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Managers Meet March 4-7 in Chicago for Annual Convention

War-time club operations as the theme of the 16th annual convention of the Club Managers' Assn. of America is expected to draw the organization's largest attendance to the Drake Hotel, Chicago, March 4-7.

If clubs justify themselves in performance and stabilize themselves to war-time conditions managers' jobs will be fortified. On that account managers intend to conduct at Chicago their most specifically valuable sessions.

Tax problems, of course, will be one of the big subjects. Ed Horgan of the Dept. of Internal Revenue and specialists from Horwath and Horwath will discuss and try to clarify the frequently bewildering subject of club taxes.

But operating, promoting and management matters will have the edge over the tax sessions for the reason that managers see the job of attracting patronage to the clubs and serving it with satisfaction, distinction and efficiency, is what's going to determine the destiny of many country and city clubs. Managers' attention is centering primarily on how to sell the club to the community during the rough months ahead.

Jacques DeJong of the Beach Point Club, Mamaroneck, N. Y., will preside over the country club managers' sessions. Golf and country club managers who have topics they'd like to have handled at these conferences are asked to send their suggestions to DeJong or to Frank Murray, Glen View Club, Glen View, III. Murray is on the program committee of the Chicago Chapter CMAA, which is host to the convention.

Much interest will be shown in the annual publicity contest exhibit. Managers are invited to send samples of their club publicity to C. R. Bangs, Club Mgrs. Convention, Drake Hotel, Chicago, in time for assembly and display.

Clubs Report War Plans

Many reports of club plans for war-time activities will be presented at the convention; considerable of this material coming from the research recently made by the National Golf Foundation.

Duncan Hines of Adventures in Better Eating fame, Ferre C. Watkins, president of the Union League Club of Chicago, and