

AILING YOUNG CLUB

Continued from page 48

ing room traffic. Weekly menus had remained unchanged for four or five months. Now, menus are varied daily. The cuisine compares with the best to be found anywhere. A large wine cellar has been added to the facilities. Poor service in the dining room had worn the nerves of the members thin. Now, a staff schooled in an intensive employee training program makes dining at the club one of a day's high spots.

Louis came up with the idea of "Around The World" dinners for Wednesday evenings. This has proved so popular that the club has a hard time keeping up with the reservations. Louis owns an extensive library of cookbooks—from the famous *Yankee Cookbook* to *Larousse Gastronomique*—and constant reference to them by the club's chef and his staff makes the members feel like globe-trotting gourmets as they enjoy an "evening in Paris"—Rome, Madrid, Budapest, Moscow, Hawaii, or the Caribbean.

Nor does Louis neglect atmosphere. Every dinner is accompanied by background music of the country being "visited." For the most part this is provided by records amplified through the loudspeaker system. Sometimes this is varied by using a live band. Louis also uses appropriate decorations, and this year he's thinking of putting the waitresses into national costumes.

Once a month, there are wine tasting evenings, featuring the finest of imported vintages.

Friday nights there are shore dinners with fish, Maine lobsters, steamed clams and shrimp. Saturday nights there are regular dinner dances, each preceded by an elaborate smorgasbord.

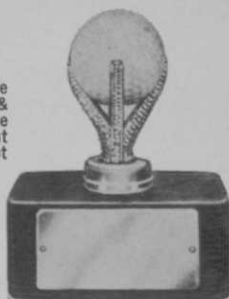
Sunday evening was a problem until Louis arranged for special family dinners at \$3.75 for adults and \$2 for children. This proved quite successful, increasing the average turnout for that night from 50 to 200, and contributed to transforming the big food-and-drink deficit into a bigger profit.

Except for January, the club is open year-round. The permanent staff numbers 20 and the seasonal personnel is be-

Continued on next page

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AILING YOUNG CLUB

Continued from preceding page

tween 60 and 70 employees. Louis holds daily meetings with dining-room staff, and goes over the menus with them.

Golf, of course, is the name of the game and Louis lost no time letting out the shaft in the encouragement of competition. Moreover, he used a touch of showmanship and added to the fun.

"Prior to 1964," he said, "Muttontown had an average of only eight tournaments a year. Today, there are sixteen. These include a monthly husband-and-wife, twilight nine-hole tournament which is preceded by a cocktail party on the terrace and followed by an informal dinner dance. Members are invited to dine and dance in their golf clothes.

"We are trying to create as much novelty as we can in our programs. In another husband-and-wife tournament, one of the waiters dresses as a butler, follows the players in a golf car and serves chilled champagne.

"The tournament schedule ends in October with the Weepers' matches, for which consolation prizes are given.

For the serious golfers, golf films are shown in the club's ballroom. Louis plans to develop this program further by showing films of other sports.

One of the charter members at Muttontown recalls the pre-Louis era and speaks glowingly of the changes.

"When Louis came here," he said, "the paint was chipping off the clubhouse walls. Many of the rooms and the foyer needed freshening up. To attract new members, he had to put the place in apple-pie order in a hurry and he did it."

The three-storied clubhouse, rectangular in shape, has 13 chimneys, more windows than anyone has counted and 22 fireplaces. A long, winding carpeted staircase with ornamental grill railing leads down from the second floor to the reception foyer below. On the first floor are the ballroom, the bar and grill, the new main dining room, kitchen and card room, lounges, locker rooms, pro shop, offices and bag storage area.

On the second floor, there are 10 bedrooms with private baths for mem-

bers; on the third floor, 10 staff rooms and Louis' apartment.

In the poolhouse space is provided for golf car storage.

Weekly meetings are held with the maintenance employees and everything is planned with the comfort and pleasure of the members uppermost in mind.

Louis would be the last man in the world to take all the bows for changing Muttontown from an ugly Long Island duckling into a Cinderella golf and country club.

"This was not a one-man job," he says, "and it still isn't. Keeping things shipshape requires the full cooperation of the officers, members and employees. We got that from the start and we're still getting it. We have the complete confidence of the board of governors and the house committees, and the full support, help and enthusiasm of Francis Zeray, our head golf professional; Frank Zakovsky, greens superintendent, and the entire staff.

"But please don't refer to this as the 'Miracle at Muttontown.' Anybody with imagination, given full support, can do what we've done here." •

HOT SEAT FOR INSECTS

A new brochure is available from Zeropest Products Ltd., 4669 Kingsway, Burnaby 1, B. C., Canada, whose system of flying insect control utilizes the principle of Black Light to attract the insect to the equipment where he is electrocuted on a charged grid of wires.

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By EUGENE P. YAVARSKI

Dogwood CC, Lake Milton, Ohio

In early Spring, we seem to be the last course to open, due to casual water still standing. I have not yet been able to tile these low places, so I devised this drainage tool to get the water off as soon as possible. Basically, it consists of a sub-soiler. However, I added a chain and a 2 1/2 inch pipe. I coned the nose and then fastened the chain to it. As the sub-soiler is pulled through the ground, the pipe forms a three inch drainage hole 15 inches under the sod. I was disappointed the first try, because the sub-soiler tore up too much sod and made a very unpleasant job. So I mounted



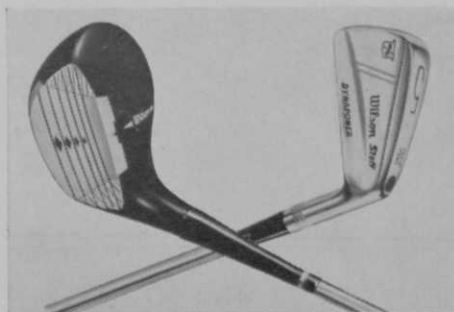
a plow-coulter in front of the arm of the sub-soiler. I can now drain areas with no damage to the turf. The only tell-tale marks are a 1/2 inch slice through the ground, and a slight heave of the ground of about 1 1/2 inches. This heave will fall to normal after the Spring thaw.

GOLFDOM is looking for new ideas for doing key jobs easier and better around the golf club. We'll pay \$20 for each one published. 150 words or less. Send to GOLFDOM, 800 Second Avenue, New York, N. Y. 10017.

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The Boyt golf bag is made from rugged canvas duck with heavy brass zipper and locking ring; leather bottom and reinforcements; and leather name plate holder. Available in red, goldenrod, tan, blue, and green. 52" long, 42" circumference, 13" diameter bottom. For further information write Boyt Division, Welsh Sporting Goods Corp., Box 1108, Iowa Falls, Iowa 50126.



Designed for today's power game, Wilson Staff clubs provide the ultimate in hard-driving power and accuracy, the manufacturer claims. The Staff 1100 woods for 1966 feature ebony finished, Strata-Bloc heads with Cycolon screwless face inserts—scarlet faces with black diamond inlays. Wilson claims its Staff Dyna-Power irons are unmatched on the fairways. Incorporating a design for proper weight distribution, their features include drilled through hosels and rounded soles. See your Wilson representative for details.

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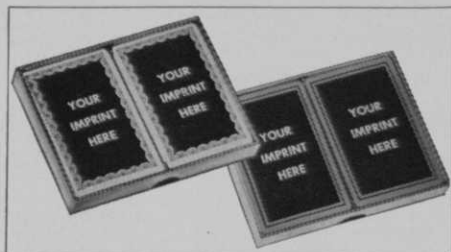
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PRODUCTS



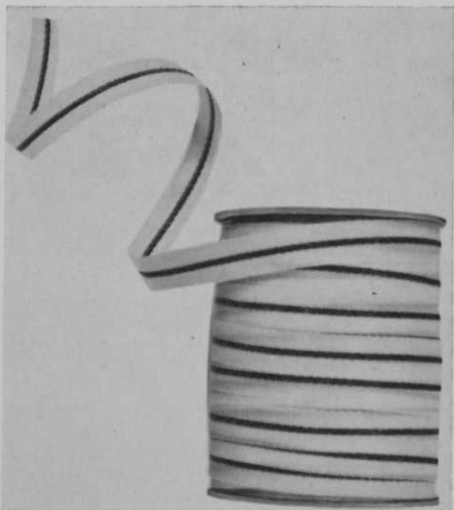
A new Over-spin putter is being offered through pro shops only by PGA Golf Equipment Division, Victor Golf Co., 8350 North Lehigh, Morton Grove, Ill. The Over-spin putter has a True-Temper shaft, top-grade black leather grip with blue trim and a chrome-plated satin-finished head. A black or brown alligator vinyl putter cover is included.



From Walter Hagen comes the "ultra" in golf equipment for 1966. This golf bag is made of strong, supple black kangaroo leather; the trim and side shields are crafted of black, simulated alligator strap leather. A matching carry all bag is also available. For further information write Walter Hagen Golf, 901 Godfrey Ave., S.W., Grand Rapids, Mich., 49502.

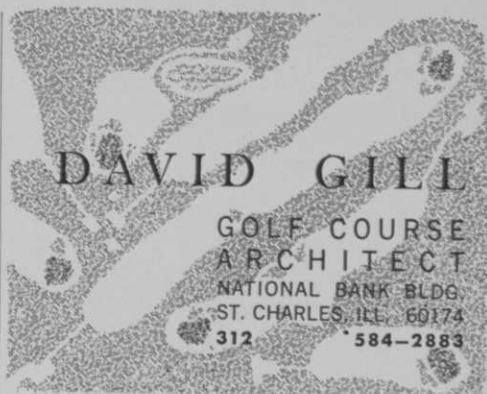


Plastic coated playing cards in minimum quantities of 50 decks are now available, with crests, monograms, etc., permanently imprinted on the reverse side as desired. All the basic colors are obtainable in back designs and the cards come in two qualities. For samples and literature write to Oleet Playing Card Company, 60 Claremont Place, Mount Vernon, N. Y.



A new barricade tape for fast, visual identification of danger areas and crowd control has been introduced by Encon Manufacturing Co., 4910 Augusta St., Houston, Texas. The tape is $\frac{3}{8}$ " wide of durable, woven polypropylene in high impact yellow with a black stripe. Other color combinations can be made to order. It is said to be ideal for use in crowd control at golf tournaments.

Scott Industries Inc., North Hollywood, California introduces a new, automatic golf club cleaning machine. Coin operated or switch controlled for pro shop use, this machine is trouble-free and fool-proof, claims the company. It brushes, detergent cleans, wax cleans and protects the finish of woods and irons in five minutes for 25¢. Priced at \$595.00 f.o.b.



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People in the News

Roger I. Brueckbauer, a Kohler Co. employee since 1939 and a veteran member of the company's sales staff, has been appointed to the newly-created post of sales manager, electric plant division.



BRUECKBAUER



KROOS, JR.

Arthur G. Kroos, Jr., a long-time member of Kohler Co.'s sales staff, has been appointed sales manager of the company's fast-growing engine division.

The appointments, effective April 1, were announced by G. A. Desmond, vice president-engine and electric plant sales.



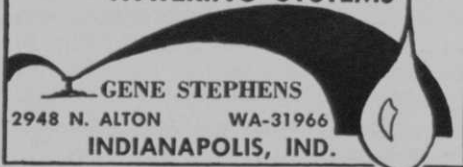
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HENRY

RICKEY

Robert D. Rickey has been promoted to vice president-merchandising of MacGregor/Brunswick division of Brunswick Corporation, it was announced by Joseph W. Kelly, president.

He is the son of Clarence H. Rickey, former president of the MacGregor Company, and second generation member of the family in top MacGregor management.

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People in the News

Robert Lysaght, whose 47 years in golf have extended from caddying at Dayton Country Club through his most recent assignment as manager of the custom clubs and repair department of the MacGregor golf club factory in Cincinnati, has been named vice president-custom golf of MacGregor/Brunswick.

In making the announcement, Joseph W. Kelly, president of the Brunswick Corp. division, emphasized that Lysaght would serve in a broad advisory capacity for many facets of MacGregor/Brunswick golf, in order to utilize the vast experience he has gained in more than 40 years with the company.

"One item which we are deeply indebted to Bob for, and which has not been generally known," said vice president, Robert Rickey, "is his invaluable

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