

# Cater To Family—It Pays

By Clifford C. Wendhack

**Serving the membership in several types of sport, and in all seasons, would solve financial problems of many clubs which are now finding it hard to meet obligations**

**D**URING the past few years, many unforeseen changes have taken place in the business and sports worlds. The unsettled conditions of our country, to say nothing of those abroad, have given us a case of jitters. These facts are vitally affecting the status of our country clubs. If we choose to be upset by conditions beyond our control, it is our own fault. If we will accept an antidote, I suggest we look to the benefits we may derive from participation in our club's activities. If we accept these benefits for ourselves or members of our families, we should in some way assist in building up our clubs' patronage and in balancing their budgets.

The average man may say: "Why should I help to run my club; I am just a member and pay my dues?" Regardless, he must be sold on the idea of enjoyment from taking a little more active interest and in trying to get back into active participation; putting his shoulder to the wheel in his own best interests.

Generally, those who enjoy the benefits of their clubs are not aware of the difficulties and problems of the officers or board who are assuming the responsibility of its smooth running. If anyone interested in sports and club life can be prevailed on to ask the secretary of his club what he can do to help enlarge the activities and revenue of the organization, I believe such a member will learn more fully the meaning of club rehabilitation and why the club does not pay interest on its bonds.

## Need Variety of Recreation

The club which offers but one form of recreation, one which caters to golfers only, is limited in its scope; supporters of the Royal and Ancient game must realize that golf alone cannot supply the variety of recreation the family requires.

The New York World's Fair thought it important enough to symbolize the project with the Trylon and Perisphere. The club of tomorrow should be symbolic of all the sports for all the seasons, for men and women, for young and old. As

a means to this, I suggest first, a good golf course and an up-to-date building. If the building is not equipped with modern facilities, it should be modernized in an economical way to include facilities for indoor sports, with locker-rooms and appurtenances necessary for summer and winter sports, in addition to golf.

A swimming pool should be installed adjacent to the clubhouse, in a position where parents may watch their children obtain health and recreation. Paddle pools, of course, in conjunction with the main swimming pool, keep the very young members of the family entertained and assure their presence at the club during the summer.

## Don't Isolate Pool

A pool should be adjacent to the main club building; an isolated pool affords little revenue to a club. If the pool is placed in the position where the club terraces or porches may act as a gallery, it will afford a social feature and produce good returns in the club's finances. With due respect to the articles in medical journals as to the contagion of swimming pools, it would seem that the modern system of pools as approved by state health authorities, if so installed and regulated as to construction and purification, is safer than the majority of public and semi-public beaches.

This demand for swimming pools at country clubs has brought up the question of finances with which to build a pool, equip it, and maintain it. This is a subject on which every club should consult an expert. Pools differ in cost, just as much as the clothes we wear. They may be

Headline on the Cincinnati Post, June 27, looked like it was carrying one of the most sensational golf stories of all time. It read: "Hagen, Cooper, 51 Others Indicted."

But the story didn't refer to Walter Hagen and Harry Cooper. Two Cincinnati politicians bearing prominent golf names were among 53 indicted by the federal grand jury on cemetery lot fraud charges.

constructed of concrete or more costly tile. They may be lighted, and underwater lighted for night swimming, etc. Walks around the pool and planting can produce any degree of artistic effect desired, all depending on the size of the club's budget.

There is one factor, however, which cannot be neglected if a club is to consider a pool and the safety of those who use it; that is, the system for purification, filtration, and re-circulation. Such a system must be standard and approved by the State Board of Health. The dressing rooms for men, women and children are a matter which will vary considerably as to cost—depending on the finish and equipment.

Another source of revenue for the club during the summer months may be the tennis courts. No club should be without them. The number, type and cost of each unit must be determined by the location and the membership. They are as important as a health-giving exercise as golf or swimming.

Bowling on the green is probably the least expensive of summer sports to install. Room can always be found for it.

If provision for activities is made, in addition to golf, the bar and restaurant will of necessity become popular, and in this way, every member of the golfer's family will be paying tribute to his club, and at the same time enjoying the activities which the club affords during the summer months.

### Don't Overlook Winter Sports

When the summer or warm season is over, clubs are usually forced to close or be faced with a deficit during the winter months. Dinner dances offer some returns, but that is not sufficient. There are many winter indoor and outdoor sports which the club should provide. Badminton is one of these. The area for this popular sport may easily be arranged in the living room, dining room, or locker-room, depending on the size or location of the club.

Skeet is another sport which can be enjoyed in the environs of the club, as well as skiing, coasting, and skating.

The center of activity for club members in winter and summer is the club's bar and the rooms it services. Many clubs are still handicapped by a prohibition bar, or a make-shift installation. The right type of bar, adequately equipped and correctly located to provide prompt and efficient

service to grille, locker-rooms, restaurant, pool terraces and cafe, can do a great deal to boost the revenue of a club.

If our clubs are to meet their obligations they must get their activities in line with the present day idea that their existence depends on serving the membership in several types of sport.

## IT'S ON THE HOUSE

By TOM REAM  
Mgr., Westmoreland CC

*There are two kinds of clubs—those at which members think the food is good and those in which the management thinks the food is good enough.*

**More care in the hiring and there will be less firing.**

*The manager who thinks he would be better off in some other line of work, probably would be.*

**There is a difference between being proud of your club and being snooty about it.**

*The idea is to explain that the request is unreasonable in a way that will prompt the member to withdraw graciously, instead of doing it in a way which arouses him to fight for it as a matter of principle.*

**Getting noticed in a club is entirely a matter of doing the kind of work that gets noticed.**

*Don't complain that members require a lot of service. It's that demand for service that makes the club business such a good one to be engaged in.*

**Some club employees give so much of their attention to what other employees have to say that they have none to give to what a member requests.**

*If it's a good club, it should look the part.*

**What one member complains about, the rest of the members may not like either.**