioned iron club alteration devices varies considerably. Before you buy, weigh the

advantages and disadvantages of each as it would apply to your specific operation. A good rule of thumb for the larger investments such as this, is to calculate your payback on investment to be somewhere between six months and one year.

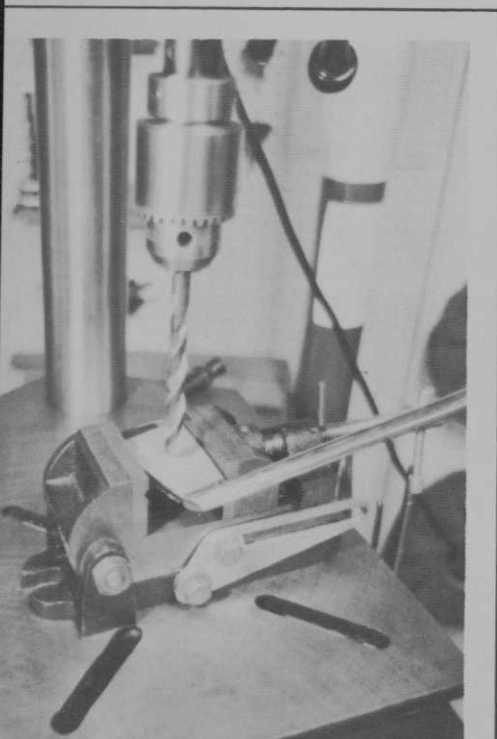
THE GOLF SHOP (OR HOW TO SELL REPAIRS AND ALTERATIONS)

Here's a sure fire money-making customer satisfier that will bring in increased repair and alteration work: Get five old wood or iron shafts and cut the butt end off 16" in length. Install five new identical grips (pick one that is popular with the golfers at your club) but be sure to use a grip caliper and make each one a different size. Make the sizes as follows: 1/64" undersize, standard size, 1/64" oversize, 1/32" oversize and 1/16" oversize. Place the five grips on top of your main sales counter and make up a small sign to put with them:

Golfers! (or Members!) Grip Size is Important. A Proper Sized Grip Should Feel Comfortable and Should Allow the Two Middle Fingers of Your Left Hand to Barely Touch or Come Close to Your Palm.

You'll be surprised at how much grip work you can get out of this while doing a worthwhile service for your customers.

Don't worry if the golfer's grips are in good condition but only require altering the size because grips can be removed and reinstalled again. A nifty gadget is currently on the market that features an extra strong hypodermic type needle attached to a one quart capacity hand pump gun which can be filled with naphtha or some other suitable solvent. This new piece of equipment is much better than the old, hard-to-find syringes and the easily broken



Correcting the lie in clubs is another important part of repair. To demonstrate this, get an old 4, 5 or 6 iron and by using a drill press (top) bore a 3/8 inch diameter hole in the approximate center of the face. At bottom, an old shaft is pushed into the hole. The angle of the protruding shaft helps indicate the lie of the club and show customers the importance of the proper lie.

*Ralph Maltby is the author of a new book on the repair business, **Golf Club Design, Fitting, Alteration & Repair**. Maltby is currently vice president of marketing for Faultless. He previously owned his own repair and custom club shop.

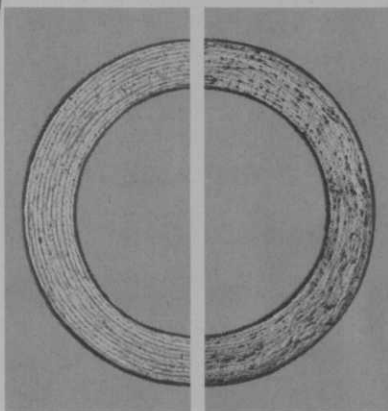
It took a leading manufacturer of nuclear reactors to make the graphite golf shaft really work.

When Babcock & Wilcox set out to perfect the graphite golf shaft, they began with the sound engineering that made them a leading manufacturer of nuclear reactors.

The result: DynaTorque™, the first graphite shaft that translates performance theory — easier swing, better control, longer drives — into fairway reality.

Qualitube manufacturing is the secret behind DynaTorque.

DynaTorque quality begins with 100% graphite fibers of the highest grade. Through B&W's special Qualitube* manufacturing, precision cut plies are carefully oriented side-by-side and bi-directionally wrapped. Then heat and intense pressure mold cure the bonding resin.

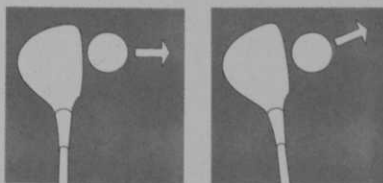


DynaTorque Conventional

This ply wrapping and mold curing produce an especially uniform, dense and void-free structure for added strength.

DynaTorque means predictable high performance.

DynaTorque's unique step configuration, the traditional look in quality steel shafts, adds control without increasing weight. And higher twist resistance than any other graphite shaft



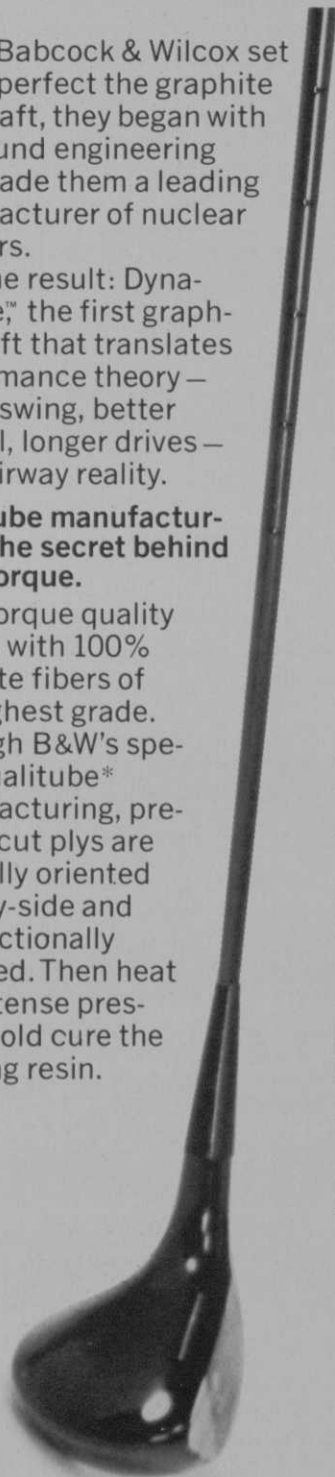
DynaTorque Conventional

makes sure the club meets the ball squarely at impact.

A choice of five DynaTorque flexes, comparable to standard steel flexes, are held to within 4% of their ratings to make fitting easier and produce a lighter club for the same swing weight. And consistent torsional properties are backed by exacting quality control and B&W's high performance standards.

Get the complete story on DynaTorque graphite golf shafts.

For more information on the new era in graphite shafts, call or write Fred Carstens, Marketing Manager, Babcock & Wilcox, Advanced Composites Department, P.O. Box 419, Alliance, Ohio 44601. (216) 823-0500.



*Patent pending

Babcock & Wilcox

Club Repair Continued

or bent hypodermic needles. To take a grip off with this device simply inject the needle through the grip until you feel it touch the shaft and then release some solvent under the grip. Sometimes one injection will work but usually two or three injections are required before the grip will loosen and slide off.

If you have just removed a standard size grip and you want to reinstall it oversized, all you have to do is build up around the shaft with additional tape. Use $\frac{3}{4}$ " masking tape for buildup, not the expensive double-sided miracle tape. Increasing the grip size approximately $\frac{1}{64}$ " requires one wrapped layer of $\frac{3}{4}$ " masking tape (do not overlap). Increasing the grip size a full $\frac{1}{32}$ " requires one layer of $\frac{3}{4}$ " masking tape using an overlap wrap plus one additional layer not overlapped. From this information you can figure out almost any combination of tape wrapping for a particular grip size.

Another good way to get the golfer interested in having his clubs checked for proper specifications, and hopefully more alteration work for you, is to make the following device which will show a golfer the importance of the lie angle in his irons.

Find a No. 4, 5 or 6 iron that is dispensable. Locate the approximate center of the club face (heel to toe and top to bottom) and bore a

$\frac{3}{8}$ " diameter hole through it. (Note: a drill press is recommended for this as the hole must be drilled perpendicular to the face).

Next, locate an old iron shaft and push it into the hole in the face. Now, place the club in the playing position and vary the lie angle by raising and lowering your hand height. Notice that as you lower your hands, thus raising the toe off the ground, that the protruding shaft points left of target. Now as you raise your hands, thus dropping the toe back down and raising the heel, the shaft points right of target.

This nifty, little device shows your customer the importance of having the correct lie in a club to avoid directional problems when they hit the ball. The important point to remember here is this: If a particular golfer's entire set of irons were say three degrees too upright, they have probably compensated in their swing to correct for the problem to hit the ball straight. This would seem to be a tolerable situation on the surface but upon further examination two other basic problems exist. First, being too upright by three degrees will cause the heel of the club to contact the ground during the swing, thus causing the toe of the iron to close slightly. This will cause a tendency to impart a hooking spin to the ball.

Secondly, because of a compensated swing to offset the directional problem of too upright a lie and the tendency of the blade to dig in at the heel and close the toe, the golfer has created a situation which requires the playing expertise of a touring pro if he is to have the desired consistency with his irons.

On the other hand, if the lies of a set of irons are not incrementally consistent (i.e. No. 2 iron 1° upright, No. 3 iron 3° upright, No. 4 iron 2° upright, etc.) then the problem is even further compounded and in theory would require a different compensating swing for each iron, if the golfer is to hit the ball perfectly straight.

The use of this homemade device coupled with a brief explanation from you of what lie is and its possible playing side effects will cause most golfers to request that you check the lie of their clubs.

A quick method to show a golfer if the lie of his irons is correct or not is as follows: Have the golfer grip his No. 5 iron, waggle it a few

times to get comfortable and then set it down in the playing position on a smooth floor. Now, take two small pieces of paper, slide one in from the toe as far as it will go and the other in from the heel as far as it will go. Exactly in between the gap of these two pieces of paper is where the club is touching the ground. Visually you can determine if the lie is too upright (papers meet toward heel of club) correct (papers meet in middle of face) or lie is too flat (papers meet toward toe of club).

Do this with each iron in the set making a light pencil mark on the bottom of the club face exactly between the two pieces of paper. Next, locate the middle of the face (measure to middle of face scoring) and make another light pencil mark so you can show your customer where he grounds each iron club relative to the center of the face. Now, get out your new loft and lie bending machine, set the correct lie (also check and alter lofts as required). Collect \$2 per club which for a full set should give you \$18 for about one-half hour of work, and watch how quickly word spreads about your new service.

Another way to increase repair and alteration business is to put a sign up in the pro shop. Tell your customers that you do this type of work and better yet list the services that you have available. Rarely will you see a sign in a pro shop telling golfers that they can have their clubs repaired or altered right on the premises. Regardless of the number of years you have been repairing and altering clubs, do not assume that every golfer that plays at your course knows this. Put up the sign, it's the least expensive form of advertising you can do and one which will reward you with increased customer awareness of your services.

THE GOLF CLUB TRADE-INS (OR WHAT TO DO WITH THEM)

A golf professional usually accepts trade-ins from his customers when they purchase new golf clubs. The traded-in clubs can be made much more valuable if the woods are refinished and the irons refurbished. Of course, the condition of the clubs and their potential value must be considered closely before more money is invested in them. Do not rule out some half-way mea-

