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For more information circle number 225 on card

40-DAY BONUS

Continued from page 106

taken at a later date. Of course we serve dinner only, so most of our staff members are able to have a midday dinner at home with their families, and report for work at 4:00 P.M. Many are back again by 8:00 P.M. (We do close at 3:00 P.M. so they can spend Christmas Eve at home, and so far we have had ample personnel to staff our operation.)

If New Year's Eve has been poorly attended at your club, then try one or two of these ideas. First, instead of a dinner, why not just serve hors d'oeuvres, give each couple a bottle of champagne at midnight, and call it a "Candle Light Supper"? Bring the band in from 10 until 2 A.M., put out the hats, noisemakers, serpentine and balloons, and then serve a breakfast at 12:15 A.M.

In this way you can keep your price down. It is my opinion that most persons do not want a dinner on New Year's Eve, preferring to "cocktail it" either at private home parties before coming to the club, or at the club. Most will have eaten something before the party, and really do not desire a full dinner.

Many persons go to private parties at homes on New Year's Eve and you lose them in this manner. But if you open up a *breakfast only* price for your membership beginning at 12:15 A.M. you will bring them to the party for the last two hours, for who doesn't eat breakfast on New Year's Night, someplace? If the first half of your party has been formal, late breakfast customers can be served

Continued on page 114

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For more information circle number 228 on card

40-DAY-BONUS

Continued from page 112

in a separate room, informal, but from the same breakfast buffet. College-age kids who want to be with Mom and Dad for a few moments during the evening can come in at the reduced rate, and still have two hours of dancing time, and yet be able to afford such an evening at the club.

New Year's Eve can also present its problems with bar service due to the unavailability of bartenders, waitresses, and other serving people. Many parties want to "split the check" and still others want to feel they are getting a "bargain" of sorts. So, why not put all the glasses, mix, and ice they might possibly want right on the tables when you are setting up. Then offer bottle prices of about 10% below the cost of the same ingredients, "by the drink."

Twenty-five one-ounce drinks of Scotch might produce—at 80¢ per drink—\$20 per fifth revenue. So, by the bottle, charge \$17.50. They will probably drink more, and your labor will be reduced. Make sure your available help provides plenty of additional ice and mix during the entire evening, and they will feel they have got a fair deal from the club, and even if they do not finish the entire bottle, they can take it home and you have increased your volume.

New Year's Day is not attractive to many of your members, and they will probably be satisfied with watching ten hours of football games while lying horizontal on a comfortable couch. But sometime during the day, they will require some nourishment, and perhaps a little bit of the "hair from the dog that bit them."

Therefore, an open house, with "free" snacks of cold meats, cheeses, relishes, salads, and soft desserts can be dispensed in the cocktail lounge. TV sets can be placed in and around this area, and a cute waitress, dressed in a nurse's outfit, dispensing Bromo Seltzer, Anacins, aspirins, and other "first aid" items will create interest and cause comment. Food sales will be nil, but you might do some bar business, your attendance will probably be minimal, but it is worth a try.

Holidays can mean business for you in

Continued on page 116

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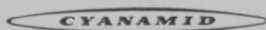
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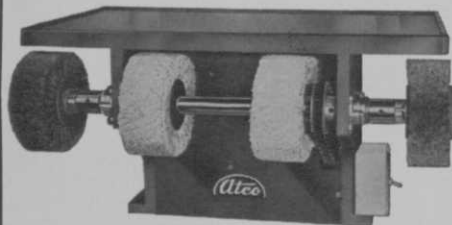
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New Turf Booklet

A new "Turf Pest Management Handbook" has been published for golf superintendents by Mallinckrodt Chemical Works, St. Louis.

The new handbook, according to Turf Products Manager Stan Frederiksen, covers turf disease fungi and their control, primarily, but also discusses major weedgrasses and other turf pests and their control as well.

The 48-page handbook includes full-color pictures of 17 major turf diseases and three major weedgrasses, with identification and control data on each. In addition, there are line drawings of turf fungus organisms as seen through a microscope, and of weedgrass structures. Scientific and common names for the diseases and weedgrasses are provided in the booklet.

Copies are available free, to qualified turf managers, from Mallinckrodt Chemical Works, St. Louis, Missouri 63160.

W. M. Porter Dies

W. M. "Bobby" Porter, 54, president and co-owner, Porter Bros., Inc., Shelby, N. C., died suddenly last month. His company was distributor for Jacobsen Turf Equipment for North and South Carolina, West Virginia and the eastern part of Tennessee.

As supplier of general golf course equipment, Porter had led his company to a very successful business in six years of operation.

He is survived by his wife, two children, three brothers and a sister. His brothers will continue active in the firm.

40-DAY BONUS

Continued from page 114

one other way. By decorating your club, providing holiday centerpieces on the tables, and presenting holiday season menus, many of the members will bring to the club the parties normally held in their homes. With the lack of help available to them, they will quite often need to rely on the club for this sort of service.

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Should the PGA do more?

In the September issue of GOLFDOM, professionals were asked what, if anything, the PGA should be doing to help further the interests of the club professional which it is not now doing. Answers which started on page 26 of that issue are continued below:

"Limit members in lending their names and likenesses to playing equipment sold through outlets other than the pro shop operated by a PGA pro. Limit membership only to those who have approved contracts with full concessions or salary which is obviously as much as the job might possibly produce."

"Most anything you can think of to help in merchandising. Sales tips on outstanding new items for pro shops. Helpful information on keeping records of all types. Ways to freeze out the fast-buck pro from obtaining pro-only merchandise. The PGA should insist that all pros on tour who make their living in PGA-sponsored events should not indorse store-line products."

"The PGA must follow strong action taken by the Mid-Atlantic Section and recently adopted by the Florida Section. Unless professional and club live up to contracts as recommended by MAPGA which gives all concessions to the professional, the pro is not allowed to participate in sectional affairs, including tournaments. Neither can amateurs participate in pro-am events unless they represent a club employing a PGA member who is in good standing. We in the Mid-Atlantic have had these conditons

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Golf Course Planning Publications



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"Organizing And Operating Public Golf Courses"—\$7.50 Postpaid

A reference book of sound and pertinent information on organizing and operating public golf courses. It contains the most current data available on the initial planning procedures and methods of operation that are so vital to the development and successful operation of any public golf course. Included are chapters concerned with the project's feasibility, selection of land, consulting a Golf Course Architect, preparing a construction budget, methods of financing, and a statistical sampling of public golf course operations which covers such areas as, season attendance, operating costs, receipts, season tickets and green fee charges, reservation policy, powered golf cars, hand carts and the pro shop. Other sections deal with golf course policy on regulations and conditions of play at courses throughout the country, course maintenance, the golf center, pro-shop operations, golf course personnel requirements and suggestions for organizing public links golf clubs.

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PGA DO MORE?

Continued from page 118

for years. We are trying to improve our profession by giving the club a better pro. In turn, the club must allow the pro to retain the returns from his efforts. Golf car revenue is an area where the club, in most cases, should possibly derive some portion of the income. This is a vast area."

"The PGA is not enough to protect the home professional who is really the backbone of the organization. More publicity is needed for lesser-known country clubs and pros representing those clubs to find out what they are doing. Everyone likes to be recognized."

"I don't think the PGA can do much either way to help or hurt the golf pro. They have no power or pull to get a job for the pro or to help him hold on to it."

"I think they (PGA) have done wonders and will continue to do so."

"The PGA should ban any professional golfer from its membership if he allows his name to be used to sell golf equipment which is sold in places other than the pro shop."

"I feel that if a club, whether it be public or private, wishes to have a PGA pro, it should expect to let the pro operate his own pro shop, car rentals, club storage, teaching, etc. There should be standards set by the PGA so the clubs who wish to have a card-carrying professional know there are certain concessions that must be made in order to obtain one."

"Hold price on merchandise in all shops the same. Have set prices on les-

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