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cago Boys Clubs as co-sponsors and Harry Pezzullo, Illinois PGA pres., and Chick appearing . . . Chick's doing the job for Chick Evans Caddy Scholars' Foundation.

Ft. Lauderdale, Fla., city officials say they'll sell many course rather than open it to Negro play . . . Several inquiries from possible buyers . . . Southern city officials say desegregation won't work on public swimming pools and golf courses . . . To open new 9-hole course at Westover base of Strategic Air Command, Holyoke, Mass., July 1 . . . Jimmy Nichols, one-armed exhibition star, to be pro at Westover.

Last winter's weather was good for winter sports programs at country clubs . . . Skating and skiing got big play in northeast . . . Trapshooting and skeet favored in midwest . . . Our guess is that about 65 per cent of the municipal course pros are in some junior and/or adult class instruction work this spring . . . pros are selling a lot of equipment through this teaching job of golf market promotion.

Andy Legakis from the old Deepdale GC (NY Met dist.) to supt. job at the new Putnam CC, Mahopac, N. Y. . . . Mayor Allen of Leonia, N. J., emphasizes community's shortage of golf courses by appearing before Bureau of Public Roads in Washington protesting against proposed highway route that would destroy Englewood golf course, Crystal Lake

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day, you've made a sale. It's not new, but it *does* sell clubs.

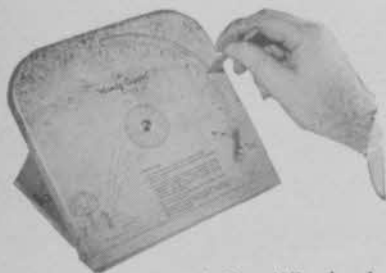
Simply display a set of new 1957 clubs on a table draped with dark-colored velvet . . . and don't forget a small spotlight. To order the sign, without charge, write Gurdon Leslie, True Temper Corporation, Geneva, Ohio.



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recreation area and create what the mayor calls "a gully of blight for some 200 homes." . . . Highway routing these days frequently ruining recreational and desirable living areas . . . Probably inevitable with highway financing and building being a very fat source of graft to larcenous politicians.

Expect to have two 18-hole courses of Worthington Valley Development Corp. (subsidiary of Glenn L. Martin Co.) near Baltimore, in play this spring . . . Robert Trent Jones is architect . . . Jess Sweetser, Martin executive, is pres. of Worthington Valley organization.

John M. Brennan, Long Island Star-Journal golf reporter says "two syndicates serious about launching clubs in Nassau, with one planning 36-hole setup . . . Gus Gainakos and Abe Tackett, owners of 9-hole course at Fairmont W. Va., expect to open it this month . . . Golf squad of nine from Bethany college, Harrisburg, Pa., trained for a week at Ft. Myers (Fla.) CC with Pro Roland Wingate . . . Talk about a semi-private course to be built near Miami, Fla.

Club management in the NY Met area lost two prominent figures when Edward A. Dischley and Edward F. Condon died recently . . . Dischley, 40, had been mgr., St. George's G&CC for three years . . . Condon, 63, had managed Oakland, North Hempstead, Pomonok and Glen Oaks clubs and just prior to

(Continued on page 98)

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It Works Two Ways

Pro Reminds Himself of What He Owes His Members

WE have a lot of talk among our club officials about an article in March Golfing magazine, entitled, "A Lesson in Being A Golf Club Member."

The article discussed the member's obligation to deal with the pro, who must make money so he will be able to serve the club as the club desires, and as the pro wants to serve it if he is a first class man.

I was, of course, very glad to have my officials take so much interest in this publicity to improve pro business. They agreed that copies of the article should be sent to each of our members.

One of our directors, a fellow with whom I went to high school, tells me what goes on at the board meetings. It has helped me do a better job for the club than a pro ordinarily is able to do when he is working in the dark as to the general picture.

General Education

When I was telling my friend that I appreciated the help I got in mailing the Golfing article to our members, he said: "That piece of education wasn't entirely intended to help your department although it looked that way at first sight. The whole club operation needs members who know how to be members. To tell the truth, quite a few of our members don't have much of an idea that being a private club member calls for something more than paying dues and holding liquor reasonably well. They've got to learn how

to support the club or the club won't have prestige or volume and character of business needed to make it an efficient operation.

"In other words, there is no reason for belonging to a club unless it is a success.

The professional at a first class private country club in an eastern city wrote the accompanying examination of his business position in relation to the understanding between his members and himself.

His candor makes it advisable that his name not be used.

Professionals, to whom Golfdom showed advance proofs of this article, say it's the best advice they've seen about the wise pro looking at his own position and considering his obligations to his members in setting them a pleasant example.

To make it a success requires the informed cooperation of every member," said my friend. "This cooperation isn't an easy thing to get because belonging to a club costs money and any number of our members have expenses that come ahead of club bills."

We got talking about individual cases of probable incomes and expenses of the members and mentioned a man who had a big domestic appliance business.

My club official asked me, "Have you

ever done any business with him?"

I replied that I had.

"Did you pay straight retail prices like his other customers?"

I had to answer that I didn't.

"Do you buy 'wholesale' every chance you get?"

I had to answer "yes" to that.

"How much of the golf stuff that our members buy do you think you sell to them out of your shop?"

"It's hard to tell. Somewhere between 80 and 90 per cent," I guessed.

"Considering that so much buying is done at trick discount houses and at wholesale as a general thing, and that you yourself buy wholesale, I'd say you are getting a pretty good break from the members."

That put a different light on problems that have been bothering me and other pros, problems that have been especially troublesome the past few years with the increasing cost of operating a pro department, the smaller net profit and the higher living costs of my family and myself.

Worries Love Company

It struck me that my worries probably have been the same as those of the majority of my members during the last few years of inflation.

I got to thinking that when I had to buy something at home that cost what a set of woods and irons and a bag costs at my shop, I might not show the same loyalty I expect my members to have toward me. I wasn't willing to pay the retail prices to one of my members for things I needed, but would buy them 'wholesale,' especially when that's so easy to do these days.

Then, all of a sudden, it dawned on me that what I have suspected so long is the absolute truth. My members are a grand bunch and deserve everything I can possibly do for them in expressing my thanks for the way they stand by me.

Certainly, some of my members buy golf goods elsewhere. But why?

They didn't think much about it. That means I didn't become close enough to them for them to think about me when they were thinking about buying golf equipment or accessories.

Another reason is that they believed they couldn't afford my prices. Maybe that means I haven't done a good job in convincing them that my quality type of merchandise is really a bargain over the period it will be used. Perhaps I should



Sweetness in the Desert Air

Knowing that GOLFDOM readers appreciate, and what's more deserve, an occasional change of pace, we're slipping this photo into the April format for your edification. It comes from the Desert Inn CC where the Tournament of Champions will be played Apr. 18-21. It takes some imagination to figure how these figures figure in a golf tournament, but you have to keep in mind this is a buildup for the event. Tal Tribble of Chicago (he's the fellow in the center) is buying a carload of tickets, and if this adds up to high-pressure salesmanship, you're probably saying, "Let's have more of it!"

have more of a price range in my shop stock, or should have a time payment plan. I'm not sure. I've got to do some more thinking about that.

Compromise Is Costly

I do know that a great danger to pro business right now is offering golf merchandise of a sort that can be bought for considerably less money through other retail outlets.

I also know that the golfers aren't going to be enthusiastic about merchandise that offers more profit to some pros but at the same time costs the golfing consumer more.

Then there is another class of members—very few of them, luckily for me—who are just simply tight.

Nothing but money means anything to them. Maybe I can cure them with kindness. Anyway, I'm not going to be cool to them and not give them a chance to change. They're human beings and club members. I know some pros who are as
(Continued on page 92)

Expect Favorable House Action on Curtis Bill

*Associations, Individuals Urged to Concentrate
on Senate Finance Committee to Get Tax Relief*

By REX McMORRIS

Real progress on the bill to exempt country clubs from the 20 per cent tax on capital improvements has been made in recent weeks, according to Rep. Thomas B. Curtis of Missouri, sponsor of the measure, who has informed GOLF-DOM that the House undoubtedly will act favorably upon it when it is reported out of committee, probably late this month. Whether or not the bill will receive favorable action in the Senate is still a matter of conjecture.

According to the Missouri congressman, the club improvements bill has been incorporated in a big excise revision measure the House Ways and Means committee is currently working on. "The revision bill," says Rep. Curtis, "probably will reach the floor of the House within the next three or four weeks. The way the bill is being written it looks as though it stands an excellent chance of passage inasmuch as tax bills from the Ways and Means committee come onto the floor under a closed rule which precludes amendments. If the bill is accepted by the House, it will be passed in its entirety."

The exact language used by the Ways and Means committee and contained in the 'Summary of Committee Decisions Relating to Technical Excise Changes' is as follows, according to Curtis:

Provisions of the Bill

"The present 20 per cent tax on club dues applies to payments used for capital improvements as well as those used for operating expenses.

"The new bill will provide that assessments paid for construction or reconstruction of a capital addition to, or improvement of any such facility is not to be subject to club dues tax. This exemption will be available only for assessments paid after the effective date of the bill for construction or reconstruction begun on or after that date.

"This provision was added in House Ways and Means committee action last year, but the effective date was modified through action of the committee this year. Under action taken last year, exemptions could have been provided for any assessments paid for construction or reconstruction begun on or after the effective date of the bill."

If the bill is accepted in its entirety by the House of Representatives it then goes to the Senate where amendments may be offered in the Senate Finance committee. It is also possible that the bill may be amended on the floor of the Senate. Thus, it is particularly important that members of the Senate be informed of the merits of the Curtis bill through information supplied not only by country club officials but by members as well.

If you have not already done so, it is advisable to immediately inform members of the Senate Finance committee of all the ramifications of the Curtis legislation. If every Senator is apprised of the gross inequity imposed by the 20 per cent tax on capital improvements to existing club facilities, it can be assumed that the bill stands a good chance of final passage.

Finance Committee Members

Members of the Senate Finance committee include: Harry Flood Byrd, Va.; Robert S. Kerr, Okla.; Russell B. Long, La.; Clinton P. Anderson, N. M.; Albert Gore, Tenn.; John J. Williams, Del.; George W. Malone, Nev.; Wallace F. Bennett, Utah; J. Allen Frear, Jr., Del.; George A. Smathers, Fla.; Paul H. Douglas, Ill.; Edward Martin, Pa.; Ralph E. Flanders, Vt.; Frank Carlson, Kans.; and William E. Jenner, Ind.

To date golf associations, clubs and individual golfers have supported the Curtis legislation in excellent fashion. The favorable action it has received in the



PGA Club Champs Larry Bartosek (second from right) collects the spoils after winning recent PGA Club title at Dunedin, Fla. Bill Heinlein (second from left) was runnerup. Jack Lust (l) and Joseph J. Di Fini (r) of Squire Slacks, sponsor of the tournament, made the presentation.

House Ways and Means committee is partly due to the fact that the associations and others have conducted a campaign to educate the legislators not only on the merits of the bill, but to call their attention to the onerous burden the improvements tax places on those who are willing to spend their money to provide community recreational facilities. But, as Rep. Curtis pointed out in a recent statement, the battle at this point is only half successful since members of the Senate Finance committee as well as the Senate, as a whole, still have to be wooed and won.

Have Vital Stake in Bill

Every private club — old, new and proposed — has a vital stake in this bill. To make sure every club is fully informed and will have an opportunity to join in the concerted effort being made in behalf of the Curtis bill, the National Golf Foundation has mailed to each club a copy of the bill, a list of the members of the Senate Finance Committee and the House Ways and Means Committee and a letter urging the clubs to write, wire, phone or see in person members of the Committees and local Representatives and Senators explaining merits of the bill and encouraging full support.

It is not generally known but the present 20 per cent tax on assessments for construction and improvements has been a more far reaching deterrent to the development of new private clubs than is realized. So much so that there are fewer private clubs today than at any time in the past 25 years. In 1931 with a total of 5700 golf clubs in the United States, 4448 of these were private clubs. Today, with a total of less than 5400 golf clubs, there are only 2801 private clubs — an alarming downward trend.

At the same time and during the same period, the number of public courses, i.e., privately-owned fee courses, has more than doubled. There are now 1692 compared to only 700 in 1931, and there are now better than 870 municipal courses where there were only 543 in 1931.

USGA Rules Movie

"Play Them As They Lie," third USGA sound and color movie, is available through National Educational Films, Inc., 165 W. 46th st., New York 36. The 16mm movie covers rules of golf for fairways and rough and runs 16½ minutes. Rental charge is \$15.