

INCREASE BATTERY LIFE TO 2 YEARS

ON AVERAGE COURSES
IN YEAR AROUND PLAY
WITH *Lester* GOLF CART
BATTERY CHARGERS

The *Lester* GOLF CART BATTERY CHARGER

features:

- Minimum gassing of battery
- Reduction in frequency of adding water and cleaning of battery tops
- Extension of battery life
- Simple circuit of quality components to assure long life and minimum repair



SINCE 1946 • Available with most new carts when specified

Lester

EQUIPMENT MANUFACTURING CO., INC.

Manufacturer of the original golf cart charger

151 WEST 17TH STREET • LOS ANGELES 15, CALIFORNIA

Pro Shop Uses of Color Suggested by Decorators

Members of American Institute of Decorators in arranging rooms for display at the International Home Furnishings Market at Chicago made use of color in ways that can be applied effectively in pro shops.

The decorators noted: "The magic of color, basically within everyone's budget, can add vitality to a room. Some designers of rooms use colors for coolness, some for stimulation or to define areas in a 'one room apartment.'"

One room apartments need not be confining. Through deft use of space and color these rooms can serve a variety of purposes. Personality and individuality should be expressed within the room . . . combining collections, art interests, family heirlooms with living plants or flowers, and with the furnishings as an integral part of the decorative theme."

A well known decorator who is a low handicap golfer and spends a good deal of time in a number of pro shops around

the country, interpreted the A.I.D. comments on the use of color in its value to pro shops. He said:

"The pro shop is more than a retail establishment. It has a name of colorful, distinctive and valuable character. 'Pro' is a term of friendliness, intimacy and implies expert service. 'Shop' is a particularly happy choice of a term for the pro's place of business. It has the pleasant suggestion of shopping and of the tradition of craftsmanship.

Color Personalizes Shop

"There should be far more use of color in expressing the personality of the pro, if he is a colorful sort of fellow. Color typifies the character of the club or of the semi-private course which certainly does not want to be just another ordinary place to play golf, but a place of distinction and appeal.

"Color can attractively departmentalize a small pro shop and make it seem much larger than it really is. The shoe department can be made profitably decorative by displaying some of the colorful shoes outside the boxes.

"Golf bags should be displayed, experimentally, in several locations rather



DeLuxe Gasoline Golfster

Champion Electric

1963 CUSHMAN GOLFSTERS

Let us arrange a demonstration of the complete line of Gas and Electric Models for Fleet and Individual Owners

RENTAL FLEET SALES and SERVICE

We welcome the opportunity to advise and bid on your requirements

CHICAGOLAND CUSHMAN SALES

1110 Halsted St.,
Phone: 755-9300
Chicago Heights, Ill.

FLORIDIA CUSHMAN SALES

6031 Beach Blvd.,
Phone: 724-8712
Jacksonville, Fla.

than grouped together, so advantage might be taken of the lively color of the bags. The same type of experiments should be made with umbrellas, clothing and hats. Where the best places are to use color, rather than concentrating colorful displays, has to be determined by experiment.

Experiments in Grouping

"Grouping wisely for merchandising effectiveness and to give the idea of larger space is something many pros have to learn. The first experiments in grouping that some pros should try in their shops are those of a 'His' and 'Hers' sort. The practice at many pro shops is to put the men's and women's clubs and other merchandise together. One result of the failure to give women's golf merchandise a distinctive and colorful display is that professionals are losing a large amount of women's business simply because women do not realize the pro has something especially for them."

Mrs. Philip Cudone, Bloomington, N. J., recently won the Women's Metropolitan GA championship by defeating Mrs. Allan A. Ryan, Lattingtown, N. Y., 2 and 1, in the final at Old Westbury GC.

16th USGA Junior Amateur Scheduled for Florence, S. C.

The 16th Junior Amateur of the USGA will be played July 31-Aug. 3 at Florence (S.C.) CC. Fifty-four qualifying sites have been established to determine the finalists.

Eligible for the tournament are boys who have reached their 12th but not their 18th birthdays by Aug. 3. In 1962, nearly 2,100 boys took part in the Junior. The number of entrants has increased for 13 consecutive years.

James L. Wiechers, Los Altos, Calif. won the 1962 event, defeating James Sullivan of Sacramento in the final. Neither boy is eligible to compete this year because of age. The 1963 champion will be invited to compete in this year's National Amateur, which will be held Sept. 9-14 at the Wakonda Club, Des Moines, Ia.

Ladies Will Be Busy

Between July 5 and Sept. 2 there will be nine events on the Ladies PGA card, with prizes totaling \$82,500. The biggest event on the schedule will be the Milwaukee Jaycee Open at North Shore CC. It carries a purse of \$12,500.