

tions and personal contacts with other superintendents who have solved problems cannot be estimated in dollars and cents. It's well known that whenever two or three golf course superintendents are together they talk shop and that shop talk is profitable to the clubs for which those men work.

When we were kids we learned the three R's. Now as men in charge of golf courses we have three other R's to learn:

Respect of our members;

Rights of men in our profession;

Responsibilities entrusted to us by club officials and members whose enjoyment of golf is determined by the results of our work.

Managers' Largest Convention Elects McGuffey President

Thomas C. McGuffey, Missouri Athletic Club, St. Louis, was elected president of the Club Managers' Assn. of America at the organization's 27th annual meeting, held at Atlanta (Ga.) Biltmore hotel, Feb. 7-10.

The CMAA elected Howard M. Grenard of the University Club, Detroit, Mich., as its vp; and to the sec.-treas. position elected Clyde S. Mingleddorf of the Atlanta (Ga.) AC.

Directors elected: Ken Meisnest, Washington AC, Seattle; Corwin Gelwick, Gainesville (Fla.) G&CC; Royce Chaney, Northwood Club, Dallas, Tex.; Richard E. Daley, Army and Navy CC, Arlington, Va.; Edward Sandrow, LuLu Temple CC, North Hills, Pa.

Hold-over directors: Carl Jehlen, Baltustrol CC, Springfield, N. J.; Erich Kruger, University Club of Los Angeles; S. H. Sheets, Evanston GC, Skokie, Ill.; and Albert M. Deichler, Jr., City Midday Club, New York.

The convention was the largest the association ever held, with 717 being registered. Entertainment features which the managers put on at their annual meetings as demonstrations of the finest in club affairs, set another new high.

Atlanta managers gave visiting managers and their wives the Southern Hospitality full treatment.

Among the guest speakers were Horton Smith, PGA pres., who was introduced by Bob Jones, and Norman Johnson, pres., Golf Course Supts.' Assn. Jones was hailed by the managers as the ideal American club member.

The usual sectional meetings of country club and city club managers were held with the country club managers' education con-

ference being at the East Lake CC. John Pomeroy, Red Run GC, Royal Oak, Mich., and Don Edic of the Country Club of Detroit (Mich.) presented ideas that have been successful in club programs and facilities for getting additional revenue. Byrne Bauer of the Louisville (Ky.) CC spoke on club public relations, detailing how the publicity of a club discreetly and steadily handled by a manager did much for the club's prestige, business and membership desirability.

Edward C. Lyon, Elmira (N. Y.) CC, told of successfully handling the many problems that arise in operation of a smaller city's country club and how to keep some of these problems from coming up. The techniques of handling club employer-employee relations so a high standard of service may be maintained without costs getting out of line was treated by John Outland, Dallas (Tex.) CC.

The exceedingly practical round table discussion at which managers discussed their operating problems was conducted by J. Dave Anderson, advisor, curricula of club management, University of Florida.

Club Accounts Analysis Shows Income Need

WITH rising costs many golf clubs are wondering whether to increase dues and house charges or to increase revenue by establishing a monthly minimum charge system.

Although no nation-wide survey has been made the monthly minimum charge system for house accounts seems to be growing. Available testimony indicates the system works out O.K. after a brief period of re-adjustment and is a satisfactory answer to getting house volume to point that allows at least an even break on operating costs.

Echo Lake CC, Westfield, N. J., a representative NY Metropolitan district club, made an analysis of house accounts that disclosed the following figures:

Out of 325 members
3 or 9.2% spent nothing per year
10 or 3% spent less than \$25 per year
30 or 9.2% spent more than \$25 but less than \$50 per year
255 or 78% spent over \$50 per year
Of the 100 Associate or Pool members
48 or 48p% spent nothing per year
14 or 14% spent less than \$25 per year
20 or 20% spent \$25 but less than \$50 per year
18 or 18% spent over \$50 per year.