

Christmas

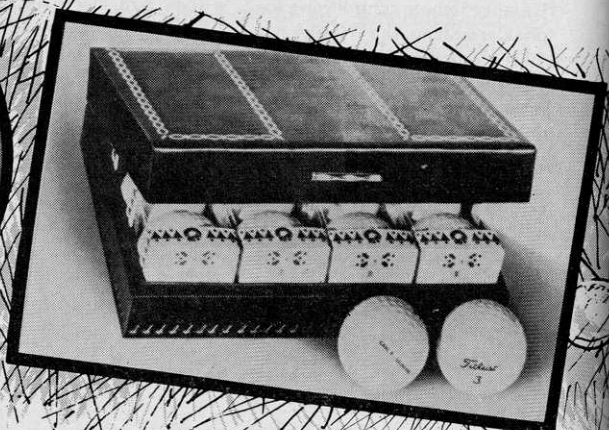
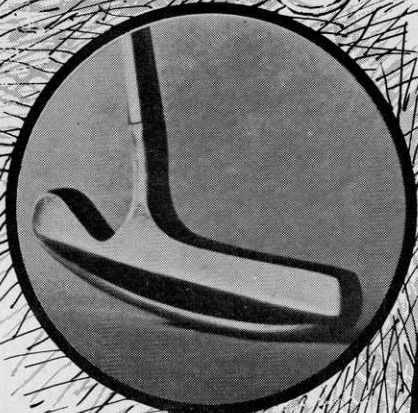
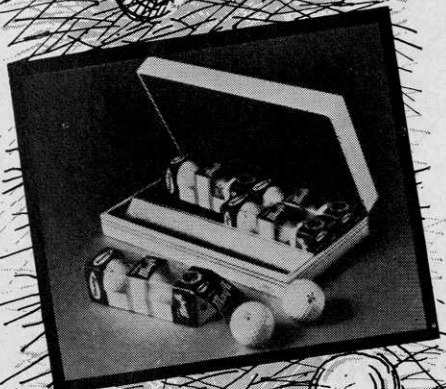
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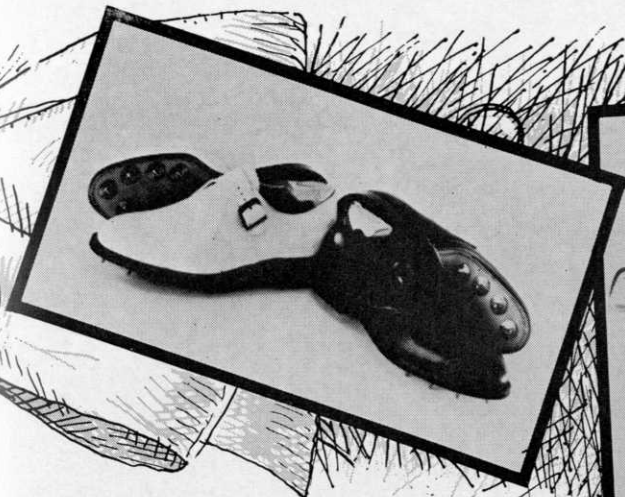
Golf professionals will be pleased to learn that GOLF Magazine's Lucky Number Christmas Sweepstakes will emphasize a strong pro shop tie-in.

"Lucky numbers" will be imprinted on the contest page of each of the 250,000 subscriber copies of GOLF's December issue. The subscriber will then go to his local pro shop and see if the number in his copy of the magazine matches any of the winning numbers that will be posted in the pro shop.

At the end of the contest, pros whose shops turn up a winner will have their names included in a drawing. The winning pro will win a one-week vacation for two: transportation, hotel accommodations for one week, and \$200 cash.

A most encouraging feature of the contest is the strong support given it by the industry. Here is the list of prizes and their donors, in alphabetical order:





contest

pro-shop sales

Abbott Laboratories—Faultless golf balls; Acushnet—Bull's Eye putters and Titleist golf balls; Anglo Burton—Crookshank woods and irons; Brandell—golfer's aids and accessories; Brockton Footwear—Footjoy golf shoes; Burton—golf bag of DuPont Corfam; Chrysler—Imperial automobile; Bert Dargie—custom woods; DiFini—men's and ladies' golf apparel; Dunlop—kangaroo golf bag and Maxfli golf balls; Fawick—Golf Pride golf club grips; Harper & Row—GOLF Magazine's Pro Pointers and Stroke Savers, Your Long Game and Your Short Game; Jarman—Bag Boy Master golf carts; King Products—putt returns; The Lighthouse Cove—ten-day vacation for two; Par Buster—indoor and outdoor driving nets; Kenneth Smith—custom woods and irons; Spalding—Executive woods and irons with aluminum shafts; TWA—two roundtrip flights to Las Vegas; UniRoyal—woods and irons. •