fundamental soil fertility studies; insect
and disease identification and control;
irrigation; course planning,
and record keeping. A corps of nine
instructors, specialists in these fields, will
conduct the classes.

Enrollment will be limited to the first
fifteen applications received from qualified
men. Detailed information can be had
upon writing Prof. H. B. Musser, State
College, Pa.

Plans are being completed for an anni-
versary celebration this year to mark the
tenth annual Pennsylvania Fine Turf Con-
ferece, to be held at the college from
February 22-25. It is hoped at least 200
Pennsylvania greenkeepers will attend the
meetings.

MANAGERS PLAN BUSY CONCLAVE

KEYNOTE of the twelfth annual convention of the Club Managers Asso-
ciation of America will be 1938 program building for golf and city clubs.
Association officials have been conducting extensive investigations into club
policy and operation problems that
managers believe will figure as major
factors in 1938, and returns to ques-
tionnaires widely circulated among
managers will determine subjects of
convention talks.

The convention will be held at Hotel
Peabody, Memphis, Tenn., January 18, 19
and 20. Elmer M. Ries, manager of the
Colonial CC, Memphis, and chairman of the
1938 Managers’ Convention committee,
has been engineering business and social
schedules which promise a new high in
convention interest. James A. MacGoogan
of the Youngstown (O.) club, is president
of the association, Wayne D. Miller of the
Cincinnati (O.) CC, secretary, and
Charles C. Dyer, Houston (Tex.) club,
treasurer.

Here’s List of Problems

Among the major program sections on
which the manager members of the asso-
ciation have suggested the loud pedal be
applied are:

Membership (A) How to hold the ones
we have. (B) How to get new ones of
the right sort. (C) What to do to make
them club users. (D) Should this be a
year around job? (E) Should we have
membership drives?

Beverages (A) Production. (B) Buy-
ing. (C) Selling to members.

Food (A) Production or origin. (B)
Preparation. (C) Selling to members.

Town-Country Clubs (A) Difference.
(B) Competition of town club and country
club. (C) How could one help the other?
(D) What can they learn from hotel man-
agement?

Among questions to be considered at
the conferences on January 18 and 19 are:

What creates additional initiative in a
club chef? What makes a head waiter rate
maître d’ hotel in service? When does a
club member order with an educated note
for food and drink? Where does all in-
spiration originate in the clubhouse?
What is the outstanding difference be-
tween a club and hotel?

What does a club member get for his
dues? Should all departments of a club
operate at a profit or should they be par-
tially subsidized in dues? Should club en-
tertainment be self-supporting or must it
be subsidized? Is direct music or cover
charge practical in a club having dues?
Do you have any ideas to make the public
more club minded or club conscious? When
are we going to establish a clearing house
for club managers to better employment
at better salaries and discontinue the
practice of many destructive turnovers in
personnel?

Is there not some way we, as an asso-
ciation, can help select better managers
for these vacancies? Should we not recog-
nize men with college training in our pro-
ession? Is not an important function of
this association keeping the flow of experi-
enced managers before those who hire
managers? What to do about the dues and
admission tax. What to do about the wis-
dom of passing direct taxation on to the
members in a form they will recognize as
a tax and not blame the management for
increased cost over which they have abso-
lutely no control.