

Building Program Races Against Inflation

Canterbury GC, scene of two National Opens, two Western Opens and numerous other tournaments, has been putting on a championship performance in golf business.

Canterbury is more than 25 years old. The original investment in the 146 acres, course and clubhouse was \$600,000. The clubhouse cost \$225,000 and was completed in the late '20s. Today the plant couldn't be replaced for more than \$2,000,000. Fixed assets of building, equipment, fixtures, etc. are carried on the books at cost less reserve for depreciation, which results in an item of \$39,920.06 carried on the books as of Sept. 30, 1947. Land is carried at cost of \$179,188.51 and other assets, mainly cash and accounts and pledges receivable give a book total of assets of \$357,150.50.

Current liabilities on the books were \$34,156. The total property debt is \$10,000.

Furthermore, the club has working capital of \$48,452 plus \$57,600 cash and pledges to a building fund. Mgr. Walter F. Vetter, Auditor Harry J. Kimpel and the club's officers and directors have kept a close day-to-day check on income and expense items of house operation to keep protected against inflation dangers. This practice, by the way, is being adopted by numerous of the better managed clubs that used to be content with getting the figures for the preceding month's operations for a director's meeting a week or so after the end of the month.

Canterbury has 430 members. Its house volume in 1941 was \$66,000. In 1947 fiscal year dining room and bar sales were \$167,000. Meals served in 1947 were 85% above 1941, with a 10% increase in membership in this period.

Look to Future

As far as the present is concerned Canterbury is in very pleasing financial condition. But that condition hasn't caused the club directorate to relax. Canterbury is getting in shape to meet any condition that might arise.

On Sept. 1 the club mailed all members a folder announcing an improvement campaign asking for contributions from members to add to the \$40,000 the club had been setting aside during preceding profitable years for needed development. To finance the clubhouse improvements it was de-

termined that an additional \$30,000 was needed. Instead of having the members vote on an assessment it was decided to present the story of the needs and ask for voluntary contributions of not less than \$80 and not more than \$100 from Resident, Social and Intermediate members and not less than \$25 from Special, Widow, Junior and Honorary members. From 418 of the 430 members \$32,723 was quickly received.

Names of members contributing, but not the amounts, were listed in the club's annual financial report.

What probably spurred the contributions to get the building job under way was the presence in Canterbury's membership of men who are authorities in the building industry. Their judgment was that the club would be better off with new facilities earning revenue than it would be to wait and see which way the inflation trend would take.

Other clubs that have earmarked funds from big income years to finance building campaigns are up against the problem of making a decision with inflation as a controlling factor.

The Canterbury circular set forth as objectives of the improvement campaign:

Make Canterbury the outstanding year around club in the Cleveland area.

Enable the members to entertain at the Club in a bright, cheerful atmosphere, with modern dining room equipment, regardless of outside temperature.

Provide a private dining room for parties up to fifty people.

Improve our meals by providing better baking, refrigeration and salad-making equipment in the kitchen.

New sanitary lockers and dressing rooms for Social members and all who wish to use the swimming pool. Plans provide for 140 additional lockers.

Snack bar and soda fountain facing the putting green, which will serve light lunches and soft drinks throughout the day.

Give our employees badly needed accommodations which we now must use as temporary dressing rooms for children using the swimming pool.

Relieve the summer-time congestion in the present ladies' and men's locker rooms

and provide badly needed new locker facilities and showers.

Additional and more comfortable card playing facilities for the long dreary winter months.

Bring our Club House into harmony and keeping with Canterbury's great golf course.

Permit us to decrease our Resident or golf-playing membership and to increase our Social membership, thereby spreading our operations over the entire year.

Employees Quarters Needed

Since 1936 when the club constructed its swimming pool a portion of quarters formerly occupied by employees has been used as temporary locker-rooms for children using the pool. Correction of this situation is one of the long overdue details of the construction program.

Canterbury, although a long way from having adequate quarters for employees, wasn't as deficient in this respect as many another metropolitan district club of high general reputation.

That condition is one that has made it difficult for many managers to get good help at the often remote golf club locations. Members seldom have any ideas of the quarters the employees have to occupy. Club directors often are not much better informed. At a board meeting, then at a general meeting of one first class club in the Chicago district, photographs of the employees' living quarters were passed around. After the evidence had been looked at there was no difficulty in having approved an assessment for improvement in this respect.

GOLFDOM has maintained for the past 10 years that if members of some prominent clubs saw quarters in which their employees have to live the members would be queasy about eating food prepared and served by people who would live in these tenements.

Canterbury's attention to this important phase of operation is shown to be excellent business by a paragraph in Pres. Homer H. Horth's annual letter which reads:

"The excellent cooperation received from our employees during these unsettled times is appreciated by the Board and, we are sure, by all the members."

The Canterbury improvement campaign also includes something that many other clubs found this spring was needed at their courses; better fairway drainage. Better tile drainage has been attained at Canterbury and a stream widened. Earth from the widened stream has been used in enlarging tees. Tee enlargement is another need of many clubs. GOLFDOM'S noticed that tee reconstruction last fall not only

pays full attention to machine maintenance but in many cases has departed from the rectangular design with results that certainly are more natural looking and more pleasing to the eye.

Wallace to Head USGA at Annual Meet, Jan. 10

Fielding Wallace, Augusta, Ga., chm. of USGA Green section since 1940 and a member of USGA Executive committee since 1939, has been nominated to presidency of the USGA. Nomination is tantamount to election at the Association's annual meeting which will be held at Waldorf-Astoria hotel, New York, at noon, Jan. 10.

Wallace was pres., Southern GA 1937-46. He was a member of the U.S. Seniors' GA 1938-43 and now is Pres. Emeritus for life of the Augusta National GC, having been pres. of that club for 15 years and sec. since its inception in 1931. He is pres., Southern Cotton Press Cloth Mfg. Co.

Totton P. Heffelfinger of Minneapolis and James D. Standish, Jr. of Detroit have been nominated for vice presidencies now held by Francis Ouimet and Wallace. Ouimet is retiring from the USGA administration to devote more time to his personal affairs. He has been captain of every USGA Walker Cup team.

Charles L. Peirson of Boston and James W. Walker of New York have been nominated to the executive committee to succeed retiring pres. Littlefield and Ouimet. Walker is son of George H. Walker, USGA pres. in 1920 and donor of the Walker cup. Isaac B. Grainger, Montclair, N.J., will be re-elected sec.; Daniel A. Freeman, Jr., Mount Kisco, N.Y., will continue as treas., and James H. Douglas, Jr., Chicago, will continue as general counsel of the USGA.

Golfcraft in New Factory at Chicago

Golfcraft, Inc., officially opened its new plant at 1700 W. Hubbard st., Chicago, Dec. 6, with a house-warming attended by many pros, club officials, manufacturers and salesmen. Pres. Ted Woolley of Golfcraft claims the new plant is "the world's most modern manufacturing plant devoted exclusively to the manufacture of golf clubs." Layout, construction and equipment of the plant gave him excellent basis for his claim, according to many competent observers who attended the opening.

Change-over from Golfcraft's old plant was made smoothly and production at high level was quickly attained in the new location.