With memberships at a premium and prospective candidates quite willing to go
to the limit in buying stock, paying stiff initiation fees and increased dues due to a post-
war boom in golf and country club life, members of the Metropolitan Club Man-
ger’s Ass’n are currently concerned with the rising labor costs and food prices.

The soaring food prices which have been reponsible for hiking the price of meals to
an all-time high at the golf clubs stepped up the volume of complaints to the man-
gers, who, in most cases are weary about being informed about the club “down the
road with a more attractive scale of
prices.”

Of course, what the average member
doesn’t understand—and probably doesn’t
care—is that clubs are different in mem-
bership temperament, financial structure,
social setup, facilities, location and a num-
ber of other factors which would, logically,
have something to do with the price of
food.

In order to adequately prepare the man-
gers for squawking from irate members,
the majority of whom don’t know what
they’re talking about, Benjamin Geller,
director of the swank Fresh Meadow CC,
Great Neck, has made a comprehensive sur-
vey of the labor and food situation at clubs
within several hundred miles of New York
City.

Surveys have been made before, but the majority have been inconclusive chiefly be-
cause of the reluctance of club officials to divulge secrets of operation to rival organ-
izations. They have maintained that each club is confronted with different problems
and conditions. Of course, that might be true in the case of course maintenance, but
in the food and labor departments man-
gers now agree that the majority of
neighboring clubs face the same situations.

**Koch Endorses Geller Survey**

Realizing their need for facts about labor
and food, managers and officials of 42 clubs
in the Metropolitan area gave Geller, an
expert statistician, the finest of coopera-
tion. Eric G. Koch, executive director of
North Hills GC, Douglaston, and president
of the National Club Managers’ Assn.,
highly endorsed Geller’s survey and per-
sonally sought full cooperation from the
Met. members.

The job of analyzing and applying the
data obtained from six sections which
compose the Met. area has been done most
intelligently by Geller. He has mailed to
each club manager in the area four bro-
chures, cleverly coded with numbers. The
key to the code numbers is contained on a
separate sheet of paper and is to be kept
confidential.

Koch, now serving his second term as
head of the nation’s club managers, who
has made a number of surveys regarding
the operation of golf clubs, extolled the Gel-
ler report in the following: “It’s a far
reaching and comprehensive report that
should be emulated by our club managers
in other sections of the country. Such a
report, in these uncertain days of booming
prices and labor costs, is invaluable to the
club managers. I am sure leaders in other
sections will appreciate the value of the
Geller report and use it as a pattern for
their own sections.”

Geller’s report includes 11 Long Island
clubs, 6 in Westchester, 2 in New York
City, 9 in New Jersey, 12 in Connecticut,
1 in Pennsylvania, and 1 in Maryland.

A breakdown of the clubs follows: Long
(Continued on page 74)
GELLER SURVEY
(Continued from page 34)

Island—Fresh Meadow CC, Great Neck; Glen Oaks Club, Great Neck; Inwood CC, Inwood; North Hills CC, Douglaston; North Shore CC, Sea Cliff; Wheatley Hills GC, East Williston; Pomonok CC, Flushing; Hempstead GC, Hempstead; Seawane Harb or CC, Hewlett; Nassau CC, Glen Cove; Strathmore-Vanderbilt CC, Manhasset.

Westchester—Fairview CC, Elmsford; Metropolis CC, White Plains; Bonnie Briar CC, Larchmont; Hampshire CC, Mamaroneck; Siwanoy CC, Bronxville; Briar Hills CC, Briarcliff.

New York City—Merchants Club; City Midday Club.

New Jersey—Glen Ridge CC, Glen Ridge; Preakness Hills CC, Paterson; Crestmont GC, West Orange; Arcola CC, Ridgewood; Essex Fells CC, Essex Fells; Maplewood CC, Maplewood; Forest Hills FC, Bloomfield; Essex Club, Newark; Orange Lawn Tennis Club, South Orange.

Connecticut—Round Hill Club, Greenwich; New Haven CC, New Haven; Woodway CC, Darien; CC of Waterbury, Waterbury; Race Brook CC, Orange; Stamford YC, Stamford; Riverdale YC, Riverdale; University Club, New Haven; Waterbury Club, Waterbury; Quinnipiac Club, New Haven; New Haven Lawn Club, New Haven.

Pennsylvania—CC of York, York.

Maryland—Congressional CC, Bethesda.

Geller's No. 1 Brochure

Forty-two club managers answer the following 23 queries:

1—What percent is charged to restaurant checks?
2—What percent is charged to bar checks?
3—Gross sales for the year 1946 in restaurant?
4—Gross sales for the year 1946 in bar?
5—Average number of meals served on weekends only?
6—Is your club a tipping club?
7—Is your club a non-tipping club?
8—Do your employees share in a bonus fund?
9—Is withholding tax on employees working 2 days a week figured on daily or bi-weekly basis?
10—Do you use a checker in the restaurant?
11—Do you use a checker in the bar?
12—Does your club use a signing system for all services?
13—Do your club members pay cash for all services rendered?

14—List total payrolls during 1946:
   Restaurant...
     Bar...
   House...
   Greens...
   Administrative...

15—List average during 1946 of food cost.
16—List average during 1946 of bar cost.
17—What is the caddie fee for nine holes?
18—What is the caddie fee for 18 holes?
19—What is caddie fee for double 9 holes?
20—What is caddie fee for double 18 holes?
21—Are caddies charged?
22—Are caddies paid in cash?
23—Please add any other comments.

Brochure No. 2

Presents a payroll survey and gives wages in following categories:

Restaurant Department—Regular
Chef...
Second Cook...
Pastry Chef...
Night Chef...
Pantry Man...
Kitchen Man...

Restaurant Department—Extra
Chef...
Second Cook...
Pastry Chef...
Night Chef...
Waiters...
Lunch only...
Lunch and dinner...
Late party...

Bar Department—Regular
Head bartender...
Bartender...

Bar Department—Extra
Bartender...

House Department—Regular
Engineer...
House man...

House Department—Extra
House man...

Lockers Department—Regular
Lockerman...
Assistant...
Shoe Boy...

Lockers Department—Extra
Lockerman...
Shoe Boy...

Greens Department—Regular
Greenkeeper...
Foreman...
Greensman...

Administrative Department
Office Manager...
Assistant Manager...
Boothkeeper...
Clerk...
Telephone operator...
Night clerk...

Brochure No. 3

Presents menu prices and deals with the price of meals.

Appetizers
Tomato juice...
Marinated herring...
Shrimp cocktail...
Crab flake cocktail...

Vegetables
Ham and eggs...
Two eggs any style...
Roast prime ribs of beef...
Veal cutlet...
Pot roast...
Fish...
Half-broiled chicken...
Calves liver and bacon...

Soups
Consomme...

Entrees
Whole broiled lobster...
Minute steak...
Sirloin steak...
Chopped sirloin steak...
Asst. cold cuts with chicken...
Cottage cheese and sour cream...

Golfdom

Desserts
Apple pie Baked apple
Fruit pies in season Custard
Fruit compote Pastry
Rice pudding

Beverages
Coffee
Tea
Milk
Crab flake
Shrimp
Half cold broiler
Fish
Chicken
Lobster

Dinners (complete)
Steak
Lamb chops (2)

Salads
Lettuce and tomato

Brochure No. 4
Liquor Prices.
Scotch 12-year-old
Rye Bonded, etc.
Bar Canadian Club
Special brands
Bourbon Collins, Rum
Collins, Tom Cocktails Daiquiri
Martini Old Fashioned
Manhattan
Bacardi

Champagne
Imported Half fifth
Half fifth Fifth

Size Drinks Used (ounces)
Whiskey Cordial
Highball Cocktail
Collins

North Hills Food, Liquor Gross High
President Koch's North Hills club is the most active of the golf clubs listed by Geller in his illuminating report. With a filled membership roster of 300 and a sizable waiting list, North Hills last year grossed $130,604.13 in food and collected $122,096.81 at its bar. The City Midday Club, located at 23 South William Street, a niblick shot from Wall Street and the financial section, grossed $146,648.66, but was eclipsed at the bar by the Douglaston club. City Midday liquors grossed $14,700.20.

Of the golf clubs, Fresh Meadow's restaurant was runner-up to North Hills as the busiest in the Geller report, with a gross revenue of $113,970.42, but the bar business of $26,963.18 was a far cry from the impressive figures released at North Hills.

About half the clubs charge 10 per cent to the members' restaurant checks. A few add 15 per cent. About the same percentage prevails in assessing the bar checks.

The average number of meals served on weekends runs from 1,200 at Glen Oaks and 1,000 at Fresh Meadow to 150-200 at some of the smaller clubs. The average is 450.

A majority of the clubs prohibit tipping, but 98 per cent establish a yearly bonus for the employees.

Golf clubs are a trusting lot, it seems, for the Geller report reveals that, with the exception of parties, they hire neither a food nor bar checker. A majority of the clubs answered in the affirmative when asked about the use of signing tabs. Less than 10 per cent of the clubs permit members to pay cash for all services rendered.

The restaurant payrolls run the clubs from $45,954.62 to $12,618, the former being one of the swankier clubs of the Long Island area and the latter a smaller club in the same area. To be expected, North Hills spends the most money on its bar—$11,478.89, while Fresh Meadow's house salaries run tops—$17,114.78.

The average spent on course maintenance is $11,000. Fresh Meadow leads with an annual budget of $35,176.88. The Great Neck club's property takes in some 200 acres of undulating terrain, with tree-lined fairways. The administrative budgets run from $5,500 to $23,000, the latter being the figure quoted by one of the Westchester clubs.

Caddie fees vary, with Fresh Meadow, taking into consideration its hills and dales, offering the peak wages to the bag toters. For nine holes the fee is $1.75, eighteen holes $2.75, nine double $3.50 and a double 18 round $5.50. The average fee is $1.75 for 18 holes and $3.00 double. Most clubs pay caddies in cash.

In charging for liquor, the Geller report shows that the clubs grossing the big money charge far lower prices than those with far less revenue. North Hills, as an example, charges 65 cents for an ounce and a quarter of Scotch, while other clubs charge as much as 90 cents for an ounce.

The clubs reported increased activities, in all categories, with most planning improvements following a long period of inactivity along those lines due to the war years. All clubs are operating at a profit, due to membership rosters being at the saturation point.