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.
clubs and the equipment. They go to
Los Angeles about twice a year, but rely
on 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 over-
load 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 ex-
ample, 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 merchan-
dise 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 ex-
posure. 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 per-
cent. The shop has had good ex-
périence 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,
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 per-
cent discounted. Wansa finds that his
turn increases every time these lines
move quickly — 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 assump-
tion that he can trade up a customer who
needs clubs, and a customer who has
a full complement might still be in-
terested because of the sale attrac-
tion.

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
dual problem. We have to give a
person a lot of time to make a deci-
sion 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 ser-
vice, the time we spend with them,
and the merchandise we have avail-
able. I think we have more sales peo-
ples 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 merchan-
dise 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 brow-
sing, 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 attrac-
tive,” he said. “But mass is of great
importance to us.”
"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..."

Fitzsimons on Manhattan

CERTIFIED

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.

Certified Manhattan is grown by the

MANHATTAN RYEGRASS GROWERS ASSOCIATION
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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 Ave., Cleveland, Ohio 44102.

IMPOSE 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 displayed 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 lever, 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.
FOR INFORMATION ON PRODUCTS LISTED, CHECK APPROPRIATE BOX.

**GOLF COURSE MAINTENANCE EQUIPMENT**

- Lighting equipment
- Matting-seededbed protection
- Pipe
- Sand
- Seed
- Soil conditioners
- Stolons
- Trees and shrubs
- Tree care service
- Stone Pickers

**GOLF COURSE ARCHITECTS**

**GOLF COURSE CONSTRUCTION**

**CHEMICALS**

- Algae killer (ponds)
- Fertilizers
- Herbicides
- Insecticides
- Wetting agents

**FURNISHINGS**

- Ball washers
- Benches
- Comfort stations
- Course shelters
- Flags and poles
- Refreshment stands
- Score Card Box (metal)
- Signs: yardage and direction
- Tee markers
- Vending machines
- Water coolers

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- Humus and peat
- Irrigation systems and equipment

**Golf Course Apparel and Accessories**

- Blazer crests
- Caps and hats
- Golf apparel (men's)
- Golf apparel (women's)
- Golf shoes
- Socks
- Sport jackets and blazers
- Tennis apparel
- Trophies
- Business forms
- Stationery/Bags/Giftwrap
- Favors/Prizes
- Display fixtures

**Golf Equipment and Accessories**

- Bags
- Bag tags
- Balls (regular)
- Clubhead covers
- Clubs
- Golf gloves
- Golf practice devices
- Grips
- Pull carts
- Graphite shafts

**Fixtures and Equipment**

- Bag storage racks
- Ball washer detergent
- Club cleaners and polishers

**RANGE SUPPLIES AND EQUIPMENT**

- Balls (range)
- Ball dispensers (coin)
- Ball striper
- Ball washers (range)
- Clubs (range)
- Mechanical range ball retrievers
- Practice driving nets
- Range mats

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- Batteries
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- Tires

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- Soft drinks, mixers
- Beer and ale
- Liquor
- Wines
- Cooking equipment
- Sanitation and maintenance equipment
- Holding equipment—hot and cold
- Supplies (china, glass, plastic, paper pots and pans, cutlery, tools, flatware, locker-room)
- Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- Lockers
- Locks for lockers
- Locker room supplies
- Scorecards
- Business Forms & Stationery
- Shoe bags

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

I. Is your golf course:

A. Private  D. Resort  H. Par 3
B. Semi-private  E. Public  J. Military
C. Municipal (city, county owned)  G. Company owned
   or county owned  L. 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  No

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