

Locker Men Need BRAINS

as Well as
HANDS
and
FEET

By JAMES SANFORD

Locker Room Steward

Lake Shore C. C., Chicago



Photo: Durabilt Steel Locker Co.

A corner of the women's locker-room at St. Clair C. C. (Pittsburgh distr.) showing the attractive dressing alcove and the modern roomy lockers in this recently completed building.

THE subject of locker-room management is one that has been discussed generally by managers, directors and the golf firms, quoting in *Sporting Goods* members, but seldom by the locker-room steward, so possibly a few ideas from his point of view will be an aid to better service, inasmuch as there is always room for improvement, and the thoughtful, energetic man is always in search of same.

To begin with, I think that cleanliness in every detail must be a predominating factor in the locker-room, and can only be obtained through willing and efficient assistants. In the selection of this particular type of employee the mistake is often made that his requirements shall consist mainly of two hands and feet, without due regard to his mentality. Contrary to this, my best and most successful years have been spent with bright, clean cut, courteous and ambitious young men, who are looking to the future and feel that by taking an interest in their work and giving their best efforts, can qualify for a steward's position.

CLUBHOUSE
SECTION

It is this type of assistant who is the greatest asset to successful management, as it is he who does most of the cleaning work, and unless he is thorough in doing so and always on the lookout for improvements, the locker-room cannot be kept immaculate as it should be. Members as a rule are not partial to who renders them service, and I don't know of anything more annoying to them than to have a careless, unintelligent attendant misconstrue or fail to deliver their messages properly.

The installation of a modern radio in the locker-room where I am now employed is an improvement greatly appreciated by both members and employees. It provides news flashes, sporting events and market reports for the members, and amusement for the attendants in the evening after the day's work is done, thereby reducing the monotony. It has shown a vast improvement in the type of work done, for the attendants go about their labors in a happy, light-hearted way.

The steward of this modern day finds that along with his many duties, he has to



Photo: Durabilt Steel Locker Co.

be somewhat of an architect to keep his locker-room up-to-date. The re-arrangement of present equipment, installation of modern shower-heads and mixers, wash-room fixtures, shoe shining machinery and many other modern improvements requires constant thought and planning. The re-painting of furniture in different colors each season tends to add new life to the spaces it occupies. Relative to statement just mentioned, I believe it would be a great aid to everyone concerned if the architects who are designing new locker-rooms, would go over their plans with the locker-room steward before submitting them to the directors, as the former is in a position to give valuable suggestions from a practical standpoint.

Service in this department has changed considerable in the last few years, and I don't think any particular type can be prescribed for all clubs. The different classes of members, prohibition, and many other conditions necessitates an original type of service to govern each individual locker-room. Nevertheless that old phrase, "Can I be of service to you," given in a cheerful way never brings a complaint from any type of members.

The fact remains that the unusual things seem to please the members the most.

CLUBHOUSE SECTION

In this respect I try to have my locker-room in as near mid-season shape as is humanly

Another view inside St. Clair's new clubhouse, this time the men's locker-room. Wide benches, large lockers, broad aisles—all signs of careful architectural planning.

possible at the very outset of the season, as I have found that as a rule the most critical members are the first to come out in the spring and they seem to take pride in going home to tell their fellow members that everything in their lockers was cleaned, pressed, laundered, shoes polished, showers in working order and everything all set ready to go.

Moth Eradication Important

An item of great importance to the locker-room man is the elimination and prevention of moths in the lockers, and after years of experimenting with practically every known remedy, I can cheerfully say that science has developed ways and means of obtaining the desired results, which is a great aid to modern service.

In conclusion, I sincerely believe the keynote to successful management of the locker-room is a thorough understanding and hearty co-operation of the steward with the manager, who, after years of hard work and service has attained the heights to which he now stands. By listening to the manager's advice and aiding him where ever possible, efficient service and success must follow. Some years ago, I applied for a locker-room steward's position at a club where they expected a vacancy, due to the ill health of their head lockerman. While interviewing the manager, I was informed that he would rather lose his right arm than his present steward, whose management of the locker-rooms was partially responsible for the manager's success. So come on you locker-room, let us all by our untiring efforts, make our managers feel the same about us.

Tip us off to the story of your success in pro selling, course maintenance or house operation. These close-up stories advance you and your club.
