



IT'S ON THE HOUSE

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The arriving member expects a ready service.

The most disarming argument is a smile—the safest is silence. Don't feed a disagreement with chatter and excitement.

Baking soda should be on every bar, but not exclusively for suffering members. Its big moment comes when it hits the sour places on the bar work-bench.

To fit into the club business, one must be physically and mentally fit. An ailing manager means ailing management.

Put enthusiasm into your job, if you seek enthusiastic approval.

Lighting engineers have produced near day-light effects that greatly enhance eye-comfort in club rooms and departments, especially in the basement locker-rooms.

A wise club man spends money to create an environment in which other people feel prompted to spend money.

The club that is in debt is not at all in a bad predicament if its management is courageously determined to get out of debt.

A good club manager never loses sight of the importance of being a good host.

Simplicity is an attribute of leadership.

Protection Against Lightning; National Bureau of Standards Handbook

Do not go out of doors or remain out during thunderstorms unless it is necessary. Stay inside of a building where it is dry, preferably away from fireplaces, stoves and other metal objects.

If there is any choice of shelter, choose in the following order:

1. Large metal or metal-frame buildings.
2. Dwellings or other buildings which are protected against lightning.
3. Large unprotected buildings.

4. Small unprotected buildings.

If remaining out of doors is unavoidable, keep away from small sheds and shelters if in an exposed location, isolated trees, wire fences, hilltops and wide open spaces.

Seek shelter in a cave, a depression in the ground, a deep valley or canyon, the foot of a steep or overhanging cliff, dense woods, a grove of trees.

Note by USGA:—It is understood that the elevation of golf clubs or umbrellas above one's normal height is dangerous.

Denver Preparing—Denver already has begun preparations for the 1938 convention of the Club Managers Assn. of America. Howard Mehlman, president of the Mile High Chapter, Fred Wood, Denver AC manager and former president of the national organization, and others of the Denver group have made preliminary plans that give promise of a record convention.

During the National Open the Denver club managers gave visiting golfers, club officials and sports writers a preview of the sort of entertainment planned for the Managers' assembly, February 4-8, so the club members went back to their homes envying the prospects of the managers.

Fred Crawford, national president of the Managers' association, plans to make the circuit of a number of chapters of the organization, and discuss plans of the group. Among the enterprises now engaging the attention of the Managers' association is getting the 10% tax on club dues eliminated.

MGA for Rules Observance—Knowing there has been a large amount of golf rules breaking in the past through ignorance or carelessness, the Massachusetts GA is conducting an educational campaign to familiarize the golfers of the state with the rules most commonly broken.

This is being done through a series of bulletins supplied by the association to the clubs for posting on club bulletin boards. As a follow-up, a letter was sent to the presidents of the clubs pointing out the importance of golf etiquette.

"I do not believe Massachusetts stands alone in these violations," says C. Campbell Patterson, sec.-treas. of the MGA, "but they are common throughout the country. If the rules are brought to the attention of the golfers, it will do much to improve competitive conditions."