

WOOING THE WOMEN

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Mgr., Westmoreland CC

*A Little Extra Effort in Pleasing
Women Results in House Profits*

IN THE last few years the high type of golf club has become as much a group home for women as it has been for men. It has become the general thing at many of the leading clubs for house income from women to considerably exceed the house revenue derived from the male members.

Sensing this trend, the officials and management of Westmoreland CC (Chicago district) several years ago began a definite and thorough campaign for appealing to feminine patronage and handling it so the Westmoreland standard and details of service would be the highest that could be provided for women of the member families, and their guests.

Closest cooperation between the outside and inside departments is imperative when attempting to satisfy the demands of women golfers. Westmoreland is fortunate in having Al Lesperance as its professional and outside plant superintendent. As professional and greenkeeper he is a brilliant credit to his fields of work and as a thoughtful gentleman he is a great asset to a club with an exacting and high class membership. Lesperance is the kind of man with whom thorough cooperation for the pleasure of the members is made easy and effective for the manager.

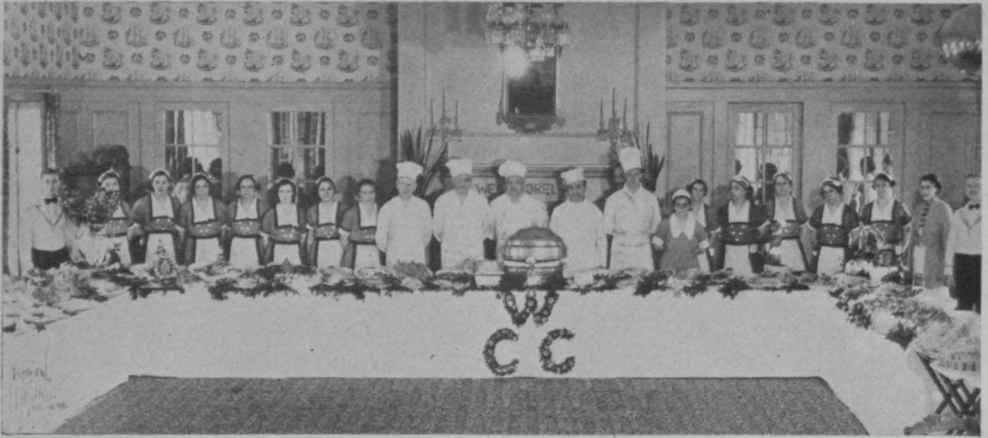
A Long, Busy Season

With the opening of the club in May until its closing in October women look forward to every scheduled and private

event at Westmoreland. There is keen anticipation associated with regular golf days, open guest days, special luncheons and bridge teas. It has been our plan to have each detail of women's service so arranged for these events that there will be a fine balance of novelty, distinction and thoroughness.

I am fortunate in having a talented chef who takes the same interest and pride in these women's affairs as I do. Both of us are in constant search for menu and service ideas. Therein, I believe, lies one important reason for the success of our service to women. Indifference or a temperamental incapacity to co-operate on the part of a chef will defeat a manager's studied efforts to make affairs at his club noteworthy.

All golf events for the women start the first of June and continue weekly until the end of September in charge of a chairman and committee of five. Every Friday the women are provided with a banquet table, amply large to accommodate all the golfers and commonly known as "The Golfers' Table." The number of golfers is easily secured through the caddymaster after all have teed off. Served on Friday is a luncheon planned for the golfers—light, yet satisfying and complete. The menu consists of a choice of two hot entrees—meat and fish, a fresh fruit or seasonal vegetable salad, and a special sandwich. With the above selection is served vegetables, salads with the meat and fish en-



An elaborate buffet luncheon such as this is an important feature on women's days at Westmoreland.

tree, dessert and beverage and piping hot Danish assorted pastries.

Play to Non-Golfing Women

Among the non-golfers, there are many women eager to entertain guests on this active day and at the same time mingle with their golf-minded friends and share the thrill of their games. This practice is quite prevalent and after their luncheon, they can always adjourn to the lounge or porches where bridge tables are set up for their use.

On Tuesdays and Thursday, also very popular days with the women, for golf practice and for social matches, the attractive "Petite Luncheon" is served. This is in reality a light lunch composed primarily of a sandwich or light salad with dessert and beverage. Needless to say, nearly all the women, after their refreshing shower, drop in the dining room for our "Petite."

The day most looked forward to by the women is the last Friday of each month. It is scheduled as Open Guest Day. On this day each woman is privileged to bring three guests.

As an added Guest Day attraction, the women are served on the tenth tee with refreshments such as fruit punch, finger sandwiches and wafers, and if the day be chilly, arrangements are made for hot coffee. This is certainly an incentive for all to start the second round with renewed vigor.

The Open Guest Day is climaxed with one of Westmoreland's most colorful and appetizing buffet luncheons. The fact that

during the season of 1934 an average of 150 women were served on this day is proof enough that the women look forward to the opening of the club facilities with as much anxiety as the men.

The other phase of entertainment for the women is the bridge. This is indulged in by the greater part of the membership.

The bridge activities, much like those of golf, are managed by a chairman and a committee of four women, who set up a schedule of auction and contract bridge events for the season. The season consists of eighteen playing Saturdays, of which nine are devoted to Pivot Play—either auction or contract may be played—the remaining nine Saturdays are set aside for progressive contract.

Artichokes on Prize List

On the Pivot Saturday, the committee arranges for a prize for each table, which are articles most favored by women such as: double decks of playing cards, card table covers, combination cigarette boxes and ash trays, quart size jars of select spiced fruits, linens—such as finger-tip towels, handkerchiefs, pottery flower vases, glass compartment relish dishes and last but not least, is the well-liked and much asked-for prize of generous size jar of artichokes. These prizes are always wrapped in an attractive manner with tissue and ribbons, or seals conveying the sentiments of the season. For the patriotic holidays such as: Memorial Day, Fourth of July and Labor Day, the prizes are neatly tied with red, white, and blue rib-

bons and set off with stars or other seals symbolic of the holiday. When seals can be purchased to correspond with the seasonal flowers—every effort is made to have the floral motif. All of these fine points convince the women that Westmoreland will do all in its power to entertain their guests in fitting manner.

Members have the privilege of inviting guests for all bridge events. A nominal fee for each guest is charged but there is no extra fee for guests when invited to the club for luncheon.

For the ladies' bridge there is a luncheon served very similar to the Golfers' Special. The women take advantage of this and entertain very extensively on Pivot Saturday.

On Progressive day, women are urged to call the club office and a game is arranged for them if they are unable to arrange a game themselves. On this day only contract is played and the prizes are merchandise certificates with season prizes awarded for the five highest progressive game scores at the end of the year.

At 4:30 all is in readiness for a delightful tea. With every effort made to cut down the glare of light and secure all effect of restful, pleasant warmth, the candles are lit and everything is prepared for service to the guests.

In the summer iced tea or other cooling drinks are served, while on chilly days women prefer hot tea.

On the lace covered tea table, rear half, are all the set ups for service. Napkins and plates are placed in a pile with doilies alternating with plate. Teaspoons are grouped if the beverage be hot and long spoons if the drinks be iced. In the forepart of the table all the dainties are conveniently placed and with the aid of the two pourers, the women are served with ease and rapidity.

The hostess strives for a centerpiece in keeping with the season and have candles that blend with the most prominent color of the bouquet.

Westmoreland, noted for its originality in teas, has popularized open face sandwiches and they are always served at Saturday social functions. With the sandwich becoming smarter every day, dainty provision is made for huge trays to be placed in a prominent place. With the sandwiches are trays of cookies, and compartments of candies, nuts and other delicacies which add greatly to the eye appeal.

Greenkeeper in Personal Letter Urges USGA Support

JOHN MACGREGOR, prominent greenkeeper of Chicago GC, and former president of the National Association of Greenkeepers and of Midwest Greenkeepers' Assn., has sent an interesting letter to chairmen of private golf clubs in the Chicago district, at present not USGA members.

MacGregor's letter from the inside viewpoint of the practical greenkeeper, reads:

TWENTY CENTS A YEAR TO SAVE YOUR COURSE

I have just received a letter from Mr. Pierce, Treasurer of the USGA and Chairman of the Green Section informing me of the necessity for golf club memberships in the USGA if the operation of experimental turf gardens in the United States is to be continued.

The big problem as I see it is in the fact that many clubs secure the benefit of the USGA turf gardens through their greenkeepers' findings without the members being aware of the source of their help. If the club members realized what was really happening they would be only too willing to contribute.

The loss of the experimental gardens is of no small moment to the greenkeeper, and more so to the golf clubs, as the information and advice received by your greenkeeper from this source has, during the past ten years, saved your club thousands of dollars.

Each year brings new problems in turf culture and maintenance, but there are few clubs which are in a position to spend money for experimental purposes. If experiments were carried on at the various clubs, the records would be incomplete unless the necessary time were given to this important work and a competent man secured. In this case the minimum cost to each club would not be less than \$600 per year for labor and materials.

The experimental gardens can be continued only through your club's membership in the USGA for only \$30 per year. A club having a membership of 150 could secure the \$30 by an assessment of twenty cents per member.

If you will give this problem your immediate attention I am sure your club will benefit greatly.

The Middle West has always been a leader in the promotion of progress in golf course maintenance. Let us hold that leadership. You can help by sending your check for membership to:

MR. FRANK HARDT, Sec.
United States Golf Association,
110 East 42nd St.,
New York.