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making sure he is getting the quality of foodstuffs he bought.

Gund believes firmly in seeing what he buys and refuses to follow the example of many club managers and order his foods over the 'phone. There is too much opportunity to send goods of inferior quality, even though the merchant be thoroughly reliable. "He is not deliberately misrepresenting, but you can't expect him, over the 'phone, to 'talk down' the quality of his day's supply of beans or corn or what have you."

"We pay our supply houses once a month, and I always take off 2 per cent, which amounts to quite a lot in a year's time. Some clubs are not so careful to meet their bills on discount dates; in my estimation this is a very bad business policy because if a merchant knows he will have to wait for his money he adds a cent or two to the price of things, while if he knows he is going to get paid within thirty days you can dictate to him instead of him dictating to you."

Gund is a great believer in developing side-lines to the limit. He does, for example, pretty close to \$10,000 worth of bakery business a year! This is all in addition to the breads and pastries served in the dining room and is represented by goods bought by the golfers to take home. The specialties are pies, coffee cake, Jewish schnecken, Christmas cakes and fruit cakes. As may be judged, business is particularly heavy around the holiday season.

The business obtainable from the caddies is also carefully cultivated. As Gund explains: "We treat our caddies well, selling them their sandwiches for 10 cents, any kind of candy for 5 cents, and sodas any flavor for a nickel. At clubs where the caddie master has the concession on this business, he generally charges the boys 10 cents for sandwiches and gives them bum stuff at that. I don't believe in that policy and buy the best soda and ice-cream and candy I can. The sandwich materials are the same as our members are served. The boys are always satisfied and seem to appreciate our interest in giving them a square deal."

Home Talent Night Will Pep Up Bored Members

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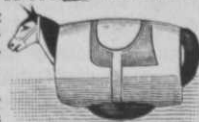
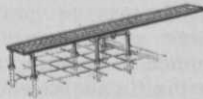
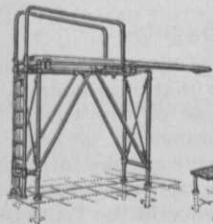
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eration than a "Home Talent Night." It is surprising how much "talent," of one sort or another, will be forthcoming with the first announcement of the event.

Clubs at which shows of this type are annual fixtures have discovered that the evening should be frivolous and that acts of a serious nature, while possibly applauded as enthusiastically as the comedy numbers, are not really as much appreciated by the onlookers. Sure fire stunts are: burlesques on the little peculiarities of prominent members; wise-cracks stolen from current magazines and given a local twist; peppy dance turns by younger members of the club; and similar acts of light nature.

A sure-fire stunt is to have the women golfers present their idea of what goes on in the men's locker-room, and the men return the favor by showing what they think happens in the women's department.

The whole show is best organized as a vaudeville performance and to keep things moving smoothly a master of ceremonies, some glib-tongued wise-cracking member, is recommended. He should be selected with care, as popular approval of the master of ceremonies work can make or break

an all-member show of this kind.

A special dinner should precede the show, with only those members at the dinner entitled to reserved seats for the performance. If the dining room is the largest room in the clubhouse and therefore the best located for the show, insist that members start their dinners not later than seven p. m.; otherwise the performance will not be able to get under way until so late an hour that those who have eaten early or at home will grow impatient.

Rehearsals should take place behind closed doors, with just an occasional hint or two of the fun ahead, to keep member interest at fever heat.

S AUGANASH Country club, Three Rivers, Mich., elects its board of directors for three year terms. The directors elect the officers. In the case of the president, a man serving the early part of his term as director is always appointed. The advantage of this policy is that this man, at the end of his year as president, continues on the board for a season or two and can give the incoming directors and the new officials the benefit of his experience.