

pro, they are saving money, by buying the right implements at the right price, the pro in turn will be able to give the members 100% service.

Does the average golfer at a club realize what the pro is continually doing for them? The pro has to be a diplomat at all times. He must not show partiality, he must listen to tales of golf with just as much interest when the 120 man tells it, as when the 80 man is talking. He has to teach players golf etiquette, rules and regulations, must advise them what clubs to use, and what golf balls to play with. If some one comes along and says, "Jack, watch my swing a moment, what am I doing wrong?" the pro must tell him. All of this is free of course. The pro at a club is really looked upon as the leader and a playing model, which to us is a great responsibility, and surely one that should earn a due reward.

I hope to see the time soon when the pro at a club is being looked upon as a major asset, and not just as a traditional fixture.

I do believe that it is time for the pros to show their members that they are trying to work for the members' and club's interest by giving them the best at the right price, and by so doing kill any feeling that some may now have that the pro's sole aim is money.

I've advocated for several years a diploma or a license to teach issued by the P. G. A. and I still am convinced that the sooner the pros have to pass a rigid examination before being considered instructors the better it will be for pros, golf clubs and the P. G. A. of America.

Meals by Reservation Only at This Coast Club

IN an effort to eliminate a dining room deficit, Alderwood Country club, Portland, Ore., now requires its members to make advance reservations for all meals, except at lunch time and Sunday and holiday breakfasts.

The new system is explained in the club magazine, the *Back Swing*, as follows:

"Hours of service: Breakfast, Sundays and holidays only, from 6:30 to 9:30 a. m. Luncheon, every day, from 11:30 a. m. to 2:30 p. m.

"All other service must be by definite reservation only. All reservations made will be charged to the member's account, whether all meals reserved are eaten or not.

"Special luncheons must be arranged one day in advance; dinners must be reserved before noon of day of service.

"Prices: Banquets to members and their guests, \$1.50 per plate; banquets to outside organizations sponsored by a member, \$2.00 a plate; special luncheons in the dining room, 75c per plate.

"Meals will be served at any time any day upon pre-arrangement. It is not the intention to refuse service to members at times not specified, but they must be content to accept service and food 'as is.'"

Anticipating dissatisfaction with the plan by the members, the report goes on to tell what a member can expect who suddenly decides to keep his guests at the club for dinner some summer afternoon.

"Unless you make reservation before noon of that day," the notice reads, "all you and your guest can obtain for dinner that afternoon will be ham and eggs or some other staple foods ordinarily on hand. Special dinner will not be obtainable, because, unless you telephone the office before noon, the chef cannot make the necessary purchases to provide for you and your guest. Perishable foods will not be kept on hand except as definitely bought for specific reservations."

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