

GUESSWORK - GONE WITH THE MAC MODEL 1555T BATTERY CHARGER

The new MAC Charger is superior in every way with no timer to set, no meters to read, it can't be overloaded, or operated on reverse battery polarity. Just watch the indicating lights for mistake-proof battery charging.



Each cycle is **always** correctly charged — never an overcharge or undercharge, regardless of the condition of the battery at start of charge. The Model 1555T has three indicating lights that operate in sequence throughout the charging cycle, showing the exact stage of the operation. When finished the green light signals "on" showing the battery is fully charged and ready. This accurate and correct way of charging extends battery life and reduces your maintenance costs. The only thing an operator needs to know is how to hook up the charger.

MAC offers the ultimate charger through our years of experience, know-how, quality, and customer service.

**Always specify and demand
MAC Chargers.**

For details, write or call today.

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Retailers show pros

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customer, seeing your attitude, will realize what a fine piece of merchandise he's getting. Never take out one pair of slacks. Take out five or six pairs, lay them out on a table, mentally working out coordinating items at the same time that you will show a little later. You may sell three out of the five slacks this way.

All the best stores present garments to you in a professional manner as standard operating procedure. Much can be learned by studying their methods next time you are shopping.

Bud Werring, Ernie Sabayrac, Inc., then gave a live demonstration of these techniques of presenting garments to the customer. He and Don Drotman, Izod, engaged in a spirited and amusing skit that showed that if "you talk slow and move fast" you can sell a member his entire spring season's golf wardrobe in about ten minutes! Seriously, though, Bud and Don did a great job of showing how, as the customer looks at the slacks, the pro can keep talking and gather up half a dozen shirts to coordinate with the various slacks, sell them, then move on to blazers, socks, shoes and even ties.

Of course, you have to know when to stop! But if you don't even give it a try, then you'll never know if you *would* have encountered sales resistance.

At lunch the featured speaker was Jerry Jontry, senior vice president, *ESQUIRE* Magazine. Jontry's address on "The force of fashion" yielded a barrel of laughs as well as many interesting golf apparel marketing facts.

Ernie Sabayrac got things going again after lunch with a stimulating talk on buying. Learn how to say "No" to salesmen who call on you, advises Ernie. Pros are just too nice most of the time and buy from far too many salesmen. However, because their buying budget must have a limit, they land up, for instance, with four 5-dollar knit shirts, all in medium and large, and all in the same colors, from four different suppliers.

All you're doing with this method

Continued on next page

News of the industry

One-day symposium

A symposium on dead spot of bermuda will be held at the University of Georgia, Athens, Georgia on June 11 at 8:00 pm.

It will be preceded by a field trip which will start at Capitol City Country Club, Atlanta, Georgia.

Nationwide clinics

Harley-Davidson Motor Company is conducting a series of field service clinics throughout the country. Last month at the Milwaukee Holiday Inn West, Milwaukee area golf course and country club personnel, along with local Harley-Davidson dealers, received instruction on the latest factory maintenance techniques.

Warren expands distribution

The Rocky Ledge Farm and Nursery has been appointed New England distributor for Warren Turf Nurseries, growers of lawn sod with nurseries in the New York, Ohio, Indiana, Illinois, Wisconsin and California areas. They will distribute sod, lawn food and other Warren products.

**FEED THE ANIMALS
KEEP GROUNDS CLEAN
THE FUN WAY... CUT
MAINTENANCE COSTS.**



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