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All Clubs Invited to Take Part in Golf Day

Every golf club and course in America has been invited to participate in National Golf Day. The PGA will sponsor the 11th annual observance of the nation-wide competition June 2.

Invitations to participate in National Golf Day have been sent to every club and course, every golf club president and to every golf professional. In addition, the governors of all of the 50 States have been asked to recognize National Golf Day through proclamations or official statements. Twenty-one Governors have already made National Golf Day "official" in their states, and three others have indicated that they will do so.

On National Golf Day, and during the entire period from June 2, through June 10, golfers of America will donate \$1.00 or more per round to compete against the nation's two major champions. The "target" score will be established on the

5th when Jerry Barber, 1961 PGA Champion, and Gene Littler, 1961 USGA Open winner, meet in an 18-hole "round of the champion" at Aronimink GC, Newtown Square, Pa.

How They're Scored

The nation's golfers will match their own scores in relation to par to the score of the winner of the "round of the champion". Men will use their club handicaps plus three strokes, and ladies their club handicaps plus 10 strokes. Those who do not have established handicaps can use the Callaway system.

Through the years, Golf Day contributions have amounted to \$160,705 for the United Service Organizations, \$63,392 for the American Red Cross, \$2,584 for the Babe Didrikson Zaharias Cancer Fund, \$2,000 for the U. S. Olympic Association and \$1,584 for the Institute for the Crippled and Disabled.

Golf charities and worthwhile golf projects have benefitted from National Golf Day from its inception in 1952. During the last six years, National Golf

GET SOUND GUIDANCE

on PLANNING, BUILDING and OPERATING

GOLF FACILITIES

from Golf's clearing house of information

PLANNING INFORMATION FOR PRIVATE COUNTRY CLUBS

A compilation of practical, current data and information on planning and organizing the private golf and country club which includes a Planning and Organizing Guide, national growth, statistics, course planning and building information, excerpts from Excise Tax Laws outlining exemption from Club Dues Tax of certain payments for construction, architects, sample construction contract, suggested list of course maintenance equipment, suggestions for golf by-laws, data on club memberships, dues and fees, details of successful membership campaigns, club financing plans, sample club brochure, a clubhouse planning and evaluation checklist, and a brief study on developing golf course subdivisions. \$7.50 each.

PLANNING THE GOLF COURSE

This 96 page, 8½ x 11 inch (hard cover) book takes the guesswork out of golf clubhouse design with specific facts on various clubhouse facilities and the space they require, based on the size and type of membership to be accommodated. This data has been drawn from the practical operating experience of American golf clubs over many years through a study conducted by the Building Research and Development Corporation of Chicago. The only book of its kind. \$9.00 each.

GOLF EVENTS

A 43 page, 4 x 9 inch check list of 101 tournament and novelty events that can be used to make any golf program varied and exciting. A definite aid to the golf chairman faced with the problem of 'coming up with something new.' Lists types of events and tournaments of any length desired, from day-long to season length programs. 50¢ each.

PLANNING AND BUILDING THE GOLF COURSE

A complete, 32 page, 8½ x 11 inch fully illustrated guide for the design and construction of the regulation golf course. Includes: Selection of the Site, Soil Factors, Power and Water Availability, Natural Golf Features, How to Design a Golf Course, Golf Course Costs, Construction and Construction Equipment, Construction of Tees, Fairways and Traps and Greens, Maintenance Equipment, Watering Systems, etc. \$1.00 each.

GOLF OPERATORS HANDBOOK

A 112 page, 8½ x 11 inch book of complete planning, building and operating information on miniature golf putting courses, golf driving ranges and par-3 golf courses. Contains ideas, data, photographs and plans based on the actual experience of hundreds of golf operators all over the United States. \$3.00.

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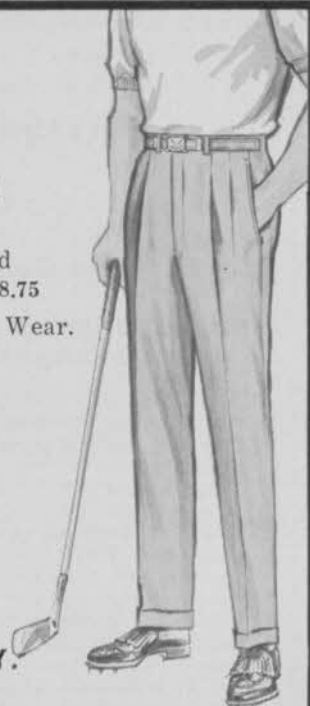
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Fund, Inc. has concentrated on these beneficiaries, since other charities have other sources of income.

\$621,380 to Charities

A total of \$621,380 has gone to golf charities and worthwhile golf projects in the last 10 years, compared to \$230,267 for non-golf activities. Thus, the overall contribution has been \$851,647.

Caddie scholarship funds have received \$229,930, and turf research and education fund of the USGA, \$87,000, the Jaycee fund for the promotion of Junior golf \$55,400, amputee golf \$38,600 and blind golf \$23,100.

The Scholarship and Research Fund of the GCSA has received \$21,700, United Voluntary Services \$18,300 and American Women's Voluntary Services \$13,550. National Golf Fund Inc. has contributed to three PGA activities, allocating \$75,500 to the educational fund, \$33,900 to the relief fund and \$24,400 to the benevolent fund.

Ten Countries in Southeast Asia Golf Championships

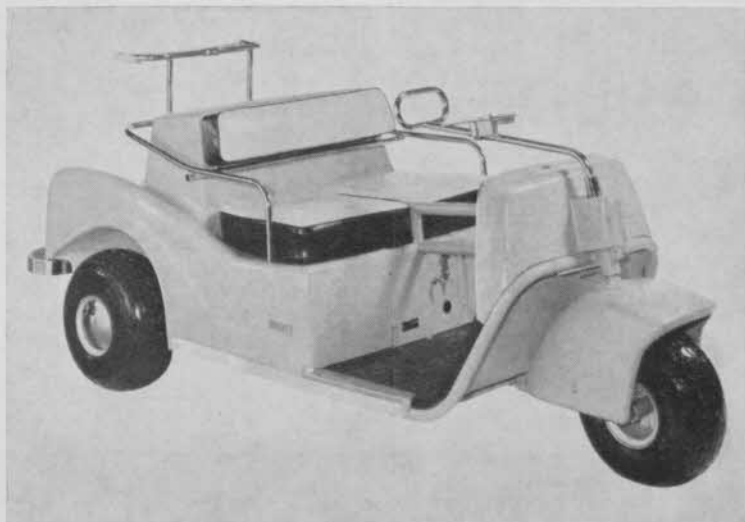
More than 10 countries are expected to compete in the second annual South-East Asia golf championships to be held in Kuala Lumpur from June 19 to June 23.

Teams from Burma, Thailand, Hong-kong, Vietnam, Indonesia, the Philippines, Singapore, Borneo, Brunei, Sarawak and Malaya are likely to participate for the "Putra" challenge cup, presented by Tunku Abdul Rahman, the prime minister of the federation of Malaya.

Each team will comprise four players but the lowest scores of three will be taken for the team championships. The player with the lowest score wins the individual championship title.

The Selendor Golf Club course was also the venue of the recent Malayan open golf championships which attracted more than 70 international stars.

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David Stephenson (second from left), vp of the Trans-Miss Golf Association, congratulates George E. Turner, Charles D. Berry and Charles K. Curry, who are attending Texas A & M.

Trans-Miss Has Scholarship Fund for Agronomy Majors

For the past several years the Trans-Mississippi Golf Assn. has been sponsoring a program that helps aspiring supts. to obtain an education. Youngsters who major in agronomy and take turf science and soil analysis as a specialty while in college have a chance to qualify for scholarships amounting to \$200 per semester that the Trans-Miss organization provides.

Selection of the boys is made by faculty committees that base their choices on academic interest and scholastic records. At the present time, 16 boys are receiving grants from the association and more are expected to benefit in the future.

Senior members of the association have been the major contributors to the scholarship fund. The association also helps the students locate jobs, but demand for qualified young agronomy majors is so great that this doesn't pose much of a problem. Assisting in the placement of the youngsters and serving as an adviser to the Trans-Miss in the program is Marvin H. Ferguson, research coordinator for the USGA.

Change Rutgers Turf Dates

Due to a conflict in schedules it has been necessary for the Rutgers University agricultural experiment station to push its turf field days ahead one day. The program will be held on Aug. 7-8 rather than Aug. 8-9, as previously announced.

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**Clarkson Sticks to Book;
 Runs Solid Operation**

(Continued from page 42)

attention to bookkeeping details by saying that if General Motors knows what it owns right down to the last bolt and nut, why shouldn't he know how many sport shirts he has on hand? In any event, running inventories on every item handled in the Glen Echo are kept up to date and nothing is bought until after the purchase journals are consulted. Ledger accounts also are kept on every member and have been since 1951. They play an important role in the shop's sales picture.

"We can go back and tell you how much every single member spent in the shop in 1955," says Clarkson. "These records aren't kept out of mere love for dealing with figures. There is a purpose behind them. They give us an idea of how much each person will spend every year, when he last bought a set of irons or woods or a bag. In short, they enable you to know your customers and whether they are buying as much as you'd like to sell them. I won't go so far as to say that we set up quotas on individuals, but in a pro shop operation you come to depend on getting so much annual revenue out of each member and it's only good business to go after it. Ledger accounts that go back a few years are the only guide for doing this."

Three Sales A Year

But as closely as Clarkson watches his buying, and in spite of the thorough sales records he maintains, he can't get away from holding at least three sales a year. He has carefully charted the ups and downs in his business and finds that late June and late August and, of course, mid-October, when the season is coming to a close, are the best periods for holding clearances. Only sportswear and shoes are discounted. It is rare when clubs are sold at cut rate at Glen Echo. To further protect his club market, Clarkson doesn't sell trade-ins to members.

The Normandy pro charges \$18 a year for storing clubs and besides regularly cleaning and repairing them, winterizes them. He operates the golf car concession, charging \$7 for 18 holes and \$4 for 9. There are 26 cars in the Glen Echo fleet, all of which are leased. On weekends and holidays, one of the assis-

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tant pros ranges the course, ready to make repairs on any vehicle that isn't functioning as it should.

Clarkson's No. 1 assistant until this year was Ross Horst, who was called into service late in 1961. Homer Wolf now is filling the assistant position. And, of course, Don can always call on his father when business around the Glen Echo shop starts stirring and becomes a little more than the regular staff can handle.

When the Normandy shop was renovated late in 1959, the elder Clarkson collaborated with his son in drawing up the new design. Racks, display cases and counters are either built into the walls or adjacent to them so that the center portion of the rectangular display room is kept open except for a lounge area at one end of the shop. The room is 20 feet wide by 40 feet long and is finished with sandstone tinted plastered walls and light oak fixtures. The carpeting is green as are the drapes that can be drawn across four large windows.

Don Clarkson is a former president of the Eastern Missouri PGA and now serves as its tournament director.

Plan and Records Increase Efficiency, Cut Costs

By Donald MacKay, Sr.
Supt. Hartford (Conn.) CC

Just what do we mean when we speak of "increased efficiency" as applied to a golf course?

In the first place we have to have a plan in order to apply our mental and physical efforts and those of our staff, plus the work of our machines and materials, efficiently.

We can't merely say we are going to do the job more efficiently unless we make up our own scorecard in advance to enable us to determine whether or not we have succeeded.

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