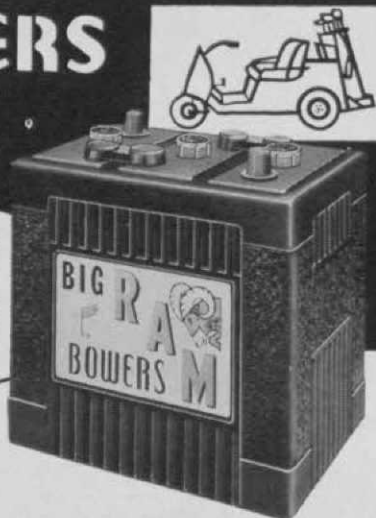


# REPLACE WITH **BOWERS** **BIG RAM** **BATTERIES**

...and end your **GOLF CAR**  
**BATTERY Troubles**

**NEW**  
Snap-in...  
Snap-out  
Vent  
Cap



Forty years' experience building quality batteries for battery-driven equipment—industrial material handling trucks, mine locomotives, mine shuttle cars—is built into every Bowers Golf Car Battery. You can be certain your current battery problems will end when you change to Bowers Big Ram Batteries. Their Extra Quality means Greater Power, Longer Trouble-Free Life . . . and at a lower initial cost.

## **BOWERS**

**BATTERY & SPARK PLUG CO., READING, PA.**

(Div. of General Battery and Ceramic Corp.)

PLANTS: Reading, Pa.; Greer, S. C.; New Philadelphia, Ohio

BRANCHES: Charlotte, Baltimore, Philadelphia, New Haven, Buffalo, Pittsburgh, Macon, Columbus

## **Golf Economics**

*(Continued from page 34)*

gets — particularly for clubhouse and course — compiled on the basis of past experience and the year's proposed operations. They are primary controls and may give warnings as to how operations are going. Not many professionals have learned budgeting as economic fundamentals. That is one reason why so many professionals do not have the net earnings and job security which is due them because of their strategic position in the golf market. The professional doing business without a budget is playing a blind hole without the aid of a scorecard.

Competitive conditions as well as vast opportunities for growth are forcing the professional to make use of every possible idea and tool of business. He is going to have to budget for advertising expenses. The professional has learned through such effective and profitable advertising operations as Goldom's "Christmas Shopping At Your Pro Shop" that he can protect, strengthen and enlarge his market position and pick up profits that previously went to other retailers.

The professional who studies the econ-

omies of golf business will see that the present is a critical time. Professionals now have about 45 per cent of the golf equipment retailing by dollar volume. When any one element in a widely competitive market has that high a position, other retailers are going to apply intense merchandising energy and buying and selling pressure to knock him down. That is a law of competition.

So, the leader has to demonstrate that he is the smartest, toughest and best businessman. Nobody can do that for him.

The professional may know how to hook and slice at will, and to show an awkward member how to score 85 consistently, but if he doesn't know and apply fundamental rules or laws of economics he will be out of luck and a lot of money in the future.

## **Western Seniors Close List**

Western Seniors Golf Assn. has halted the submitting of applications to the membership committee. Those received after April 15 will be held until Oct. 1. Entries for the 14th annual Western Seniors championship, June 19-21, Black River G&CC, Port Huron, Mich., will close May 15.