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## Intelligent "Snooping" Eases President's Task

FIFTEEN years ago one of the country's most famous sectarian golf clubs elected to its directorate a man whose business genius had put him in command of a great national business early in life. A few years later the club made him treasurer and for six of the last seven years he has served as president of the organization. If there ever was a brilliant illustration of the wisdom of long terms for competent golf club officials, it is supplied by the case of this particular president.

Although the club's membership is limited to 200 of which the greater part consists of wealthy men, and assessments are the usual order annually to care for the members' extensive requirements of a deluxe and complete character, there still is a financial problem for this president to marshal his forces in solving. This problem concerns making the expense of belonging to the club one that can be met by the young fellows whose business

careers are in the earlier stages. In this instance it is a real problem for the annual dues are \$500 and the average annual assessment runs around \$200. These younger men are from old line and conservative families that, despite wealth, believe in the policy of making their scions win their own ways.

### A Sane Solution

This matter of \$700 a year golf club set expenses is not too much for an up-and-coming young business man in a large city if the club is of enough entertainment value and interest to the young man and his family to permit it being his one golf club. That is the basis on which this president has worked and the outcome has been a happy one. Even though plenty of money is spent by the club, it is spent under expert department heads, supervised in a general way by the elective officials who not especially concerned with the details of their employees work so long as

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the results are entirely satisfactory and the cost gives value. So these younger members find in their club the utmost in value received from a golf club. The younger set naturally makes this club a focal point for its activities and supplies a delightful atmosphere of life that undoubtedly adds greatly to the charm of the place for the solid citizens who comprise the older element.

This thoughtfulness in making the club of greatest value to the younger people to whom its cost represents something of a financial burden is carried through the year. The club house is kept open during the winter for parties staged principally by the younger members and as the staff is maintained only for the golfing season much of the service required for these winter functions is supplied by those young members who are conducting the informal program of winter affairs, which consists of occasional dances, a few bridge sessions, and a lot of skating. Taking an interest in the younger members at every turn, has proved one of the main planks in this successful club president's policy.

### Wise "Snooping" Pays

Another reason why this president's

members insist upon returning him to office as each year rolls around lies in his capacity for doing an intelligent job of what he calls "snooping around." He doesn't carry this to excess—can't tell you if the club is being robbed of a few pounds of sugar or if some of the minute details that are out of sight are a bit awry for the club pays its manager and greenkeeper top figures and leaves those details up to them. A few cases will suffice to explain this policy of the right kind of snooping.

The course is separated from the clubhouse by a heavily travelled highway. Under this highway is a tunnel connecting the clubhouse grounds with the course. It was noticed that eighteen holes was just about all the tramping that the older members had much liking for. This president looked over the plans for the connecting tunnel and in this investigation saw that the decline and incline of the tunnel was too steep for comfortable travel by the older men. The grade was made gradual and the expected complaints against the tunnel failed to materialize. The entrances to the tunnel looked bare so landscaping work was done around them. The members never gave it a thought. The flowers

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and the bushes "just grew" so far as they were concerned. But "snooping" brought the deficiency into consideration and applied a quick remedy. Some more "snooping" revealed that wet weather made the going muddy around the pro shop. The walks were broadened.

The eagle eye of the expert "snooper" fell upon groups of the members' chauffeurs lying around on the grass in front of the clubhouse. Promptly a rest room for the drivers was provided, making it easy to get the drivers when they were wanted, keeping them comfortable, and ending the practice of their loafing around the club-grounds.

Again some "snooping" did the club some good when the state widened the highway by the clubhouse. Considerable damage to the grounds was done during this construction work and instead of taking it as a necessary evil and expense, this executive found that he could collect for the club from the state. The damage claim was paid and the money speedily applied to beautifying the club property where road construction had wrought its damage.

"Get on the job and snoop around in a helpful way and the task of heading a golf club is greatly lightened" is this president's advice to others who may be bending under the load of golf club executive labor.

Notify GOLFDOM of elections and new appointments. We will send the new man GOLFDOM free.

## Try for Rent Cut With Advertising Value

WHEN you start shopping around for a location for a winter school remember you are not intending to go to work for the landlord. You want a good location, enough room and light, but your business will stand only so much overhead.

In some of the new buildings that are experiencing difficulty in getting tenants, remind the landlord or the agent that a golf school draws the best class of business men. From these men visiting the premises he stands a better chance to rent all of his vacant space quickly, by giving you an inducement on a short-term lease, than he does by simply following the old rental methods that are pursued by all of his competitors.

## Check Up on Bags Brings Sales

AN annual inspection of the racks where the members' clubs are stored will generally disclose a dozen or more almost worn-out golf bags. This is particularly true toward the end of the playing season and therefore comes just at the time when the pro is interested in reducing his stock of bags. What better time to send a letter to those members who need replacements. If necessary or advisable, reduce the price of the bags somewhat; it will prove cheaper than carrying them through the winter months.

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