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Brush—with all live rubber

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STRIPS EASILY REPLACED—Longer brush life due to resiliency of live rubber base—entire rubber base takes golf club impact. Can be used on any surface—with or without range mat—will not scratch or mar polished gym floors. Fits all 5"x20" Range Mat openings—Natural Cream Colored Replacement strips available. .70 ea.

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First prize will be \$9,000, pro end of pro-am will be \$2500 and \$2500 will be split among Illinois pros.

John Arrowood, supt., Hickory Hill CC, Springfield, Mo., and Pres., Central Plains Turfgrass Foundation died May 14 following an illness of several months . . . Arrowood was highly regarded as an authority on golf course management and as a friend who'd cheerfully go out of his way to help any other superintendent . . . He did a lot for golf in his part of the country . . . Dick Geisinger now pro at Swan Creek CC, Bel Air, Md. . . . Morgan Jones switches as pro from California course of Cincinnati Recreation Commission to Reeves 9-hole course.

Arnold Palmer choice of 82 of nation's golf writers in Golfing's annual poll to win National Open . . . Palmer beat Venturi by one vote . . . Snead and Middlecoff tie for third . . . Palmer also writers' selection as PGA title-winner, one vote ahead of Art Wall, jr. . . . Then come Middlecoff, Venturi and Finsterwald . . . Harvie Ward is heavy favorite to win the Amateur . . . Charlie Coe, Jack Nicklaus, Billy Joe Patton and Dean Beman follow as selections.

(Continued on page 70)

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Your course—can reap the benefits of a Triangle Semi-Rigid Plastic Pipe irrigation system. Get started today by writing for our prospectus on our engineering services and guarantees.



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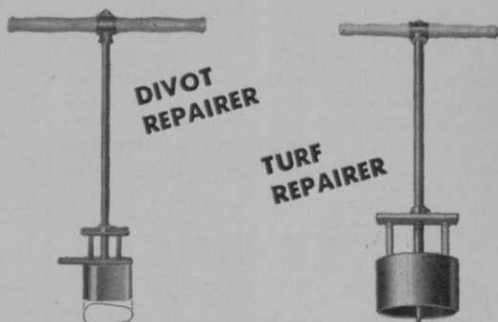
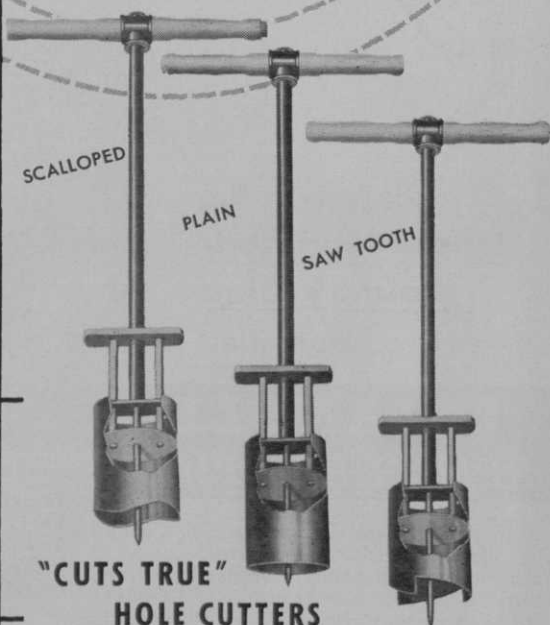


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**WATER
 PRESSURE
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**MANUFACTURING
 COMPANY**
 CEDAR FALLS, IOWA



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Lost Sales-

Your Members Aren't Guilty of Non-Support; Look To Your Own Shortcomings

By **GEORGE AULBACH**

Professional, Lufkin (Tex.) CC

THERE are eight major reasons for lost sales in the pro shop. According to importance, they probably should be listed in this order:

1. Lack of interest, or lack of effort on the part of the professional and his assistants to definitely convince the members that they are interested in trying to help them with their problems.
2. Shortage of merchandise or failure to carry desired brands.
3. Shop ill-kept, showcases dirty, floor unswept and stock dusty.
4. Poor arrangement of stock; inability to find what a member wants when he wants it.
5. Trying to sell a member a substitute for the brand he requested.
6. Making fun of a member for asking for an item that the shop does not stock.
7. Lack of interest in members' conversations when they are talking about their games.
8. Prices above standard.

Cry-Babies Don't Sell

Do you talk too much? If you do, it will cost you sales.

The pro who members can't stand is the "crying type". That is, the kind who is always crying because the members do not buy enough. This pro fails to realize that his whining attitude is one members don't like to put up with.

The moment a pro mentions the name of an individual as being "cheap" it will not be long before it reaches the ears of the man thus labeled. That usually is the beginning of the end. Talking too much has cost many a pro a good job.

Someone once said, "Never tell your best friend that which you would not tell your worst enemy, for next week your best friend may be your worst enemy".

If members do not buy, the use of any kind of forceful tactics or talking about them will not help the situation. In fact, this only leads to more lost sales. If the members do not buy it could be that the pro has fallen down on the job of selling himself or selling the value of his merchandise.

Crying about your job or condemning all who do not buy is not the proper approach to the problem of low sales volume. Such an attitude only makes the members lose confidence in their professional. Pros and assistants should carefully check their own attitudes toward their members and their jobs before they say anything that may put them in an unfavorable position.

If you do not like your members, the members will soon learn your feeling and you will do very little business under such a condition. If you really do not like your job, you should resign at once. Don't stay on the job and gripe about it. This attitude is an injustice to the club, the members and yourself. The sooner you get away from such a situation, the better it will be for all concerned.

"Thank You" Promotes Sales

Do you say, "thank you," after each sale? It will help you hold your customers. All large firms have found out that "thank you" definitely builds both friendship and business. The "thank you" should be a must in every pro shop, regardless of the size of the purchase. When sales people do not say "thank you" many customers feel their purchase was not appreciated and this frequently leads to lost sales.

It only takes a split second to say "thank you", the powerful dividend paying habit. I appreciate anyone who thanks me for my business and I believe most business men feel the same.

To most members the sales appeal of the pro shop is largely determined by the personality of the professional and his assistants, and their sincere willingness to be helpful.

Sales Poisons in Personalities

Here are 10 personality traits that members dislike and that lead to lost sales:

1. Complaining, unpleasantness, frowning.
2. Acting for temporary advantage.
3. Indifference, cutting members short, curtness.
4. Slouchiness, carelessness, lack of order.
5. Pessimistic talk, expression of hopelessness.
6. Greed, intolerance of others opinions.
7. Noisy, blowing your top, lack of control.
8. Bragging, playing up your importance as a player.

This article is condensed from a speech made by George Aulbach at the 1959 PGA Business School.



Gene Sarazen (left) and Willie Goggin were re-playing some of the old tournaments when this picture was taken at the Los Altos (Calif.) GC during a recent pro-writers tourney. Goggin lost to Sarazen in the final of the 1933 PGA Championship, but he got some measure of revenge a few months ago by taking the PGA Senior title away from Gene.

9. Stiff, unyielding on matters of small concern.

10. Having your way, little cooperation and no compromise.

Beating the Cut-Price Competition

Now, let's look into cut-price competition. Some pros become infuriated when they learn of cut-price store competition. They blow off steam for days and get themselves in such a mental condition that they say and do things they are sorry for later. Sometimes they even call the store manager and threaten reprisal sales.

No one likes unfair competition. But competition is the spice of life and it would be a dull world if none existed. It's just part of business. It's our daily lives and the pro shop is no exception. Holding a bitter feeling toward anyone is not going to correct the situation because it only gets your mind off your own business and reduces your own sales efficiency. The best way to handle this situation is to ignore it completely unless some member brings the matter to your attention and you must give an answer.

Then you probably can say in perfect truth: "From time to time we have seen newspaper ads offering golfing equipment at bargain prices. We have checked many of these ads and found, in most instances, that the merchandise was discontinued, obsolete, shopworn or a factory close-out. Much of the cut-price merchandise was especially made to be sold at bargain prices under an extra high mark-up retail

(Continued on page 95)



The New Standard in Golf Cars



\$649⁵⁰
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Caddy Car is powered by the famous Kohler seven horse power, four-cycle engine which plus the car's sturdy but light-weight (only 285 pounds) makes the horse power weight ratio twice that of any car on the market today. Because it is lightweight this car is welcomed on all golf courses. Caddy Car is kind to the turf.

CADDY - CAR will fit in the back of any station wagon. The front steering arm and the back rest can be easily removed (in less than 30 seconds!), making the height of the car only 26 $\frac{3}{8}$ inches. You don't need a trailer to carry this golf car with you on trips.

CADDY - CAR is quiet because it has an especially-developed muffler. This super-silencer keeps the engine so quiet you can keep the motor running while you putt.

CADDY - CAR entire power platform—engine, clutch, transmission, differential, rear wheels and allied equipment—is mounted and suspended in rubber and the unit is easily and quickly removable by disconnecting four strong, easily-accessible bolts.



LONG LOW LINES

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Specifications

CAPACITY: Two passengers with large 12 x 26 inch golf bag compartment in rear.

SEATS: Formed Poylurethane Naguhide Covered.

ENGINE: Kohler 161S, 7 HP @ 3,600 RPM, 4-cycle.

GASOLINE CAPACITY: One Gallon

OIL: Two and one-half pints.

STARTER: Delco-Remy 12 Volt.

GENERATOR: Delco-Remy 12 Volt, 20 AMP

SUSPENSION: Four Coil Springs.

BODY: Fiberglass.

COLOR: Turquoise—Beige—Coral

TIRES: Rear: 600-6 Rircraft-type rib.
Front: 480-8 rib.

WEIGHT: 285 pounds (With battery, 335 pounds).

LENGTH: 87 $\frac{1}{4}$ inches.

WIDTH: 42 inches.

HEIGHT: 39 inches (With back and steering removed, 26 $\frac{3}{8}$ inches)

FRAME: Tubular Steel.

TRANSMISSION: Automatic.

FLOOR MAT: Life-time corded rubber.

SPEED: Up to 10 miles per hour (optional)

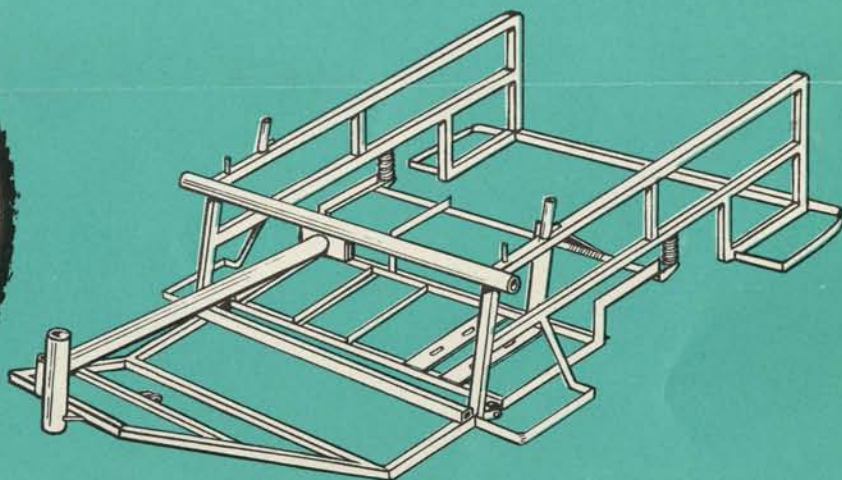
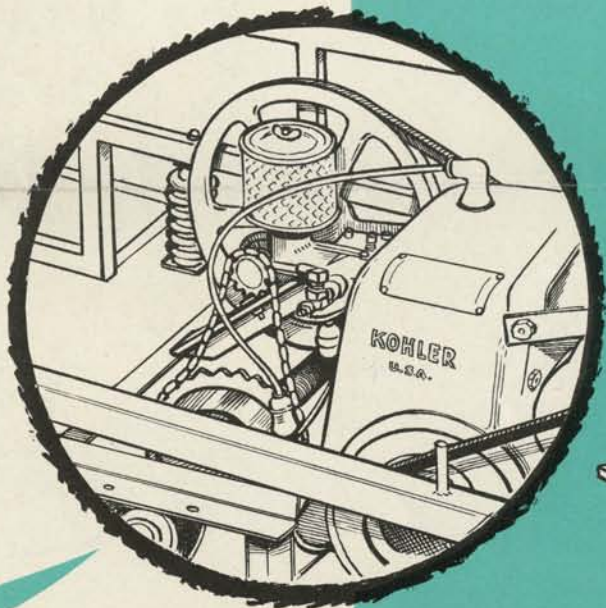
Caddy Car is the result of four years of engineering research and development to put on the market a low-cost, low maintenance golf car within the pocketbook reach of American golfers. Many engineering principles have been simplified, including a special adaption of the Kohler K-161S engine, that has enabled the Powered Products of Texas to market its product *hundreds of dollars under* the price of the lowest-priced golf cars Yet, none of the quality features that the golfing public demands and expects have been sacrificed—power, dependability, smooth riding and stylish beauty—. Caddy Car's sturdy construction is such that maintance will be reduced to a minimum.



OPTIONAL
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Caddy Car DIFFERENTIAL

Entire Power Platform^{*} Transmission Unit Easily Removable.



Special Features

- 7 H.P. EASY MAINTENANCE • SIMPLICITY • HORSE POWER-WEIGHT RATIO TWICE THAT OF ANY CAR ON TODAY'S MARKET

ENGINE GOVERNED to any pre-set RPM. Recommended RPM is 3,200 that will develop 6.5 HP.

AUTOMOTIVE-TYPE IGNITION. 12-volt with coil.

EXTERNALLY-MOUNTED BREAKER POINTS. Readily-accessible for quick service.

LARGE OIL FILLER, equipped with dip stick, easily accessible.

LOW LINES for safety and beauty.

FIBERGLASS LIFE-TIME BODY. color impregnated, will not dent or mar . . . and if scratched, can easily be polished out. No sanding or painting necessary.

WEIGHT SPREAD OVER A BROAD SURFACE by large, lightweight tires (600-6).

BRAKES, mechanical two wheel with positive parking position, slight toe action sets and releases brake.

ONE TANK OF GASOLINE (One gallon) allows six hours of continuous operation. Tank mounted directly under seat.

FORMED POLYURETHANE SEATS, covered with waterproof naghylite, especially developed for Caddy Car to assure a comfortable, enjoyable ride.

FLOOR COVERING, tough corded rubber years of service with no maintenance . . . spiked shoe wear reduced to minimum.

EASY TO HANDLE AND PARK because of its compactness and light weight, maneuverability is safe and easy.

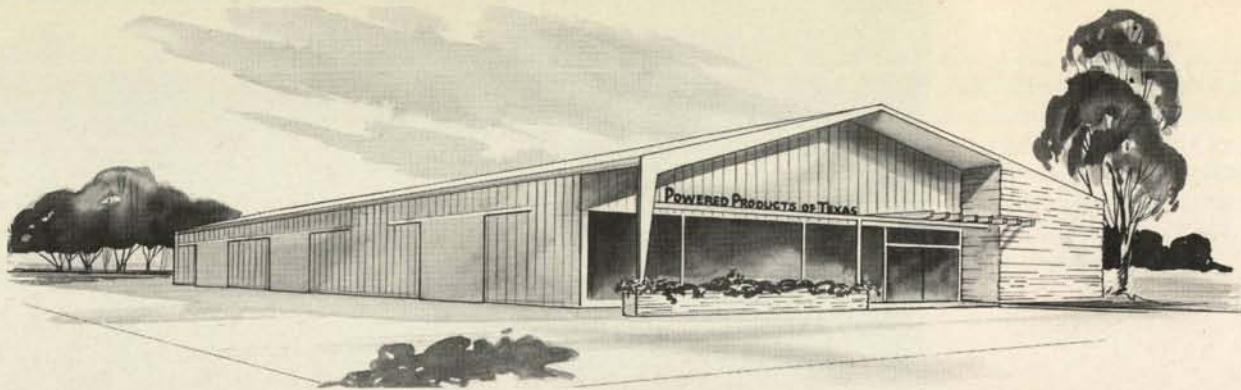
HANDY BALL COMPARTMENT in back of seat for balls, tees, score card, cigarettes, etc.

LOW CENTER OF GRAVITY, positively will not turn over under any normal use.

EQUIPMENT: Deluxe Steering Handle, Heavy-Ammeter, Lights, 550-8 front tire, Surrey top. Lightweight Trailer.

TRY IT! COMPARE! BUY IT!

^{*} Patent Applied For



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Board Material



The People Who Run Our Country Clubs Should First Get Experience Through Committee Service

By GENE O'BRIEN

Professional, Rolling Hills Country Club, Wichita, Kans.

LAST YEAR at a state tournament held at our club, a sportswriter expressed amazement at finding 50 members working on the tourney committee. This was the first time he ever had looked into the committee end of the thing and until that moment it had been his impression that you are lucky to get more than eight or ten people interested in work of this kind. Where many clubs are involved, this impression probably would have been correct.

Why does our club have 50 people working on a golf committee? It goes back to a simple theory of mine that I discovered some 30 years ago when I was breaking into this business: Every member of a club feels pride in his club. It's a little like the old school spirit. This pride swells when he or she is asked to serve on a committee. Neglect a member by never asking him to serve on a committee and you help to kill this pride.

Develop Board Material

But in getting people to serve on committees, there is something even more important involved than playing up to their pride or vanity. In doing so, you are developing potential board or officer material — and anyone who has been around

a country club very long, knows how important this is. Too many clubs are poorly managed because they have directors and officers who never have worked on committees and, when they take office, have absolutely no idea of how a club should be operated.

Many persons are elected to boards or put in office because of their popularity in the bar room or at the club dances. Some of them you wouldn't hire to work for you. Chances are they never have given a single thought to all the work that presiding over a club entails. Their indifference or lack of knowhow is a very definite factor in the increasing cost of belonging to a country club.

The Second Type

On the other hand, we have the board member who is completely uninitiated as to the operation of a club simply because he never has had any committee experience. Yet, he has his finger in every pie in the place. You wish he would practice a little restraint by occasionally delegating authority, by not constantly going over people's heads, and generally by not making an out and out nuisance of himself. Previous country club education would have tempered this board member where-

as his counterpart, the do-nothing type, would have developed some ingenuity and initiative as the result of it.

The biggest need in country club operation today is not so much sound management as it is skillful direction by officers and board members. I won't be an alarmist and say that it is lacking completely, because it isn't. Probably half of our clubs are soundly organized and directed on something like a businesslike basis. In such cases it probably is because the members who serve on the board or are officers have had some solid committee experience or, if not, realize that a country club isn't all luxury but has to be operated on a break-even, if not a profit-making basis.

Victims of Inexperience

The other half, the sub-marginal group, are the ones I am concerned with. They are the ones who are being victimized by inexperienced direction that goes back to the grass root requirements of country club operation — well rounded service on various committees by officers and directors. They are the clubs where the dues often keep going up year after year or where the special assessments discourage the members. If financial thin ice is avoided, then the golf or social programs, or both, are quite sadly neglected.

Let's take a look at how organization is fitted in with the work of the committees:

The basic purpose of the golf club is to provide pleasure for members or customers. This means that if you have 400 members, each of these memberships should be provided for. Not half the members, not two-thirds, but every member should be made to feel that his club is functioning for his pleasure and comfort. Thus the powers that be, whether they are a board of governors or owners, are responsible for the job of carrying out such a program of complete satisfaction.

I have found that the success of any club in any of its many phases depends upon the leadership and direction of the board. These men will only be successful by carefully appointing fellow members to the 101 jobs that have to be done. These men and women not only are provided with a policy to follow, but are delegated the responsibility of carrying out a particular job or function.

Over Their Heads

The chain of command must be adhered to at all times. About 90 per cent of all club problems and touchy situations are caused by either a board that is inactive in supervision, or takes away authority and responsibility by trying to



J. P. Tonetti (left), manager of New Haven CC, has been elected pres. of the Connecticut branch of Executive Stewards & Caterers' Assn., succeeding Earl T. Trotter.

run committees itself.

Once a committee chairman is approved for a job the board has only to have the committee report on its progress. I have seen board members go over the heads of the green chmn. and the supt. down to the boy who waters the greens to give orders. You can lose both a chmn. and supt. very quickly with this disregard of diplomacy.

Who Is Final Authority?

I have found that if a member and his committee take the time to successfully carry out their program they have no time to stick their nose into another committee's problems. Everything is relative at a golf club, yet everything must be broken down into little cells of authority. My job as pro is relative to every other department in the club, yet I take my final orders from the greens committee. At some clubs, the professional is not so fortunate. He takes what are called "final" orders from just about every committee in existence.

I have seen ladies on committees who had rather simple but important little jobs to take care of. They have the initiative to make the job look like the most important one in the club. The next thing you know one of these ladies is president of the women's golf association.

The member who knows that his or her work is important to the club is the most important member you can have. The most dangerous worker is the one who feels that he is doing a job for only himself and a few close friends.

100 Committee Members

Our club roster lists over 100 members working on committees. Each of these 100 members directly or indirectly comes in contact with remaining members of the club. We don't have a member in the club who doesn't have a friend on some

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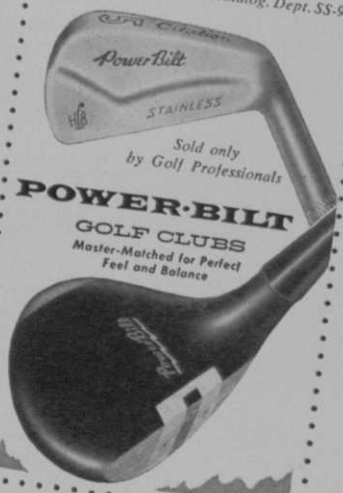


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Yes, your sales power combined with our concentrated advertising program can produce greater golf club sales than ever before. And there's still another reason why 1959 can be your greatest season — this year's Power-Bilts are the finest yet produced! Beautiful new woods with Brass Back Weight, Stainless Steel and Levelume Plated Carbon Steel irons, shallow at head and deep at toe with gracefully styled Power-Weighted backs, are just a few of the many, many features which make the Master-Matched Power-Bilt for '59 the most wanted clubs in the country. Display them — you'll see!

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Feel and Balance

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committee. Thus, we have no select groups that want to make radical changes. Each of our club workers are 100 per cent behind the board. Sure, changes are good, progress is all important, but all these things should be handled in a businesslike manner through the chain of command.

Doing club consultant work, I have had the real tough job of helping several large clubs overcome membership splits. This can break any club. It often happens when a well liked employee is fired or released. Half of the members wanted the guy fired and the other half wanted to keep him. If your club is organized to start with, things like this don't usually happen. Why? Simply because if your committees are functioning as they should be the problem can be headed off before it becomes too serious.

A pro, manager or supt. would stay at a job if only 10 per cent of the members didn't approve of him. But 10 per cent can rise to 50 per cent by word of mouth. If 10 per cent of the members want a fellow fired all they have to do is spread the word around. If a committee is doing its job this can be avoided simply by getting to the root of the trouble when a whispering campaign is started.

Organization Can Reclaim It

I have helped 40 or 50 small and large clubs a year with their problems. Some have good ideas but don't know how to put them to work. Some can't keep a manager and want to know why. Whatever the problems have been, I have always tried to solve them with a plan of organization, added a little deputizing and topped it off by suggesting proper supervision.

It would take twenty volumes to bring out the complete picture of the value of organization. No club problem, building program or activity can be solved without it. If you can make 75 per cent of your members proud of their club you can do most of the things you want to do. If a member is made to feel that he has an obligation to perform some job for his club he usually will go along with you. The club member who is working on some committee is the last member to fight club progress.

Cost of Belonging

Another real danger arising in many clubs is the cost of belonging. Directors and officers are going to have to face club responsibilities with the same ideas that they use in their own business. Again I have found that with good committees

working under the supervision of a board the cost of all operations can be kept down.

Board members are going to have to learn to say no on occasions to committee friends. Boards are going to have to appreciate the ability of members to pay the freight. Boards are going to have to appreciate the fact that you have to select your own members on any program or function the same as any commercial venture. Boards are going to have to keep the members informed of all club progress and problems involving financing. The more you charge your members the more you are going to have to account to them. You can only tax people so much and then the bottom falls out.

1952-58 Golf Day Fund Distribution Listed

Since 1952, National Golf Day has netted \$666,000, all of which has been turned over to golf charities and other worthwhile projects. The biggest beneficiary, according to the PGA, which sponsors the Day, has been various caddie scholarship funds. Altogether, they have received \$173,930. Figures for 1959 are not included in the Golf Day distribution.

Other organizations which have received substantial contributions are:

USGA Turf Research	\$ 62,700
Jaycee War Memorial Fund	46,400
PGA Educational Fund ..	45,000
PGA Relief Fund	23,300
PGA Benevolent Fund ..	16,400
National Amputee Golf Assn.	26,500
Am. Women's Voluntary Services	13,000
U.S. Blind Golfers Assn.	3,000
United Voluntary Services	9,500
GCSA Research & Scholarship Fund	1,000

Other organizations which have received Golf Day contributions, but not in the last two years, are: USO, American National Red Cross, Babe Didrikson Zaharias Fund and Institute for Crippled & Disabled.

Last year the U. S. Olympic Committee was given \$1,000 in Golf Day receipts.

Until 1958, funds allotted the USGA for research and education were given directly to colleges and universities designated by the USGA.