

If Manager Delivers the Goods, Club Will Rate High

BILL EVANS, veteran club manager who now is sales missionary for Pabst in the club and restaurant fields, makes a remark worth the consideration of club officials.

Says Evans: "It is no accident that managers stay longer at the higher class clubs. At the other clubs the members and officials do not know what they want in clubhouse service and cuisine; how can the manager be expected to guess? The higher class clubs expect service and pay for it; consequently they get the type of men who know how to satisfy the club's requirements, and whose services are hard to replace."

Evans adds: "The rating of a club as high class is not entirely dependent on the wealth of its membership or the facilities of its clubhouse. Quite a number of the smaller community clubs are expertly managed in such a way that they rate just as high in their own situations as the famous metropolitan district clubs stand in their respective territories."

From his perspective Evans believes that if a club has a frequent turnover of managers, the explanation lies within the club and is by no means a damning reflection on managers who have attempted to cope with the condition.

Meet to Arrange Cooperation—Manufacturers' Relations committee of the Illinois PGA was host to representatives of the leading golf goods manufacturing companies at a luncheon in the Morrison hotel, Chicago, April 18. After lunch the pros' chairman, Jack Patterson, presented to the manufacturers' men a list of points proposed by state PGA members for discussion.

Several misunderstandings were cleared away and working arrangements made for closer cooperation of pros and manufacturers in handling some problems of expense and concern to both parties.

Free Lesson to Buyers—Olin Dutra, Wilshire CC pro, and his assistant Kurt Apel, offer free one golf lesson for every set of clubs bought in the Wilshire shop. The Wilshire Club News says: "This idea proves profitable in two ways. The player has an opportunity to correct his errors or brush up on his fundamentals, and he assures himself getting a set of clubs fitted to his style and choice."

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