



JOBS OPEN

SALES REP WANTED FOR MIDWEST. HIGH QUALITY ESTABLISHED LINE. IMPORTED AND DOMESTIC MEN'S SHIRTS AND SWEATERS. NON-CONFLICTING LINES OK. REPLIES HELD IN STRICT CONFIDENCE. WRITE BOX 802, c/o GOLFDOM.

JOBS WANTED

DEDICATED, Ambitious, 21-year old desires position as assistant Golf Professional under Class "A" member of P.G.A. Experienced in the shop and on the course. Excellent references. MICHAEL FARLEY, Route 2, Galena, Ohio 43021. 614-965-3520.

HUSBAND, WIFE TEAM, experienced all phases club management, desire manage smaller country club. BOX 254, Ellsworth, Kansas 67439.

BUSINESS OPPORTUNITIES

GOLF COURSES: Want to buy a golf course? Want to sell a golf course? Write to us—we specialize in golf course transactions. MCKAY REALTY CO., 15553 N. East St., Lansing, Michigan 48906.

REAL ESTATE

FOR SALE—9 Hole Golf Course in northern Michigan—\$100,000 down. Particulars on request. Write Box 801, c/o GOLFDOM.

9 HOLE GOLF COURSE FOR SALE. Well established in Michigan Thumb area near

Flint, Saginaw, Bay City, 90 miles north of Detroit. Watered fairways, mature trees, bordering river. Clubhouse, living quarters and all equipment. Excellent condition. Contact owner. CARO GOLF CLUB, Caro, Michigan 48723. Phone 517/673-3130.

USED GOLF CARS FOR SALE

USED GOLF CAR CLEARING HOUSE. We have every make and model golf car in stock. If we don't have the golf car you want we will get it. Write or call collect for the golf cars of your choice. As is or reconditioned. Any quantity at the lowest possible prices and we handle the freight. NEDA Northeast Dealers Association, 420 Penn Street, Spring City, Pa. 19475. (215) 935-1111.

MISCELLANEOUS

WARNING!!! Many lawn mower, garden tractor and "special purpose" tires are being offered as golf car tires. END YOUR TIRE PROBLEMS! We sell ONLY the heaviest, toughest, genuine first quality golf car tire available. 18x8.50x8, \$10.00. 18x9.50x8, \$10.50. Specify rib or traction tread. NORTH WEST SALES ORGANIZATION, 931 Mackenzie Drive, Sunnyvale, Calif. 94087.

RATES: Minimum at \$13.44—20 words or less; additional words 81¢ each; in bold-face type 91¢ per word. Ads Payable in Advance.

CLOSING DATE: 10th of the month preceding issue. No classified advertising offering new merchandise or equipment will be accepted.

Use of GOLFDOM box number counts as 5 words. Response to these ads only should be addressed to the box #, c/o GOLFDOM, 355 Lexington Avenue, N.Y., N.Y. 10017. Replies are promptly forwarded to the advertisers. Those requiring more than 10¢ postage, the additional postage for forwarding must be supplied.

Send ad copy and payment to: GOLFDOM, Attn. M. Coughlin, Class. Adv. Mgr., 355 Lexington Ave., N.Y., N.Y. 10017.

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graphite shafted clubs, which have engendered considerable controversy among pros and members. Many pros feel that the graphite won't really come into their own until they can be produced more cheaply. It seems that golf ball sales have equaled '72 figures or slightly better, due to the popularity of the Surllyn covers and new dimple configurations.

Bag sales were up in the South, but stayed about even with '72 sales or a bit lower in the New England area.

Ron Reiner at Muttontown G & CC bitterly lamented the 50 per cent nose dive in his over-all shop sales, but confessed optimism about '74. "I can't imagine '74 being as wet as this. I mean two wet years in a row must be unlikely." He complained that his men's soft goods were down and that women's soft good sales were pitiful.

A few pros say they suffered some grief over their buying methods on the color coordinated shirts and pants. "When I bought for '73 I forgot that many customers want only a pair of pants or a shirt without its matching counterpart. I found myself stuck with a bunch of shirts that had matched pants I'd already sold, but not the ones I had left in stock. Then when a member was after a shirt and pant combination, I couldn't match anything. Next year I'll buy colors that will go with anything in a pinch."

Pat Cici at Cedar Brook GC, was stung by the slow season, but says the Mill River Plan saved him from suffering as extensively as some of his fellow pros. Like many Eastern professionals, Cici listed rain gear as his biggest seller and says he just struggled to hold his own in the other areas.

Despite the general despondency among club professionals over the ruins of the '73 selling season, this is not the first year weather beaten pros have pulled under the lash of wind and water and, we have confidence that, as in other grim years, they will pull themselves up from their rain boot straps during the remainder of the season and attack the next year as though the last had been good training for the future. □