

Preview Tomorrow's Club At Managers' Convention

By HERB GRAFFIS

APPROXIMATELY 500 managers of country and city clubs, their wives, and supply and equipment dealers attended the Club Managers Assn. of America convention at Hotel Gibson, Cincinnati, March 10-13. Golf clubs were honored by the election of Eric G. Koch, executive mgr., North Hills CC, Douglaston, N. Y., as president of the association, and by election of John J. Pomeroy, Red Run GC, Royal Oak, Mich., as v.p. Fred H. Bernet, Missouri AC, St. Louis, was re-elected sec.-treas.

This probably was the most brass-tack convention the association has had since it came into being at Chicago in 1927. The convention committee consisting of Fred Crawford, Charles R. Bangs and Joseph P. Tonetti, steered the general program closely to the "Tomorrow's Club" theme. Cincinnati hosts headed by L. Roy Leonard and Frank H. Rolfes, and with the cooperation of purveyors, took excellent care of the dining and wining sideline of the convention, which in the club managers' case amounts to a demonstration of new ideas that managers can use in staging smart affairs at their own clubs.

Of special interest to golf club managers was the conference presided over by Carl J. Suedhoff, gen. mgr., Fort Wayne (Ind.) CC. Confusion in tax matters continued to trouble golf club managers. Strongly accented was the necessity of a lot more attention to employee welfare in insurance, living conditions and other matters enabling the club to compete with other employers for desirable help at what golf clubs can afford to pay.

Uniform Accounting Again

Again the matter of uniform accounting enabling clubs to accurately compare figures was briskly discussed by country club managers. Some years ago the CMAA prepared uniform accounting forms but the system never was widely adopted. What prevented the extensive and logical

use of an uniform system was inability of club officials to realize that different standards of service were maintained, by members' insistence, at various clubs, and that there were wide variations in operating conditions at clubs.

Some favorable reports were received on bowling alley operation at country clubs. Tom Harvey, Wee Burn CC, Darien, Conn., mgr., said 4 alleys at his club netted about \$1500 annually and accounted for a jump of 150% in food business and 200% in beverage sales. The alleys cost \$12,000. E. Everett Martin, Chevy Chase CC mgr., said 4 alleys at his club net about \$800 a year. Chevy Chase caddies serve as pin boys, and the pin boy problem is no easier than the caddie problem.

Pool Location A Problem

Wayne Miller, Milwaukee (Wis.) CC; L. Malcolm Tyler, Ridgewood (N. J.) CC; William F. Roulo, Metairie CC; Richard Hirmke, Minikahda Club; Guy Erbschloe, Fort Knox Officers' Club; and Chedville L. Martin, Southern Hills CC, participated in a discussion of location and operation of swimming pools. Location too far away from the clubhouse is a headache that makes the manager want to drown himself in the pool, consensus declared. Kid problem is a delicate and persistent one around pools. At Southern Hills, kids are served from a little stand at the pool and no bottles or glasses can be carried around. A long walk at the Southern Hills club, leading from pool to locker-rooms, now has a channel containing chlorinated water for sanitation. Swimmers can walk in it or on the hot slate; as they please. Installation of separate locker-rooms for kids was regarded as a must.

The never-ending discussion on what floor material for locker-rooms again came up just as strong as it was before the war. Double matting where wearers of spiked shoes make turns was mentioned as one saving idea.

The year-around theme was mentioned often. Solon R. Featherston, Wichita Falls (Tex.) CC said his club is considering installation of a hot water system allowing year-around operation of the pool. Cash or charge basis of member payment was debated to no firm over-all decision. Difficulty of changing from cash to charging involved employees' complaints of not getting tips. Mrs. F. Buck, North Shore GC, Neenah, Wis., said their members deposit from \$50 to \$500 against which they draw for club charges.

Watch Tax Rulings

Warning was given that if the Christmas contributions for employees are NOT on a voluntary basis the income derived for the employee is taxable. If systems are set up on an exact bonus basis that bonus is taxable too. Retirement, emergency sickness and benefit funds were discussed. Caddie recruiting, management and payment also came in for considerable comment.

There was enlightening argument about accounting of restaurant and bar business; whether it's wise to depend on restaurant and bar profits instead of dues primarily as the basis of the club's financial operating plan. The country club managers' round table finished in an inclusive discussion of whether or not cooperative purchasing of clubhouse supplies was practical.

Operation Changes Impending

How improved methods and equipment are coming to the aid of clubs that will have to operate under conditions decidedly different from those of pre-war days was a hopeful note in most of the general convention sessions.

Herman A. Breithaupt, instruction chef for the Detroit (Mich.) Board of Education told how that city is training young men to be competent chefs. The job is done on a combination schooling-work basis with hotels and restaurants. The same educational plan is under way in Chicago.

R. W. Kubasta, speaking of "Air Conditioning and Refrigeration for Tomorrow's Club" emphasized that air conditioning wasn't just cooling air but meant producing comfort conditions under proper control and free from drafts. He said the biggest complaint is that places are kept too cold. Especially the employees make this complaint. Humidity is just as important as temperature. Kubasta said in talking of refrigeration. Considerable change will come into country club refrigeration with the increased use of quick frozen foods, he stated in a lively question and answer session which followed his address.

Clarence Birdseye, pioneering genius in the frozen foods industry, made an in-

tensely interesting talk on the changes that dehydrating and hard freezing make in composition of foods and what processing has to be so these foods are restored to virtually fresh condition. He forecast that in the not distant future country clubs would prepare or buy a goodly quantity of their foods and keep them prior to service in low temperature storage. He said there'd be great saving of space, elimination of waste, improvement of quality, closer cost accounting and quicker preparation. There'd be less kitchen help required, he added. The steam table would practically disappear due to quick transit of food from storage to table.

Whisky Shortage for 3 Years

For the next 3 years 85% of American whisky will be spirit blended said Raymond E. Deateale, vp, Glenmore Distilleries Co., Inc. Deateale pointed out that from 1934 to 1941 legal sale of spirituous liquor had followed national income on a basis of approximately 1½ gal. per \$1000. With increased national income now and stocks depleted because of war restrictions, bottled in bond or the better blends will be exhausted by July 1949 at which time about 100 million original proof gallons made in August, 1944, and July to December, 1945 will be ready for consumption providing they haven't been used in immature stuff. Cut from that legal shrinkage and there's left about 80 million gallons. Deateale declared that demand for grain for export to famished of other countries would reduce whisky and beer manufacture but that it would be a selfish and stupid fellow who'd complain about that.

His address made the newspaper headlines in stating that about 10% of the nation's whisky stocks are in hands of "vicious" interests, meaning the black marketers. Club managers were inclined to think he was possibly on the conservative side.

James C. Bjorkholm told of the future use of aluminum in clubs, saying that strength of aluminum now is greater than before the war and cost is lower. Lightness, durability, looks, ease of fabrication, non-toxic properties, thermal and electrical conductivity and heat and light reflectivity are other factors he mentioned as assuring increasing use of aluminum at clubs.

Louis E. Kahn said that better grades of beef come onto the market about the time when country club business gets bigger so the outlook is not bad. However the black market is playing hell with the law-abiding packers. They have to set aside about 30% of their top grades and even a higher percent of their lower

(Continued on Page 68)

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(Continued from Page 40)

grades for the government and with the black market getting a lot of the live stock the private buyer of better meats comes out on the short end, along with the white market packers. He advised freezing meat when the club manager could get enough ahead. There should be a good supply of pork, he said. Lamb and veal picture isn't bright. It would have done club members and house committee chairmen good to hear Kahn tell about the expert fussiness of club managers in buying better meat than the public generally gets elsewhere.

Class Air with Linen

David T. Park of William Liddell & Co., veteran authority on linens, remarked that there's still nothing that gives the main dining room of a club the class look of white Irish linen table napery. Color in half-linen and cotton goods fits in nicely with other dining rooms. Printed goods should be laundered more carefully than white or woven bordered goods, Park counseled. He called attention to the fact that "a sloppy table set-up, tables poorly lined up, table cloths which seem as though they had been thrown at tables" can ruin the appearance of an otherwise beautifully decorated room. Park advised conserving because "we are in for another year of short supply" in linen, cotton and half-linen goods. He suggested the managers check up with their laundrymen, who have plenty of troubles of their own, but could be reminded to use as little bleach as possible. Egyptian long staple cotton mixed with rayon is among the new materials being considered for club table cloths and napkins, Park noted.

The picture of the golf club management field was subject of a talk by Herb Graffis, editor of GOLFDOM.

Tourneys Finance Turf Research

Pres. Percival E. Furber, New York Metropolitan Golf Assn., writes presidents, green and golf committee chairmen of the association's member clubs:

"The USGA is establishing experimental stations throughout the country so experiments heretofore carried on in Washington will be held in all sections. It has long been recognized that what may be best in Washington may not necessarily apply to other parts of the country.

"The USGA has made arrangements with the State Agricultural College (Rutgers University), New Brunswick, N. J., to carry on this work for the Metropolitan district.

"Dr. Fred V. Grau, who has succeeded

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