

An economy lesson in country club management.

A simple, rather ingenious idea that will save you thousands of dollars, just happens to come in one of the most prestigious golf cars money can buy. The Harley-Davidson® 3-wheel electric golf car.

A simple idea called Master Drive. Master Drive is a 2-circuit system that will give you more rounds between charges, reduce downtime and charging costs, and increase the life of the batteries.

Simply put, it gives you a battery set-up with two circuits, instead of one.

Conventional golf car batteries are hooked up in series. Harley-Davidson electrics utilize a series/parallel circuit.



A look at your course tells you why. Look out the clubhouse window and you'll see that two-thirds of the traveling done by golf cars is at low speeds.

But cars wired in series are drawing maximum power from the batteries all of the time.

Which means that the two-thirds of the time when

they're going slow, power is wasted. A resistor burns off the surplus.

Master Drive wastes nothing. In the high-speed circuit, the batteries are in series, just like a conventional electric golf car. But in low speeds, the same batteries operate in parallel. So the batteries are only called upon to produce half the power.

Like we said: A simple, rather ingenious idea. That only proves that prestige and common sense can go hand in hand.

Who to call to start your savings plan. To get all the details about Harley-Davidson electric and gas cars, call your Harley-Davidson dealer. He's knowledgeable in all facets of golf car fleet management. From fleet planning to profitability and financing. He'll be there to personally assist you with your service needs throughout the year.

Or write or call Dave Caruso, National Golf Car Sales Manager, Harley-Davidson, (414) 342-4680, 3700 W. Juneau, Milwaukee, Wisconsin 53201.



What can a hole in the ground do?

When your grounds become hard-packed from constant use and temperature changes, or if the ground is naturally hard, grass has a tough time growing.

The answer is aeration.

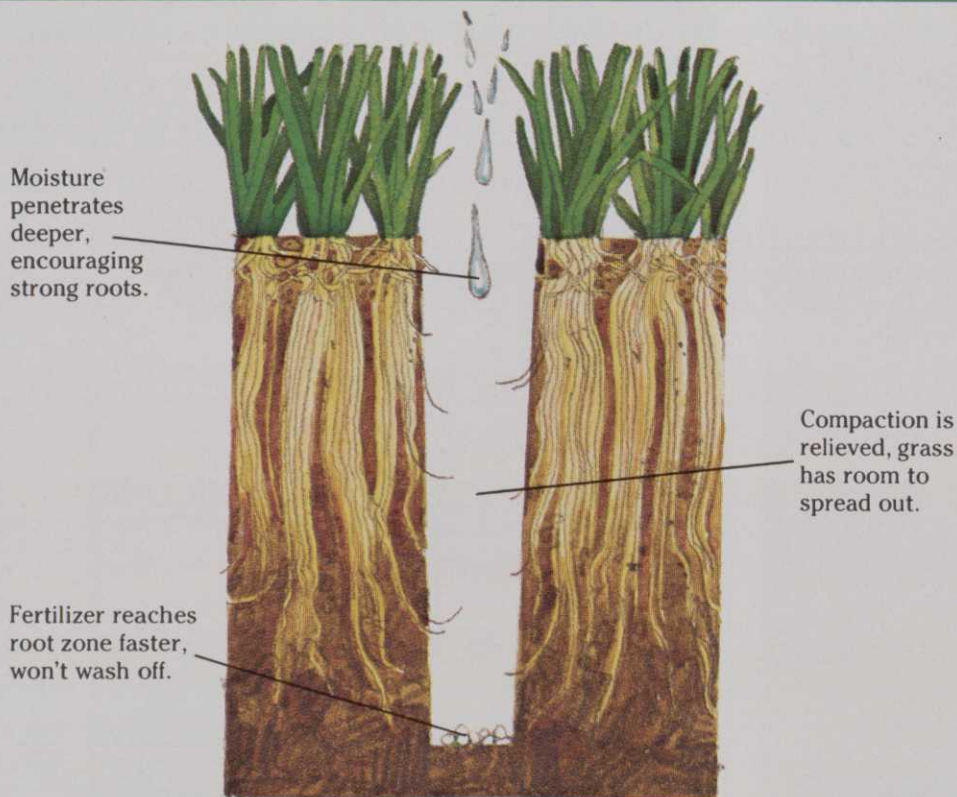
These holes allow air, water and fertilizer to penetrate to the root zone where they're needed. They relieve compaction, giving grass room to grow. New, more drought-resistant roots are stimulated. And the turf takes on a springy, soft feel.

Ryan makes two pieces of equipment specifically for aeration of parks, athletic fields, playgrounds, golf course fairways, or any large turf area.

The Ryan Renovaire® is designed to contour aerate compacted turf on hilly as well as flat areas. Its 12 tine wheels are mounted in pairs, operating independently to give both high and low spots equal penetration.



RENOVAIRE



The Ryan Tracaire® is used to aerate large level areas, especially athletic fields. Mounted by a 3-point hitch, it gets the job done quickly, easily, efficiently.

Both the Renovaire and the Tracaire can be equipped with coring, slicing or open spoon tines for aerating all types of soil in all seasons. Both can be used with a 12-foot-wide dragmat to

break-up cores and groom the grass. And both are built to last, like all Ryan equipment.

Give your large turf areas room to breathe with the Ryan Renovaire and Tracaire aerators. You'll see the green, healthy difference a few simple holes can make.

Write for your free Ryan catalog today.



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amount of inventory shrinkage. This is merchandise unaccounted for at the end of the month or sold at discount.

In planning our fall and spring lines twice a year, in May and September, merchandise analysis and projection reports are submitted to the golf director for approval. The merchandise analysis describes how many units of a particular item were sold with a total cost and retail value amount. This information will assist us in determining our markup percentages and the profit returned on each dollar that was invested. The projection report will forecast what we need to purchase. It includes total units to be ordered, dollar amount to

“When a salesman arrives to show a new line, we know exactly what we want to buy.”

be invested, and size breakdowns and color assortments to be chosen. Inventory control levels are exercised by spreading out shipment of hats and caps, gloves, and golf balls over several months.

When the salesman arrives to show his new line we know exactly what we want to purchase: how many units, the size run, and the dollar amount we are spending. By buying early we can take advantage of all discounts which will improve our profit margin. We build into this report a certain dollar amount that we keep in reserve. This gives us some flexibility in bringing in new lines or perhaps to buy closeouts — in which case we pass the savings on to the customer. We always make a bargain table, which has proven successful, for it tends to get some golfers in the buying mood and also serves to discount our slow-movers. We are attempting in these reports to prevent overbuying, to have sufficient merchandise in stock, to reduce the amount of older merchandise, and to carry inventory related to anticipated sales.

Both reports are compared with previous year's business to get a past

history of merchandise performance. Buying the right kind of merchandise requires a considerable amount of study and time to accurately program our merchandising needs. The more information that we can gather, the more precisely we can allocate our monies in stocking our golf shops. We can also better identify the products that our guests are willing to purchase and discontinue those items that tend to be slow-movers. In preparing the buying plan we attempt to set sales goals in each area of softgoods. We strive to minimize buying errors and purchase those items that will yield a better profit.

Each year in January, a complete merchandise profile summarizing a total picture of gross sales in each area of softgoods is submitted. Outlined are total units of goods sold, the retail value amount, the turnover rate, and the markup percentage on each item. It also includes a breakdown of sales between Lake View and Mountain View. It clearly shows how well particular items are moving and permits us to compare what percentage of sales were made at each shop.

With the above information we draw comparisons of merchandise sold versus rounds played. We compare these figures to each golf shop, and we can anticipate how much merchandise revenue will be generated based on total rounds played.

In summary, we are constantly striving to increase our knowledge in inventory controls and more effective use of analysis, projection, and profile studies. The working formula of Project — Buy — Sell — Analyze — Profile has proven very successful in our golf operation.

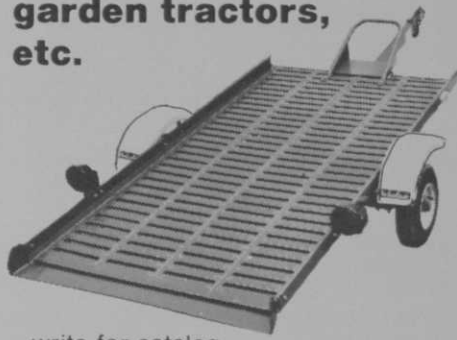
- Project what you want to purchase.
- Buy the merchandise at the best possible price.
- Sell the merchandise at a reasonable profit.
- Analyze what you have sold.
- Profile total merchandise sold.

This revolving formula should be beneficial in assisting new golf shop operations — as well as those golf shops with no buying plan — to program their merchandising needs to better serve their golfers and show an increased profit each year. □

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SALES REPRESENTATIVES WANTED

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Foodservice and spikeproof carpet aid success of daily fee course



Golfers take a break at Centerton's 19th Hole restaurant. The popular gathering spot features "Club Champion" spikeproof carpeting in a variety of patterns.

In the backwoods of southern New Jersey, on land that once was a cornfield, sits a golf club where the chef's score may be more important than the golfers'.

Actually, Centerton Golf Club isn't a private club. It is a public course with golf facilities that owner Ed Carman describes as "pleasant, interesting, and challenging enough for the best of players."

The course, 6650 yards in all, carries a par 71 rating from the South Jersey Golf Association.

But one doesn't have to care a fig about golf to enjoy the clubhouse-restaurant and banquet facilities. Although Carman developed the club in 1964 with the idea of attracting south Jersey golfers, many travelers from Philadelphia (55 miles away) and Atlantic City (60 miles away) come to enjoy the golfing and food. Carman notes he does not advertise. Over the years, word of mouth from satisfied customers has established Centerton.

As you drive up the winding passageway off the country road, Centerton's 20,000-square-foot, Colonial-style building comes into view. Parking is handled by attendants, and the parking facilities can easily handle 1,000 cars.

Inside the main building there are two large, separate kitchens that service seven banquet rooms and a 19th Hole Restaurant. Four brightly-decorated locker rooms and the executive offices are also housed there.

Centerton's facilities will accommodate up to 800 visitors at one time. Carman credits the club's excellent service to his four managers. Each handles a special area: private party bookings, waitresses, and bartenders; food preparation and selection; golf shop; and grounds.

Carman explains that each manager works independently, but "I have my fingers in all of their jobs."

At the height of the season, Centerton's front tee is busy from sunrise to sunset with golfers readying to play the well-groomed 18 holes — twosomes, foursomes, and company golf outings.

Ed's brother, Allan, handles the pro shop, signing tee times, organ-



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Shoot for the FLAG

New for '78...the Bishop Flag from LEWIS LINE.

Golfers can see what they're shooting for when they aim at the new Bishop Flag from Lewis Line. The new integral swivel flag concept flies beautifully and silently, even in the slightest breeze...offers longevity not to be found with ordinary flags. Spend less for annual equipment

replacement. Quality construction and durable materials ensure that your Bishop Flags will remain bright, unfrayed, and easy to see...proud accents of color and quality for superior golf courses.

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- Swivel loops formed when flag is sewn; fit over most poles; permit silent, free swivel action with no pole wear.
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Effective display ideas for golfwear and golf equipment

The Bargain Table is an everyday feature in Don Padgett's golf shop at Callaway Gardens Golf Resort. The merchandise changes periodically, but is normally bought specifically for the on-going "bargain sale." The table is a simple folding model covered with an inexpensive cloth.

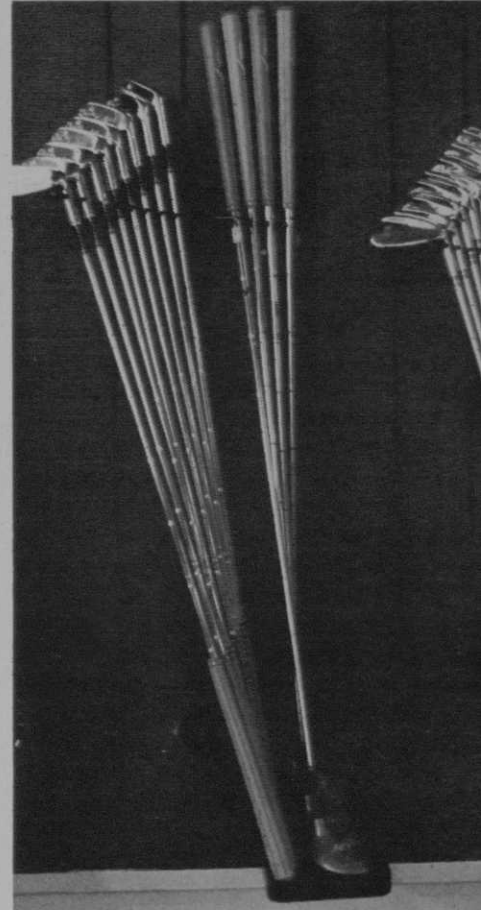


Another way to show off individual woods, irons, utility clubs, an dputters is this freestanding, revolving rack from Matzie Golf Co. Called the Mini-Mart, it holds 50 clubs in just 4 square feet of floor space.

What better place to display golf hats than on a hat rack? The rack can be an inexpensive model available from most display companies or retail department stores — or you can spruce up the shop with a fancy one from an antique shop or furniture store. In the background in this shot of the pro shop at the Diplomat Hotel & CC is a case that's ideal for sweaters and knit golf shirts. Its adjustable shelves can be moved up or down to accommodate changing inventories of sizes, styles, and colors.



A cylindrical revolving rack which can openly display more than 60 pairs of shoes helps sales in the Bay Hills CC golf shop of Herb Rose, president of the Middle Atlantic Section PGA. Here Russ Rose, Herb's brother and assistant, shows a pair to prospective customer (left). The rack, called Allsop Shoe-In, was obtained from Allsop Co.



Neatness counts. Wall-mounted racks like these hold a complete set of woods and irons while keeping them together, prominently displayed, and easy for the customer to examine. (photo by Joe Gambatese)



People



Causey



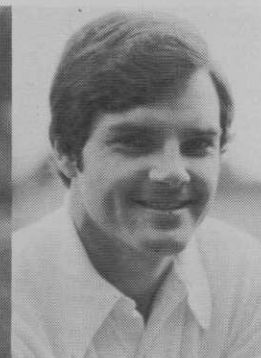
Neary



Deck



Suesons



Overton



Rogers

AMF Ben Hogan Co. has made some key personnel changes. **Terry A. Frechette**, former district sales manager in New England, is the first national sales manager in the company's history. Replacing Frechette in the east is **Dale Chambers**. **Malcolm K. Hunter, III**, moves from product manager for golf equipment to director of customer service and distribution. **Nicholas W. H. Worth** becomes product manager for golf equipment and shoes. **Charles C. Malitz, III**, is product manager for golf apparel at the Fort Worth, Tex., based company.

Ed Causey, Jr., has been appointed head professional and director of golf operations for Grenelefe Golf and Racquet Club, an 800-acre Radisson resort in central Florida. Causey has been an active golf pro for 26 years, including positions at Tam-O-Shanter CC in Atlanta and the St. Simons Island (Ga.) Club. He served as PGA of America vice president from the 13th district 1974-1977.

Phil Peer is the new golf professional at Eden Isles GC in Slidell, La.

Rodney Newman recently retired as head pro at Jumping Brook CC, Neptune, N.J. He was replaced by **Harold Cahoon, Jr.**, formerly from Sharon CC, Rubbinville, N.J.

Jerry Solomon is now executive director of Blue Hill CC in Canton, Mass.

Michael E. Neary has been named manager of Woodstock (Va.) CC after serving as director of sales for the club, Woodstock Inn, and Tom and Six Ski Areas for the past 1½ years. He is a graduate of Dartmouth College, where he was a member of the golf team.

Michael F. Cahill, Australia's new professional championship golfer, has been hired as golf promotions coordinator for Cathay Pacific Airways.

Bill Deck is the new head pro, manager, and general partner of Hillsborough CC, Neshanic, N.J. He had been head professional/manager at Belair G&CC, Bowie, Md., for 18 years before resigning at the end of last year.

Dick Suesons is now head pro at Royal Palm Yacht & CC in Boca

Raton, Fla., after serving as assistant to **Ozzie Carlson** (who resigned).

Jimmy Bogle moved from Carper's Valley GC, Winchester, Va., to succeed **Billy Dillon** as pro at Loudon G&CC, Purcellville, Va. Dillon joined with **Charles Staples**, who resigned from Aronimink CC near Philadelphia, in leasing a new municipal course, Greenwich GC, near Warrenton, Va.

Wally Phillips has been hired as a salesman for the Power Bilt golf division of Hillerich & Bradsby Co. He will represent the firm in Maine, New Hampshire, and eastern Massachusetts.

Woodrow Day and **Garry Leigh** have been added to the sales staff of the First Flight division of Pro-Group, Inc. Day will sell golf bags and equipment in Mississippi and Louisiana; Leigh, in Kentucky and eastern Tennessee.

William L. Cook has been transferred from the golf superintendent's post at Ohio's Salt Fork State Park to be superintendent of a new 18-hole championship course being built at Deer Creek State Park.

Peter Miller resigned as superintendent at Firestone CC, Akron, Ohio, effective February 15. He had held the post for 10 years, through two PGA Championships, the American Golf Classic, and the World Series of Golf.

H. Leroy Tindall has taken the superintendent's job at Princeton Meadows GC in Plainsboro, N.J.

Bernard R. Greene left Whispering Pines (N.C.) CC to take over as superintendent at The Country

Club of North Carolina in Pinehurst.

James McAfee has been named to the newly created position of executive director of the Northern Texas PGA. He had been editor of *Golf Shop Operations* for the past 5 years.

Jay Overton has been named head golf professional at the Innisbrook Resort in Tarpon Springs, Fla. He had been on the golf professional staff of Pinehurst CC in North Carolina for 4 years, serving as head pro since June 1976.

Sam Alvarez is the new golf professional at Baymeadows GC in Jacksonville, Fla., after serving for 4 years as assistant to **Jim Pringle**, who resigned January 1.

Doug Ford has been appointed head pro at Sabal Palm CC in Longwood, Fla. A former PGA champion, Ford also runs a mini-tour at Sabal Palm and several nearby courses.

Leo Zampedro, head professional at Ridgewood Municipal GC in Parma, Ohio, for the past 8 years, has accepted the head pro's job at Hawthorne Valley CC, Solon, Ohio.

William R. McClain is now vice president of manufacturing for the golf division of Acushnet Co.

C. C. "Doc" Watson, general manager of Sunset Ridge CC in Northbrook, Ill., was elected the 1978 president of the Greater Chicago Club Managers Association.

Marty Stephenson, formerly with Raleigh (N.C.) CC, has taken the superintendent's position at Colonial CC in Thomasville.

Vance Price has moved from Tanglewood Park GC, Clemmons, N.C., to the superintendent's job at

Bermuda Run G&CC, also in Clemmons.

Eugene A. Semaske, former superintendent at Buccaneer CC in Burgaw, N.C., has moved to the super's post at Green Hill CC in Louisburg.

Ed Dembnicki has changed superintendent's jobs: from the Country Club of N.C. to Arcadian Shores GC at Myrtle Beach, S.C.

John Moreland, former superintendent, DeBordieu Colony, Georgetown, S.C., is now associated with two courses in Alabama: Gadsden CC and Goodyear GC.

Rick Wise left Tampa Airport Resort to take over as superintendent at Lake Region Yacht & CC in Lake Wales, Fla.

Chip Powell, formerly of Airco GC and Gainseville CC, has taken on the superintendent duties at Deerwood Club in Jacksonville, Fla.

Richard M. Bator, CGCS, left his superintendent's position at the Country Club of Pittsfield, Mass., to become superintendent at Oak Hill CC of Rochester, N.Y.

Robert J. Moeller has been appointed to the new post of vice president, marketing and sales, for The Toro Co.'s Outdoor Power Equipment Group.

James F. Rogers has been named division manager of Graftek Leisure Products, a division of Exxon Enterprises, Inc. He will be responsible for management and operation of golf shaft, golf accessories, and other leisure product departments.

John Vetter has been appointed sales manager of the Curley-Bates Co.'s Golf Division, which operates in the western United States plus the Far East and is headquartered in Burlingame, Calif.

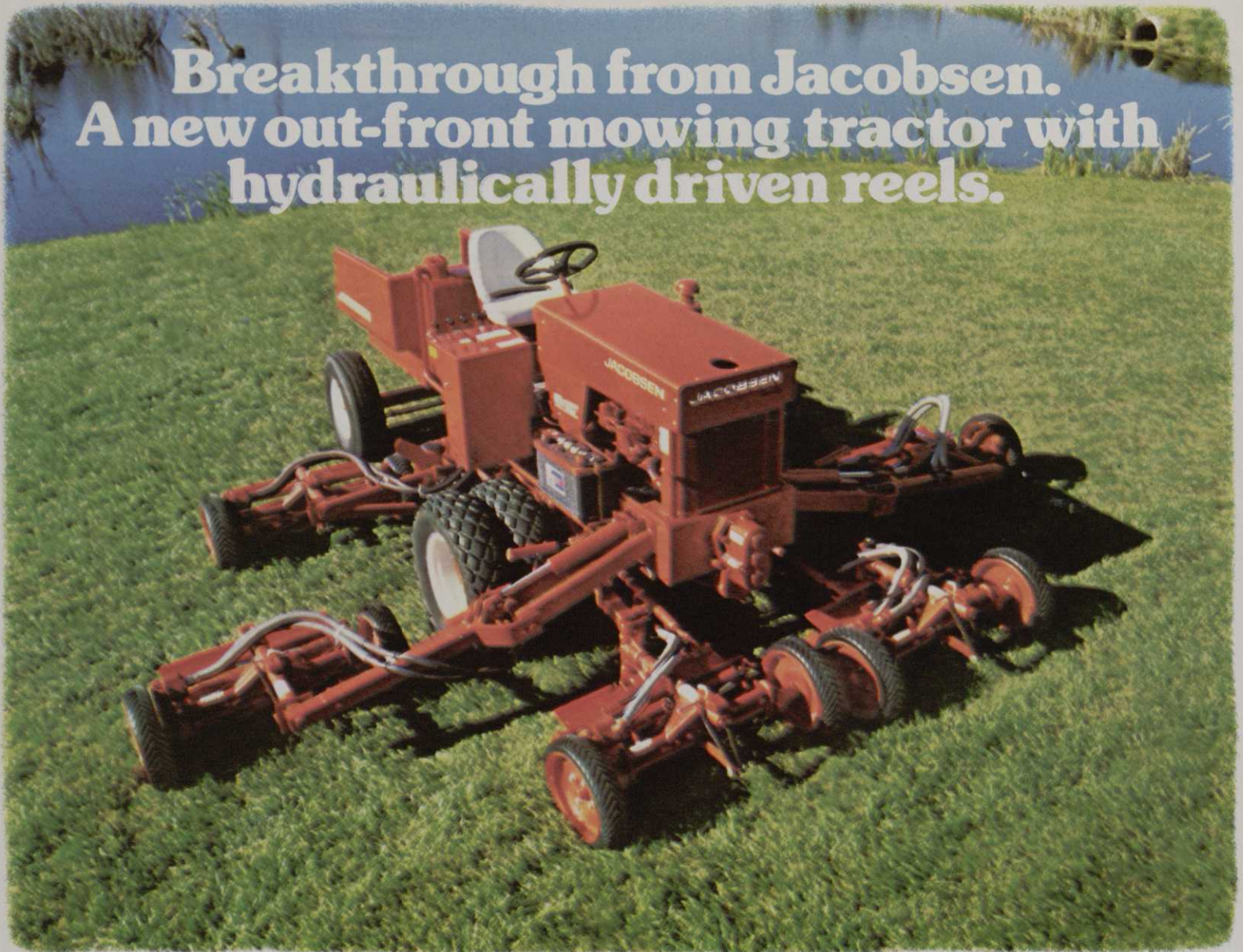
E-Z-Go Textron, Augusta-based golf car manufacturer, has promoted four sales executives: **Jack Kopf**, to regional manager, midwest; **Ron Patterson**, to regional manager, east; **Darriel Broome**, to manager of the north-east branch; and **Roland Deziel**, to administrative manager of all branches of the company.

Arnold Palmer says:

**“Help Protect
the Unborn
and the
Newborn”**

give to the
March of Dimes
BIRTH DEFECTS ARE FOREVER.
UNLESS YOU HELP.

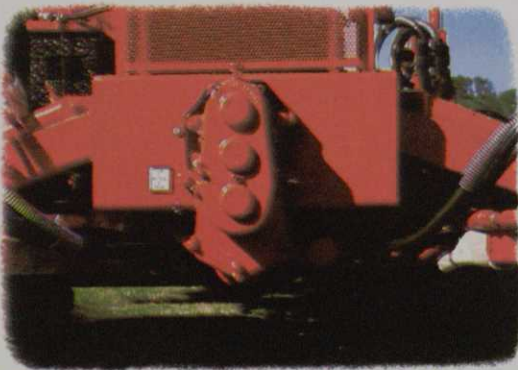
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You also get the mowing job done faster because mowing speed is increased. And from the driver's seat, the operator can raise and lower reels in several combinations, and put them into forward or reverse. Reverse can be used to quickly unclog reels from branches, rocks and grass clippings.

Plus, we use wheels instead of skids or rollers to support the reels. Just to reduce scalping on sharp ground contours. And, our exclusive tension springs put even pressure on height adjustment rollers for smoother cutting.

More good news. Reels can be easily backlapped without being removed or disassembled.

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