

Featuring Women's Business

By D. VINCENT LACZKO

Manager, Ridgemoor Country Club

GOLF clubs can work up a splendid revenue by more catering to ladies' luncheons. Our club enjoyed a wonderful season this year, in fact the best since the club opened. One of the main reasons for this was that we had the ladies entertaining all summer and through the fall. There were weeks when we had luncheon parties every day. Of course these meals had to be different than the regular men's luncheons.

As you know ladies always like something different, something dainty, colorful and pleasing to the eye. About 90 per cent of the ladies are on "diet," so you have to work out balanced menus for their parties.

I really think that the only way to break even or perhaps make a little money in the restaurant is for the manager to cater to the ladies and have them use the club to entertain their guests.

Clubs are getting to be more and more popular every day. People like to spend an afternoon or evening there. It offers more freedom than a hotel, therefore the manager has to create an atmosphere around the club that is home-like. He must have employees who are courteous, smiling and ready to serve the members. The manager and employees must have thorough understanding.

Employees these days demand good treatment, and the wise manager will get a whole lot further if he has a satisfied crew working for him. It really means the success of the club. Naturally you find a dishonest employee now and then, but the honest one will soon get rid of him.

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