

MANAGERS TO MEET **WALDORF** JAN. 14-16 AT

Club Managers Association of America will holds its tenth annual convention at the Waldorf-Astoria, New York City, January 14-16. Better house-operating figures last year gave managers revived hope and interest which is being reflected by indications of a large attendance at the New York sessions.

Generally the failure of recent officials to make good on promises made when the depression hit hard by their predecessors to restore pay cuts to managers has not had an effect conducive to spirited conventions of club managers. Managers who are expected to spend their own money to attend educational affairs for the benefit of their clubs haven't had the money to spare.

The attitude has been in a large measure one of desperate resolve to preserve, as a matter of the managers' individual pride, some semblance of the club operating standards that formerly existed. Now that the hotel business is greatly improved the job situation is opening up and competent, active managers either must be paid a good wage at clubs wanting first class operation or many desirable men will quit club work for hotels.

Program Based on Poll

A poll was taken of members in compiling the convention program. This poll resulted in deciding on the following schedule of educational conferences to be held January 14:

"Accounting," by Louis Toth, Horwath & Horwath. Frank H. Murray (Ravisloe CC, Homewood, Ill.) will act as chairman of this conference, which will consist of a talk by Mr. Toth, after which he will answer any questions put to him. This same procedure will follow on the other educational conferences.

"Bar Equipment." Discussion led by authority from bar equipment manufacturer, with J. A. MacGoogan, (Youngstown Club, Youngstown, O.) as chairman.

"Glassware." Representative of glassware concern will lead discussion. Charles R. Murphy, (Toledo Club, Toledo, O.) will act as chairman.

"Interior Decorating." Raymond Anthony Court of Court Studios, Inc., New York City, will give the talk which will be

presided over by Fred H. Crawford (Pendennis Club of Louisville, Ky.)

"Linens." A representative of a fine linen house will talk on what to buy in linens and why. Chairman, Harry J. Doherty (Union League Club of Chicago).

"Menus." Thomas P. Jones, (Harvard Club of Boston) chairman. Discussion led by G. L. Wenzel of the American Menu Maker Co.

"Publicity." Harold L. Ross, publicity director of Indianapolis AC will talk on the correct publicity for a smart private club. Fred L. Wood, Denver AC, chairman.

"Wines." G. Selmer Fougner, wine editor of The Sun, New York newspaper, will lead the discussion on wines.

Chairman of this educational conference will be J. A. MacGoogan, mgr. of the Youngstown, (O.) club.

Prestige the Key-Note?

Opening activities of the convention will be a directors' meeting starting at 2 P.M., Jan. 13, when Pres. H. J. Foerster of the association will get his aides assembled to discuss progress made in attempting to bring back club prestige by the operating methods of 1935 and outline the general policies of 1936.

Privately, many club managers confess to a serious slump in operating standards of city and golf clubs despite a general improvement in the financial and membership conditions of the clubs. Reason for the drop is low wages for which managers cannot get enough staff or men of the right qualifications and interest to maintain the traditional standards of club operation. At this point the managers are whipped by officials' policies and as the officials usually are only in office for a one year term (at which time they can retire and let the manager reap the harvest) the operating men's problem has them dizzy but still going with the hope that springs eternal.

Significant of changed conditions was the selection of the Waldorf-Astoria as the managers' meeting place. In the old days, hotel men used to go to leading clubs for the latest dope on operating for the most discriminating group of the nation's socially inclined good livers. Now the tide

turns and club managers find themselves scheduled to study departments of the Waldorf, a hotel that a few years ago was in hock far deeper than country clubs but which worked its way out by leaving the problem in the hands of competent men.

Reports of officials and sectional chapters of the association will take up Tuesday afternoon. Lucius Boomer and Oscar of the Waldorf executive force will address the managers. A. O. Eberhart, former governor of Minnesota, will speak.

As usual the entertainment program of the convention, which in itself is an educational feature, will be crowded into the late afternoons and evenings.

William Norcross will preside as general chairman of the convention.

The usual fare-and-a-third round trip arrangements have been made with the railroads. Certificates may be obtained when purchasing railroad tickets.

Sports Good Dealers to Have Two Meetings in January

TWO camps of sporting goods dealers will have association meetings in January as a result of a split on the policy of holding convention exhibits. The original body, National Sporting Goods Distributors' Assn., will meet at Hotel Carter, Cleveland, Jan. 19 and 20. A merchandising clinic will be held, but no exhibits. Features of this program expected to be a wrestle with price-cutting problems and a report on athletic market development.

Newer organization is American Sporting Goods Assn., with its convention and exhibits to be staged at Hotel Sherman, Chicago, Jan. 26 to Feb. 1. Store problems will be focus of this association.

On neither association program have pros a place, although the pro's part in sport goods retailing is conspicuous.

GOLF'S MARKET PLACE

ARTHUR D. PETERSON, 420 LEXINGTON AVE., NEW YORK CITY, is moving into larger quarters at the same address. Pete's outfit also is enlarging its personnel and territory to cover more of the golf course maintenance field with the extension line of equipment and supplies shown in the new Peterson catalog.

All records for past five years in volume of fall bookings for spring delivery have been broken during the past three



This handsome display case will be furnished pro-shops this season by Wilson to boost ball sales.

months according to manufacturers of golf equipment in the LYTTON BUILDING, 14 E. Jackson Blvd., Chicago. Sales increases ranging from 35 to 60% over the same period last year are shown by the various companies.

Greatest increase was shown by the Kroyden Co., with a 55% jump. According to J. B. Carnell, Chicago district manager, every item from balls to bags, has been included in the heavy advance buying. The conviction that golfers are again in the mood to buy the highest quality equipment has prompted his company to put on the market a new club selling for \$17.50, Carnell said. Orders for it began arriving shortly after it had been announced.

N. B. Cook, manager of the local office of the Burke Golf Co., in reporting an increase of more than 35% stated that sales of golf bags have been greater than at any other time in the past decade. The reason, Cook believes, is that players who have gone along with their old ones for years, now with more money in their pockets, have decided to replace the shabby old equipment. Burke offices in all parts of the country report similar sales increases, Cook said.

KENNETH L. BURGETT, PEORIA, ILL., who for several years has been partner and general manager in the Harley O. Potter Co., makers of Glovette golf gloves and leather club-caps, has acquired control of the Potter Co., which now is called The K. L. Burgett Co.

Al Link of LINK, LYON, INC., NASHVILLE, TENN., makers of MacSmith clubs, reports lively buying activity of pros on higher price clubs. Link says numerous wise pro merchants are going