MONEY BAGS

New 4-bagger — Money-Maker

It's as simple as this: if you've been renting a 2-bag car for $7, you can almost double your rental income by getting $12 for our new 4-bagger. And each golfer pays less!

Double your fleet capacity?

Yes. And with less cars. You go through those peaks of demand — for tournaments, corporate outings and other special occasions. You probably have to beg, borrow or rent additional cars. Our new 4-bagger will accommodate twice as many golfers, double your fleet capacity. No more begging.

Most golfers want exercise, too!

For the first time, a foursome or threesome can rent one car. Most golfers want exercise, without fatigue. With our 4-bagger, each member of a foursome can walk 9, ride 9. Each golfer in a threesome is able to ride 12 holes.

Advantages of the 4-bagger

— Doubles your income potential with less initial investment
— Doubles fleet capacity for those periods of peak usage
— Eliminates caddy problem
— Reduces cost-per-rider on rentals
— Expands market to threesomes and foursomes
— Satisfies golfer's need to exercise, without fatigue

Pay yourself with a demonstration.

The name of the game is profit and our new 4-bagger doubles your potential. Call or write us today for a demonstration. That's free.

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made the 1968 Masters one to be long remembered... Roberto's admission "I am a stupid" put him into a lot of distinguished amateur golfing company because of a long outgrown silly rule that makes the pencil mightier than the clubs.

Fred Corcoran and Golf magazine editor Ross Goodner covered the need for modernizing golf rules in February issue of Golf so well, the Masters case made them look psychic... Corcoran is tournament chairman of the International Golf Association which since the beginning of its Canada Cup international pro team competition in 1953 never has had a scorecard error although it's had players from 39 different countries... The first Canada Cup victory was won by the Argentine team of Roberto de Vicenzo and Antonio Cerda... Tournament officials of the host countries check the card and there is care, no haste, in the checking with the players, most of whom are separated by language out-of-bounds-from officials.

Stroke play is a comparatively recent innovation in golf... It is first mentioned in golf history (vide "A History of Golf" by Robert Browning) as scoring at St. Andrews in 1759... By that time golf with its scoring method of match play had been a popular sport in Scotland for 300 years... So don't be in a hurry, in another 300 years the USGA and R&A will catch up with the change in conditions that knocked Roberto out.

As Joe Dey said on TV, the

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Won't you help us?

Although GOLFDOM tries to reach everyone responsible for golf club operation—manager, president, pro, superintendent, etc.—we can't help but overlook a few persons who should be seeing the magazine. You can help us by passing along your copy to those associates or staff members who might be directly interested. Such an increased readership should be beneficial to both of us. Thanks.