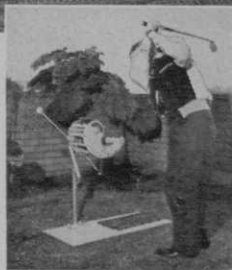




professional approval

Famous Golf Professionals the country over enthusiastically endorse Folda-Fairway as the first mechanical device that will positively reduce your handicap and consistently lower your scores.

Available in both left and right-handed models.



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Goldom's Mechanical Marvel! Accurate, Sturdy, Portable, Safe

Engineered, developed and approved by famous pro golfers, Folda-Fairway is a patented precision instrument that makes fun out of practice. Sets up anywhere and by accurately recording distance and direction, converts the faulty swinger into a low handicap stylist. Hit them longer... hit them straighter. Groove your swing at home with the sensational Folda-Fairway!

U. S. Patent No. 1971057 Add'l Pats. Pend.

Sensational NEW PROFITS
with the deluxe

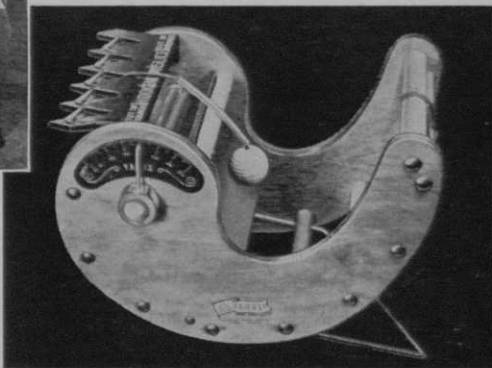
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HOME GOLF COURSE

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SELLS ON SIGHT

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GRADUATED GOOSE-NECK IRONS
LAMINATED and PERSIMMON WOODS
COMPLETELY NEW

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DISTINCTIVELY STYLED
For MEN and WOMEN GOLFERS

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**DUBOW H. C. — SUPER 803 COVER
GOLF BALL**

*The finest Golf Ball that can be made
Write for descriptive folder and price list*

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Ned Chorlton now pro at Broadmoor GC, Portland, Ore. . . . Tommy Galloway, veteran pro at Hermitage CC, Richmond, Va., adds Jack Seymour to his staff . . . Russell Kelley beginning his 16th year as teaching asst. with Tommy . . . John Golden now pro at Hidden Valley CC, Roanoke, Va. . . . Maury Fitzgerald, Washington Times-Herald golf writer, discovers a golfer who is a "real nothing" guy . . . The fellow never hires a caddy himself but sent his opponent's caddy back to the golf shop because he didn't like the way the kid held the pin . . . George "Pat" Pattison, promgr., Buckhannon (W. Va.) CC, teaching golf classes at local high schools.

Bill Blaney, chmn., USGA Handicap committee, says in USGA Journal that correct rating of courses with numerous out-of-bounds will be higher on fractional par basis rating than of courses with no out of bounds, hence handicaps of players at the two types of courses are adjusted . . . Willie Hunter, Sr. and Jimmy Hines, will play in this year's British Open . . . Paul Adessi from Ojai Valley Inn CC to be supt. of new Tamarisk CC, Palm Spring, Calif. Bill Walshe is Tamarisk mgr. . . . Wonder Palms hotel serving as clubhouse until Tamarisk clubhouse is completed.

Raymond A. Campbell from Barrington Hills CC to manager St. Charles (Ill.) CC . . . West Matthiessen new mgr., Granville

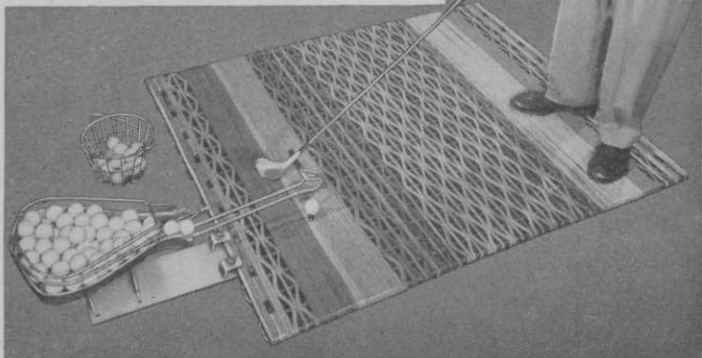
ONLY \$21.00 TEE QUEEN

New Improved

The finest AUTOMATIC GOLF RANGE TEE on the market. Has new clamp-base . . . keeps mat and TEE QUEEN in perfect alignment at all times. Adjustable. Installation can be made in a few seconds. TEE QUEEN is a quality product . . . the non-spill hopper, base and arm are constructed of non-breakable metal. TEE QUEEN prevents ball theft for it is not necessary for player to handle the balls. Also possible to serve wet balls during rush periods. The TEE QUEEN speeds up play and most golfers will purchase two buckets of balls at a time.

Very popular with women and older people because bending is eliminated. The golfer can place a ball on the tee by merely pushing the ball arm down with the head of his golf club. The newly designed ball arm carries one ball at a time to the tee . . . the others being held in the hopper by a cam-like action.

The new TEE QUEEN is less expensive than larger



automatic tees, more reliable and will be a convenient service to those who patronize your practice range.

Pays for itself many times over. Complete unit only \$21.00. Shown above is Wittek's white rubber driving range mat, size 48x60. Especially made for driving range use. Mat will not scar balls. Quality constructed . . . will add beauty to your range. Price for mat, \$22.50.

ORDER DIRECT. Satisfaction guaranteed.

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for profits
FROM THE GROUND UP!



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"Picker-Upper"

GOLF BALL RETRIEVER

Mr. George Heaney, noted golf pro, driving range operator and golf shop owner at the famous Brookside Golf Courses, Pasadena, California, says: "We wouldn't think of operating without a Fonken Picker-Upper. It has earned its way many times over for reliability, gentle ball pick-up and positive retrieving."

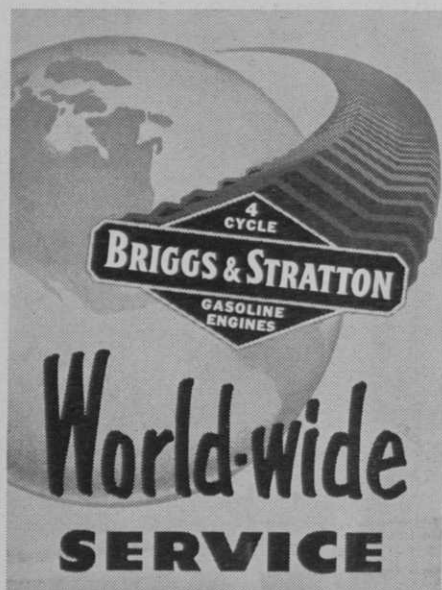
EFFICIENT - STURDY - RELIABLE!

Golf balls lying idle on *any* golf range fairway are just so many "dead dollars"! Prompt, complete retrieving by mechanical means is the answer for getting the job done quickly and profitably. Season after season the Fonken Picker-Upper wins new customer-friends who prove it for themselves. The Fonken Picker-Upper is first choice with enthusiastic golf range operators for its reliability, positive retrieving, gentle ball pick-up and consistent low maintenance performance under rugged service conditions.

PICKS UP GOLF BALLS WITH GENTLE PRECISION

Improved pick-up discs with thick, seamless, molded and bonded rubber eliminates injury to golf balls. Rugged wire basket-type containers prevent wear and permit hosing and washing for better and faster service. There is no substitute for the original Fonken Picker-Upper, and Fonken quality cannot be bought for less. Put a Fonken Picker-Upper into your plans now for the golf range improvement that pays for itself many times over by bringing profits back to the tee—to you! **ORDER DIRECT—Write for Free Illustrated Folder.**

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Nearby there is a Briggs & Stratton service organization, factory trained and supervised, and with a stock of *genuine* Briggs & Stratton engine parts ready to serve you. These organizations offer complete Briggs & Stratton engine service — tune up, repair, and rebuilding with original Briggs & Stratton parts.

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(O.) Inn CC . . . Eric Ormsby at Marion (O.) CC as mgr. . . . Bill Graham now pro at Redmond GC, fee course in Seattle dist. . . . Carleton Otis to Winged Foot GC (NY Met dist.) as gen. mgr. . . . Fred Marshall from Wisconsin Club, Milwaukee, to be mgr., Medinah CC (Chicago dist.).

Steve J. Novak, new mgr., Saginaw (Mich.) CC . . . Wm. D. Clark now mgr., Forsgate CC, Jamesburg, N. J. . . . Thomas J. Campagna signed as mgr. by Joliet (Ill.) CC . . . F. W. Patton and wife managing Willow Brook CC, Tyler, Tex. . . . P. Hermanson is new mgr., Hempstead (LI NY) GC.

James B. Montfort, National Press Club, Washington, D. C., and sec. Club Managers' Assn. of America Legislative committee, reminds managers and officials to go careful on outside parties . . . OPS ruling: "A private club which permits the Kiwanis or Rotary clubs, fraternal societies, political organizations, or other clubs to hold outings or meetings on the premises of the club, and makes available to these organizations, the dining room or bar of the club, loses its exemption under the price regulation."

Edmundo Salas, publisher of *El Golfista Mexicano*, proposes to Mexico's President Miguel Aleman, that Mexico City build the world's finest public course as great incentive and help to growth of golf in Mexico

STANDARD "QUALITY" POLES
Golf Course
EQUIPMENT

"GOLF BALL" WASHERS
"ONE-PIECE" PUTTING CUPS
"TRUE-VUE" FAST COLOR FLAGS
"CUTS-TRUE" HOLE CUTTERS

Bulletin "52" showing the complete Standard Line is yours for the asking. Write for it today.

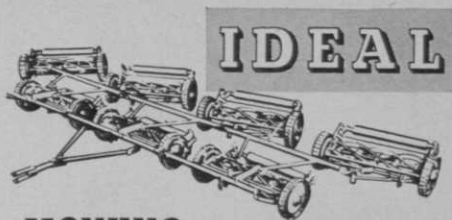
STANDARD MANUFACTURING COMPANY
 Box G, Cedar Falls, Iowa

and tourist attraction that will have world-wide publicity value . . . Pres. Aleman is best golfer among nations' head men now . . . He's a hard worker and gets less than the usual businessman's time for play but scores in the mid-80s.

Time out for a paragraph and a couple of drinks to celebrate the arrival of Ward Burgess, Jr. and Neil David Mann . . . Ward's pappy is co-pro at Chevy Chase Club (Washington dist.) and Neil David's Dad is mgr. at Meadowbrook CC, Clayton, O. . . . Happy, healthy and flourishing careers to the kids and congratulations to their very swell fathers and mothers.

Wallace Silversmith's trophy for best publicity for clubs awarded to Dan White, mgr., Saucon Valley CC, Bethlehem, Pa. . . . Award made by G. Harry Davies, mgr., Kanawaki GC, Montreal, chmn., publicity committee, at CMAA convention . . . "Red" Steger, mgr., Oak Hills CC, San Antonio, Tex., won second and third place went to Gerald V. Marlatt, Meadowbrook CC, Tulsa, Okla. . . . Competition should have a lot more entries as managers are doing some fine publicity work at clubs, generally on very small budgets.

British would like to see 1953 Ryder cup matches at Wentworth about same time as 1953 British Open at Carnoustie so American pro stars will be in the Open . . . Americans don't like to pass up home



IDEAL MOWING EQUIPMENT specialized for the GOLF COURSE

GANG FRAMES of several types, to handle from 3 to 11 cutters. Reel type CUTTING UNITS, ruggedly built for roughs and fairways. GREENSMOWER of highest quality, professionally designed. Walking and riding type POWER LAWN MOWERS for general utility work. All time-proved on America's golf links — reliable, efficient, economical.

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Dept. LM-80 Springfield, Mass.

**Two for the money - for cost-wise buyers
Extra Safety and Service - for Extra Heavy Traffic**

MELFLEX RANGE TEE MATS

LONGEST LASTING OF ALL DRIVING MATS

The handsome, heavy-duty that is made of the most durable material obtainable — bomber airplane tire fabric. Smoother for sure-footed, slip-proof pivoting—wet or dry. Full 1" thick and reversible for added service. Special reinforced construction; always stays flat. Known throughout the golf range field as the one mat that saves money by serving better, years longer. Order direct and save!

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PLASTIC SPIKE RESISTANT FLOORING

A tougher-than-tough aisle matting material that has proved definitely resistant to the heaviest spike shoe traffic. It's your best buy in beauty, safety, durability and maintenance ease. Full 3/16" thick and 36" standard width, with wide, rounded ribbing for quick, economical cleaning. Its specially knarled under-surface keeps it from creeping. Colors are — Black, Brown, Maroon and Green. Ideal for all traffic aisles. Order direct from Melflex and save.

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A beautiful handmade persimmon putter, combining precision craftsmanship with an ever-present reminder of the fundamental rule of good putting—TO STROKE THE BALL. Remember, golfers, "You drive for show, but you putt for dough", especially if you STROKIT.

List Price \$13.00

See your jobber or write

JOHN DEMLING Golf Products
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tournament circuit events . . . They miss the money and the sponsors complain . . . But with air travel the Yanks would miss only two home events.

Notice that British pros and few amateurs who've had a chance to use US standard ball often prefer it to British standard ball, despite Jim Ferrier's comment in Australia . . . Max Faulkner says, "The large American ball is wonderful to play and in my opinion the quicker we get it introduced here the better."

Salute Halvor Kent Halvorsen, he's the new manager of the family of the Leif Halvorsen, mgr., Topeka (Ks.) CC . . . He was born March 23 at 5:30 p.m., just in easy time for dinner.

Walter Pendleton, former sec.-treas., Bellevue GC, Melrose, Mass., now at Goose Air Base, Goose Bay, Labrador . . . There isn't a golf course around so the fellows have Pendleton working up a range for them . . . Seven tournaments slated for Fred Waring's Shawnee Inn & CC this season with National Lefthanders', Aug. 4-7 being the national championship on the Shawnee schedule.

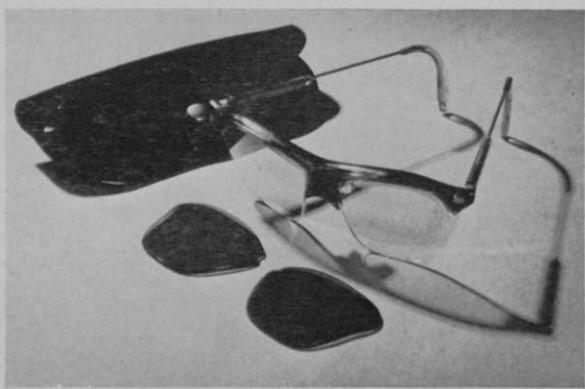
Henry Linder signs as pro at Charlotte (N.C.) CC . . . Geoffrey S. Cornish, instructor in agrostology at Univ. of Mass., resigning at end of academic year to design and construct short lighted course . . . Greenbrier Open sets May 8-11 date . . .

"EYE SAVERS" ARE THE ORIGINAL 2 IN 1 GLASSES

They are dual purpose glasses with interchangeable green and gold Snap-In lenses. Each set of lenses has been designed for greatest efficiency in its particular use. Guaranteed optically correct, designed for comfort and protection, they are safe, shatterproof, and will not break or cause eye injury. They are easily adjusted from eye to ear through retractable tubular temple piece and weighing but $\frac{1}{3}$ d as much as ordinary sunglasses, can be worn over prescription glasses with ease. A "Natural" for Golf, they come in long wearing, imitation calfskin case which holds complete "2 in 1" EYE SAVERS with individual pockets for the extra pair of lenses. Compact, flat, not bulky — easily carried in the pocket. Every pair sold will sell another.

\$9.95 retail, 40% pro discount.
All orders C.O.D.

E. K. WILLIAMS DISTRIBUTING CO.
Room 1200, 22 W. Monroe, Chicago 3, Ill.



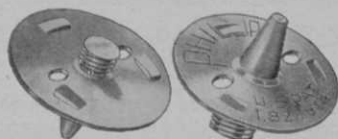
Fred Bingham leases Ocean View munny course, Norfolk, Va. . . "Red" Leonard, for 17 years at Milwaukee (Wis.) CC, goes as pro to Oconomowoc (Wis.) CC . . . Joe Balnis now pro at Bath (Me.) CC.

Midwest Industrial Golf Assn. to play 7th annual tournament Aug. 16 and 17 at Brown Deer and Whitnall courses of Milwaukee . . . Milwaukee County Industrial Recreation Assn. has almost 100 teams in its golf league . . . Don L. Neer, former city recreation director of Zanesville, O., named sports director, US Junior Chamber of Commerce . . . Charlie Lewis, signs as pro at Innis Arden, Innis Arden GC, Old Greenwich, Conn. . . . Fred Annon goes as pro from Innis Arden to Rye Wood CC (Rye, N.Y.) . . . Chattanooga (Tenn.) G&CC to open its 18 new greens built by Alex G. McKay, April 19 . . . Big party April 18 evening rings up curtain on celebration.

Raymond C. Davis, Medinah CC, elected pres., Midwest Golf Course Supts. Assn. . . . Putting new leather grips on clubs is big source of income for pros this past winter and spring . . . The new types of leather grips are one of the most popular of recent improvements in clubs . . . Massachusetts Golf Assn. planning to award scholarship at a Massachusetts college or university to a St. Andrews university student . . . The scholarship to mark election of Francis Ouimet as R&A captain.

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CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

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Every Sale Starts A Chain of Sales

It's a fact — every time you sell a set of Kenneth Smith clubs you make an enthusiastic booster. He tells his friends and they're half-sold before you begin to sell. The reason is simple — Kenneth Smith clubs are handmade to fit your customer's individual measurements, scientifically matched — all clubs in a set identically swing balanced. No other clubs are so matched and so balanced.

Why not sell Kenneth Smith clubs? Every sale helps sell others.

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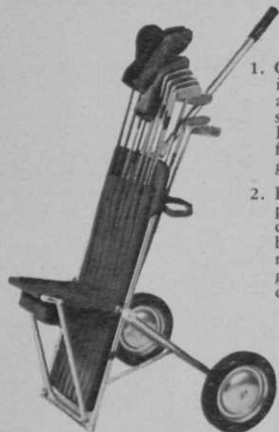
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GOLF CLUBS
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1. **CART** — 10" ball-bearing wheels on wide adjustable axle give smooth rolling stability. Perfect balance for effortless handling. Rugged and rustproof.
2. **BAG** — 14 roomy club pockets. Ball and accessory pockets. Umbrella holder. Heavy reinforced country club green or royal blue canvas.
3. **SEAT** — Sturdy enough for the heaviest golfer or spectator. Makes the back nine easy as the first.

Cart folds easily and compactly to fit auto

trunk or locker. Cart, Bag, and Seat in one lightweight unit. A wonderful attention getter, it sells itself.

LUMEX GOLF CART SEAT

Simply attached to any center-post cart. The Seat structure carries all the weight, putting no strain on the Cart. Doesn't interfere with the pulling balance of the Cart.

Folds compactly around Cart and bag. Weighs only 5 pounds.

The Seat is the same size and construction as the "3 FORE 1" GOLF CART, of which there are more than 3000 now in use.

CART and SEAT fully guaranteed for one year. THESE ARE "MUSTS" FOR EVERY PRO SHOP.

Some sales territories available for qualified representatives.

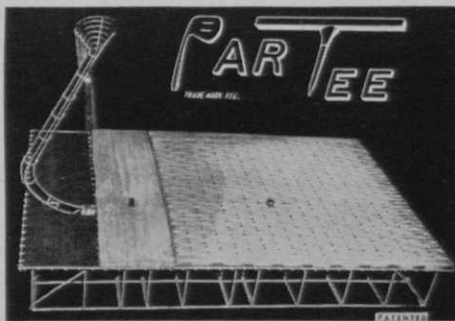


**LUMEX — 112-06 101st Avenue
RICHMOND HILL 19, N. Y.**

Howard Capps signed as pro by new Desert Inn CC, Los Vegas, Nev. . . . The course is about a \$1,000,000 job—7500 yds., six artificial lakes, great watering system, large greens, good bunkering, lot of planting of palms and other greenery on the 160 acres in back of the \$4,000,000 hotel . . . After handling the tournament bureau the job with amateurs should be a cinch for the competent Capps.

Mrs. Bob Gutwein, wife of pro at Sunnehanna CC, Johnstown, Pa., coming along great and may be out of sanatorium by July . . . Young member of English club bought a second hand putter and was punching holes in its smooth face . . . His father, a former Scotland Yard officer, noticed holes were punched easily and, examining the putter, found it was silver and bore the inscription "Walter Hagen—Lambert Brothers, jewelers, New York" . . . Seems to me I remember silver putters to the Hagen design being sold during the Era of Wonderful Nonsense.

Paul Mangrum, pro at Barbara Worth CC, El Centro, Calif., organizing International Goodwill tournament, for border clubs, especially those in Imperial Valley . . . Marine Corps course at Nebo, Calif., built with initial grant of \$600 from USO . . . Warrant Officer Jackson Garner, Lawrence Hughes and Gene Marzolf, helped get the 9-hole, 3150 yd. par 36



THE PROVEN AUTOMATIC TEE for PRACTICE RANGES

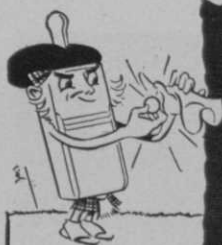
With Rubber Tee Adjustable to Different Heights
The Automatic PAR-TEE has proven itself by having more PAR-TEES in continuous use on ranges than all other automatic tees combined. Many ranges are using PAR-TEES for their 13th year. This must prove that they are most satisfactory and profitable. No tee line preparation necessary. Write for full particulars.

**PAR-Inc., 1947 E. 75th St.
Chicago 49, Ill.**

course established . . . Play is heavy on week end . . . Maintenance financed by 25 cent green fee for 18 holes for enlisted men, 50 cents for officers and \$1 for guests . . . Col. H. D. Hansen, Lt. Col. Clyde T. Smith and Special Service Officer Lt. Perkins, gratified by job the course has done for the Leathernecks . . . Bermuda fairways . . . Reclaimed sewerage water used for course irrigation . . . Another exhibit that makes the congressional committee which rapped military golf courses look like it missed the target.

Third annual Produce tournament at Bakesfield (Calif.) CC, March 26-30 . . . Field expected to exceed 400 . . . Those grocery growers have fattening prizes . . . Navy orders \$40,280 for regulation courses, pitch-and-putt-courses and ranges . . . Order called for 1,250 sets of clubs . . . Cliff Deming signed as supt. by Sleepy Hollow CC (Cleveland dist.) . . . Deming's a successful veteran who'll get Sleepy Hollow in shape for Cleveland Dist. Amateur in July.

Wm. S. Boyd, Jr. elected pres., Northern Calif. Golf Assn., Richard J. Giddings, first vp; Dennis Hession, second vp; Edward R. Foley, sec.-treas. . . Office at 405 Montgomery st., San Francisco 4 . . . Venetian Hotel, Miami, now using on letterheads clever little cartoon showing the Venetian headquarters of the National Baseball



The Famous
LEWIS
IMPROVED
GOLF BALL
WASHER

LOW COST!

BEAUTIFUL! EFFICIENT!

NEW RUBBER CUSHION arrangement in bottom of washer absorbs shocks, adds to life of cleaner.

NEW TYPE FINISH includes third coat of clear plastic. Withstands season after season in any climate.

EASY TO USE — just pull up paddle, insert ball. A few quick strokes leaves ball shining clean, ready for play . . . and fewer lost balls!

Better Courses Provide
LEWIS WASHERS at every tee

Order from your dealer now!

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LEWIS
MAGIC
SLOT

Nothing else
will do!

Insist on
GAUZTEX

THE SELF-ADHERING GAUZE

Famous pros were first to wrap club handles with Gauztex to prevent slipping. Now thousands insist on Gauztex at their Pro Shop.

Of course you know Gauztex, the "bandage that sticks to itself." Perfect on hands, fingers and feet to prevent or protect blisters . . . as well as on club handles for non-slip grip. Sports Tin advertising reaches millions in the Saturday Evening Post and Golfing . . . in addition to regular Gauztex' year-round campaign.

There's steady profit, sure profit, *season-long* profit for you in Gauztex. Order the Sports Tin in 2-color display carton today.



Your
wholesaler
has it . . .

your
customers
want it!

Do it now!

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BANDAGES, Inc.**
Chicago 5

RANGE OPERATORS —

Why pay rent—when you can own your own mechanical tee for the cost of one year's rental

BES-TEE

is your best buy, because it is:

- 1 Primarily designed for ground installation but ideally adapted to platform use.
- 2 Mechanically operated.
- 3 Semi-automatic delivery of balls.
- 4 Simplicity of operation.
- 5 Individual ball control guards against clogging, locking or jamming. Smooth, positive delivery.
- 6 Positive placement of ball on tee.
- 7 Tee adjustable to desired height—absolutely tamper proof.
- 8 New hopper (patent pending)—revolutionary, magazine type, positive delivery.
- 9 Rugged construction assures years of dependable, trouble free service.
- 10 Guaranteed against defects in material or workmanship.



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Distributor for BES-TEE Mfg. Co., Lake Zurich, Ill.

Players golf championship . . . That event continued to grow last winter with energetic promotion of George Jacobus and help of Saul B. Yuran, Venetian pres. and gen. mgr.

Dick Haskell, pro at Jefferson Park GC and range, Seattle, Wash., has engaged Harry Umbinetti and Joe Garcia as teaching assts. along with Dick Hendrickson who returns to Jefferson Park as asst. . . . Walt Ripley, pro-mgr., Thomson (Ga.) CC, to revamp Washington (Ga.) 9-hole course and install grass greens . . . Dick Forsgren, pro at Rocky Point course, Naval Air station near Oak Harbor, Wash., completing second 9 of the course . . . Navy personnel and Navy public works dept. build first 9 which is biggest recreation activity on the base . . . Forsgren, only civilian on the base, is giving free lessons to the white-hats twice a week and says they're enthusiastic golfers who'll be good club members after they've done their hitch for Uncle.

M. K. Jeffords, Box 758, Orangeburg, S. C., sec.-treas., Southern Golf Assn. and Chmn., Southern Turf Foundation, sent southern clubs letter describing Southern Turf Foundation work at Tifton, Ga., in conjunction with USGA Green Section work . . . Letter asks for club financing help and offers consulting service at \$25 per day . . . Burton and Robinson and their teammates at Tifton, have done an

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100%-500% PROFIT

K-KARTS pay for themselves quickly. Professionals everywhere are making big money renting golf bag carriers.

Made of strong lightweight steel and aluminum. Interchangeable parts. Low upkeep. Easy to make your own repairs. Steel basket is easily replaced.

Perfect balance. Weighs only 10 pounds. No stooping necessary for player.

10 or 12 inch ball-bearing wheels, factory packed with water and heat resisting grease. Tires are semi-pneumatic . . . easy rolling.

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ONE PIECE HANDLE
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R-12—12" Wheel
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Now you can have complete control . . . a check-out system that assures fee payment before K-KART leaves your shop. The detachable handle is a new K-KART feature.

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