

A slogan that many golf clubs will find most appropriate in these critical times is: "Keep 'em Swinging," suggested by Morton G. Bogue, a USGA vice-president. Virtually simultaneously with the USGA release, came the same slogan from Dudley H. Robinson, secretary of the Eastern New York Golf Assn. Perhaps your club has, and is using another slogan, similar to the above. If you have one, GOLFDOM would appreciate hearing about it.

cluded" should be printed on the announcement and tickets.

"3. For our New Year's Eve party we are charging either \$6.00 or \$7.50 per person, which includes supper, dancing and entertainment. It is our intention to absorb the tax and when we publish our price we shall put under it "tax included." For the purpose of making our admissions tax return, if the price is \$6.00 a person we shall charge \$3.00 for the supper and \$3.00 for dancing etc. which will mean 30c tax per person.

"If the price is \$7.50 per person, our charge will be separated \$4.00 for food and \$3.50 for dancing etc., which will require an admissions tax of 35c per person. The Internal Revenue office understands that the cost of food, including service, is higher on New Year's Eve than ordinarily and concurred that these separations were both reasonable and acceptable."

"If admission tickets are printed, the Collector of Internal Revenue of the Fifth District of New Jersey would like a sample ticket sent to him at Newark. Taxes on Admissions should be returned on Treasury Form No. 729."

Need New Members? One club reports success with this plan: No initiation fee *** instead the new member puts up an amount equal to the dues for the last six months of his first year *** This amount is placed in escrow (call it reserve if you wish.) *** New member then pays regular dues by the month for the first six months *** At the end of that time, even if he is not yet sold on the club as a permanent investment, he is bound to use it for six months more since he has already paid all the dues for that period *** When the 12 months are over, the club usually has made him a permanent member of its family *** If not, well, what can you lose? —From CMAA President's News Letter.

February, 1942



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