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HOST TO USGA AMATEUR CHAMPIONSHIP

Aerial view of Oak Hill CC, Pittsford, N.Y., (near Rochester) where the rugged East Course is being toughened up for the Amateur field which tees off August 29 for the 49th USGA Amateur Championship. Generally higher rough, narrower fairways and new trapping is in store for the simon pures who'll be after the crown now worn by Willie Turnesa.

cliques and groups in a club whose comprehension and knowledge always surpasses those who really should know. They usually have all the panaceas.

Now the gravy train appears to have been derailed and the hue and cry from members in general will be for a reduction in the pricing policies of the club in charges for food, beverages and other services.

This is in accord with the times and it is fair provided the management has been supplied with adequate dues income to cover the fixed expenses such as rent or other real estate costs; light, heat and power, house and administrative salaries, repairs and renewals, legal and accounting fees, and an appropriate standby allowance for operating departments. As I have pointed out, a club must adhere to good business policy. If the only sound policy of any business is based on the determination of a proper balance of all the factors which enter into the cost of conducting the business and the adjustment of these factors to the varying conditions

which may arise from time to time, so too is this policy applicable to a club.

Now, if the dues income factor has been adequately taken care of, we are in a position to approach scientifically any reduction in product and service charges which the times seem to require. Mind you, I say "seem" because in reality, the reduction in the variable of production cost has not been as large to date as is publicized. When a public official, newspaper or other source of information states that the cost of living is down ten or 15 per cent, the impact on the public mind usually leads to the conclusion that it is mostly in food.

Let us examine some of the food price reductions, and strange to say, the increases in the last three months.

Take the popular items in beef, veal, lamb, pork and poultry on the average club menu and you will find these categories, taken in toto, have not been reduced to any large extent.

Beef, in accordance with New York wholesale quotations, shows an average