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CLAUDE H. BENNETT, General Manager

IT'S ON THE HOUSE

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

One of the best investments a club manager can make is to finance little trips—tours of observation—to clubs of good reputation in his district, or to other cities. The good ideas so brought home make for better all-around service, and consequent better business.

Let yours be the club of harmony.

Pleasing the members is fundamental for club success.

Have all insurance policies, personal and business, gone over by an insurance specialist.

The well-dressed club employee doesn't wear a grouch.

If you want loyal members continue to give them those things to which members stay loyal.

The only way to be sure of giving good service is to treat each member as though he or she were a guest you had invited to your home.

For the service employee: let's be too happy in having given good service to think about the fact that we weren't tipped for it.

Real success can't be bought with counterfeit effort.

Being an employee of the best club in town isn't something to be snooty about. It should be regarded as a responsibility.

AT NUMEROUS clubs there is such an unpardonable, unwise neglect in providing clean, comfortable quarters for the help that a sudden tour backstage would nauseate many members and bring down a storm of criticism on officials.

Many club managers have given up after trying for years to get for their employees living quarters that would not make share-croppers gag. Somehow the employees quarters at many of the fanciest hotels and good clubs are so hot or cold, small, dark and dirty that a goat would shy from them.