

12,000 RANGE BALLS *Washed and Dried* IN ONE HOUR
... with the revolutionary new automatic

RAPID RANGE BALL WASHER and DRIER

*Here's the answer to a far-too-costly problem
that has been eating-up every range owner's profits.*



The "Rapid" will earn its cost in one season's operation—relieve you of labor worries—win the praise of your players. See how quickly you can cull for rejects and repainters as the balls turn over-and-over in plain sight.

Send for illustrated folder describing features of the "Rapid" and its operation.

SAVES TIME: Dump soiled balls into hopper, press starter switch and from then on the "Rapid" turns them out sparkling clean and dry—12,000 an hour.

SAVES LABOR: No nursing or manual help required. The "Rapid" is completely automatic and thorough even to delivering clean, dry balls into bin or trays.

CUTS BALL INVENTORY: The speed, efficiency and completely automatic operation of the "Rapid" will keep you in ample supply of fresh balls with minimum investment tied up in golf balls ... and with less storage.

CLEANS 'EM CLEANER: Every ball is assured individual, all-over cleansing (without pressure on the balls) by their movement over a bed of high grade, durable washing brushes, actuated by sturdy, water-proof motor. Yes—those that are mud-caked, too.

PRICE — \$475, FOB FLORIDA

\$150 deposit with order; balance COD.

WALTER RUESCH

Skokie Blvd. and Golf Rd., Skokie, Ill.

Bolivar, N.Y., or Coudersport, Pa., for example, might never be mentioned in Buffalo or Erie newspapers in the regular course of events; but as host to a Bi-State meet it naturally rates a writeup in the account of players from those larger places and how they did in the competition. It is not just vanity which puts a value on such notices. For any club to be known outside its immediate vicinity is for it to have a potential in traveling golfers who represent future revenue, and to have some attraction for the better pros, whether as future employees or as permanent ambassadors. There is advantage either way.

An example of the building effect of the League tournaments can be found in the results to any of the member clubs. Enrollments are up, interest is keener, the back areas know more golf and more golf personalities, and the game is generally better off, all around. In Smethport, for instance, which is the very small seat of a very prosperous Pennsylvania county, a lot of new membership was pulled from nearby Bradford, where the sports department of the daily ERA has consistently given the Bi-State League good coverage.

Clubs in the Bi-State area which went in from the beginning on the plan have been so well satisfied, and so many others which were slow at first to see the advantages have since shown their desire to join, that the management of the League is now considering a small change in the arrangements. For 1949 it was proposed to have each club in turn, as it entertains the competitors, put up for them a \$50 prize. It will be well earned, because it will heighten still further the interest in the tournaments.

The originators of this scheme in the Pennsylvania-New York area have put it over with a permanent setup which they do not intend to change, — at least, not as long as it works. The officials named above expect to keep going until further notice. Naturally, there has been some crabbing: nothing human ever escapes it. At one of the later 1948 affairs a club member griped to John Trish:

"You pros are making a pretty nice thing for yourselves out of this Bi-State League. Why isn't it turned over to the clubs themselves, for the benefit of the amateurs?"

"Well," Trish answered, "most of the amateurs can see the benefits they get out of it; and if the pros can't make any money on it, you're welcome to take it over and change it to suit yourself. The only drawback is, that if you do, the pros will have to stay all the way out, from here on."

There has not been any more complaint from that quarter, and the organizers do

not expect any more for some time to come. The plan has proved itself, and practically everybody is very glad to join in as it is. That goes for Larry Dana of Pennhills, who catches all the amateur tournaments between Canada and Mexico and uses three or four sets of clubs a year, as well as for the newest beginner who came in with his first golf bag after reading all about it in the local paper.

It is a system which works with fine results in Texas, New York or Pennsylvania: and why would it not make an improvement in the golf picture anywhere in the country?

Junior Golf Week Promotion Needs Organization, Timing

The far reaching benefit that accrues to professionals and the business of golf in general from active and consistent promotion of golf among the younger set is sufficiently important that every professional and organized group should make a concerted effort to carry out a schedule of events for junior promotion, whether it be for a week, a month or a season.

The designation of a special week for the purpose of launching a program of events for the junior element is excellent if a schedule is adopted to which interest can be developed and participation increased, but if the week is to serve only as a "shot in the arm," the effects of which are soon to wear off, then the observation of such a week falls short of the goal for which it was originally intended.

Building and maintaining interest in golf among the youngsters calls for leadership — leadership of a patient and persistent type — of a quality that an able professional with an eye to the future will do well to develop. Little of lasting importance can be done with boys and girls in a week, neither can one effectively demonstrate or exercise the necessary qualities of leadership in so short a time. Surely, then, it is evident that if there is to be just compensation for effort expended, any program launched to stimulate interest in golf among the junior group must be carried on until there is ample opportunity to in some way measure results.

GOLFDOM received an official announcement June 19th that the PGA National Junior Golf Week would be observed June 20-26. That timing is bad for allowing preparation of any detail of a program to focus strong interest on putting forth special effort in junior golf.

George Lake, Junior Golf Committee Chairman of the PGA is professional at

PERMA-STAND

SELF-SUPPORTED

...the Golf Bag with the Automatic Legs

IT'S HERE! ONE OF THE MOST RESPONSIVE SPORTS ITEMS TO HIT THE MARKET IN YEARS!



You will be amazed at the spectacular leg action of this self-supported golf bag. So will your customers. Sells wherever it stands. Will literally stand right up and greet your customers at the door! No longer an experiment . . . popularly accepted by men and women golfers alike. The irresistible demonstration appeal of the Perma-Stand bag will increase your traffic flow—bringing in new and old customers to see that "new golf bag that stands right up on its own legs". Will put new life into your business, new money into your cash register. A powerful stimulant—perhaps the very "something" you have been looking for to speed 1949 sales and profits.

. . . Newspaper Mats Available . . .

OUTSTANDING FEATURES!

The automatic leg action is controlled by the sling. Picking up by the sling automatically retracts the legs snugly against the bag. When the weight of the bag is removed from the sling, legs automatically spring into action. Strap provided for holding legs in retracted position.

Legs of anodized aluminum with rubber tips are a permanent, integral part of the bag. Made as one inseparable unit.

Carefully engineered and designed. Simple spring in the legs and protective cable through the center of the bag produces the automatic leg action. Durable. Fool-proof. Nothing to get out of order.

Light in weight. A bag any golfer will be proud to own.

... Standard Trade Discount



Priced to retail at —

MEN'S STANDARD BAG \$13.50

Illustrated above. Tan rubber back cloth with brown plastic trim. Two zipper pockets.

LADIES' STANDARD BAG \$12.00

Tan rubber back cloth with brown plastic trim. One zipper pocket.

MEN'S DELUXE BAG \$20.00

Tan heavy duck cloth with brown top grain elk trim. Two zipper pockets and zipper hood.

MULTI-COMPARTMENT BAG \$24.00

Tan rubber back cloth with brown plastic trim and one pocket. Eight outside compartments . . . space in center for woods.

WRITE, WIRE OR PHONE TODAY. BE THE FIRST IN YOUR COMMUNITY TO HANDLE THIS FAST-SELLING ITEM!

THE PERMA-STAND COMPANY

214 WEST PEARL STREET

UNION CITY, INDIANA



CELEBRATE FRED'S 35th YEAR

O. J. Noer photo

Greenkeeping colleagues and association officials, club officials and members surprise Fred Burkhardt on his 35th anniversary as supt. of Westwood CC (Cleveland dist.). The vigorous robust trailblazer of modern greenkeeping is sitting, third from the right, with his collar open and gallus hitched up, fit for many a year of hard, smart work still.

Recreation Park Golf Club at Long Beach, California, and in that position, over a period of years, has done one of the outstanding jobs in the nation of teaching golf to youngsters. It is a year around job with him.

Because he has had long experience in working with boys and girls, it is certain that George was not responsible for keeping the announcement of the special boys and girls week delayed until the day before the program was to be launched. Planning, building interest, making preliminary arrangements and preparing for a special event of this nature, at a time when the professional is the busiest, must be on the calendar months ahead of time, as George will tell you. Failure to give ample time for planning a local junior golf program, however, need not be a deterrent in conducting a special tournament of events for the boys and girls. The PGA announcement of a National Junior Week can and should serve as an incentive for a better program than otherwise might have been planned.

Formation of a National Junior Golf Club for which attractive membership cards are furnished and in which all junior golfers participating in club programs are eligible should provide an assist to the professional in his work with the young beginners.

In addition to the membership cards in the National Junior Golf Club which can

be obtained by members from the PGA, the National Golf Foundation furnishes free to professionals gold-bronze "Professional's Award - Junior Champion" medals for winners of junior tournament events and certificates of award for other honor and place winners. These medals and certificates are patterned after medals and certificates which have been used successfully by high schools and colleges conducting intramural tournament programs.

The number of national junior tournaments scheduled this year makes it imperative that most every professional give consideration to entering their proteges in not one but as many of these events as possible. Professionals who conduct weekly lessons and/or events for the youngsters sooner or later are going to come up with some excellent material for these national junior events. Surely the aggressive professional will take advantage of the opportunity to carry on a local junior program with an eye to developing qualifying material for the national event as well as local and regional junior events. It is anticipated that the United States Junior Chamber of Commerce National Junior Amateur Championship will be a climax to an original entry list of more than 15,000 youngsters who played in local and state tournaments. This is nearly twice the number which were reported last year. It is an indication of

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KADDIE KART PRODUCTS

MANUFACTURED BY KADDIE KART MFG. CO.
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 GOLF CART SUPPLY SERVICE and CHAMBERLIN METAL PRODUCTS
 1466 W. MADISON ST. SECOND FLOOR CHICAGO 7, ILL.

GOLFERS
Ko-lap-si Kart
TRADE MARK



**Four New
 1949 Models**

TYPE T 11
 ELEVEN INCH WHEELS
 LIST PRICE \$28.75

TYPE T 14
 FOURTEEN INCH WHEELS
 LIST PRICE \$31.00

**SPECIAL OFFER
 TO PROS AND
 CLUB BUYERS**

SENT AS TRIAL OFFER
 EXPRESS PREPAID

TWO T-14 — \$39.60

Two T-11 — \$38.10

ONE T-11 & ONE

T-14 — \$38.85

Patented
 Automatic Golf Cart

1. Drop the handle — it folds.
2. Lift the handle — it opens.
3. Steel and aluminum construction.
4. No buttons, rods, legs or arms to push or pull. No thumb screws, wing nuts, ratchets to twist, adjust or keep tight.
5. It stands erect either closed or open. Type T 14 folds to thirteen and a half inches. Type T 11 folds to ten and one quarter inches.
6. Compensated shock-absorbing, with flexible body torsion to eliminate jars and jolts.

—PATENTED—

Kaddie Kart

THE RENTAL KART



**BUY
 DIRECT
 FROM
 FACTORY**

**NO
 MIDDLE
 MAN**

The strongest most serviceable Kart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Strong steel construction. Large 14-inch wheels or 11-inch wheels, ball bearings factory packed for five years' service. Two axle widths. Demountable axles, frames, handles. Immediate delivery. Write for information.

NEW LOW PRICES — ORDER NOW

GOLF CART SUPPLY — CHAMBERLIN METAL PRODUCTS

1466 W. Madison Street, 2nd floor, Chicago 7, Illinois

Please ship _____ Kolapsi Karts _____ Type T-14 \$39.60 _____ Type T-11 \$38.10

Enclose \$ _____

Please send information and wholesale prices on Kolapsi Karts for resale

Kaddie Karts for rental fleet. We are interested in buying _____ leasing _____

Name _____ City & State _____

Address _____

Club _____ Position _____

what can be done with organization and leadership and the alert professional will not overlook the long term advantages to be gained from the expenditure of a little time and effort in encouraging the youngsters of today.

It isn't too late for the professional to help some youngster on his way by preparing him for one of the following events this year, or at least get a program under way which will make it possible for him to help the youngsters on their way next year. The national junior events this year are as follows:

- July 27-30—USGA Junior Championship, Congressional CC, Washington, D.C.
- Aug. 1-6—Women's Western Junior Amateur, Onwentsia CC, Lake Forest, Ill.
- Aug. 2-7—U. S. Junior Chamber of Commerce National Junior Amateur Championship, Houston (Texas) CC.
- Aug. 2-4—Hearst National Junior Championship, Medinah (Chicago) CC.
- Aug. 16-19—WGA Junior Championship, Univ. of Michigan GC, Ann Arbor.
- Aug. 29-Sept. 3—National Caddie Championship, University GC, Columbus, Ohio.

Women's Western Junior Renewed, Aug. 1-5

Women's Western GA renews its junior championship Aug. 1-5 at Onwentsia club, Lake Forest, Ill. Age limit is 18th birthday. Handicap limit is 36. Entry fee is \$3. Entries close July 27 with Mrs. Charles Dennehy, 436 E. Woodland Rd., Lake Forest, Ill.

Pros are asked by WWGA officials and members to bring this event to attention of parents of their promising young girl golfers. The event was started in 1920, discontinued when the war started, and revived when Patty Berg gave her prize money as winner of 1948 WWGA Open to bringing this event back to the calendar.

SHOWMANSHIP IS HIGH NOTE

(Continued from page 30)

ders. I'm sure you'll find your game will improve with these clubs."

And then, after the sale is made, are you going to let the customer trot away without making a tie-in sale?

Let me give you one on Vic Baker that'll remain in my mind's eye as a masterpiece. He and I were "chewing the fat" in the easy chairs of his shop one day when two golfers walked in.

"Vic," said the first one. "I've decided to buy that set of clubs we were talking about the other day. And that bag over there."

Vic courteously excused himself to me, and walked over to the rack. Got the clubs

and bag, put them together, talking and chatting all the while.

Then, the customer asked what would be allowed on a trade-in of his old clubs. Vic mentioned a fair price. The deal was completed. The man wrote out a check, and went out to play.

But, Vic had noticed that the customer's friend had taken a "rent set".

The next day, he sold that friend the same set of used clubs he'd taken in, and at a neat profit.

In the meantime, he'd had his shop man clean 'em up and they looked like new.

Keeping All Satisfied

Both the first customer and his friend were satisfied. Each had gotten what he needed. Each had got a square deal.

In fact, one of the biggest points in pro selling today is in keeping the golfer satisfied. Make him know that you are there to serve his needs. That you'll give him a square deal. That you've got what he wants, or can get it, and that you are not going to high-pressure him into taking something he doesn't want or need.

Keep your customers' confidence.

Vic Baker has done that for many, many years in Southern California. Not only that but he has been the guiding light for many new merchandising customs.

He was the first pro in California to stock real golf shoes and shirts in the pro shop, and back in 1933 at Potrero, he started the now popular custom of making every golfer pass through the shop to get his green-fee ticket.

Strange thing, though, when Vic returned from World War I, where he'd served in the Signal Corps, he was not a golfer. He'd lived in North Dakota and Montana all his life—and was headed for a future as a telegraph operator.

Whatever it was that sent him to Southern California in 1920, where he opened a cafe in Los Angeles is a mystery. But it has been a boon to golfers on the West Coast.

He switched from the cafeteria to the Beverly Driving Range, in association with Ray Burea, in 1923, and a year later opened the Slauson Driving Range. From there he moved to Crenshaw Driving Range in 1923, to Potrero private course as pro-manager from 1930-35, and he has been at Lakewood ever since, except for another 3 years in his country's service as a Coast Guardsman in World War II.

At Potrero he was associated in a four-way partnership with Gene Marzoff, Louie Hoff and Chester Nelson.

Vic Plays "Santa Claus"


It was at Potrero, too, that Vic conceived the now popular idea of wrapping golf gifts in Christmas packages—and what's more

OUTDRIVES AND OUTSCORES
ANY GOLF PICTURE EVER MADE ..

"Honor Caddie"

in full color

16 MM SOUND MOTION PICTURE



WITH
BING CROSBY
AND
BOB HOPE

featuring ...

- Patty Berg • John Dawson • Jimmy Demaret
- Chick Evans • Ben Hogan • Lloyd Mangrum
- Byron Nelson • Joe Novak • Porky Oliver • Sam Snead
- Frank Stranahan • Louise Suggs • Jimmy Thomson
- Bud Ward • Babe Didrikson Zaharias

Western Golf Association

**GET IT FOR
YOUR CLUB
Free!
WRITE TODAY**

This space contributed by
GOLFDOM in the interest
of more and better caddies.

Western Golf Association,
8 South Dearborn St.,
Chicago 3, Ill.

Gentlemen:

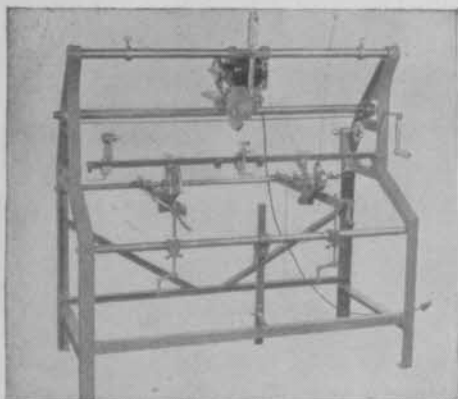
Please send me complete details on how I may obtain
"Honor Caddie."

Name.....

Address.....

City..... Zone..... State.....

Club



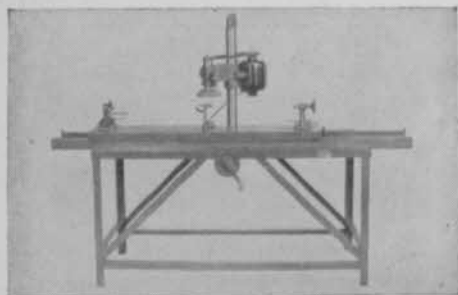
"We have run our Grinder 9 years without a repair part" says a famous Club.

CARPENTER LAWN MOWER GRINDER grinds both reels and bed knives

In its 18th season serving the nation's leading golf clubs, the Carpenter Grinder is a marvel of precision, simplicity and speedy work. Study these features. NO OTHER GRINDER OFFERS SUCH A DESIRABLE COMBINATION OF ADVANTAGES.

1. Machine is complete without accessories, no hoist or auxiliary holding device needed.
2. The one cradle holds either reel or bed knife.
3. Accommodates all sizes of mowers including the largest tractor drawn units.
4. Grinds to any desired bevel, following manufacturer's grind.
5. Entire setting and operation is without tools.
6. No mechanical training or grinding experience needed to operate with 100% results.
7. Mechanically RIGHT, extremely rugged. We have plenty of 16-year-old grinders in use today.

BED KNIFE GRINDER



For busy production, use this machine for bed knives and concentrate your Carpenter Grinder on reel work.

Request "BULLETIN No. 43"

GRAHAM MFG. CO. 10 Bridge Street
E. Greenwich, R.I.

he even plays Santa Claus by loading a small truck the day before Christmas and delivering to his customers.

Most of the Christmas business comes from wives and children, but in recent years the husbands have been finding something to suit the ladies in Vic's shop.

Another innovation that Vic lays partial claim to in pro selling is on the fact that most golfers complain after a high round that it was putting which caused it. Actually, most golfers do waste a goodly share of their strokes on the putting green.

He then assumed that "poor putting" was an epidemic.

What did he do?

He still does have on display a putter rack, where he keeps on eye-appeal display, about 100 putters of all makes and shapes.

When you walk into Vic Baker's shop at Lakewood you have no trouble picking out the corner for your merchandise. He has a large shop, and knows the finer points of display.

The accompanying pictures should prove that. Unless the golfer walks with his eyes on his toe nails, he can't help seeing a goodly portion of golf merchandise.

Vic maintains a shop where one can buy candy for a nickel or a set of clubs for \$100.

He keeps on hand in the shop about \$10,000 worth of equipment at all times.

Another interesting innovation that Baker has installed at his plant at Lakewood—the plant includes the pro shop, a driving fairways and a repair shop—is an inter-communication system. The system hooks with the pro shop, starter at the first tee, the locker room, the range, the repair shop and the grill.

A master switch connects all, and all six can be on the party-line at once if necessary. Or, it can be from first tee to range thusly: "Range, Range. Starter calling. Send Joe Smith to the tee. He's off in five minutes." "Okey, starter, Joe's on his way."

That repair shop, too, is something that has taken Southern California golf by storm. Tex and Mrs. Shirley, both experts in golf equipment, including mending of all leather and canvas goods, will repair anything from your shoes, golf bags and clubs to even making a new shaft for that one you wrapped around the tree.

They're even equipped now to make clubs.

No Consignment Deals

Vic has another angle that's always good in any business. He has never placed an item in his shop on consignment.

If he doesn't think it will sell, he refuses to handle it. If he does think it will sell, he buys it.

He makes it a definite rule—and maybe he's fortunate in that he can do it—to keep

his credit rating A-1, and to pay all bills to obtain that 2% discount for payment within a certain period.

"With the bulk of business I do, and over a period of years," Vic will explain, "That 2% item amounts into a right tidy sum of saving."

Vic's always thinking ahead for the little things—and they often become big ones.

Speaking of making that little saving on merchandise of 2%, there's another one. In the early 1940s there was a rumor of a tax to be levied on all golf balls because of a rubber shortage.

Vic looked at that tax, and decided to get as much protection as possible. He scraped down deep, dug up \$7500 and bought the lot in golf balls. Result?

He missed the tax levy—and a year later began the greatest shortage on first rate golf balls. He collected there, too.

But there was never a shortage at Lakewood. In fact, Vic doled 'em out slowly to his fellow pros to tide them over the hump—and most of the pros in the Southern California area made it, largely due to Vic Baker's foresight in merchandising.

He makes it a point to look ahead if possible.

His big turnover enables him to figure a low percentage on volume, and unlike many pro shops, his sweaters, shirts and hats sell for less than the downtown stores for that very reason.

Vic also ties in most closely with the men's and women's clubs at Lakewood, attending all their meetings, offering merchandise prizes freely as competitive and door prizes.

He'll tell you that's the best possible kind of golf shop advertising.

Speaking of advertising, Vic's pupils are carrying the "gospel" on many fronts.

For instance, he had a couple of favorite caddies back at Potrero in the early 1930s—Earl Martin and Ray Fisher.

Earl's now pro at the course, which has since become the Inglewood CC, and Fisher is at a New York course.

His assistants at Lakewood have been many and most capable.

Perhaps the most successful has been George Lake, who jumped from a year at Lakewood to Recreation Park as an assistant to Harry Bassler, and now has been at the Long Beach Municipal Links for over 12 years as head man. He is serving his fourth term as Southern California PGA section president, and is now in his second year as National chairman for the PGA in Junior golf promotion.

Among the others who are now well established who have come through Vic's shop are Jackson Bradley, now at St. Charles, Ill.; Dale Andreason; Paul Jopes,



PURATURF^{*} 177

An Organic Cadmium Fungicide

• Three years of use by experiment stations and greenkeepers throughout the United States have demonstrated its outstanding effectiveness against

**DOLLAR SPOT · PINK PATCH
COPPER SPOT**

✓ CHECK THESE FACTS:

- ✓ Odorless; non-irritating to the skin.
- ✓ Easily applied as dust or spray.
- ✓ May be applied with fertilizers for easy, 2-in-1 application.
- ✓ Non-injurious to turf.
- ✓ The only fungicide to exhibit long residual protective action against dollar spot—complete control for 60 days after last treatment.
- ✓ A single application eliminates dollar spot within 7 days.
- ✓ Economical—only 21¢ to treat 1,000 sq. ft. of turf.
- ✓ Aids in the prevention of large brown patch.
- ✓ Will not corrode equipment.

**Keep your greens healthy—
use PURATURF^{*} 177,
the proven fungicide.**

For Crabgrass-free turf—try
PURATURF CRABGRASS KILLER

If not available at your nearest dealer, write directly to:

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801 Second Avenue, New York 17, N. Y.

^{*}Trade Mark

The Aristocrat
OF ALL FOLDING
BANQUET TABLES

The *MONROE* Deluxe
PEDESTAL TABLE



THE FOLDING TABLE WITHOUT LEGS. FOLDS THIN—2½ inches. LIGHT—any woman can handle it. PEDESTAL TYPE—permits more people to be seated in comfort. Non-tipping. METAL BOUND EDGES. POSITIVE LOCKING—simple, foolproof. EASY TO CARRY—tucks under arm. Sizes—30" x 72"—30" x 96"—36" x 72"—36" x 96". Adjustable height tables. Bingo tables, card tables, folding chairs, etc. Write for Circular, Prices, etc. on "The Table That Never Disappoints."

DESIGNED AND MANUFACTURED EXCLUSIVELY BY

the MONROE CO., INC. 12 CHURCH ST. *Colfax, Iowa*

now at Hacienda; Clyde Hudson, pro at Meadowlark; Roy Beardon, pro at the L. A. County links at Santa Anita; Eddie Nowak, Jimmy Thompson, now at Provo, Utah, and others.

So Vic Baker's story, although his selling is tied in with showmanship, is also one of good sound, solid business sense, and a look at the future, for which he has been most adept in the past—and in present conditions, seems to be doing even better than in 1948.

DUES INCOME'S RELATION

(Continued from page 42)

from 48 to 60 cents on the dollar, and all reported that the real stress by officials was on food costs.

I do not wish, and it is farthest from my mind to convey that an attempt is being made, to reduce to absurdity the question of new pricing policies, but I am stressing that costs of material should be only one of many factors considered in any re-arrangement of selling prices.

Economy Cries Analyzed

The other expenses which are generally considered variable, are certainly less variable than product price—there is gas, water, laundry, heat, insurance, etc., and yes—even labor—which has had a ten-

dency towards becoming fixed in the past several years.

The question of volume has also to be kept in mind. An examination of the statistics of 17 clubs in the New York City area over the past six months discloses that both the attendance of members at their clubs and departmental receipts have fallen off.

This situation is also true in several of the country and golf clubs and although it is too early to be certain about their summer business, the indications are that receipts will decline. The house charges of those members who can write off part of what they spend as promotional expense in their business will be lower not only because the value of the item has a smaller tax deductible value but because their directors will demand more justification for free spending in the future.

It is reasonable therefore to conclude that there will be fewer guests—with less entertainment allowance money available for meals, beverages, golf and other club services.

In the review of information gathered from the sources mentioned, it was surprising to note that the regular monthly attendance of resident membership averaged only 40% for some and in a few, many members in that classification had not been on hand for months.