

their club. Newspaper golf writers will also be guests at the event. Roy Schoepf, U. S. Rubber Products, Inc., is president of the association.

## IT'S ON THE HOUSE

By TOM REAM  
Mgr., Westmoreland CC

*The modern club is the concentration of the utilities that deliver creature comforts.*

Next to making building fireproof is the installation of a sprinkler system to protect from fire.

*There is service and service, but the essential kind at the club is satisfactory service.*

A pleasing personality is the only kind that fits into the club business.

*Club service is largely eye-service. It is impossible to give service by remote control.*

The heaviest load is that carried by the club employee who has a chip on his shoulder.

*A note to club employees—the manager will be pleased if the members are.*

The club business — that of making a comfortable living by making the members comfortable.

*The paint bill usually represents a profitable investment.*

In the club business, renovation should be a constant process, not an event.

### DOES YOUR CLUB need this man?

He has a thorough knowledge of golf course architecture, soils, grasses, drainage, construction and maintenance, based on years of successful firing-line experience.

He has the knack and pep to fire the members with enthusiasm; a sound understanding of golf; a successful background as an instructor.

He has had several years of clubhouse practical managerial experience and knows how to make the whole plant run smoothly.

He is married, thoroughly reliable and loyal.

He is alert, willing and does not drink. He is ready to go to work. If you need this type of man, Address: Ad 909, % Golf-dom, Chicago.

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AMERICAN CHEMICAL PAINT CO.  
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