

Women's Business is Service Feature that Pays Club

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TOO many pages in history prove that women have overthrown empires for us to dispute the statement. If they can toss entire domains into the scrap-pile, putting a golf club in a hole certainly would be an easy job for the so-called weaker sex, if women were so minded. For that reason I am convinced that the manager who has his club's interest deeply at heart will pay particular attention to the ladies. If the club food service satisfies them, the men will be no special problem.

This women's business is a study all by itself. You can establish no standards of practice. Some of them are pleased if you call them by name when you are supervising the service of their parties; others prefer that you simply refer to them as "madame" in solicitous fashion. Apparently a minor matter, but you can't pay too much attention to details when you are trying to satisfy the feminine element of your membership.

The women's activities at golf clubs are beginning to constitute a good part of the house income, and deserve particular attention. If a woman can put on a party at your club that goes across so well other women comment on it with high favor. You have not only made that woman "a believer" in your club but have done a lot toward building up your volume. Trying to keep up a high standard of excellence and novelty in the menus at women's private and general parties has made many a manager brain-weary, but then it has helped a lot to win him a salary increase, and that's what we all appreciate.

Service and buying are the two important factors to watch. You can get a competent, interested and faithful chef who will handle the cooking

end of it so you won't have to bother. If you haven't a man who fits, the better you make a change the better it will be for all concerned. Regardless of who does the buying, it must be done right in quality, price and weight. With the right food you and your chef then have the job of seeing that it is prepared right. But even then you have a hard part of the job ahead—service. With the food tasty, attractive looking and clean, your business still can be ruined unless the member is served speedily, neatly, and his, or her, wants anticipated. Hot dishes should be served very hot and cold dishes good and cold.

Dining Room Manager's "Listening Post"

The dining room should be under the supreme control of the manager. In this way he keeps in touch with the members and can prevent many proper complaints. I always figure that an experienced manager knows better than his members how food should be perfectly served, and if there are complaints, barring those of personal peculiarities or innate fussiness on the part of the members, it is because the manager has not been able to get his serving staff to do exactly as he instructed.

Every staff has to be kept on its toes by a manager who is constantly in touch with each detail of the service and who is recognized as an authority by his staff because he knows their work from A to Z and runs second to no one in the club's employ for energy and thought expended in giving the club far more than a dollar's worth in duty for each dollar received in pay.

Most of the time a club is short-handed in its service. That is in the nature of



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The upper picture of the Cedarbrook sun room and the lower of the club's lounge show how lots of glass helps to give a clubhouse character, life and attractiveness.

things, but the members don't make allowances and the manager must have his service so arranged that there is a minimum of lost motion and a maximum of speed and satisfaction in caring for the members. The women's parties, both bridge and golf, often involve rush action, but the manager can ease the strain by showing a personal interest at each table, even if for just one or two remarks and

inquiries of each member's wife who is having luncheon.

I have found it a very good policy to tactfully develop the golf interest of each woman member for once they get to playing golf, they are steady patrons for your meal service. And when I say "meal service" I don't mean it just as a phrase, I say it with the word "service" emphasized in every shade of its meaning.