

a contractor and club member, will take charge of construction and will save approximately \$3,000.

The first section to be constructed is 54 by 32 feet. Its cost will be near \$15,000 and should be finished within two months. This section will contain the lounge, concession, professional's room, storage room, and men and women's shower facilities.

Another interesting feature is the barbecue pit that will be built in back of the clubhouse. An arch to be formed by the grill on the top floor will lead to the pit. Plans call for cobblestones in the corridor.

The completed building will have a cement first floor and the second floor will be made of wood. Management is to be handled by a non-member. He will have charge of all business details, including arrangements for tournaments. There will be no facilities for repairing and refinishing clubs, but there will be a display room for golfing equipment.

A practice putting green is to be constructed and a badminton court and horse-shoe pit are to be provided.

The course is being considerably improved. It was laid out three years ago by John Gavin. Its sand greens will be changed to grass. The fairways now are in Kentucky bluegrass.

Gavin said, "The course has great potentialities for it is an attractive natural layout. To get anything like we want it will cost at least \$1,000 to convert each green to first-class grass construction."

The present nine is 3195 yards. Holes 3, 6, and 9 are doglegs. Number 3 doglegs around a 1/2 acre lake. Hole number 6 has a water hazard. Number 9 is the longest hole of the course (513 yards), all other holes are par 4 except 2, a par 3.

The course, including the new nine to be added, will cover 188 acres of what was once an old pasture. It is shaping up. The uncleared part of the heavily wooded section offers both scenic beauty and well situated golfing problems.

Bel-Air Adopts Racing Form

One of the cleverest programs to come to GOLFDOM's attention in many a day is the Daily Racing Form used by the Golf Committee of Bel-Air CC (Los Angeles) where PGA pres. Joe Novak is professional. The committee obtained permission from the publishers of the Daily Racing Form to use the heading and format of that paper in announcing their annual Derby Day event. Team listings carried posted odds and following each was the usual track jargon used by track touts. In the lower right hand corner was the caption, "It's All In Fun," and our guess is that it was a lot of fun.

It's On The House

By TOM REAM

Mgr., Westmoreland CC

Getting noticed in a club is entirely a matter of doing the kind of work that gets noticed.

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Don't complain that members require a lot of service. It's that demand for service that makes the club business such a good one to be engaged in.

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Some club employees give so much of their attention to what other employees have to say that they have none to give to what a member requests.

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If it's a good club, it should look the part.

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What one member complains about, the rest of the members may not like either.

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

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

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

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

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

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

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

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

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

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

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It takes a lot of straight thinking to operate a club as it should be done. And the thinking must be supplemented with doing.

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Sincerity is the club's best service asset.

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Lapses of service are more noticeable than the best of service, the latter being taken for granted.

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The boss appreciates a bargain as much as you do — be one at the salary he is paying you.