

**Personality Buying.** Some buyers are influenced too much by the personality of the sales representatives. To give most of the business to a person simply because he is more likeable than the others is contrary to good business practices.

**Competitive Buying.** If the manager fails to utilize the competitive spirit between companies, he loses out financially. Instead of being a buyer, he functions solely as an "order giver." On the other hand, the manager who capitalizes upon competition will avoid such pitfalls as a satisfied, one-house, buyer.

**Quantity Buying.** In general, buying in quantity means lower costs. Usually a company is ready to reduce the cost per unit if it can get volume business. The cost difference may amount to only 25 to 35 cents per case, but in lots of 10, 20, or more, that small savings adds up to a considerable amount. This is why it is so important for the buyer to know the average consumption of each article over a definite period.

Because there is an element of chance in most quantity buying, the manager must consider all factors before making such a purchase. What is the predicted supply of the item? If the supply is above normal, the price is likely to drop after a short time. Conversely, if there is a shortage, the price will no doubt rise as the supply dwindles. A normal supply usually means the price will remain stationary, unless some unforeseen emergency arises.

In normal times, many food distributors contract for future delivery over a period of time. For example, the food buyer wants 75 cases of some item. After getting the best price for the quality desired, the buyer arranges to receive deliveries in 10-15- or 25-case lots and to pay as delivered. Then, if the price happens to rise, the buyer is protected against the rise. If the price drops below the original quotation, the buyer receives the benefit of the decrease on the merchandise the jobber is holding for future delivery. This procedure is sometimes called "futures" — order it now, take it out as needed.

**Season Buying.** Even with modern transportation and the frozen foods industry, seasonal buying has not been eliminated completely. In fact, club managers can make costly mistakes simply because many fresh foods can be purchased the year around or out of the regular season. Seasons directly affect canned and frozen foods, so the manager must be alert. He must be familiar with the terms "old" and "new" pack and all that they signify.

**Supply and Demand.** Fundamentally the price of all merchandise is controlled by the consumer demand for it, and here the smart manager's knowledge pays high dividends. Some items are more definitely and readily affected than others. Perishables of all kinds head the list. At times, excellent buys of what are termed wholesale cuts of meat are available. The food buyer is far more likely to reap such an advantage from a jobber than directly from a large packer for the following reason: when a packer is overstocked with an item, he calls the jobber to take it off his hands at a greatly reduced price. The jobber passes the saving along to the customer because he usually wants a quick turnover. □

# 3 FREE INGREDIENTS

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**FREE OVEN** We lend you an oven that toasts up to 12 sandwiches piping hot in minutes! Needs only 2 sq. ft. of space and a 110 volt outlet.

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5/76 GOLFDOM MAGAZINE 21

# Spalding marks its 100th year

Back when Albert Goodwill Spalding was a young pitcher for the Boston Red Stockings, few people in America were playing golf and for certain, 1876 was not a big year in the pro shop, since there were few or none.

What Mr. Spalding did start, 100 years ago was a sporting goods company, which grew into the golf business and continues to influence pro shop sales around the nation.

This year, the Spalding division of the parent Questor Corporation celebrates its centennial year and from the New England industrial city of Chicopee, Mass., directs a golf equipment and soft goods line reaching into thousands of pro shops around the country.

Spalding's rise in the golf business wasn't accomplished overnight, though. In fact, it didn't even start in Massachusetts. Albert Goodwill and his brother J. Walter opened the business in Chicago with an enormous capital asset of \$800. Golf and Spalding didn't join hands until 1894, when the brothers introduced the first balls and clubs into this country.

The company acquired other firms and expanded into other areas

besides sporting goods down through the years. In 1967, though, Questor began to buy shares in Spalding and finally absorbed the outstanding holdings and made it a wholly-owned subsidiary.

In spite of all the complicated financial history, the effect on the golf business at Spalding has been minimal on the surface. Four management people take up the main responsibilities with golf division manager Ralph Carlson; Mike Orr, in charge of ball marketing; Mead Sommers, in charge of the golf club line and Mike Seymour working with the latest venture, soft goods.

All have less than four years with the Spalding organization and have backgrounds dealing in marketing consumer products.

From a marketing standpoint, Spalding has attempted to cultivate the pro in the shop to sell product. They have done very little testimonial searching on the pro tour and feel the best way to aid club pros is through their "Home Professional Golf Consultants", whom Spalding utilizes as its untapped source for product information and merchandising ideas.

Account knowledge has been an asset to the company in its market position. Accepting the needs and requirements of club pros is something Carlson and his colleagues admit to. "We attempt to show our product line as superior to the competition," Carlson commented with no restraint.

Unlike others in the ball market, Spalding has attempted to zero in on special interest groups within golfing consumers. For example, Orr pointed to the fact that this was the reasoning behind the emergence of both the Molitor and Flying Lady ball lines. "We were looking to get into a very select area with these products," Orr told GOLFDOM, "There was a high potential need for a ball for both the golfer who wants something different and can afford it (Molitor) and the woman who wants a ball designed for her play."

Looking at the soft goods area, Seymour thinks the pro is a good merchandiser and must become more oriented toward the profit found in clothing. "The key for the pro selling soft goods today is to sell with the multiple purchase in mind. Sell both tops and bottoms that match. Pros can get enough flexibility in coordinate possibilities to excite their customers and stimulate buying," Seymour told GOLFDOM.

Since he is from a different school of thought than his company colleagues in the ball and club business, Seymour points to the fact pros will have to look to soft goods to continue their volumes in the shops. "You look around pro shops today and see a slowing in the hard goods lines.

"One think that really surprises me is how a pro can sell clothing with a rack of slacks on one side of the shop and the shirts in poly bags shelved in another area. Someone has to put these together and show coordinate sale possibilities," Seymour noted.

Many innovations are planned for presentation to the market from Chicopee this year. Although they won't give many details Sommers and Carlson admit that Spalding will be coming out with a new club line this fall. □



Applying winding by hand is just one of several hand production methods done on each Spalding wood. Shown above is work being done in the custom order department. Between 50,000 and 60,000 pieces passed through this department last year. Most employees in the section have at least 25 years with the firm.

# How to make your board see the value of new turf equipment.



Convincing your Board of Directors that new turf equipment is a necessary and sound investment can be one of your most difficult tasks. They don't always see the benefits behind such a purchase.

And as good businessmen, they won't commit the money until they're sold on the expenditure. So when it comes time to face them, here are some of the things you should point out.

## Point #1: The Duffer Demands More.

Today's golfer is more sophisticated than ever before. He has seen, and many times played, some of the finest courses in the world. He recognizes the value of a good course. And if yours is sub-par, he'll go elsewhere.

With this more sophisticated golfer comes the need for more sophisticated golf course maintenance. Heavy player traffic has increased the work required to keep the turf in top condition. So jobs that were once optional are now mandatory. Where spiking a green used to be sufficient, today it also needs deep aeration.

All this dictates the use of specialized equipment that wasn't available ten or even five years ago. Equipment that will enable you to build and maintain a top flight course, and help avoid special turf problems that could prove extremely costly.



## Point #2: Machines Do More.

In the past decade, the price of labor has tripled. The same number of men must do more work in less time to give you the same value for each labor dollar invested. Mechanized equipment allows you to trim hundreds of unnecessary man-hours. One man can now cut more sod in an hour than six men used to cut in six hours. Or that same man can aerate 18 greens in a few hours instead of a few days.

New engineering concepts coupled with precision machinery means he'll do a consistently good job. You get better results and fewer occasions when a job must be redone.

And your turf equipment is depreciable; something your labor is not. You get an accounting break over a period of years. At the end, it's like owning a piece of free machinery. One that will continue to save you money long after you've paid for it.

Which brings us to the third point.

## Point #3: Longevity Makes Them Worth More.



Equipment life should be a prime consideration when you select a manufacturer. The longer a machine works, the more it does,

and the less maintenance it requires, the better your investment. And here's where we'd like to put in a little plug for Cushman and Ryan turf equipment.

Both lines of machinery are built to last . . . and last. It's not unusual to see a piece of Cushman or Ryan equipment still doing its daily chores after ten or fifteen years of use. We believe the idea of "planned obsolescence" should be obsolete.

But performance is just as important as longevity. A Cushman Turf-Truckster and its accessories give you the capabilities to transport, spray, spike, dump, aerate, and top dress . . . all from one power source.

Ryan offers a machine for almost every turf task. Equipment that does a better job, in less time, and with a minimum of maintenance. For over 30 years, all Ryan equipment has been built with three goals in mind: quality, performance, and innovation.

If "A Day With the Board" is in your future, we'd like the opportunity to tell you more about the full line of Cushman and Ryan Turf equipment. Write to us and we'll send you our catalogs, full of detailed product information. Information that may help you open a few eyes to the value of new turf equipment.

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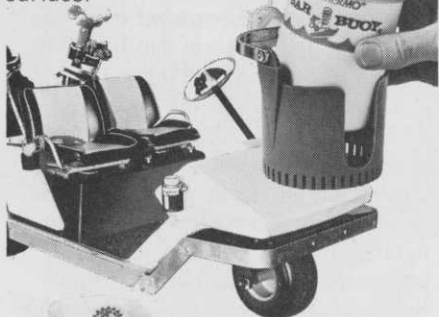
## GOLFER'S BAR-BUOY®

with **THERMO-COASTER**  
to keep drinks **LEVEL** and **COLD**

Bar-Buoy's free-swivel action keeps your drink **LEVEL** on any golf cart in motion or parked. And the Thermo-Coaster keeps it **COLD!** Holds a can, glass or bottle. (It may not lower your score, but you'll enjoy your game more.)

### MOUNTS 2 WAYS

1. Use the wing-nut **CLAMP** to hang from any tubular structure 1/2" to 1" diameter.
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26 GOLFDOM MAGAZINE 5/76

## NEWS OF THE INDUSTRY continued

### LA, Chicago, Cornell sites of club management seminars

The National Golf Foundation will conduct four three-day Seminars for club officials, directors and committeemen, according to Jerry Marlatt, Director of the Foundation's Club Management Division and past president of the Club Managers Association of America.

Recognizing that many of the country's golf clubs are facing many critical problems that will force them to be operated more efficiently, the Foundation has scheduled seminars at the following sites and dates:

June 11-12-13, Riviera Country Club, Los Angeles, Calif.

October 1-2-3, Cornell University, Ithaca, N.Y.

November 19-20-21, University of Chicago, Chicago, Ill.

Participants in the seminars will

be addressed by top experts in the golf management field on pertinent subjects including: John P. Jaeger on club accounting; Wesley A. Clark on the duties of club officers, directors and committee chairmen; Richard D. Baker on risk management — an alternative to insurance; Jerry Hurley on legal and legislative problems of today's club officials; Bob Williams on everything you wanted to know about a golf superintendent, but were afraid to ask; Hubby Habjan on knowing and understanding your golf professional with Don Rossi, NGF Executive Director and Marlatt acting as moderators.

For further information, write the National Golf Foundation, 707 Merchandise Mart, Chicago, Ill. 60654.

### Public course association chooses regional directors

William Saunders, president of the recently formed Association of Public Golf Courses, announced that eight members have been selected to act as regional board of director members. They are as follows: Northeast — H. Bailey Trull, Tewksbury, Mass.; Southeast — Art Young, Stuart, Fla.; Midwest — Larry Snodde, Alliance, Oh.; Rocky Mountain — James Dorian, Derby, Kan.; Pacific Northwest — Wallace Staatz, Rodeo, Ca.; Pacific Southwest — Pat Markouich, Rodeo, Ca.; Mid-Atlantic — Charles Lynch, Alexandria, Va. and Southwest — Dick Forester, Jr., Houston, Tex.

### Mild Augusta facelift made play tougher during Masters

During the recent Masters, superintendents and pros watching the tournament in person or on television might have noticed a mild facelift over Augusta National from the previous year.

According to Masters chairman Clifford Roberts, Augusta came up with new sand for all its bunkers and a herringbone-type of french tiling was installed in 18 bunkers in order to eliminate pools of water quickly after heavy rains.

Tees on 2,4,6,11 and 17 had been completely rebuilt to allow better drainage and uniform surfaces. Probably the most extensive work

# IF...

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

... SEND NOW,  
FOR OUR

**New 1976 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 stripping & painting, supplies, grips, nets, shoes & accessories, umbrellas  
... and more!

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was done on 13, since it was moved back 10 yards. The green also underwent some rebuilding. There had been problems on this hole in the past because of a sour soil condition, resulting from too much shade. A new pin placement area in the far left section of the green became available, after remodeling.

Biggest improvement, though, throughout Augusta might have been the new winter grasses established on the fairways and greens. Through research at Rutgers and Penn State, a combination rye grass and a superior type of fescue will aid the course noticeably.

### GCSAA selects manufacturers to industrial advisory panel

With the idea of discussing industry problems and ideas, the executive committee of the GCSAA has formed an Industrial Advisory Council, composed of manufacturers within the turf business and including members of the GCSAA's executive board.

Members of the council are Conrad Scheetz, GCSAA executive director; Lou Haines, director, Denver Country Club; Richard Malpass, president, Riverside Golf and Country Club, Portland, Ore.; Ted Woehrl, vice president, Oakland Hills Country Club, Birmingham, Mich.; Gordon Witteveen, director, Board of Trade Country Club, Woodbridge, Ont.; John Kinkead, National Mower Co., St. Paul, Minn.; Tom Haschen, Du Pont Co., Wilmington, Del.; George Horn, O. M. Scott & Sons, Marysville, Oh.; James Latham, Milorganite, Oak Creek, Wis.; Robert Moore, Aquatrols Corp. of America, Pennsauken, N.J.; Theodore Smith, Jr., Smithco, Inc., Wayne, Pa.; Roger Thomas, Jacobsen Manufacturing Co., Racine, Wis.; James R. Watson, Toro Co., Minneapolis, Minn.; and Vernon Worrel, Cushman-Ryan, Lincoln, Neb.

### Listings of nation's course builders in new directory

The new, 1976, annual directory of America's golf course builders and construction equipment suppliers is available free from the headquarters of the Golf Course Builders of America, 725 15th St., N.W., Washington, D.C. 20005.



### THIS BEAUTY MEANS BUSINESS.

Outdoor furniture of durable beauty - vandal proof and easy to maintain. Expand your outdoor seating capacity and enhance the setting at a modest cost.

Tables and benches, planters and cigarette snuffers, and patio block — all made of polished terrazzo and exposed stone aggregate. Write for brochure to:

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## Perfect Picker

The Revolutionary *NEW*  
Golf Ball Retriever!

Pictured:  
three-gang model



Available in five-gang, three-gang, walker, & lake-picker models

- **Labor Saving**  
Each gang can retrieve up to 20 balls at a time
- **Ball Saving**  
Balls are gently retrieved, never damaged. Saves cleanup time
- **Maintenance Saving**  
One-gang repair doesn't halt operation. Easy to fix, too.
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Pushed by an ordinary golf cart, multi-gang units pick fast!
- **Safe To Use**  
Will not damage sprinkler heads, dig up turf, or ruin lake liners
- **Ball Recovery**  
Efficient ball recovery reduces your inventory

### Perfect Picker

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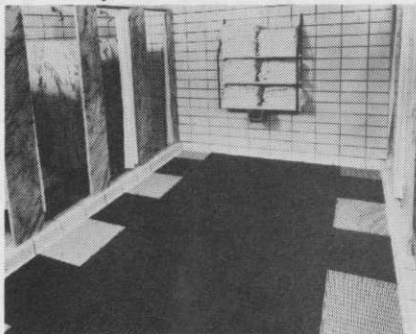
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(213) 885-0111

Ask your *Perfect Picker* dealer for an audio-visual demo *today!*

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# NEW PRODUCTS

**ELIMINATING** shower room clutter and the constant problem of accumulated water is the job of Space-Links mats. Colorful and rugged, these all-vinyl mats have a patented open weave construction that permits water to drop below the mat's surface. This keeps floors dry and aids in stopping athlete's foot. A variety of colors are available.



Circle 701 on free information card

**DE-THATCHING** by biological action, Thatch-Away is the latest in products for the superintendent who wants to avoid the expense and labor costs attributed to mechanical methods. Seeding, watering, fertilizing and insecticide spraying can all be accomplished immediately after or before applying Thatch-Away. The product can decompose even the most stubborn thatch in 90 to 120 days.

Circle 702 on free information card

A **BALL** featuring durability along with the feel needed for delicate shots is what the new Golden Ram MK-IV is all about. A pioneer in Surlyn® covered balls, Ram has found a process to cause the Surlyn to flow around the natural rubber windings with less heat and in a shorter time, allowing the rubber to stay livelier. Ram is celebrating the introduction of the ball with a pro shop introductory offer, featuring its Zebra putter. Information will be supplied on request.

Circle 703 on free information card

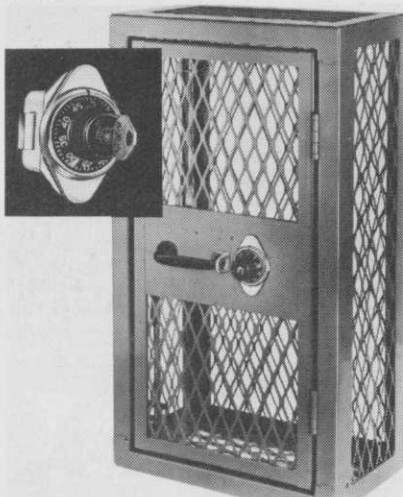
**COMPLETELY PORTABLE** and perfectly matching a bed knife edge

to reel blades quickly and easily, the Model 365 Lapping Machine from Foley Manufacturing can work equally well in either the maintenance shop or on the course. The unit comes with reversible motor, connecting chucks, mower supports and special lapping compound for faster action.



Circle 704 on free information card

**PROTECTING** members against thieves and vandals in the locker room is featured in the No. 1670 Built-in Combination Deadbolt lock from Master Lock. It can be used with either box or full-length units and introduces the first built-in especially for open-mesh ventilated lockers. Other advantages of the lock include: exclusive pushbutton combination changer and lifetime lubricated rust-resistant mechanism.



Circle 705 on free information card

**ATTEMPTING** to aid pros in selling more product, Dunlop Sports is

introducing its new demonstrator display for Maxfli clubs. The wood-grain unit comes complete with a Dunlop Staff "Airliner" bag to hold the clubs. The display has changeable panels that can be used for future displays.



Circle 706 on free information card

**PERFORMANCE** coupled with an inflation-fighting price comes in a new zinc-interlocked polymer finish from C. B. Dolge. The finish, according to the manufacturer, gives greater traffic resistance and reduces cost. Other features include: high gloss, good water resistance, good spreading and leveling and it can be stripped easily.

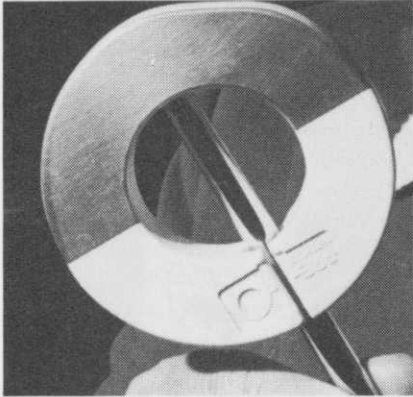
Circle 707 on free information card

**RETAINING** needed moisture and at the same time providing an excellent barrier above subgrade soil, Tu-Tuf cross-laminated poly film is the latest development in Purr-Wick greens systems. A number of features make up Tu-Tuf sheeting: tensile strength is 8,000 psi, low moisture transmission rate, immeasurable impact strength, will not support fungus growth and pin hole free.

Circle 708 on free information card

**INNOVATIVE** in the putting game, the Pre-O putter takes in all lies and its unusual design has no heeling or

toeing. The ball is actually the sweet spot and the circular design forces the golfer to line up putts accurately. Every putt is struck with full force of the stroke. The product does conform with USGA specifications.



Circle 709 on free information card

DELIVERING 36 holes of service and a life of at least two years, the 2H-GC HC golf car battery comes from SGL. The battery is constructed of heavy, extra-sized plates and microporous rubber separators with attached glass mats. The high-capacity unit is rated at 100+ minutes.



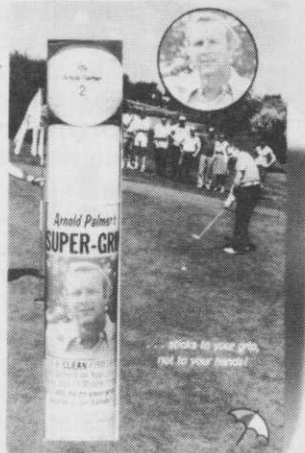
Circle 710 on free information card

COVERING the needs of the golf course, Rain Bird is introducing another in its line of high-performance pop-up sprinklers. The 1800 model has a pop-up height of 2-3/16 inches even where a high cut is desired. A heavy stainless retract spring provides positive pop-down of the nozzle to avoid damage from mowing. Units are available with a complete range of eight nozzle patterns.

Circle 711 on free information card

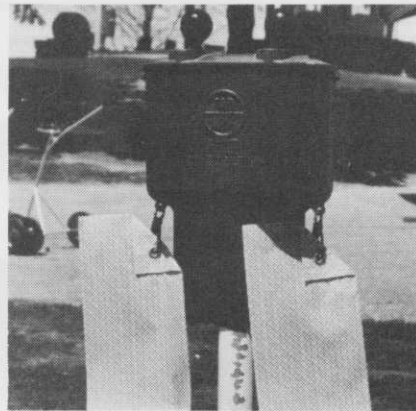
UNLIKE conventional grip products, Arnold Palmer's Super Grip is a solution developed for the molded golf grip and will not transfer to skin. Super Grip becomes tacky

only when skin is in contact and resists dust and dirt. The product can also be used on tennis grips and other sporting goods products with grips.



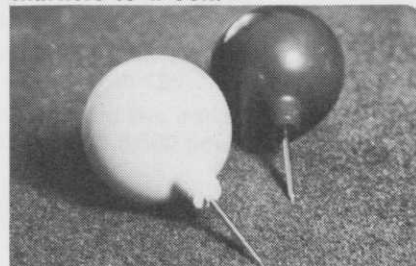
Circle 712 on free information card

ABLE to absorb 10 times its own weight, the Pro-Tee towel from Kendall can be either reusable or disposable. Made of a nonwoven textile fabric, the towels feature a rust-resistant grommet for fastening to either ball washers or golf bags. Available in either green or gold.



Circle 713 on free information card

COMPOSED of high-strength cyclac plastic, tee markers from Lesco Products are the latest in course accessories. The markers come with 5-inch diameters, are available in either red, white or blue. Orders are available, 20 markers to a box.



Circle 714 on free information card

TWO smartly designed bucket seats; one an adjustable driver's seat, a fiberglass body and an aluminum frame are just some of the features offered on the latest model golf car from Johns-Manville.



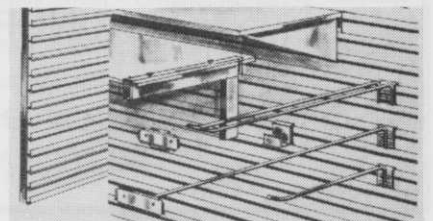
Circle 715 on free information card

ESPECIALLY designed for use with the Toro Sand Pro, a new fully hydraulic blade attachment for backfilling of irrigation or drain tile trenches is now on the market from Ron-Lee. The unit is available in a ready-to-use kit and can be assembled in three to four hours. Dealer inquiries are invited by the manufacturer.



Circle 716 on free information card

ACCOMMODATING every type of display in the golf shop, the Uniweb panel from K. F. Weber is a departure from conventional merchandising units. The system introduces metal panels which are faced with 3/8 inch built-in metal lips on one-inch increments, as self-locking brackets.



Circle 717 on free information card



## The hill leveler!

Goodall self-propelled mowers really cut hills down to size! Steep grades can be cut with finger touch ease. Independent power to each large traction wheel prevents side-slipping. Recessed wheels permit close trimming. Twin blades are designed to mulch and discharge grass clippings evenly. Other features include: five forward ground speeds, elevated fuel tank for better fuel flow. GOODALL LAWN-TURF EQUIPMENT IS DESIGNED AND BUILT TO DO THE JOB BETTER . . . LONGER! Goodall equipment is available from 8-inch to 52-inch cut.

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# MASSLINN\* DISPOSABLE GOLF TOWELS



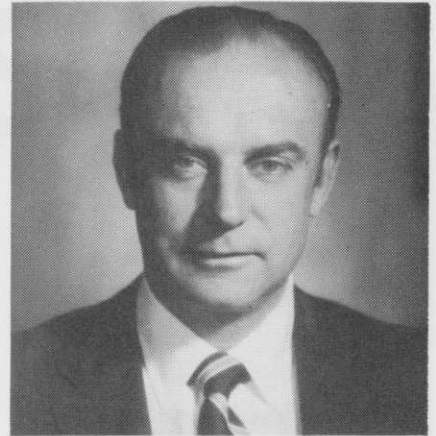
· NONWOVEN FABRIC · NO LOSSES...  
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## NEWS OF THE INDUSTRY continued



Grimm

### Colgate's leisure division to include Ram Golf, Eaton

Recently acquired by the Colgate-Palmolive Company, Ram Golf Corporation and the Charles A. Eaton Company have both been placed in Colgate's new Leisure and Entertainment division under the leadership of vice president John E. Grimm III.

Colgate properties also included in the new alignment are Bancroft Sporting Goods and the PAK Company, a women's sportswear firm under the Anne Klein for Penfold label.

Grimm will oversee this new operation, as well as coordinate worldwide efforts in sporting goods. Other personnel in the division include former Ram vice president of finance Paul Svanberg, who will be division controller, and J. C. Shinn, who will handle merchandising and promotion.

### Pros in northern California meet to achieve 'image lift'

Attempting to better the lot of the golf professional in the northern California area, the PGA section there has launched a program to lift the image of the club pro in the eyes of his members.

Don Krivanek, president of the Sierra Nevada chapter, helped organize and plan the gathering, which had over 120 professionals in attendance at the recent meeting at