

CLASSIFIED

When answering ads where box number only is given, please address as follows: Box Number, c/o Golfdom, 9800 Detroit Avenue, Cleveland, Ohio 44102.

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BUSINESS OPPORTUNITIES

GOLF COURSES: Want to buy or sell a golf course? Our business is exclusively with golf courses. McKay Realty — **GOLF AND COUNTRY CLUB PROPERTIES.** 15553 N. East St. (U.S. 27), Lansing, Mich. 48906.

HELP WANTED

GOLF COURSE SUPERINTENDENT WANTED — To work with retiring superintendent for one season before taking over. Send credentials to Paul J. McGraw, Mgr., Country Club of Ithaca, 189 Pleasant Grove Rd., Ithaca, N.Y. 14850.

GREENSKEEPER: For lovely 9 hole private course located on Northern Minnesota lake. Wonderful opportunity for right man. Send resume to Box 5, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

MISCELLANEOUS

GOLF CAR TIRES First line 18 x 8.50-8, \$13.25; 18 x 9.50-8, \$13.75. Send for

our complete tire line. All sizes available. Golden Triangle Sports, Inc., 6317 Library Road, Library, Pa. 15129. Phone 412 835-6898.

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 Avenue, Cleveland, Ohio 44102.

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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 level, 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."

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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 displaying 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."

CONVENIENT SHOPPING

For more information about the products advertised in the pages of **GOLFDOM**—use the postage-paid Reader Service Card in this issue.