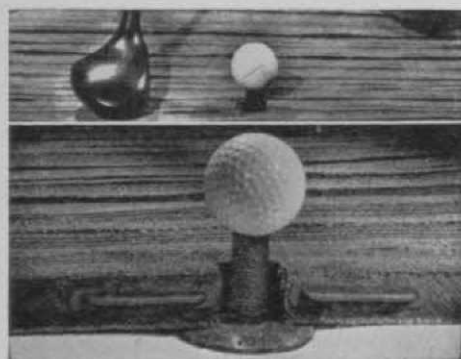


KOSAR DRIVING TEE RANGE EASIER — FASTER — CLEANER

The ONLY TEE for Driving Tee Mats

Increases range income by speeding up play 25% to 40%
★ Easy convenience adds to player enjoyment ★ Helps
keep Driving Ranges cleaner ★ 50% savings over
wooden tees.



Send for Free Sample. Used by better ranges everywhere.

Made of pure gum rubber.

2 Sizes — Regular — YELLOW — 1½"

and Longer — WHITE, for better visibility — 1¾"

4' x 5' Driving Tee Mats: 1 to 10—\$25; 11 or more—\$22.50.

KOSAR'S GOLF DEVELOPMENT LAB.

634 Portage Trail

Cuyahoga Falls, Ohio

Syracuse Pros Advertise Club Fitting Service

Syracuse, N. Y., members of the Central New York PGA believe in taking their message straight to the public. Recently a display advertisement appeared in that city's evening newspaper urging the public to consult the pro when buying equipment.

This advertisement was sponsored and paid for by nine well-known Syracuse professionals. Each of their names and that of their club appeared in the advertisement.

Grant Newlove, professional at the Tecumseh GC, and one of the sponsors, said, "One player who came to me for some lessons had purchased some new clubs elsewhere that he brought along. He was a right handed player but had been sold left handed clubs." "And," Newlove continued, "we feel it is to the player's advantage to fit him with the proper equipment, and we have contracted for enough advertising space to run more local newspaper advertisements several times during this season to help let the public know what we pros have to offer besides lessons."

The advertisement brought out the fact that the pro fits the clubs to the player's

WHAT IS JOE MOZEL GOLF ENTERPRISES



it is an organization with:



- ① A research laboratory for the development of golf equipment for you.



- ② One of America's finest sheltered ranges for testing of equipment in actual commercial use.



- ③ One of America's nicest, sportiest 9-hole courses in the heart of a city.



- ④ Years of experience in development of a golf school system.



- ⑤ Successful experience in installation and operation of ranges, courses and schools.

Joe Mozel GOLF ENTERPRISES
Lloyd Golf Course and Sheltered Range
718 N. E. 12th AVENUE • PORTLAND 14, OREGON

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type of swing and build, and has equipment in all price ranges. There was no high-pressure selling in the ad; simply a statement that the pro could serve the beginner or the expert "at a considerable saving." The ad was 6 in. deep and 2 columns wide. It invited comparison of prices.

Although the Syracuse pros didn't expect that a one-shot ad would bring them a flood of business they did believe that the immediate and indirect results of the advertisement offset to some extent store advertising featuring prices. The Syracuse pros are firmly of the opinion that it is within the pros' power to put up a winning competitive battle against any store golf merchandising by advertising a fitting service that only the pro can provide with his expert knowledge and a place of business that permits him to see the prospective customer hit some shots and indicate what type of equipment would be most suitable.

Pros who signed the ad and their clubs were, in addition to Grant Newlove; Augie Nordone, Lafayette; Emmett Kelly, Green Lakes State Park; Al Reynolds, Bellevue; Bill Grygiel, Brumllins; Bill Mitchell, Onondaga; Tom Newlove, Syracuse Yacht & CC; Larry Murphy, Sunnycrest; and John Murray, Lyndon.



... the 100% NYLON club head cover. Guaranteed not to stretch, shrink, snag, fade, or lose its shape. Colorful in Red & Blue, Brown & Yellow, Green & Lime, Blue & Red.

SET OF THREE 3.95*

SET OF FOUR 5.00*

* Your cost is 2.37 and 3.00—a quick 40% profit for the shop. A sure-fire seller attractively boxed.

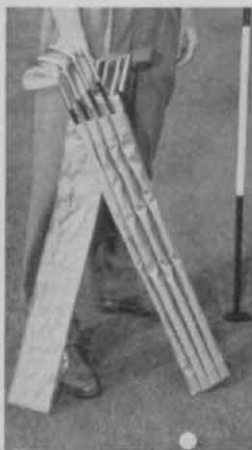
— ORDER TODAY —

Through Your Jobber or Direct

NY-AN COMPANY

Albany 2, N.Y.

"PRO CARE" for all Golf Clubs!



NEW... PRACTICAL

BAG PAK
PAT. APPL'D FOR

Heavy canvas holder for any number of clubs—fits any bag—instantly and permanently installed.

Individual full length pockets for each club.

Prevents excessive shaft and end wear. Keeps shafts clean—separates club heads—assists caddy replace clubs carefully in bag and in permanent rotation. Minimizes losing clubs.

Designed and manufactured by a professional.

Bill Wotherspoon,

Southern Hills pro says:

"Nine out of ten of our players are enthusiastic about BAG PAK—it's really great!"



*Every Golfer is
A Prospect For*

BAG PAK

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