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## Oak Hills Puts Suggested Improvements Into Force

In order to improve general club service, Oak Hill CC, San Antonio, Tex., recently polled its membership to find out how this could be done. As a result of suggestions received through the survey, the following changes, the first of several that will be put into force, have been made:

A direct telephone line to the 19th hole was installed. Complaints about the telephone service at the club had been numerous, particularly on after-office-hour calls and calls made to the 19th hole.

Service at the 19th hole was improved by hiring more help during peak periods.

Parking was improved through new curb markings and signs.

Supervision at No. 1 and No. 10 tees has been improved.

In the estimation of many authorities in the club management field, improvement of services and facilities at clubs has lagged behind maintenance of the course and pro shop service. Probably this is because many details of good service are neglected because they are considered inconsequential. As the Oak Hills and other surveys show, members are quite concerned with the way in which the simple, everyday routine is handled.

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