

Garrow's committee, in its analysis of Chicago district clubs which cooperated in a survey of private club condition, found basis for estimating "that generally less than one-third of a club's membership adequately supports dining room and bar."

The Club Managers' Assn. of America at its 1951 national convention's country club round-table stressed livelier, more comprehensive entertainment programs to get more members and guests patronizing club affairs. The managers' program for their 1952 convention again will emphasize this detail of management and again will contend with the problem of getting club officials and committee heads to cooperate for more house revenue.

One difficulty the managers had in 1951 was reluctance of club boards to approve price increases on food, especially, to cover increased food, preparation and service costs. Managers have been getting gray-headed in a losing battle to maintain private club service standards.

Course Labor Costlier

Course supts. too are having acute troubles with labor shortage. They're facing another year of demands for high maintenance standards from players, and higher wages and less work from course workers. In one metropolitan district course workmen went on strike at a leading club because their pay was less than that of many of the caddies. Superintendents in another metropolitan district say they can't get competent labor when dishwashers in the clubhouse get paid more than course labor.

Those are typical operating problems club officials have to face with their department heads this year.

Taxation problems undoubtedly will be a headache of increasing intensity.

Golf's Appeal Stronger

On the bright side is a steadily increasing popularity of golf and increasing recognition of the physical and mental benefits of golf play, together with more appeal of the clubs for women's and juniors' play. The majority of metropolitan district clubs seem to have protected themselves against reaching a dangerously high average age of members by making inducements to get members among desirable younger businessmen.

Pro Percentage Slumps

The professionals have discovered that mounting operating costs have cut their net profit to a percentage that's too low for a seasonal business. Larger sales volume is the pros' main reliance in making the business attractive enough to draw and hold the sort of pro businessmen clubs need.

Development of Christmas business and apparel business has added volume that in

a lot of cases has kept the gross profit from flopping despite the sharp decrease in net profit per dollar of sales revenue. In some cases of smaller clubs where alert and energetic pro service is the hope for improving the over-all financial and operating picture, the limitations of pro income have the pros just about breaking even and looking for other jobs.

It is certain that club cleaning, storage and minor repair monthly charges will be increased at many clubs this year. Pros to get satisfactory assistants and even club-cleaning boys often have to pay wages about equal to what the pro himself is paid by the club. Examination of all charges involved in club-cleaning, storage and minor repairs and conditioning, plus the added complications of bag cart service, have revealed that the monthly club service charges may cost the pro money the member is supposed to pay.

However painful the discovery may be to the professional, the true net figures on club service only are a minor item among other operations that should be fully examined and corrected by golf club officials and department heads before another season gets under full swing.

The golf situation, by and large, is in sound financial shape and certainly is in excellent condition as far as number of players is concerned. But financial and operating danger signals that appeared last year call for clear recognition and immediate action.

WEISS HAILED BY LEHIGH



Paul Weiss (left) honored by Pres. Harold Mumma (right), members of Lehigh CC, Allentown, Pa., and section's supts., for 25 years of Paul's cheerful, able service to the club. Clifford Kolock and Raymond Behney, also 25 year vets at Lehigh were feted. Weiss came to the club with Toomey and Flynn when Lehigh was being built. He stayed on and developed Lehigh into one of the country's best conditioned courses. He's got detailed course operating expenses since 1926 in his files.