

duced to one fourth of its 1937 proportions. Besides, a number of other improvements have been made. The bar was moved from the basement to a spot adjoining the dining room, and decorated in Pueblo Indian style of old Mexico. The women's porch was cleaned up and equipped with modernistic charts and tables. New equipment in the kitchen and bar helped to take care of the increase in business. The installation of a modern pressure heater has cut \$100 off the annual fuel bill. Greens now receive water from a reservoir built to warm the water from the deep well before it is run on the greens.

During the next few months the club plans to equip the basement with a new system of showers so that members can have greater privacy from locker to shower. To provide more room for guests, the glass porch will be extended around three sides of the building. The inside wall will be constructed of Bakelite, indirectly lighted with a marquis of softly diffused colored light.

The reduction of membership dues from \$75 to \$25 has attracted many of the town's younger golfers to the club. During the last two years membership has increased from 150 to 225.

"Club members like our present program," adds Lynch, "because it gives them all the privileges of a private course without the worry of how expenses will be paid."

Heavy Promotion of High School Golf to Start Soon

GOLF in high schools will be given a strong boost by Scholastic, the American High School Weekly, and by Scholastic Coach, a monthly widely circulated among high school athletic authorities. Herb McCracken, former U. of Pittsburgh athletic star, is publisher of both magazines.

More than 16,000 high school and prep school athletic directors are the objectives of the golf promotion series written by Ben Thomson, golf coach at Yale university, for the Scholastic Coach. Ben will tell them how to get golf instruction programs going in their schools and in his series emphasizes the vital part a competent golf professional takes in the school instruction program. He sets the stage splendidly for follow-up by energetic and well qualified pros. Thomson's series began in October.

In the spring Scholastic's 600,000 high

school boys and girls will get the golf series which is tied into a tournament plan, with Scholastic magazine giving prizes to the winners.

Golf pros who are aware of the benefits, present and future, of tying into the high school promotion, may secure complete details of the Scholastic publications' campaign by writing McCracken at 250 E. 43d st., New York City.

IT'S ON THE HOUSE

By TOM REAM
Mgr., Westmoreland CC

The pleased member is the best developer of new members. His "word of mouth praise" does the trick.

The employee who has worked in too many clubs is suspected of never having worked for any.

The burning cigarette has met its match in a burn-proof enamel based on Bakelite resin.

The better the clubhouse and golf course is, the easier it is to keep the membership filled.

Yes, you are in the club business, but is the club business in you?

A good club employee is one who has learned that some people like more service than do others.

The fact that members don't know what they want does not matter in the club business if the manager knows what they want.

There's no percentage in giving quick service if it results in sloppy service.

Those who fail in the club business do so because they think it requires no special knowledge.

Maybe the member is impatient, and maybe again, the service isn't as snappy as we think it is.