

# Let's Take Inventory

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**M**ANY club executives have probably taken inventory of their situations and reviewed their operating factors very carefully. To those who have not, let me urge that it be done immediately. This study should not be general or casual. The greater the care and detail with which it is prepared, the greater the benefits it will yield. Write it down.

It is surprising how many thoughts will be retained if we place the apparently obvious in writing. Take time to find out exactly what procedure is followed in each nook and corner of your operations, and the result will be that every small operating practice will receive attention. Not only that, but when operating requirements change, you will have before you a clear picture of your present practices and can thus start without delay to make changes meeting the problem presented.

## Kill Idle Attractions

When an inventory has been prepared, it is of course necessary that it be used. Each item, each procedure, should be carefully considered and economies in expense and improvements in service and priorities will probably force either a modification or, in some cases, an abandonment of many club policies which have for years been sacred traditions, even though long outmoded in the commercial operator's eye. The rugged individualism of the past must be discarded for the ultimate in simplicity and efficiency. In short, there should be nothing so traditional in the club that it cannot be changed, if that change makes for operating economy or a healthy increase in revenue. Have you some departments of your club, patronized by but a few members, but costly to operate? Is it fair that these few members be favored at the expense of the other members?

It is expedient that every effort be made to educate members as to their need of the physical and mental relaxation their club affords them. They should be educated to the point where they will consider it a questionable economy to dispense with their membership.

Many men are spending much more time at their places of business, and

are thus prevented from using the club to the same extent as heretofore. Cognizance should be taken of this fact and careful consideration should be given to the possibility of rearranging membership schedules so that the dues and charges paid by these members can be made commensurate with the use they are obtaining from the club. A step in this direction was taken by some clubs years ago. These clubs rearranged their dues schedule on the basis of a comparatively low general membership dues for each club facility that the member wished to use.

Present day salaries have brought many people into a higher category where they feel they can afford some sort of modified club membership. On the other hand, a higher cost of living and increased income taxes have brought other people into a position where all they can afford is a modified membership. Also, it should be remembered that gas and tire rationing, as well as other transportation difficulties, tend to dam up increased spending power in certain areas. The country club that can tap this spending power has gone a long way toward solving its income lost through members entering the armed forces. While I know that it would be disastrous to open your doors to men and women who would not congenially fit into your present membership, I can name more than one club that continues to be in financial difficulties because, through the years, it discouraged acceptance of new members. All too often, clubs have also in this respect lived in the past, oblivious to the present and future.

## Don't Bow to Tradition

The most important thing is that club managers and other officials quickly recognize each problem and promptly take definite steps toward its solution. Whether the problem be one of internal operations or of membership policies, it must be considered in the light of present conditions and solved quickly without regard to former practices. No one can lay down a cure-all or a set of rules which will guarantee success, and each individual club must deal with its own problems.

If conditions reach a point where you

cannot operate, recognize it quickly and close up shop, possibly for part of the year. But remember this requires careful study, also, to determine if it would be more economical to do so.

Some clubs have abandoned their own quarters and gone to live with another club. Retaining their own individuality, they have combined their incomes and expenses, and apparently live happily together.

Something further should be said about selling prices in our club restaurants and bars. Have you increased these selling prices, and reduced the number of selections on your menus, and even prepared smaller portions? Other clubs have done this after suitable propaganda to acquaint their members with the fact that they must take less and pay more for it.

Special privileges to those members who demand them is one of the evils so apparent today when costs are rising so rapidly.

There are continuously being published in your club magazines, and in hotel and restaurant publications, many valuable suggestions for expense reductions. The list is being added to every month. It is comforting to hear about and read these suggestions, but they are utterly useless unless put into effect.

## Ernie Way, Pro Vet, Dies After Prolonged Illness

**E**RNIE WAY, veteran of American golf, died at Miami, Fla. June 12. Ernie had suffered a stroke in October, 1942 while supt' of the Detroit GC and had gone to Florida hoping to regain his health.

He was born at Westward Ho, England, and came to the U. S. in 1898 to take a pro job at Pittsburgh. In 1906 he went with the Detroit GC as pro. He stayed there until 1919, building the club's two courses among his other work. He later became pro at Pine Lake, then returned to Detroit GC as supt. He designed and built a number of excellent private and public courses.

Two of his brothers, Jack and Bert, both of the Cleveland district, also are highly esteemed pro veterans. Another brother, Charles, and a sister, Ada, are in England. He also is survived by his widow, a daughter, Mrs. William B. Crawford, of Detroit, and a son, Walker, of Cincinnati.

Ernie was a charter member of the

## HOW MUCH NON-HIGHWAY GAS DID YOU USE?

The USGA Green Section would like to obtain figures on the amount of gasoline used last year for turf maintenance on golf courses, particularly in the Eastern states. The Green Section seeks this information from clubs that have their records kept to show the amount of off-highway gasoline used per season, so in submitting your figures please see that course maintenance gasoline is distinguished from highway uses of gasoline such as club buses, etc.

Please send data to USGA Green Section, Room 307, Building 4, Bureau of Plant Industry station, Beltsville, Md.

national and Michigan PGA and prominent in national and sectional greenkeeper organizations. He was a grand old-timer who contributed greatly in ability, kindly temperament and high sportsmanship, to the growth of the game in this country.

## Relax; Only Onions Absorb Lead Arsenate

**P**ossible effects on garden vegetables of arsenate of lead in soil is a live topic as many clubs cooperating with the food production program had previously treated turf with arsenate of lead to control Japanese beetle grubs. Some question whether vegetables grown in such soils would absorb enough arsenic to make them undesirable or dangerous to eat. "Timely Turf Topics" of the USGA Green Section reports as follows:

"In answer to this question the Bureau of Entomology and Plant Quarantine of the U. S. Department of Agriculture cite the results of experiments on the subject conducted at the Bureau's research laboratory in Moorestown, N. J.

"In these tests the quantity of arsenate of lead added to the soil was from two to eight times the amount customarily used for grubproofing turf (10 pounds to 1,000 square feet). In spite of this abnormal treatment only a negligible amount of arsenic was absorbed by most vegetables even the first year after treatment, except for onions, which were found to contain appreciably more than .025 grain of arsenic per pound, which is the arsenic tolerance announced by the Federal Security Agency for insecticidal residues on certain fruits entering interstate commerce.

"The arsenate of lead at these abnormally high rates, however, did affect the growth of some of the plants, notably