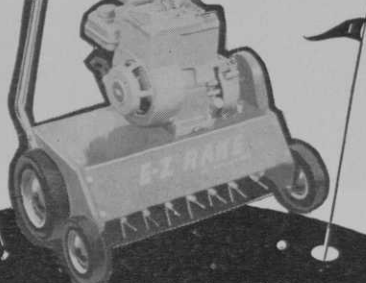


BETTER GREENS CARE... with

rugged 2 h.p. model 64
SP-24" width—
durable finish



E-Z RAKE!

- removes thatch
- "stands up" grasses
- improves aeration
- cuts costs

"E-Z Rake . . . best machine we ever bought!"

Write for catalog and prices today.

E-Z RAKE, INC.
Acton, Indiana

For more information circle number 1060 on card

SOLO GOLF CART

"A NEW CONCEPT"



Golf Technicians, Inc.

Suite 770
1776 Peachtree Bldg.
ATLANTA, GA. 30309

GEORGE SAAL
JOE ST. CLAIR
Phone: 873-6337

DISTRIBUTORSHIPS NOW AVAILABLE

For more information circle number 1061 on card

Gift wraps can lead to more profits

Gift wrapping is more than a member service with the holiday season drawing near. It is a tradition as important as quality merchandise; a business practice as necessary as the mark-up; a public relations tool which enhances a pro shop's reputation.

The season is always open. Gift wrapping is not just a Christmas custom. It's called for on birthdays, graduation, Father's Day, Mother's Day, anniversaries, etc. It's the icing on the customer's cake, often the most important ingredient in your sales recipe.

Gift wrapping moves merchandise. Many of the products you sell are bought as gifts. If they are gift-wrapped, your member has only to buy the product and give it. Both the giver and the recipient are pleased.

When you make it easy for them to buy, they become satisfied members, repeat customers, and perhaps walking, talking commercials.

It's a service that should be exploited fully. It is best promoted by making it available to all members and by using quality materials. Don't hide your gift-wrap department. Don't make the customer beg for the wrapping. Have a large selection of bows, ribbons and papers on hand.

If the purchaser can't get this service at your shop, he will go elsewhere.

It is no secret that men don't like to gift-wrap. The shop must do their wrapping. A good gift-wrap program can make your shop gift headquarters for your membership. It is good business to gift-wrap. It is good business to promote your gift-wrapping, whether you offer it as a free service or charge for it.

Members like to know (1) does the pro shop gift-wrap?; (2) is it free?; (3) if there is a charge, how much?

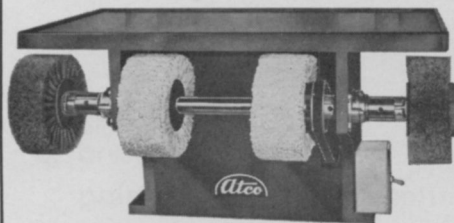
If you act as if gift-wrapping is an imposition, chances are you'll lose repeat business. But if your member knows that whatever he buys will be cheerfully wrapped—and wrapped with taste from a good selection of appropriate ribbons

Continued on page 100

MORE SERVICE & PROFIT IN THE LOCKER ROOM

with

Complete Shoe Cleaning/Shine Bar*



- * Anyone can operate
- * Handles shoes, bags, all leather items . . . and all colors
- * 5 times faster service than hand work

Write for full information direct to:

ADVANCE TOOL CO.

P.O. Box 25394, Los Angeles, Calif. 90025

For more information circle number 1063 on card

GIFT WRAP

Continued from page 98

and paper—you've probably made a friend.

The question of whether to charge for the service is more a matter of policy than profit. Token charges for wrapping, usually ranging upward from a dime, normally just cover material costs. Demand for gift-wrapping is usually diminished when a charge is made.

Shops which offer the service free find that increased goodwill and repeat purchases more than offset the small cost of wrapping.

The gift-wrapping technique is easy to learn. Information on how to tie special types of bows, wrap packages, and other procedures is available from major producers of gift-wrap materials.

An efficient operation can be established in a minimum of space in any shop regardless of size.

For the service to be really effective, the member must know that it is available, that it is economical (or free), that it is fast, and that the shop does not consider it an imposition. •



TROUBLE FREE! RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair — FREE. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE

Three Rivers, Michigan

For more information circle number 1064 on card



Member: American Society of
Golf Course Architects



11 South LaGrange Rd., LaGrange, Ill.
Telephone—Area Code (312) 352-2113

For more information circle number 1065 on card

J. PRESS MAXWELL

Golf Course Architect

Member:

American Society of Golf Course Architects

Design

Construction

3855 WALNUT HILL LANE BOX 767

DALLAS, TEXAS ASPEN, COLO.

TEL. FL 2-8889 Tel. WA 5-3409

For more information circle number 1066 on card