

*Or how the kids can be kept dressed and
Missus looking neat
When pay checks shrink from month to
month. It sure will be some feat.
But just the same I'll play along until the
very day
The old man with the scythe swings once
and cuts me down to hay.
I'll try to keep up with the boys who know
their thus and so
I'll plug and read and study and forget
about the dough.
The wise boys say, "You're nutty" per-
haps they're right, alas!
I just can't think of laying down, because
I love my grass.*



**IT'S ON
THE HOUSE**

By TOM REAM,
Manager
Westmoreland CC

Back of every successful club, you'll find a good picker of employees.

Good food, like good music, is composed, enjoyed. But all is not then lost. The memory lingers on.

The staff reflects the head. Don't act imperious unless you want your club to have a cold, resentful atmosphere. And you don't!

There is no sense in depending on memory. You may be proud of it but it will fail you. Memorandums are safest.

One of the most cutting criticisms the member can make is that he likes the golf course, but the clubhouse help is "un-trained."

Welcome the critic. Someone has to pull things about or the dust will accumulate under furniture and under brains. If you think you're the best ever, you're in danger.

The successful manager is close to the problems of his employees.

Take care of the corners and dark places and the rest will come naturally.

It takes effort, and is worth the effort, to have your club recognized as one of the topnotchers in your district.

There's always something doing in a good club because the management is up and doing.

The
Winner!
at the
19th.
HOLE



86 PROOF

From the published results of a national survey of Golf and Country clubs, conducted by "Golfing" magazine to determine the Scotch Whisky preference of club members, it is observed that BALLANTINE'S occupies top position, based on volume of sales, among the fifty representative brands of Scotch Whisky considered.

It is gratifying to note this preference for BALLANTINE'S expressed by Country Club members, who represent a cross section of the most discriminating consumers of Scotch Whisky in the United States, and with our appreciation we give unqualified assurance of continuity of the quality, character and maturity which have created for BALLANTINE'S such outstanding popularity.

Ballantine's

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