After Labor Day

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over them, my, how they shimmered!

How do members know of these accelerated fall activities? The same way they know of summer ones—by mailers and monthly calendars telling of routine and special events.

"We make our mailers attractive," says Markham. "For our Pow Wow Dance notice, we decorated the mailer with colored pictures of Indians and invited 'Heep Big Chief to bring his Squaw where Free Firewater (Scotch & Bourbon) would be served with Dixieland Music.' Attractive mailers arouse club interest—particularly after summer."

In summing up, the challenge of the after Labor Day slump can be met by club managers making imaginative use of foods, parties, dancing classes, organizational dinners, group sports participation and attendance to symphonies, theater and opera functions.

Markham believes a club is a club of the present and future, one not "sitting on its hands."

He anticipates the fall and winter as a most productive part of the year for the members and for club business.

Editor’s Note — Lynn Markham is a Certified Club Manager. After World War II, he built and managed his own hunting lodge in Kodiak, Alaska. He then returned to Seattle and became manager of the Seattle Town and Country Club. Later he managed the Oklahoma Club, and Oklahoma's famed Petroleum Club. Today, he manages the 750-member Amarillo C.C. in Amarillo, Texas.

Fownes acquires All*Star

Fownes Brothers Company has announced the acquisition of All*Star Industries Corp., makers of the All*Star crown model golf gloves, golf jackets and balls.

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