



DOO-ALL can DO it ALL

Whatever needs hauling . . . in roll-dump hopper or on a flat-bed . . . CHAMPION DOO-ALL can do it! Especially designed for use in maintenance of cemeteries, parks, golf courses. Rugged and versatile DOO-ALL has these outstanding features:

Wheels Rock as they Roll exclusive fifth wheel up front keeps any load stable. Single or double wheels all around.

Rugged and Durable heavy steel sections joined by 2½" diameter tube, welded joints.

Long and Low chassis is only 20" high, 88" wheel base . . . 50½" rear width with dual wheels, 40" with single wheels.

TAKE YOUR PICK OF 4 OPTIONS

Flat-Bed and Roll-Dump Hopper converts in minutes.

Two Sizes Roll-Dump Hoppers ¾ or 1 cubic yard, quickly adjustable to 5 positions, either side.

Flat-Bed Only 107" long, loading height only 24".

Chassis Only build onto it for your special needs.

WRITE FOR COMPLETE SPECIFICATIONS



THE CHAMPION COMPANY
SPRINGFIELD, OHIO

much of the wall space. The club display, as you probably noticed in looking at the photos on page 62, is particularly impressive, occupying an uninterrupted stretch of wall space on the north side of the shop. On the opposite side of the sales room, these large picture windows look out on the course from the lounge area. Frosted recessed lights, supplemented by brass spots, provide lighting for the shop. A green, tweedish carpet extends from wall to wall.

The Indispensable Wife

Guysick's staff includes his wife, Jean, John Rainnieri, assistant pro and caddiemaster, and Art Williams and Randy Domer, shopmen. Mrs. Guysick, like so many distaff members of a pro staff, is indispensable. She does much of the buying of women's wear, handles the book-keeping and helps out on the sales floor. All billing is handled through the shop. The club, incidentally, underwrites any bad accounts that Guysick may have on the books, but fortunately for everyone concerned these have been literally nonexistent over the years.

Few, if any, display signs ever are seen

in the Congress Lake shop. A bulletin board in the shop, as well as those in the lockerrooms, are used to announce the arrival of new merchandise, or any specials that Guysick may run. In the spring, a large display of clubs and sportswear is set up in the main dining room of the clubhouse and is kept there for about two or three weeks.

Unlike many pros, Guysick doesn't bemoan the fact that his club business could be somewhat better. To go back to his views on merchandising, he feels that there is perhaps a little too much timidity in pushing the sales of playing equipment. Either that, or many pros aren't alert to the full potential in club business. That potential, Joe says, can only be developed by going out on the course on busy days and making a survey of players who may need new clubs and then cornering them and suggesting what they should buy.

1961 Golf Week Receipts

The latest report on the 1961 National Golf Week shows that the PGA has banked receipts of \$77,000. About 73,000 persons took part in the competition.