

GOLFDOM Publishes Seventh Christmas Shopping Guide

"Christmas Shopping At Your Pro Shop", in its 7th edition — for Christmas 1960 — again will present to Christmas gift shoppers the appealing sales story of the nation's foremost pro golf merchandisers.

The previous six editions of the golf gift shopping guide have meant record holiday business for professionals. Numerous good merchants in professional golf have given the personalized pro Christmas sales promotion book major credit for gift sales of golf goods exceeding \$10,000.

The Christmas Shopping book carries the pro's name, club, address (and telephone number, if desired) on the cover and is mailed by the merchandising professional to his members.

Stresses Convenience, Service

It attracts the gift buying interest of active and eager purchasers on golf merchandise available at the pro shop and stresses the convenience, expert and friendly service of the professional as an advisor and supplier of playing equipment and apparel.

The book, according to figures from the

professionals using it, accounts for well over \$1,000,000 of pro shop business in December. In each of the former six years guaranteed circulation of "Christmas Shopping at Your Pro Shop" has been exceeded by pro demand. In each year late orders have not been filled due to the

Two Writers Picked Hebert

Only two of the 160 writers who took part in Golfing's annual poll selected Jay Hebert to win the PGA Championship. They were Bill Searby of Newsday, Garden City, L. I., and Bud Shrake of the Dallas Times Herald. A total of 65 writers picked Arnold Palmer to win the Open but he failed 59 of them in the PGA poll. Jack Nicklaus got 76 votes to win the Amateur.

edition being sold out. This year, 165,000 copies are being printed.

Pro orders for Christmas Shopping At Your Pro Shop should be sent to GOLFDOM, 407 S. Dearborn st., Chicago 5, Ill. Copies of the Christmas shopping book will be shipped to professionals in Sept., thus allowing ample time for organizing a Christmas gift sales campaign for individual and company purchases.

Keep 'em rolling with

AutoMAC

fully automatic power battery charger

Reduce downtime . . . keep electric golf cars rolling with AutoMAC. No guessing . . . the AutoMAC is fully automatic. Just plug it in, turn it on, and forget it. When the battery is fully charged, the AutoMAC turns itself off! Saves power consumption and prolongs battery life . . . maintains original battery capacity.

Full details and prices on the entire line of MAC battery chargers are yours free. Simply call or write requesting Bulletin No. 101A9.



Motor Appliance Corporation

5741 WEST PARK AVENUE • ST. LOUIS 10, MISSOURI

