



Bus Advertising Gets Big Exposure

At least 50,000 persons in seven suburban towns surrounding Chicago daily see this banner advertising of the Midwest CC, located near Hinsdale, Ill. Twenty-four West Town buses carry the ad and all are in service seven days a week. According to John Polakavic, Midwest owner, it costs him only five dollars per month, per bus, to advertise his club in this manner. The 27-hole course, in the process of being enlarged to 36, plays host to nearly 2,500 golfers a week and does a big business in catering to conventions and other gatherings. Polakavic uses the bus advertising from April through November and supplements it with extensive advertising in four local newspapers.

Gas Tax Refund for Nonhighway Vehicles

A service bulletin for country clubs recently released by Horwath & Horwath, calls attention to the fact that the 1956 Federal Highway Revenue Act increased the gasoline tax from two to three cents per gal. However, this extra cent per gal. doesn't apply to gas used for nonhighway vehicles or purposes and such consumers may file claims for refund.

Vehicles of highway type, such as autos or trucks operated off the highway and not registered or required to be registered in any state, come within the exempt class.

Other examples of exempt purposes are gas used in stationery engines to operate pumps, generators, compressors, etc. and gas for bulldozers, etc.

Claims for refunds are limited to gas purchased and used between July 1 and the following June 30. First refund to be claimed will be for the year ending June 30, 1957. The deadline for claim filing is Sept. 30 through the local Internal Revenue Service office.

Midwest Field Days Scheduled for September 16-17

Midwest Regional Turf Foundation will hold its annual Field Days on Sept. 16-17 at Purdue University, Lafayette, Ind. Featured exhibits will include those covering crabgrass control, nitrogen fertility, seed testing and soil sterilization.

Accounting Pays Off for Gormley

A golf course supt. can work for years at the job of maintaining the grounds of a country club and even though he is praised at times for his efforts the repeated gripes over the little things that go wrong seem to cast a shadow over all and it makes him wonder a lot about how much the membership of a golf club cares about the man who spends the greater part of his working life maintaining a golfing playground for the pleasure of the members, and then is forced to resign when the pressure catches up with him to the point of endangering his health.

I have often wondered if this worrying and fretting about the numberless bits of detail that is part of making the golfer happy is worthwhile. I have often asked myself "How much is all this effort appreciated by those who play golf."

They have always called the "Greenkeeper" the forgotten man, but after having had the honor of being present at the testimonial dinner tendered to Jack Gormley who, for nearly a quarter of a century has been the golf professional and superintendent at Wolferts Roost Country Club, I have changed my mind. I realize now that even though a lot of the trials and tribulations that are the part of a golf executive's job seemingly go unnoticed, they are taken into consideration when a final accounting is made.

George Ramsden, President, Northeastern GCSA in "Our Collaborator"