

pet by the Directors and seven times out of ten it is caused by non-spending members.

Practically every club board of Directors will tell you that "we expect to lose anywhere from five to fifteen thousand dollars in our dining room and the members are willing to pay the deficit." This situation should not be, and would not be if the members and the Board were to analyze the situation and get rid of those members who do not patronize the house. If the entire membership patronized the house the price of the meals could be reduced and the books would show a profit and there is no reason why the members should not patronize their golf club dining room except that their heart and soul is not with the club and they think the prices of the food are too high, or they can buy a sandwich a few miles away and it will not be necessary to eat in the clubhouse.

I am thinking now of one of the so-called best clubs in the District. This is a true condition. A person driving to the club passes a sandwich shop just before he reaches the club. On Fridays, Saturdays and Sundays you will find this sandwich shop crowded with golf players going to this exclusive club but never patronizing their dining room and the meals at this club are known throughout the District as being on a par with the best in the district. It cost each one of those members more than \$2,000 to join the club and yet, because they do not support the club, they have received an assessment averaging \$50.00 each and every year. There are about forty men in this same club who spend from eight to fifteen hundred dollars at their club but the piking aristocracy in the club make necessary yearly assessments. Assessments have gotten so common here that the Board of Directors have been given the authority to levy up to \$50.00 each and every year without consulting the membership.

MANY times it is difficult for the newly appointed green-chairman to get the greenkeeper's viewpoint. The green-chairman, often a highly successful business man, is accustomed to dealing with men who are experts in "selling" themselves and their ideas. Back through the years the greenkeeper and others who work the soil have felt the humbling force of nature. It takes the salesmanship out of them—but sometimes reconciles them too much to letting nature run its course.

Architect Important in Club Meal Business

ONE of the details of clubhouse architecture that frequently does not get proper attention is the location of the restaurants with business attraction in mind. O. E. Broyer, secretary and manager of Sunset Hill Country club, Sappington, Mo., brings out this point in saying that beautiful surroundings and a cool spot are major factors in attracting the big restaurant business to country clubs.

Broyer says:

"At Sunset we have a lower veranda with a tile floor that seats about 300 persons. From this veranda you have a western view of about 30 miles to the foot of the Ozarks. We serve our lunches during the day on this veranda. For the evening we use the upper veranda where 850 can be accommodated for dinner after sundown, as there is no roof over the upper veranda. On Wednesday and Saturday evenings we have dinner dances, and every Sunday, concerts.

"Our attendance Sunday, June 10, was 256; Wednesday, June 13, 349; and Saturday, June 16, 642.

On other days we average from 80 to 150. I have come to the conclusion that it is not attractive hot weather food and summer dishes that attracts, but the beautiful outdoors and a variety of good food and pleasant surroundings."

Just what sort of a summer menu to present to women always has been a problem for club managers, and although the consensus is for the lighter dishes in view of the heat and the general rage for weight reduction, Broyer has some interesting evidence to submit. He comments:

"Here is an incident that knocks the light-food-in-summer theory into a cocked hat. Every Tuesday is ladies' day at Sunset. On that day we serve a \$1.25 Bridge Luncheon and have a selection of one light summer dish and a small beef tenderloin. On Tuesday, June 12th, you would naturally presume that the ladies would not select a beef tenderloin in mid summer, but here is what happened: We served 210 people—185 tenderloin and 25 summer dishes.

DID YOU ever realize how few good golfers there are? The low percentage of players under 15 handicap means a tremendous market for lessons.