

"General Manager" Is NOT Miracle Man for Average Conditions

Says J. C. BURNS
Manager, Evansville (Ind.) Country Club

HERE has been much discussion, pro and con, relative to the general manager plan of golf club operation. Some advocate a general manager over all departments and I want to say in my opinion it is unwise in many respects, as a universal operating policy.

In most cases the house manager is changed quite often because it is a hard job—you may please nearly all the members and the one that you don't please is made chairman of house committee and he puts the skids under you promptly. The pro has the better job on this account. Providing he can teach well, can play a good game of golf—and has brains enough not to meddle in the house affairs—he will stay on the job several years. Every once in a while one gets the idea he can run the whole shebang and the consequences are that the club is operated wrong in all departments. A pro knows clubs, balls, stance and sometimes golf course maintenance, but when he tries to divide his time between greens and house both are neglected, and same applies to house manager. Some of us may be hasty enough to think because we find some idle time to stroll around the golf course that we can make a bid for a general manager berth. When we do we but show our ignorance.

Depends on Able Aids

If one checks up carefully on the general managers one will find that they cannot take any one department and manage it right, without help. The general manager has an assistant who operates the house and three out of four times this man knows more about food and club member comfort than the general manager. The unqualified general manager is put over the greenkeeper and the pro and both greenkeeper and pro have forgotten more than he knows about golf course maintenance.

Look at ———. Since their original manager left and they adopted the general manager plan they have had three house managers. Why? Simply because the pro

now is general manager and although I consider him a splendid professional, he is lost when he tries to tell the house manager who has devoted his whole life to clubhouse management, how to operate the house, when he should be out on No. 1 tee and seeing that a new member gets a game instead of sitting like a bump on a log watching the other members drive off.

My idea of operating a club right is to put the general manager on the bench. Hire a man to manage the house, one who knows food, a man who knows how to make people comfortable, and preferably one that does not play much golf, nor have

Evansville Country Club
MENU A LA CARTE

FRONS-D'OEUVRES

CHICKEN CROWN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35

RELISHES

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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SOUPS

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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EGGS

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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FISH

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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STEAKS AND CHOPS

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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POULTRY

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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COLD BUFFET AND SALADS

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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VEGETABLES

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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POTATOES

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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SANDWICHES AND TOAST

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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FRUITS AND PASTRIES

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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RAREFIED AND CHEESE

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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BEVERAGES

ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35	ROASTED CHICKEN 35
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4-Course Reglar Table D'Hotel Dinner

ROASTED CHICKEN 35

This revision of the old menu gave Evans a big increase in house business at Evansville

an inclination to stand around the locker-room and discuss golf. His game should be good eats and service. Let him understand right off the reel that he is king of the house and will be held responsible—and whereas he should be friendly with the pro, he should not in any way stick his nose in the pro's business. Same applies to the pro.

Pro-Greenkeeper Tie-Up

Then let the club engage a pro who not only knows how to sell clubs, balls, teach golf and make money—but one who can take charge of the course, if the club's activities allow him time and he is competent. He is the logical man if things go wrong. He hears about it from the members and has to look up the greenkeeper and report or advance suggestions. Let the greenkeeper work with the pro and the pro in turn have but one boss—the chairman of the greens committee, and the house manager but one boss—the chairman of house committee. If a club is operated in this manner, each department head or manager will be accountable to only the chairman of the committee that controls his department and the committee chairman in turn be accountable to only the president of the club. The club will run successfully, the directors of the club will have honorary and helpfully advisory positions, instead of a lot of grief. Last but not least, let the president of the club place confidence in the ability of the committee chairmen he has chosen and not go over their heads and issue orders without consulting them. At one club I know a president was in office who had the entire organization in an uproar simply because he had a stool-pigeon in the office who would report every little trivial thing to him, and he, as president, would act without consulting any committee head or department manager. I have often seen this same president walking around, like Atlas with the world on his shoulders, snooping into closets, walking into the kitchen on tiptoes and ever alert for trouble. Believe me, he found plenty.

A golf club is designed and organized for pleasure. If the officials are right, and if the club departments are managed right by 3 men (1) the house manager, (2) the professional, and (3) the greenkeeper, the institution will deliver pleasure 100 per cent to all of its members. All departments will operate well under their budgets because they will be working in harmony.

Trapshooting in Vogue as Golf Club Event

TRAPSHOOTING is coming prominently into the country club picture as a pastime that keeps the members together when the golfing season is over. So many of the clubs in the central, northern and eastern states are situated in ideal locations for winter trapshooting that the sport, which took on with golf clubs but a few years ago, now has attained such popularity than in many territories there are trapshooting leagues having teams from various neighboring golf clubs.

The trapshooting league in the Chicago District has had two very successful winter seasons, putting on their shoots each Sunday morning. At the Comargo club in the Cincinnati district, one of the country's finest establishments, trapshooting is firmly fixed in the sports calendar. On the Pacific coast the golf clubs are adding trapshooting to their schedules and finding that it makes a hit with their members. The coast has contributed to the sport a compact magazine trap that holds 43 three-inch clay discs which can be fired faster than a disc per second. The trap throws the clay birds about 100 feet. The clay discs cost about a half a cent apiece or may be made in the mold which is furnished with the trap.

One factor responsible for the lively popularity being attained by trapshooting in the golf field undoubtedly is that the sport is akin to golf in its demand for precise co-ordination of mind and muscle. Many of the star pros and amateurs are adepts with the gun. The Haig is a crack shot, Bob Jones is a mean hand with the gun, "Red Bill" Jackson, the Comargo pro figures as a highly rated contestant in the big time shooting tournaments and scores of other pros in the country are dead shots as the decimated flocks of ducks who finally reach the southland can testify.

With the new outfit, which brings the cost of trapshooting facilities to the club down to a very low figure and the maintenance expenses and trouble practically nothing, it is expected that trapshooting this winter will attain considerable additional prominence on the golf club calendar.

RUTH LAKE C. C., Hinsdale, Ill. has on the top of its letterhead a line that should be given wide circulation: "The champion of this club is he who champions the club."