

NGD Stresses Charity Theme in '74; Creates New Format

LAKE PARK, FLA.—National Golf Day, golf's largest annual charity event since 1952, takes on a new look with greater emphasis on its charities than ever before. This year's theme is "give to 74 golf charities in '74."

Because the professional is the man who creates the climate for giving at his club, his efforts are being rewarded with \$12,500 in prizes to be distributed to professionals at the 74 clubs with the largest dollar contributions.

This year's NGD Round of Champions is on June 3d at Tanglewood GC Club, Clemmons, N.C., site of the 1974 PGA tournament. PGA champion Jack Nicklaus will compete with U.S. Open champion Johnny Miller to set the target score for men. LPGA champion Mary Mills will compete with Women's U.S. Open champion Susie Berning to set the target score for women.

NGD rounds at local clubs can be played anytime between May 25 and June 16. Golfers who beat the target

scores will receive a specially stamped golf ball, "I beat Nicklaus and Miller" . . . or "Mills and Berning."

Prime sponsor of the event is Aldila, Inc., manufacturers of graphite shafts. This company is not only underwriting the cost of all promotion, literature, display material and mailings, but it is donating major prizes both nationally and sectionally.

The prize sponsors this year are Otis (electric golf cars), Etonic (golf shoes) and leading golf ball manufacturers.

Otis is donating the top national prize to the professional whose club generates the top total dollar contribution—a \$4,000 electric golf car, the El Presidente—with built-in color TV and bar.

Etonic is donating two pairs of staff grade golf shoes for the professional and his chief assistant whose club generates the top total dollar contribution in each section.

Aldila is also donating to the top national contributor, giving a full set of

graphite shaft woods and irons, plus a staff bag. A full set of irons will go to the second largest national contributor and a full set of woods to the third largest contributor.

In addition, Aldila is donating a graphite driver to pros at each of the second largest sectional contributors.

Major golf ball manufacturers contributing to National Golf Day are Acushnet, Dunlop, MacGregor, Ram, Royal, Spalding, Victor and Wilson.

NGD is a major contributor to 27 amateur golf caddie scholarship funds and to 21 USGA Green Section agricultural experimental stations; NGD is the largest contributor for the GCSAA Scholarship and Research Fund, the United Voluntary Services for golf therapy in veterans' hospitals, and the National Amputee Golf Assn.; NGD also contributes to PGA benevolent, relief and educational funds and to other individual or group golf-related charities designated by National Golf Fund Directors.

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