

* Federal Excise Tax Returns for month of October, 1942.

DECEMBER 15.

Retailers Occupational Tax Return and payment for November.

DECEMBER 31.

Federal Tax on Membership Dues, Initiation, Transfer and Assessment Fees for November, 1942.

Federal Admissions Tax Return and payment for November.

* Federal Excise Tax Returns for month of November, 1942.

NOTES

The Federal Unemployment Tax due on January 31, 1942, may be paid in full or in four installments as above.

Effective January 1, 1940, only the first \$3,000.00 of taxable wages paid to any one employee is taxable under the Federal Unemployment Tax Law.

For all old-age benefit taxes deducted from the wages of an employee on and after January 1, 1940, the employer must give the employee a written receipt in a form suitable for retention by the employee.

† Subject to change.

* Refer to excise tax section of the regulations and see if your operations are subject to any of the various excise taxes.

Above calendar is for clubs in Illinois; state tax items for other states should be ascertained and filled in.

TOURNAMENT CALENDAR

February 12-15—*Texas Open*, \$5,000, San Antonio, Texas.

20-22—*New Orleans (La.) Open*, \$5,000, City Park Course.

March 4-6—*St. Petersburg (Fla.) Open*, \$5,000.

8-11—*Miami International Four Ball*, \$5,000, Miami-Biltmore GC.

18-22—*St. Augustine (Fla.) Amateur-Pro*.

24-26—*North and South Open*, \$5,000, Pinehurst (N. C.) CC.

27-30—*Greensboro (N. C.) Open*, \$5,000.

April 2-5—*Land of the Sky Open*, \$5,000, Asheville, N. C.

9-12—*Masters' Tournament*, \$5,000, Augusta (Ga.) National GC.

June 4-7—*Mahoning Valley Open*, \$5,000, Mahoning CC, Girard, O.

18-21—*Hale America Open*, Ridge-moor CC, Chicago.

22-27—*National Intercollegiate, Chain-O-Lakes CC*, South Bend, Ind.

22-27—*Women's Western Open*, Elmhurst CC, Chicago.

30-July 4—*National Lefthanders, Sedgefield Club*, Greensboro, N.C.

July 13-19—*Tam O'Shanter* \$15,000 Open, Tam O'Shanter CC, Chicago.

August 6-8—*Canadian Open*, Mississauga G&CC, Toronto.

10-13—*Women's Western Derby*, Sunset Ridge CC, Chicago.

February, 1942

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CLUBS HOLD WAR-PLANNING SESSION

By D. C. KENNEDY

GOLF clubs in the Detroit area discussed operating policies and plans for war days a month in advance of the opening of hostilities. Presidents, managers, superintendents and pros of many U. S. and Canadian clubs in the district went into session at Detroit-Leland Hotel, Nov. 3.

The conference was featured by frank consideration of the management and financial problems connected with keeping clubs going satisfactorily under war-time conditions.

Chief speaker was Prof. Bernard R. Proulx of Michigan State College's hotel school. Prof. Proulx likened the club management chart to a four-leaf clover with the member as the center and the president, superintendent, pro and manager as the four leaves.

On how these men cooperate and work in harmony depends the success of the club. He spoke of the need of fewer committees and less interference with the key men in their jobs. He said being responsible to just one man is plenty. He advised that clubs hire men for these positions who really know their business, then

let them run their jobs and not be told constantly what to do.

Failure of golf clubs to operate as business establishments, according to Prof. Proulx, frequently is due to the lack of responsibility for departmental operation. Inexpert meddling of committees divides responsibility and handicaps the department head who should be responsible for everything coming under his jurisdiction.

A manager should be responsible for everything inside the clubhouse including parties, banquets, dances and so on, for making members acquainted with each other and for meeting all members. A pro should be responsible for seeing that members have games arranged if they have none, running tournaments, giving lessons, selling clubs and other equipment, and for all other matters pertaining to play. The superintendent should have full charge of the grounds. He should not have to remodel certain holes to please individual members. That work belongs to an architect. Clubs should keep in service a green-chairman, providing he's the right type, so improvements are made on a long-range plan.

Prof. Proulx suggested having a bulletin board to keep all members informed of new work being done, and why.

Another very fine suggestion was that the president and all the key men get together once a month for the purpose of getting all grievances and misunderstandings straightened out.

There also was discussion about the manager, pro and superintendent at clubs

Beavers have added themselves to the array of problems Greenkeeper Jim Haines must contend with at the Denver CC. Two beavers felled trees and started a dam in Cherry Creek, which runs through a thickly settled district after it leaves the Denver CC course. Beavers are protected so Jim had to send an SOS for State trappers to halt beaver business.

WHAT DO YOU NEED?

If products you want are not advertised in GOLFDOM, draw lines through products listed here on which you want literature and prices. Mail page to GOLFDOM. We'll ask leading manufacturers to send you data at once. Be sure to fill in lower half of page, so GOLFDOM will reach the men at your course for whom it is edited.

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 Pipe, water
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Club..... No. of Is course private,
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 By..... Club Position.....

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Harry Pressler, pro at San Gabriel (Calif.) CC, had this movable lesson shelter made for comfort and privacy in instruction. Note the interesting use of leaves to keep out blistering sun without stopping circulation of air.

not being presented in the right light to their members. It was suggested that each one should be introduced at the start of a golfing season in a get-together affair so members could get acquainted with the department heads and understand some of their problems. Or, a small book or leaflet could be sent the members early in the spring giving a resume of department heads' experiences at that club or other clubs they have served, so the members may know their men know their business. Members at clubs often are inclined to consider a manager just a steward, a pro just a man who gives lessons at high prices, and the superintendent just a farmer out on the course, instead of giving these men their merited ratings as executives.

On the matter of meetings of committees at the clubs it seems to be the practice for directors to make out their programs for the year for the manager, pro and superintendent, then not giving out any information on what transpired at the meeting. Then the officials come out in a few days and expect department heads to know what happened at the meeting.

On the budget question it has been found that by checking the members and then taking out all taxes and other fixed charges the club gets a good idea of how much money it has spent; then each department is told when that's gone there is no more.

The caddie problem is serious. With defense programs in full swing, older caddies, are being drafted, enlisting, or working in factories. Some clubs have successfully experimented with installing work shops for caddies and buying them tools to keep them busy and interested when not on the course.

Prof. Proulx made the pointed statement that what clubs need today are activities that will bring in more revenue. Bowling alleys for winter use have been profitable. The president of one of Detroit's prominent clubs relates that when the swimming pool at his club became idle, it was covered and six bowling alleys installed. He states their bar is doing seven times as much business as it formerly did and restaurant business has doubled. They paid for their alleys in three years. The pro is in charge of the alleys, thus giving him a year around job.

"There seems to be a great demand now for year around activity at the golf clubs," Prof. Proulx said, "and here I list the program for winter sports for this winter at my own club, the Birmingham GC. Trapshooting, tobogganing, sleigh riding, skating, bowling, badminton, keno parties, ping pong, and parties which include dancing, with an instructor from Henry Ford's Greenfield Village giving instruction in old time and modern dances.

There is also a lot of talk about cliques at golf clubs, which is bad, especially when new members are coming in. Often members say to club employees, "What do you have to do to get someone to play with you if you come out without some friends of yours?"

At this Detroit club operation conference it was agreed that more consideration should be given the public courses, cradles of golfers who later join private clubs. The idea of free golf lessons at high schools, with a P.G.A. instructor in charge, was noted as needing continuous push. Another suggestion advanced was that clubs have an 'open house' day and let invited people play the course, use the clubhouse, and see what you have.

Wilshire Announces New

Junior Term Memberships

WILSHIRE CC (Los Angeles district) in announcing to its members a new class of Junior Term memberships, tells of this type of membership for eligibles within the 21 to 28 age limit having "contributed very considerably" to activities at clubs having such memberships.

After making a study of other clubs' successful employment of the Junior Term, Wilshire's board voted to accept 50 Junior Term members, proposed and voted for in the usual manner. The new membership

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provides for a \$25 (plus tax) admission fee and monthly dues of \$10 (plus tax). Upon the Junior Term member attaining the age of 29 his membership shall terminate and he shall have the right to convert the Junior Term membership into a Regular or Associate membership by payment of the then fixed membership fee, less a credit of the fee paid as a Junior Term member, and shall thenceforth pay the then established dues of such Regular or Associate membership.

Of the new Junior Term membership Wilshire's president L. J. Soracco tells the club's members:

"It is found that the older and established clubs—those having large real estate holdings, because of the operation expense and particularly the large tax burden, have monthly membership dues averaging from \$18.00 to \$25.00 per month. In such clubs it was observed that very few, if any, members were between the age limits of 21 and 29 years. It therefore is quite apparent that the younger professional man or business man during these times has found it economically difficult to belong to the private club.

"The burden of the dues is a bit more than the younger man, who is just out of college or who is starting in his business or profession, can undertake—but it is necessary that the club, to perpetuate itself, have younger men. Wilshire has only one member at present who is within this age limit.

"A prominent club in San Francisco, and a number of clubs on the East Coast, in recognizing this situation have determined that it is for the best interests of their particular club to create this class of membership within the approximate age limit of 21 to 29 years, and all clubs that have provided for this type of membership have a waiting list."

WHAT'S NEW

Winners in the Dunlop "Break 100-90-80 Drive For Better Golf" contest from May 1 to September 10, 1941, have been named and given their prizes.

In the first group with club memberships of 200 and over first prize of \$100 went to Henry Bontempo of the Franconia GC, Springfield, Mass. Second prize of \$75 was awarded to Arthur Jackson, Lincoln Park GC, Oklahoma City, Okla. Third prize of \$50 in this same group was won by Clayton Sweeney, Riverside GC, Portland, Maine.

In the group of clubs with membership less than 200, Floyd Farley of the Woodlawn GC, Oklahoma City, Okla. won the first prize of \$100. Roy Bear-don, Santa Anita GC, Arcadia Calif. was awarded

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CADDIE BADGES—We have a number of designs in metal. Circular on request, The C. H. Hanson Company, 303 W. Erie St., Chicago, Ill.



More than 11,000 golfers received Dunlop certificates and Maxfli balls in the Dunlop "better golf" campaign. Dunlop employees are shown checking the bundles of scorecards turned in.

second prize of \$75 and George Lake, Recreation Park GC, Long Beach, Calif. won third prize of \$50.

Some 200 pounds of score cards were returned in this campaign in which over 11,000 golfers won certificates and three Maxfli balls. More than 1000 pros took part in this drive and all pronounced it a distinct success in members taking more lessons and selling more balls. Dunlop itself showed an increase of 125% in Maxfli sales in 1941.

One of the items the McClain Brothers Co., Canton, Ohio, will have on display at the GSA equipment show in Chicago, will be its Power

Hydro-Mixer outfit, one of the company's best sellers, and in use from coast to coast. To those who already have the hand-operated Hydro-Mixer, the McClain company points out that they can now



purchase the power unit and attach it to their present outfit in a few minutes. The power outfit is said to run a whole day on a few cents worth of gasoline.

Kaddie Kart Mfg. Co., 105 N. Clark St., Chicago, announces that its '42 model Kaddie Kart has been still further strengthened and reinforced over last year's model. The handle portion and the frame of the Kart have been reinforced to give added strength and longer wear—an important item inasmuch as certain caddie shortages this coming season will make the demand for Kaddie Karts, and their use by players, greater than ever. The company also announced that wise pre-war purchasing has enabled it to come up to the '42 season with supplies in sufficient quantity to handle orders at least for the next several months.

Golf pros were advised, in a letter sent January 9 by United States Rubber Company, and signed by John W. Sproul, U. S. Sales manager, that the company was now in a position to begin a fair and equitable distribution of its present supply of balls to all golf professionals in the country. It was pointed out, however, that in full compliance with orders received from the government the production of new balls had ceased, but that with the supply of balls on hand, and with patience and cooperation by all concerned, all pros would receive a fair proportion of the total quantity of U. S. balls that has been allotted to them for distribution by U. S. salesmen and branch offices in their respective territories.

Extensive newspaper publicity is being given to the golf ball conservation program recommended



"Ask Your Pro—the man who knows . . ." That's the strong, personalized theme of Spalding's 1942 counter card. This display features autographed pictures of Bob Jones, Horton Smith and Jimmie Thomson, reminding pro customers about Spalding's Tru-Face woods and Short Hosel irons. Distribution of the display cards is now being made. Spalding's 1942 golf pro catalog, illustrated, will be released in March. Featured will be Spalding's exclusively pro 1942 product stories.

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to the golfer by the US golf ball department, through John Sproul, who advised:

1. Be sure to buy golf balls of recognized brands to assure yourself of the best performance.
2. The average golfer should choose a high grade ball with a tough, durable cover as this type will give him as much distance as he can get from any ball including the so-called professional type, plus far greater service.
3. Take lessons from your pro to learn more accurate hitting. This will reduce the number of ruined and lost balls due to mis-hit shots.

4. Give up the idea that a new ball is needed after every round. A good quality ball is good for many rounds.
5. Keep your ball clean to protect the cover and ball from grit and sand. Hot water should never be used in washing, and the ball should not be allowed to soak. Avoid scrubbing too hard.
6. Use your old, cut-up balls for practicing, saving those in good condition for actual playing.
7. Do not place golf balls near steam pipes or in any other overheated place; also avoid direct sunlight in hot weather.

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Club Officials—Are you seeking high grade Managers, Stewards or Bookkeepers? Write: Club Systems Service, 5540 Hyde Park Blvd., Chicago.

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Wanted: Golf balls. Professional has one thousand dollars cash to purchase golf balls. What have you to offer Write: Ad 211, % *Golfdom, Chicago.*

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If a small club is looking for a very capable couple with high references to run the clubhouse, shop and course, write to Ad 201, % *Golfdom, Chicago.*

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Wanted: Young caddiemaster, capable of running golf shop. Must be honest, dependable and neat in appearance, also have knowledge of bookkeeping. Must furnish references. Write to: E. J. Morgan, Mgr., Front Royal Golf Club, Front Royal, Va.

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Golfdom

The Business Journal of Golf



FEBRUARY, 1942

VOLUME 16, NO. 2



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