



Attract the kids and you bring the mothers. Such stunts as a temporary merry-go-round, such as here in the Pasadena Golf Club's front lawn, are bound to build departmental business.

Pasadena Grows With Sound Managing Ideas

By ADOLPH E. REMP

Manager, Pasadena (Calif.) Golf Club

WITH the trend of golf club so plainly revealing women's growing interest in the game it is part of every manager's urgent problem to figure out ways of making the club a magnet for women's business.

When I first came to the Pasadena G. C. four years ago, my most recent experience had been with a women's athletic club. At that time the Pasadena clubhouse was small with poor facilities and we naturally had a meager income. It is the women who make the social life at a club. I knew that from my previous connection, so I set to work to put into our clubhouse arrangements and operations all possible ideas that would show distinction at the expense of ingenuity rather than of cash. The big social spot of the men members is around the locker-room. That is fine when a manager runs his locker-room right, but it doesn't make the club ensemble just as it must be in order to have the whole club go ahead. Get the women interested in their bridge parties, private parties, and of course in the distinctive way in which the ordinary luncheons

and dinners are prepared and served and you have them talking. You can take nothing for granted in trying to advance a club by bringing its bright spots of operation to the attention of members. It is only by constant study of novel ideas from hotels, restaurants and other clubs and by exercising one's own ingenuity can a club attain that happy distinction so necessary to successful operation.

Two years ago we built a new clubhouse that is one of the finest on the coast. We start making our clubhouse a distinctive proposition even before the member or guest enters. The landscaping is always sure of favorable comment from our patrons. Inside the house we make a great point of the floral decorations and even in this country where beautiful flowers are common, our supply and arrangements are notable.

There is an art in the furnishing and arrangement of porches and verandas. To make them so they really have the spirit of relaxation and the atmosphere of a high class exclusive club, rather than just

an ordinary setting, calls for considerable thought on the part of the manager.

Remp's Service Policy

The basis of good clubhouse service is a competent staff, friendly in its spirit, and under friendly but firm management. Get good help and keep it. Especially in club work is changing employees disastrous, for each employee gets to know the peculiarities of each member. In this way alone can we, or any other club, maintain a high standard of service in each department.

The following are the only set house rules, and they govern in every department at the Pasadena G. C.:

1. Courtesy is the essential thing I demand from all employees.
2. The members are paying your wages to receive service and I am here to protect their interests.
3. Don't forget that the guest is always right.
4. Service with a smile will take you through many difficulties.



Manager Pasadena G. C.
Adolph Remp.

We check ourselves against financial troubles and leaks by our budget. Mr. Fred H. Hand, secretary of the club, Mr. John H. Simpson, chairman of the green-committee, and I prepared a budget of expenses and income on the beginning of each year. It is then up to me to stay within the expense budget and bring the income budget up to the estimated figures. By carefully working out an expense budget for each department and making the head of the same feel that it is his responsibility to keep within this proportioned amount, we eliminate any waste material or unnecessary labor expense. The income budget is the vital thing to me and by keeping in constant touch with my entertainment committee and club members enables me to bring them to the club

By looking over my monthly reports I can readily see any increase in the club expenses and at once the same can be remedied, as thirty days are comparatively easy to check whereas sixty or ninety days are impossible.

Young Pro Always On Job Is Object Lesson

IN picking up some glad tidings about the pros in the small towns we were told by a lot of the manufacturers and professionals that a kid named Harold Clasen, at Minot, N. D., was showing what could be done by a fellow who knows his stuff and does it.

From one of Clasen's officials, H. S. Davies, we solicited some information on the boy's work and here is what this official wrote:

"Members of the Minot C. C. give to H. L. Clasen, club "pro," credit for success of the club activities thus far this season. Enthusiastic in his desire to make the club the outstanding recreational spot in the state, Clasen has handled one tourna-

ment after another, never permitting interest of golfers to lag.

"The outstanding event of the season was the Northwestern North Dakota tournament, during which 146 golfers played 27 holes the opening day with only nine holes of the course completed. It was a strenuous day, and it proved to everyone that the Minot club's pro is splendidly equipped for the position he holds.

"Among the other events handled this year include a blind bogey, ball sweepstakes. President's cup handicap, short-stop and flag tournament.

"The Minot C. C. is the youngest organization in the Northwest. The course was laid out last year and play on the first