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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

- Use attractive gift boxes (Fogertey prefers white) for packaging shirts, sweaters, etc. Wrap the items in tissue. Put a sticker with your pro shop imprint on the box.

- Everything from a single ball to a set of clubs or a golf bag is gift wrapped. There is no extra charge for this.

- There is an offer of free delivery on all items.

- More than 400 copies of "Christmas Shopping at Your Pro Shop" are mailed out to members and other prospective customers. In addition, copies of the catalog are placed in the men's and women's lockerrooms.

### Uses Table Tents

- Arrangements are made with the club manager to place table tents on all tables in the mixed grill of the clubhouse. The tents carry this message: "Your Golf Shop Is Open Every Evening Until Nine for Your Christmas Shopping Convenience."

- The pro shop is kept open until nine p.m. throughout December.

- Decorations are put up so that Fogertey is ready to start the Christmas gift campaign the day after Thanksgiving. (This may be moved up this year because competing stores are constantly moving up the starting dates of their Christmas shopping season.)

- The telephone part of the campaign is started shortly after the catalogs are mailed out. This is very important. The pro and his assistants should try to create the impression that they basically are gift consultants.

- An animated Santa Claus (he bows) along with a white Christmas tree with red ornaments are put in the shop window. This, too, is important because it calls attention to your shop.



## TROPHIES

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Gives a beautiful, lasting green color to dormant grass, brown areas, etc.

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**Fade Resistant**  
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*Distributors and Dealers*  
*Inquiries Invited*

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1963 Our 30th Anniversary

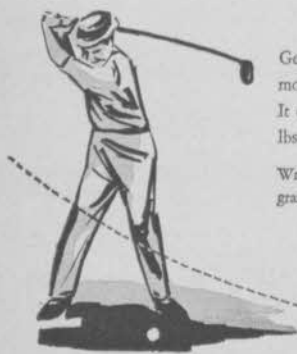
• Get started early on the personalized ball business. Find out from your suppliers the deadline dates for personalizing golf balls so that there is no mixup on this.

• Change the shop displays each week — even if it is December. Keep putting different gift merchandise in the spotlight.

• Start now to make notes on overheard conversations that might have some bearing on your gift business. It's wonderful psychology to be able to remind a member that you overheard him say last September that a golf bag would make a fine Christmas gift for his wife.

### Wilson Opens Scot Plant During British Open Week

Wilson Sporting Goods Co., Ltd., Irvine, Scotland, opened what it claims is the world's most modern golf club plant during the playing of the British Open. Among the dignitaries who were on hand for the occasion was Sam Snead. The Scotland factory brings to 15 the number of Wilson manufacturing units. It serves the British Isles and European market. Eventually about 200 persons will be employed in the Irvine branch. The building is constructed of brick and asbestos siding and rests on a plastic sheeting, Visking, that keeps out moisture and dampness.



### OVERSEED THIS FALL WITH HIGHLAND COLONIAL BENTGRASS

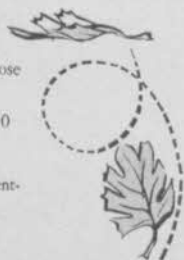
Get an excellent spring transition period. It thrives on close mowing and withstands heavy use.

It establishes well when seeded at the rate of about 10 lbs. per 1,000 sq. ft.

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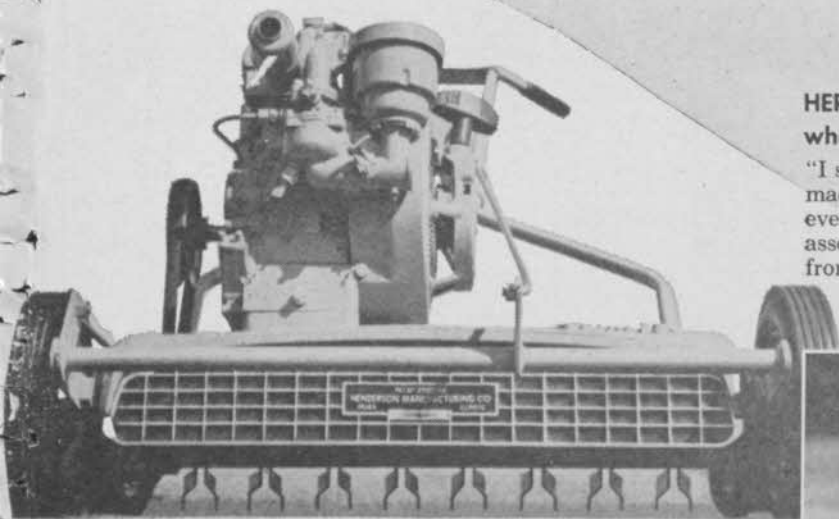
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It's both amazingly low in cost and inexpensive to operate. It has become widely used by greenskeepers all over the country because it saves time, money, and back-breaking labor while keeping greens and tees in tip-top shape. You can pay much more but you can't buy better. For the complete story, write . . .



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When Wilson staffers, Sam Snead and Arnold Palmer, arrived at Prestwick airport in Scotland to play in the British Open, this kilted highlander was there to greet them.

### Renews Slazenger License

American Machine & Foundry Co's Ben Hogan Co. has renewed a licensing agreement with Slazengers Ltd., London, which gives the London firm continued rights to manufacture Hogan clubs, balls and other equipment for distribution in Europe, the United Kingdom, Eire and several British Commonwealth countries.

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### Exide Reduces Price, Increases Guarantee on Battery Life

According to a recent release from the Exide Industrial Marketing div. of The Electric Storage Battery Co., Philadelphia, the Exide Golfer battery has been substantially reduced in price and its minimum service life guarantee of four years has been increased to five. Increases in production efficiency and technological improvements are said to have made these benefits possible. Some of the advantages claimed for the Exide Golfer are: Gives up to two 18-hole rounds, or more, per charge; more running hours per dollar in price and cost of maintenance; and long retention of charge even when standing idle, such as in the winter months.

### Colorant for Turf

The Gregg Co., PO Box 149, Riverton, N. J., a longtime manufacturer of specialty coatings, has developed a green colorant for turf. It is called Nu-Type Green Lawn spray. It is a water-thinned emulsion concentrate which, the manufacturer says, will give lasting color to dormant greens. Nu-Type Green is not a dye but an actual coating that will not harm vegetation. The Gregg Co. invites inquiries from dealers and distributors.

## SEND FOR THIS!

### KEN Shop Supply Order Blank



More than an order form, it's really a catalog listing everything you need for your repair shop, including:

All Elingham tools, stains, lacquers, adhesives, golf club scales, grips, listing, whipping shafts, collars, plugs sheathing, buffing and cleaning supplies. Write for your copy TODAY!

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### Golf Course Architect

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NEW YORK, N. Y.

### Senior Citizens Use Cushman Golfsters

The Cushman Golfster, available in electric or gas models, is being put to all kinds of use in Sun City, Ariz. In the photo, as you can



see, it seems that one of the Senior citizens has to first deliver the groceries before he can slip away to the course, but that, at worst, is only a slight inconvenience. Golfsters are used for shopping, visits, trips to the medical center as well as golf. Travel speed of both models is about 10 mph.

### Eaton's Women's Golf Moc

This golf moc for women is crafted from glove tanned "Steer-Deer" leather and has a deep air pillow inner-sole from toe to heel plus full glove-leather lining. Wedge soles are genuine Cush-N-Crepe. The moc has giant removable spikes and kilties are detachable. It is offered by Charles A. Eaton Co., Brockton, Mass., and is sold only in pro shops.



### Greenlawn's' Hand Aerator

Greenlawn Aerators, Inc., PO Box 229, Greenville, Pa., markets a hand aerator for spot treatment of greens and other fine turf areas. It penetrates three inches and removes plugs. The 52-inch handle is of polished hardwood and plate, shank and tubes are of stainless steel. The aerator weighs only two lbs.

John Martino of Beverly, Mass., has been appointed to the sales force of the AMF-Ben Hogan Co. He represents the firm in Mass., Maine, N. H., R. I. and Vermont.

## Singleton Irrigation Systems, Inc.

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### Borm's Pal in Gift Package

A prestige model Golfer's Pal scorekeeper, shown packaged with two high quality golf balls and six gold-finished tees, is featured in the gift set introduced by Borm Mfg. Co., Big Timber rd., Elgin 23, Ill. The leather-band wrist scorekeeper records strokes per hole at the press of a plunger and totals the score. A reset pin clears the score for each tee. It has a two-tone face. The Pal is packaged in a hinged leatherette case with gold lined lid. Full information can be obtained from Borm.



### Ransomes Build Mercury in Battery Model

After a period of thorough testing, Ransomes Sims & Jefferies, Ltd., Ipswich, Eng., has added a battery electric version to its popular 16-in. Mercury motor mower. Only a limited number of machines are being built this year but production will be greatly increased in 1963. A 12v, 57 amp hour battery supplies power to

the Lucas 12v heavy duty motor, giving two hours of continuous cutting at 1,650 sq. yds. per hour. There is a built-in charger unit complete with lead to be connected to any 3-point plug. A two-speed switch gives a choice of 2 $\frac{1}{2}$  or 3 mph traveling speed.

### Dunlop Signs Its First Woman Professional, Peggy Wilson

According to Paul Gibbs, assistant vp of Dunlop Tire & Rubber Corp., that firm recently signed its first woman pro staff member. She is Peggy Wilson, who collected prize money in the first two Ladies PGA tourneys in which she competed. Peggy holds a B.S. degree from Mississippi State College for Women, taught physical education at the University of Texas and didn't swing a golf club until she was nearly 20 years of age. She started out by reading practically every instruction book that has been written, then took lessons from Harvey Penick, the noted teaching pro at Austin CC.



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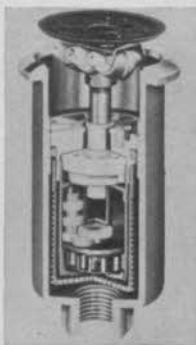
### Hogan Accessories for Women Players

Especially designed for women players are color-coordinated accessory items from the 1962 Ben Hogan line. The dual-tone Ladies Golf Pouch is ideal for extra tees, scorecards, cosmetics, etc. It has a zipper opening and fits onto a matching belt. The head cover has unique thong grommets for longer wear. It can be name stamped and there is a wide choice of colors including Nevada red, Orange Ice, Kelly green, Shell pink, Sweetheart blue, Palomino, coral, black, white, etc. Pouch and head cover are available only at pro shops.



### Moist O'Matic Recommends New Pop-up Sprinkler Heads

A compact, gear driven, rotary, pop-up sprinkler head for installation in all types of commercial systems has been added to the line of sprinkler equipment manufactured by Moist O' Matic, Inc., PO Box 489, Riverside, Calif. The Model 610 Series heads, with all the features of the larger, gear driven sprinkler, come in adjustable part circle and full circle models with either cast bronze or injection molded Delrin bodies. Various nozzle combinations can be used for coverage of any diameter from 32 to 100 ft. and to regulate the precipitation rate from .08 to 1-in. per hour. Savings are said to be effected in installation because of the low cost of the heads, their large coverage and through savings in pipes, valves, etc.



### "Linkster" Metal "Wood" Going Big as Fairway and Rough Club

The "Linkster," designed by the veteran club designer, Al Link, and made by Frank Mitchell Co., 813 Broadway, W. Long Branch, N.J., is moving into the big-selling class of specialty clubs. It has an aluminum head with a locked-in bronze slug, hollow ground sole and loft of a No. 6 1/2 club. Chick Evans, one of the earlier users of the Linkster, says it just about rates with the wedge. It is designed primarily for fairway or rough shots. Many senior amateurs started using the club after seeing Evans use it.

### Quik-Mounts Ease Handling of Aerifier Spoons

Recently introduced by West Point Products Corp., West Point, Pa., for use with all its Aerifiers except the Estate model are Quik-Mounts. The new J-bolt and U-spacer devices for Aerifier spoons make mounting and dismounting far easier than heretofore. Their use will encourage disposal of worn, bent or rusty spoons and switching over to the size and type of spoons that turf conditions, etc., call for.



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Farmington, Iowa

## U. S. Rubber Balls Packaged in Gift Picture Frames

One doz. U.S. Rubber golf balls are Christmas packed in a double picture frame — one-half doz. in a single frame — that comes in a



choice of green or brown simu-leather. Royal Special L/P, Royal Red and Queen Royal are included in the gift offer for professionals. If the Christmas gift order is placed by Nov. 20, a package of a dozen Royals can be imprinted with the golfer's name (up to 15 letters) at no extra cost.

## Lawrie Named Sales Manager by General Battery Firm

Jerome T. Lawrie has been named national account sales manager of General Battery and Ceramic Corp., Reading, Pa. He supervises sales of batteries and spark plugs to all national accounts. Lawrie formerly was with Globe-Union battery company where he served in a similar capacity. He is a U. of Wisconsin graduate and served in the Army as public information specialist.

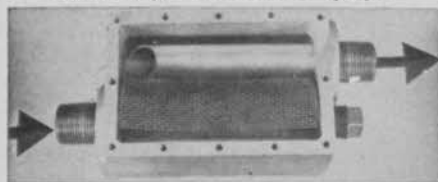


## MacGregor Signs Baird

Butch Baird, who has been faring quite well on the circuit this year, has been added to the MacGregor advisory staff. A professional since 1959, the 26-year old Baird has finished in the money in ten 1962 PGA events, finishing fifth in the Thunderbird Open and tying for seventh in the Motor City Open for his best showings. In 1961 Baird won the Waco Turner Open.

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- Used at fine golf courses from coast to coast!

ORDER YOUR SUPPLY TODAY!  
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Twenty persons representing the golf car manufacturing industry gathered in Chicago in July to ask the ICC to approve a method developed by Trans-American Van Service, Inc., for shipping cars. Essentially, the method calls for shipping the cars uncrated directly from the manufacturer to the leasing or purchasing clubs. In the photo are: Top row (l to r): John B. Morrissey; Ralph Zickert; Eugene Cohen, Trans-American attorney; William Castleberry, Walker Mfg. Co., Wichita; Hoyt K. Veber,

Midwest Metal Stamping Co., Kellogg, Ia. (Front row) Paul Saliner; P. J. Schumacher; Marshall Bayliss, Alfred G. Gierlach, Jr., North West Development Co., Kohier, Wis.; Ralph Proetti, national accounts manager and John Rapp, president, Trans-American. Also at the meeting, but not in the picture, were: John T. Parrett, Parrett Mfg. Co., Benton Harbor, Mich.; Ralph Jensen, Sears Roebuck & Co. and Frank Kraft, Victor-Comptometer Corp.

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