

# NEW AutoMAC CHARGER prolongs golf car battery life..



GOLF  
CAR  
BATTERY  
CHARGER

Keep golf cars running more profitably with the new improved AutoMAC. It's the two-rate charger that prolongs battery life because it is built to conform to the battery manufacturers' own requirements for proper charging.

AutoMAC's new transistorized charging control switches the charging current from high rate to the correct finishing rate when required by the battery. When the charge is completed the timer automatically shuts the unit off. This fully-automatic operation saves you time and protects batteries from over-charging.

In addition, the AutoMAC's non-aging silicon rectifier insures longer charger life and provides higher efficiency.

For complete information on how to increase battery life through more efficient charging, write for Model 400 and 500 literature today. Bul. BC-31.



## Motor Appliance Corporation

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## Golf Fund Distribution Passes \$800,000; Riggin Re-Elected

National Golf Fund, Inc., the PGA-sponsored golf education, welfare and relief operation, at its annual meeting in the Hotel Ft. Harrison, Clearwater, Fla., distributed \$60,000 from 1960 Golf Day. This distribution brought the Golf Day disbursements since the first year, 1952, to more than \$800,000.

Fred L. Riggin, Sr., was re-elected pres., National Golf Fund, Inc., Thomas W. Crane, sec.-treas. and Herb Graffis, vp.

Fund officers and directors approved a proposal of PGA pres. Lou Strong, that revenue from Golf Day (which will be Golf Week this year) be distributed in this way: 45 percent to golf educational activities, 25 percent to caddie scholarship funds and 30 percent to charitable and welfare operations of a national character involving golf.

The 1960 revenue was distributed approximately as follows:

Caddie scholarships	\$15,000
USGA Turf Research and Education	7,800

Jaycee Junior Golf championship	3,000
PGA Educational Fund	12,000
PGA Relief Fund	3,600
PGA Benevolent Fund	2,400
National Amputee Golf Essn.	3,600
U. S. Blind Golfers Assn.	1,800
United Voluntary Services	3,000
Turf Research and Scholarship Fund of Golf Course Supts. Assn.	7,200

## The Rich Also Want to Know Golf Goods Prices

A pro who has been at one of the wealthiest clubs in the U. S. for years says, "Any pro who doesn't have price tags on all merchandise in his shop, even the golf balls, is losing hundreds of dollars in profits every year. I've heard some pros say that price tags give the shop a cheap look and don't register well with a high class membership. Those pros are completely wrong. The rich are very much price-conscious, maybe more so than average well-to-do golfers. Knowing and thinking about money is how the rich got rich.

"Come to think of it, I never have seen a shop where merchandise isn't plainly priced that is run by a rich pro."