

rebuild itself in public esteem after the Black Sox gambling scandal.

The Tournament bureau planned to operate on a self-sustaining basis. Its operating costs in 1953 were about 12 per cent of the purses on the circuit. The \$25,000 annual contribution of the Athletic Institute (not of the National Golf Foundation as erroneously reported) will not be continued. That contribution was inaugurated during World War II when tournaments were in danger of cancellation unless prize money and expenses were underwritten, and was understood by the PGA and participating manufacturers to be a temporary measure to be discontinued when the Tournament bureau operation could be self-supporting.

Meetings of PGA officials with the Advisory committee and with representatives of club and ball manufacturers preceded the PGA annual meeting. No details of these sessions were released by the PGA.

The annual President's Dinner was most capably MC'd by Joe Devaney. Speakers included Pres. Horton Smith, Pres. Totten Heffelfinger of the USGA, Ward Cornell of the Golf Course Supts.' Assn., Hon. Pres. Joe Novak, and the beloved bard and veteran golfer Eddie Guest. Guest's poem on the home club pro was a gem of understanding and kindly propaganda. In a gay surprise added feature of the dinner, Dugan Aycock, pres., Carolinas Section, PGA, on behalf of the section presented beautiful plaques of generous appreciation to Bob Harlow of *Golf World* and Herb Graffis of *GOLFDOM*.

McGiveran Re-elected Western GA President

STANLEY J. MCGIVERAN, Toledo, was re-elected pres., Western Golf Assn. at the organization's 55th annual meeting.

Under McGiveran during 1953, the WGA established a new record in awarding 154 college scholarships to deserving caddies and produced new highs in income, individual and club members.

One of the meeting's highlights was the presentation of a \$13,400 check by George S. May and the membership of his Tam O'Shanter CC to the Evans Scholars Foundation, which is sponsored by WGA.

Western's annual caddie-scholarship program included 48 Scholars at Northwestern, 30 at the University of Illinois and 28 at the University of Michigan. On each of the three campuses, the Scholars live in houses owned or leased by the Evans Fund.

Other WGA officers named for 1954: Vps.—James L. O'Keefe and Cameron Eddy, both of Chicago; C. L. Miller, Detroit, and Robert R. Walker, South Bend; Sec.—Hiram A. Lewis, Colorado Springs; Treas.—Harold A. Moore, Chicago; Gen. Counsel—Robert McDougal, Jr., Chicago; Honorary Vice Presidents—Bing Crosby and Bob Hope, Hollywood; Charles Evans, Jr., Chicago, and J. Leslie Rollins, Boston.

New directors elected were: Joseph G. Dyer, Denver; Don W. Heppes, Chicago; Frank H. Hoy, Milwaukee; S. B. Sifers, Kansas City; A. Pollard Simons, Dallas; Pedro R. Suinaga, Mexico City; Russell E. Jervis and Gerald W. Mathison, both of Grand Rapids, Michigan.

Directors re-elected: Phil Atwood, Chicago; Benjamin H. Boren, Dallas; A. R. Carman, Jr., Chicago; Paul M. Corbett, Chicago; George L. Coleman, Jr., Miami, Okla.; Walter W. Cruttenden, Chicago; Charles Evans, Jr., Chicago; William Fobes, Jr., Minneapolis; Harry L. Givan, Seattle; J. Clive Helferich, Detroit; Robert A. Hipke, Milwaukee; Robert A. Hudson, Portland; Paul H. Hyde, Buffalo.

Also, Leon Kranz, Chicago; Gordon E. Kummer, Milwaukee; John E. Lehman, Chicago Allan M. Loeb, Chicago; Marshal I. McMahon, Chicago; Thomas W. Milligan, Chicago; Roy D. Moore, Memphis; Walter F. Mullady, Chicago; Harold Oviatt, San Francisco; Mahlon Rucker, Spokane; Richard L. Snideman, Chicago; Stanley A. Van Dyk, Chicago, and George K. Whyte, St. Louis.

Trustees of Evans Scholars Foundation are Carleton Blunt, Jerome P. Bowes, Jr., James L. Garard and Stuart Smithson, all of Chicago.

Club Operating Costs, Fixed Charges Soar

Horwath & Horwath, club and hotel accountants, report that their fourth annual survey of country club operations (based on 17 clubs in 1952) discloses that net operating costs and fixed charges increased 1½ times as much as the 9 per cent increase in dues and assessments.

Net clubhouse operating cost increased 20.5 per cent in 1952 over 1951 and golf course and other outside operating expenses increased 13 per cent.

Summary of operations in ratio to dues plus assessments showed clubhouse operating costs in 1952 as 46.9 per cent, course and grounds net cost as 27.1 per cent and fixed charges as 19.3 per cent.