

thing possible to assist the golfer in scoring well and enjoying his golf at The Balsams' course. A new and original idea with us which has been of considerable help to golfers playing this course is a detailed diagram of each individual hole posted prominently on each tee. Every new player to the course has commended it highly and I believe the same or a similar idea would assist all golfers playing a strange course, especially resort, daily fee or municipal courses where caddies are not too plentiful.

We use the Big Four fundamental instruction method consisting of correct overlapping grip, square stance, feet the width of the shoulders, ball in the center of the feet with the iron clubs, and inside the left heel with the wood clubs. A swing with rhythm and timing, not a hit, the head remaining in a fixed position so that the body turns by rotating, and the importance of reading the hole. We try to give speedy, effective instruction, never changing the pupil's style completely but improving on his present style, and giving a fast cure for such ailments as topping, hooking, slicing, and other general misconceptions as to how a golf ball should be stroked.

We keep an index file on each individual golfer as to his peculiarities, habits, and faults; the improvements in his scoring, the number of clubs in his bag, and any preference that he may have regarding equipment.

We pass out many free tips on the first tee, and use a roving instruction system over the course by jeep to insure that the proper methods of play are being placed into effect.

Refer to Home Pro

All of this keeps us busy — how well it pays off is attested to by the fact that we receive numerous letters from golfers who have played here and have returned to their home courses, reporting lower scores, and added interest and pleasure in golf. Also, we receive some requests for instruction by mail. We take care of this by courteously referring them to their home professional.

We never pass up an opportunity to do this for several reasons. If we acquire a new golfer and start him playing the game at a time when he is away from the responsibilities and cares of his work more often than not he will continue playing when he returns home and will continue his instruction with his home professional. This man may have been too busy, or thought he was too busy, to take the time to learn when he was on the job. With a little encouragement he may become a regular player. If so, he's a new customer for the home club pro. On the other hand, the experience of this man may be relayed

to others who want to spend their vacation playing golf — that's where we come in. Likewise, the professional is in a position to pass the word on to members for the same reason. One good turn deserves another.

To sum up our operation, we offer the finest in transportation, dining and bar service, locker room facilities, a well-stocked attractive pro shop, wonderful caddy service from our own Caddy Camp, and a well-groomed golf course, a real test of golf. Along with many various types of tournaments, where most of all of the guests receive a prize with The Balsams' insignia to display to their friends, additional and unusual service is the key to our operation here at The Balsams. We like this operation — it does work out wonderfully, and we are happy to pass it on to you.

It's On The House

By TOM REAM
Mgr., Westmoreland CC

Common sense is the club manager's best steering wheel.

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A club manager writes that his staff is composed of skilled and agreeable men and women. Under these circumstances the manager's job should be most agreeable.

* * *

There is a standard in service. Choose that standard — and save.

* * *

Being brilliant by spurts may be all right in the arts, but it won't get you far in business.

* * *

A good, stiff, sour complaint is invigorating, and puts you right up to the line.

* * *

Good employees in any club are creative only as creatively directed by good executive management.

* * *

Are you content to do no worse than the people around you; no worse this year than last year?

* * *

The spirit of hospitality impregnates every good club.

* * *

You know how to judge a driver by the condition his fenders are in, and how the inside of his car is kept. Well, it's just as true of a club. Use the same kind of a glance.

* * *

With so many clubs not successful the club profession is an ideal one in which to be successful.

* * *

It's what your members think well of, rather than what you individually and personally like. Don't intrude your ideas when you find that they are only your ideas.