

Cincinnati District Clubhouse Business Shows Increase in Operations

VOLUME of clubhouse business operations for 1938 in the Cincinnati section has in most cases increased over previous years, according to Wayne D. Miller, Cincinnati CC manager, and secretary of the Club Managers Association, who gives GOLFDOM an outline of trends in club operations in that vicinity during the past year. Miller continues:

"I believe I can safely say that within the past couple of years, by the slow process of building up the use of wines with dinners, we have been able to get closer to what we call a better class of cuisine. However, our big demand, generally, is for low-priced meals. Invariably, some club member will drop \$5.00 in a slot machine and then turn around and kick about paying a dollar for a dinner.

Wage Boosts

Raise Labor Costs

"Labor costs around Cincinnati have been a little higher than a year ago, the reason being that a year ago cooks and chefs demanded clubs raise wages, which was done. That makes quite a little difference in labor costs over a year's time. Other types of labor cost have remained about the same. Food costs, it has been my observation, have been somewhat lower throughout the year as compared to a year ago.

"When the Board of my club considered it advisable to reduce liquor prices, I made a survey of all the local clubs, including city clubs, to determine whether it would be wise to cut prices. I found from this survey that they all faced a decrease in the volume of bar sales, a decline that appears to me to be only natural. My reason for that is because I believe people have had time for a full fling at a plentiful supply of alcoholic beverages. My general observation has been, especially in the last 6 months, that people will enter a bar and take only the one or two drinks that have become their daily habit. That leads me to believe that the consumption of liquor will remain lower than it was, but not much lower than at present.

"We are looking forward, however, to a gradual increased volume of wine consumption, the reason being that most table

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wines of the better French importations are just now getting to prices where people can afford to buy them. It is my belief that the better class of clubs throughout the country will show an increase in this class of beverage, which may offset any decrease in liquor volume.

"From my observation on operating problems for 1939, I am inclined to believe that clubs which exert every effort to operate as a club will be the gainers. Too many clubs have made the mistake of admitting too many of the public. This practice tends to tear down the purpose for which most clubs were formed. Business indexes indicate things are going to improve, and I think that in itself should tell the club manager to get his house in order and expect a favorable year in 1939. With the war scare past, at least for the present, and with business improving, we can expect clubs to be well patronized by the membership next year."

Inter-Club Swimming Event Stimulates Interest, Increases Club Income

HERE'S an annual inter-club event for clubs with pools begun this fall in the Chicago district and worthy of promotion in other districts:

On invitation of the Oak Park CC, junior swimming teams from twelve Chicago district clubs met at the Oak Park pool on September 4 for the first annual invitational inter-country club swimming and diving meet. Boy and girl contestants were from the immediate families of each club's membership and the age limit was 18. A total of 44 swimming and diving events were on the program.

Although Oak Park officials are quick to deny that the meet was sponsored for any purpose other than furnishing an athletic event, it is not out of order to report that Oak Park's dining room and bar did capacity business the day of the meet.

GOLF'S MARKET PLACE

News from the Manufacturers on "What's New for 1939" in the Golf Field

In conformity with their new distribution policy, A. G. Spalding & Bros. announce that their new line of Jones Tournament woods and irons is to be handled exclusively by pros. Features of the line of woods include new pear shaped heads with more nose. They are Power Weighted,

of the Jones Tournament line of irons is a shorter hosel, which goes beyond sole weighing, giving added distance.

Both irons and woods have the new cushioned form grip, which is an improvement over last year's form grip. A strip of soft rubber up the back takes the shock out of each stroke, and eliminates finger fatigue. The Tournament line of woods and irons was designed by Bobby Jones in collaboration with Spalding experts.



which means added distance per drive. Power Weighted also decreases the percentage of error when the ball is mis-hit. An added feature is Fibre Face for greater permanency of head. A feature

Wilson Sporting Goods Co., Chicago, has adopted a very definite policy relative to the sale of merchandise through the golf professional for 1939. This policy is such that the K28 and K28D balls will be sold exclusively through pro-shops. They have also developed a new, high-grade line of balls in the other price ranges: the Turf Rider, 50c retail; the Round Up, 35c retail; and the Wil-Win, 25c retail. The sale of these balls will also be confined to the golf professional.

A new Turf Rider wood has been developed, the Aerflo Turf Rider. This is a \$10 wood that has been tested and approved under actual playing conditions, and will, unquestionably, prove to be a more satisfactory and popular model than the present Turf Rider wood. The popular Sweepstakes wood has been improved by the addition of a new laminated, impregnated face, and will be listed with a