

# Financing Kids' Playground at the Country Club

By WM. J. DUCHAINE

Many parents are unable to enjoy their golf club membership to the fullest extent nowadays because of the unavailability of baby sitters at a time when they want them.

There's a solution to the baby sitting problem for golfers, however. Swings, slides and other playground equipment, installed near the clubhouse, keep the youngsters busily and safely engaged while father and mother enjoy themselves on the fairways.

But for many golf clubs, particularly those in the small towns, the purchase of playground equipment also presents a problem. It's a financial problem.

All over the country, however, golf clubs are conducting various money raising projects for making much-desired improvements to their facilities. These activities run the gamut from card parties to pancake suppers, basket socials, square dances, golf exhibitions and fashion shows.

One of the best money raising stunts is the home talent play or minstrel show. Members get a big kick out of taking part in a show before a home audience; at the same time helping to raise money for a worthwhile cause.

"There is a little bit of the ham actor in all of us," quipped one club member.

Some organizations raise sums of money by holding auctions. To conduct an auction successfully, plans should be laid at least a month in advance. A central headquarters should be established with someone there at all times to answer the telephone and take the names and addresses of persons who wish to contribute clothing, household goods, foodstuffs and other items.

## Push Publicity Campaign

After giving an auction good advance publicity, it is important to see that the sale itself is well handled. A large place, preferably indoors, is needed for attractively displaying the merchandise. And you need a good auctioneer. Quite likely there is a professional auctioneer in your community who would be willing to serve a good cause. Or if he is too busy, he certainly would be glad to give the auction committee a few pointers on how to enliven the bidding.

Solicitations for outright donations al-

ways are an effective and quick way of raising cash. Such campaigns must be accompanied by a well-planned advertising and publicity program that will fully acquaint the public with the need for playground facilities.

Every avenue of publicity should be tapped. Usually, each organization has within its organization some men and women with ability to write good copy. Such people can be helpful and ease the burden on the newspapers and radio stations, who are always willing to help promote a worthy undertaking. Handbills, posters, letters and personal calls are also important, and should not be overlooked in a publicity program.

In every community there are always a certain number of persons who are willing to give generously if they are convinced their money will be put to good purpose. Personal calls upon these prospects by influential members of the fund raising committee oftentimes will bring in the sizable sums that are needed to put a fund raising campaign over the top.

And now that your playground financing project has been a success, what are you going to do to get your money's worth?

First of all, it is always a good idea to do business with a manufacturer who has a reputation for producing high quality, extra durable playground devices. This does not mean paying premium prices, either, as a comparison of prices and equipment will reveal. On the other hand, buying on a price basis alone is false economy. It is possible to get the highest grade equipment at a reasonable competitive cost.

What devices should be purchased when establishing a new playground? Well, this all depends upon how much you have to spend, the number of children to be served in the area, and the amount that is available. Swings, slides, see-saws and Castle Tower climbing structures are basic units, of course.

"Playground planning is not an exact science, neither is it a highly intricate problem that can be solved only by expert engineers or technicians," says Norman R. Miller of Anderson, Ind., VP of American Playground Device Co. "There are some fundamental rules for planning ideal, approved play areas, however. Children play



## CLASS PAYS OUT IN SALES

Your first glance at this pro shop tells you it is at a fine club. It is Harold Sargent's shop at East Lake CC, Atlanta, Ga. Harold — in case you don't know — is the fellow with the club in the right foreground. Notice, especially, the lighting. It costs a little more but it makes the merchandise look its best. The table displays of shirts are frequently changed — most of the time by the steady buying of members and guests. Very wise is the location of the hats and caps by the shop door. That's a location to remind a man or woman, exactly at the right time, that headwear is needed.

best and benefit most when they play within their own age groups. Thus, your ideal playground should incorporate a primary play area for the children two to six years old, a junior play area for children six to ten years, and a senior area for children ten years and older.

"Further, the apparatus in those areas should be sized and designed to intrigue the interest and develop the abilities of these distinct age groups, and, you should install in these areas only strong, ruggedly built safe equipment of approved design, free from mechanical gadgets or parts that will require constant maintenance, attention or supervision.

"The apparatus units should be installed in line or in batteries to conserve ground space for the essential free-play, organized game areas and to provide a neater, more orderly, more attractive appearance generally with additional safety for your children. Finally, trees, shrubs and flowers

should be planted profusely to enhance the natural beauty of the playground and to provide shade for slide bedways and climbing structures and for those desirable story-telling nooks and hide-a-way corners that so delight all children."

### Lloyd Mangrum Tells "How to Break 90"

Lloyd Mangrum and Otis Dypwick, athletic publicity manager at University of Minnesota, have collaborated in an excellent and comprehensive book, "How to Break 90 at Golf." It's published by Fawcett Publications, 67 W. 44th St., New York. It sells for 75 cents.

This 144 page, profusely illustrated book, is particularly valuable to the average player as it not only gives concise, simple and clearly illustrated information on shot-making but also tells him how to play the