you normally would;
- When the markup is large enough and Christmas is only a few days away, order by telephone rather than by mail. If you can help a person save face by giving quick service when he simply has to have a “last minute” gift, you have won a long term customer.

Wright Re-elected President of Golf Car Association

Aubrey Wright, Columbia Car Corp., president of the American Golf Car Manufacturers Association since its formation last year, was re-elected at the annual meeting of the organization which was held in July at the Drake Oakbrook, Oakbrook, Ill. David Metcalf, Versal, Inc., former secretary, was elected vice president with William A. Dolan of E-Z Go Div. of Textron, continuing as treasurer with the added duties of secretary.

Re-elected directors, who with the officers compose the executive committee, are: Vaughn E. Border of Cushman Motors, John Bozarth of Jato, Inc., Edward Mardigian of Mardi-Car and Robert E. Schuler of Huffman Mfg. Company.

Committee chairmen are: Safety/John Bozarth, who conducts the association’s program in the field of car user safety; Statistical Reporting/Vaughn Border, who handles quarterly sales reports; Technical Advisory/Each member heads a sub-committee of manufacturers from each area of major component suppliers. Revision of the by-laws, as reported by Schuler, was approved by the members.

At the meeting AGCMA launched a program that will bring the manufacturers and suppliers into closer cooperation. Harold Howe, executive secretary, was given a vote of appreciation for excellent performance in his position. Joe Graffis, Sr., GOLFDOM co-publisher, was given a plaque as an award for his assistance in the formation of the association.

New Contract for Wirtz

Leonard F. Wirtz has signed a new contract as tournament director for the Ladies PGA. It runs through December, 1967. In the three years that Wirtz has