

department and charge them what we think the service is worth.

We try to, in fixing our budget, exercise the very best judgment we are capable of and the distribution of the money that we have to spend regardless of whether it is for the golf course or for other departments of our club.

The Charlotte Country Club, I believe, is one of the most active clubs that I have ever known anything about and it is a very easy proposition to handle.

One of the important things that we attempt to do in our administration is to try to be absolutely impartial in the application of all of our regulations and by-laws, and then we try to apply purely business principles to every activity of the club.

Specialties and Pies Good Menu Features

A. B. ZIEGLER, manager of the A. B. Yahnundasis Golf club, New Hartford, N. Y. (suburb of Utica), stepped into his position from hotel work and brought his chef along with him. The team started immediately on a campaign for winning the membership by a drive on the alimentary canal sector.

For the men Ziegler decided on pie as a feature and it proved to be a good bet. It's his opinion, borne out by experience, that American men are strong for pie and by providing a variety of masterpieces of home-made pies, the males go out of the clubhouse commenting on the quality and tastiness of the cuisine. He maintains that pie is an asset for any club that wants



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See page 35, May 1928 GOLFDOM for illustration as adapted to Golf Courses

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to brag of its food. Ziegler says that one of the places where food service goes wrong lies in the mis-interpretation of the American appetite by chefs of foreign training. He cites broiled chicken as an example. The hungry American likes his chicken broiled crisply and well done; the French idea is to ease up somewhat on the fire.

At noontime the eaters want to hit and run on the food and in the evening they want to dine leisurely so Ziegler arranges his service accordingly.

Surprise the Women.

Ziegler is a student of feminine psychology and that's been responsible for no small degree of his success at the club. He and his chef dope out interesting appetizers that get the women talking. They used California herring as the basis of one of these novelties and the women, when the supply was exhausted, showed that they had "clicked" by asking Ziegler why he didn't serve the item any more. "Women tell you what they like or don't like," says Ziegler, "and that makes it a lot easier for the manager to learn how his efforts are being received. The chef and the man-

ager at Yahnundasis take pains to see that the women's luncheons are dainty affairs and as a result have established for the club a high and wide reputation for its women's events.

Get the food superlatively right and a whole lot of the trouble of the manager's job vanishes, is the Ziegler idea. He lets his members know that his chef is a noted character, that he was picked to cook for President Wilson when the war executive made his trip abroad, and does a lot of other press-agenting for the chef to remind the members that the food they get at their club is the best the country affords. The members like that and it builds house business.

Ziegler hands out some good advice to managers who are unduly excited by kicks. He says: "Some people are bound to kick. The manager feels that he is just as good as anyone else in this free country and has an impulse to fight back or let the kicking rankle. But that's poor policy. Patience will enable you to handle anyone properly and a judicial calm will get the unreasonable kicker aware of the fact that he may be kicking just to hear himself talk."



One of the smaller machines at work.

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