

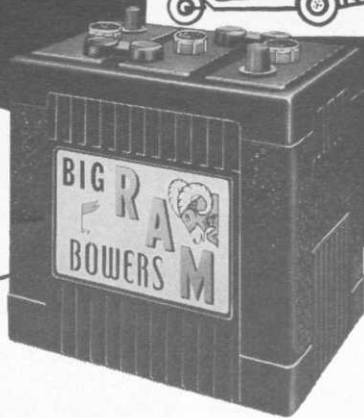
REPLACE WITH **BOWERS**

BIG RAM

BATTERIES

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

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



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

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.

anybody else says about it in print or talk. The pro has it over every other golf goods retailer on that account. Whatever a manufacturer of a club or a golf ball or a bag says about his merchandise becomes the gospel truth to the golfer when his own pro confirms the statement.

"It is time that the pro put some snap into his advertising. He may not realize that anything he says about golf merchandise is interesting news to his members. He probably would be surprised to learn that some of his members don't even know that he has to make a living out of what he sells in his shop. Many think he is paid a salary that supports him well.

"In failing to advertise as a businessman should, a pro probably is not doing his best job of serving his members and making money out of them, which they expect him to do when he takes care of their needs.

"The pro thinks he has trouble with price cutters. He doesn't know what that kind of trouble really is. He should be a sporting goods buyer for a store and suffer the experience of having his big ads on clubs he bought at a price to beat all

competition run in the same newspaper against competitive stores offering equally good clubs at much lower prices. A few shocks of this sort would show a pro what price headaches can be.

"If a good store could offer a golfer all that a pro has to sell his customer, the store, with its smart advertising, would take most of the golf business. I think the reason the stores enjoy as much golf business as they do is not only because of the great growth of the game among people who are on a limited budget and play public courses, but because only a few pros have discovered how to advertise."

Two Men Cited by CMAA

At the annual meeting of the Club Managers' Assn. in Chicago in February, Rex Calvert-Link, CC of Petersburg, Va. was given the Fred Crawford Memorial Award for the best article on the personnel situation in a CMAA contest. His winning entry was "Training and Motivating Personnel." Henry Barbour, new head of the hotel and restaurant school of Michigan State U., also was honored. He was given a life membership in the CMAA.