

# IT'S ON THE HOUSE

By **TOM REAM**  
Mgr., Westmoreland C.C.

*Don't complain about the club business involving your being at everybody's beck and call. It develops the sort of alertness which makes it easy for opportunity to attract your attention.*

Conspicuously successful management isn't conspicuous.

*Maybe the fault finder is a crank. And again, maybe he has put his finger on a flaw in the operation of the club.*

In the club business, those who move slowly, move so slowly to the top that they never get there.

*The name the club is given doesn't matter much. What counts is building up a good name for it.*

To the man who finds fault with starting at the bottom of the success ladder and climbing up: it's either that or starting at the top and tumbling down.

*You're of value as an employee only if you arrive in good condition. Appearances to the contrary notwithstanding, the only way to come out right is to do what's right.*

Just as salemen aim for high selling average, so club employees should strive for high pleasing average.

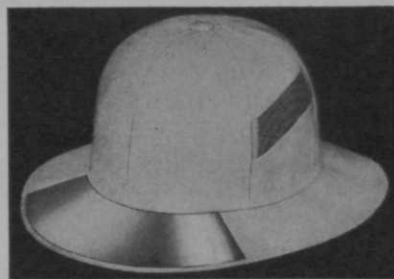
*It takes rare ability to be both a genial host and a thrifty manager.*

## Carolina Club Clinic Pleases: to be Repeated

THE "Country Club Clinic," sponsored by the Carolinas Golf Assn., and held March 20 at the Pinehurst C.C., proved such a success in every way that plans are already being made to hold similar, regular sessions in the very near future.

In arranging the program it was felt

## Congo HATS



### The Air-Cooled Top Dressing for Golf Addicts

Tops for golfers . . . the coolest hats under the sun . . . worn from Hollywood to Halifax by scratch men and sod-busters . . . everybody wears 'em. You sell 'em at 50 cents per! Made of pre-shrunk white or tan duck with green transparent pyralin in front brim . . . and mesh ventilators for air-cooling. Steam blocked to perfect shape.

"The King Congo" retailing at \$1.00 is made of sanforized gabardine in white with green underbrim and edging. Send for complete catalog on Sportswear.

**JACKMAN SPORTSWEAR CO.**  
14 E. JACKSON BLVD., CHICAGO, ILL.

that especially in the smaller clubs, the pro was really the key man, and that no club could succeed unless the pro was on the job and had the support of his membership. An effort was therefore made to supply information which would better equip the pro to do his job and at the same time to increase the pro's interest in his club by making his position more profitable to him.

Donald J. Ross led off the program with a discussion on golf course architecture. There was an open discussion following his talk. Horton Smith and Jimmy Thomson put on a two-hour discussion of "swing fundamentals," with emphasis being placed on the teaching end.

Following a buffet supper, Dr. John Monteith, Jr., showed some slides on the valuable development work being done