

price. Club revenue must increase in proportion.

Wages of course labor (but not green-keepers' salaries) during the last ten years have increased 300%. Even at that price with vacations allowed and other benefits given, we do not get the same amount of work we used to get a few years ago. There are so many jobs for the offering that the labor force is more indifferent than it has ever been before in the history of golf. I am not arguing about the right or wrong of this, but we must face facts as we find them. Today it is impossible to get cheap competent help, so, while there are two jobs for one man wages will be high and might go higher.

Consider Machine Saving

We could perhaps put more machinery on the course but then again machine prices are high and skilled men with higher wages will be required to run them; even at that it would lower the costs a little. There is still so much hand labor to be done at most first class courses that costs would not vary much by the addition of new machinery. The chief benefit would be much better playing conditions due to the efficiency of new machines.

Whatever is done there are the ever

growing taxes. There are increases in school taxes, the costs of county and city government are mounting steadily higher; then too the Federal government is reaching out to get whatever it can in the form of a percentage on entrance fees, monthly dues. Above all there is the social security tax on all men and women engaged in club work which is likely to be increased unless something is done to stop the distribution of funds to improvident, lazy and selfish persons who are taking improper advantage of a worthwhile law.

Most of us thought that the postwar years would ease the burden of our profession. During the last 16 years the green-keepers and green chairmen have had an uphill fight to maintain good playing conditions for the golfers on very little money. We have seen work pile up and worthwhile projects vanish in thin air. We have witnessed steady deterioration of machinery, greens, traps and tees, so who can blame club officials for trying to improve conditions and restore the status quo. But if costs rise to greater heights and become permanent there are only two things club officials can do: Either let things drift to a breaking point or raise the revenue of the club by whatever means available.

ATTRACTIVE FOLDER LURES SOCIAL MEMBERS

Tam O'Shanter CC makes a strong and effective sales presentation of its social membership proposition in an 8-page folder written in letter style. Social memberships are \$72 a year with golf for the social members and their guests restricted to Mondays, without green fees. That's \$182.40 less than members pay for full privileges of the club. Social and regular members are required to spend a minimum of \$20 a month in house accounts at the club.

