

Introducing the all new "BOGEY BUGGY"

Engineered with all the desirable gas cart features ... at half the normal price!

"BOGEY BUGGY" requires no costly recharging, no replacement batteries, no expensive charging facilities. One tank of gas provides hours of golfing enjoyment.

"BOGEY BUGGY" increases rental profits with less maintenance. Single seat design allows golfers to follow *their own ball* ... speeds up play! Continuous operation produces greater profits.

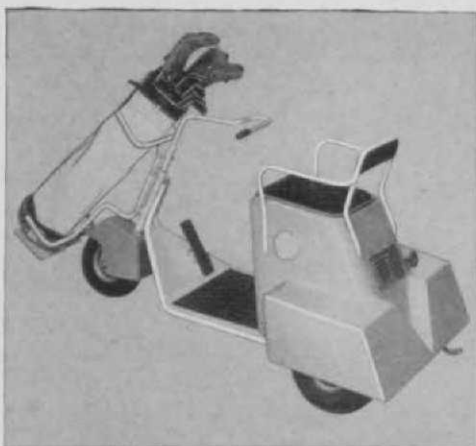
FEATURES: Simple steering control. Single-pedal accelerator and brake. Airplane type tires for turf protection. Spring loaded fork for smoother ride. One piece molded fiberglass body mounted on tubular steel frame. Super-quiet muffler and non-skid drive.

**EXCELLENT TERRITORIES STILL AVAILABLE
FOR INFORMATION WRITE, WIRE OR PHONE**



BOGEY BUGGY

NORTHWEST DEVELOPMENT CORPORATION Dept. B-2 • Box B • Kohler, Wisconsin



specially designed to ...

- **INCREASE PROFITS**
- **CUT MAINTENANCE COSTS**
- **SPEED UP PLAY**

Sunset Style Show

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had looked around for a while, we put on the show. When it was over, we just kind of slipped in behind the counters and started selling and taking orders. It isn't often that a pro has a day like this — it was just like a supermarket at high noon on Saturday.

Stimulant to Sales

I think a style show is the kind of stimulant to sales that won't wear off for two or maybe three months after it is held. Maybe that means that we should stage another one when the midsummer lull sets in. It is, at least, a thought! Every woman golfer at a club is, I am sure, fully aware of the high class merchandise that is handled in the pro shop. Most are cognizant of the fact that styles are ever-changing, and they want to keep abreast of them. Day to day selling probably assures the pro a fair percentage of the women players' business, but he isn't going to get anything like all of it until he stirs their imagination with an occasional eye-opener such as a style show.

Lee W. Coleman Named Foundation Field Rep

Lee W. Coleman, former athletic public relations director for Arizona State University, has been named Midwest field rep for the National Golf Foundation. Appointed to the position in mid-April, he covers 14 states in the Midwest in addition to Montana and Wyoming.



Coleman is a graduate of Arizona State University and at one time was executive sports editor for the Arizona Republic newspaper. During the Korean War, he spent three years in the Navy as a public information specialist. He and his wife and a daughter make their home in Evanston, Ill.

**Tell Them You Saw the Ad
IN GOLFDOM**