

its work with increased vigor, in view of the needs of the day. In this process, the work which has been done by the Committee in previous years is being reviewed and revamped to conform to changing needs and conditions and additional programs are also being developed. The latter include such things as: (1) how to put on radio and television golf programs; and (2) how to teach with the aid of moving pictures.

The material is being brought to the attention of members of the PGA as it is completed. Meanwhile, however, the Committee anticipates that the work which it is doing and the exchange of ideas which are taking place in connection therewith will be of great assistance to the membership in their efforts to develop both new and existing golfers — also that they will result in a greater measure of progress in this field than ever before.

The members of the PGA Teaching Committee who are collaborating in this work are Lester Bolstad, Jimmy Demaret, Fred Haas, Sr., Tommy Harmon, Lloyd Mangrum, Toney Penna, Harold Sampson, Harold Sargent, Horton Smith and myself.

We hope, as time goes on to also make the results of our work available to PGA members in printed form in response to individual requests and that they will take advantage of the aids which are offered them through all sources.

Time Out Before Clinic



Al Ciuci, professional, Fresh Meadow CC, Great Neck, LI., N. Y., and pres. of LI PGA, discusses plans for the PGA "Million Dollar" Clinic at Pasadena, Fla. with Willie Klein, professional, La Gorce CC, Miami, while vacationing at the Bellevue-Biltmore Hotel, Belleair, Fla., prior to the Pasadena meeting. Willie is also pro at Wheatley Hills GC, LI., and a vp of the LI PGA.

IT'S ON THE HOUSE

By TOM REAM

Manager

WESTMORELAND COUNTRY CLUB
WILMETTE, ILLINOIS

* * *

Destroy odor. Freshen air with regulated ventilation.

* * *

There is beauty in true simplicity.

* * *

Do you do everything possible to give or have someone else give, any service which members may require?

* * *

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.

* * *

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.