

Increase Dining Room Trade With Children

IT IS not possible for a club to serve meals as cheaply as a corner lunch counter. The item of overhead is always larger, the service must be better, and the food must be of finer quality; and yet the number of meals served may be very small. All of these factors boost the cost. In some clubs it is extremely difficult to compete with dining rooms even at local hotels, let alone lunch counters. The best that most clubs can hope for is an even break. A steward who can manage the department so there is no loss for the year is a valuable man and has done his job well.

The difference between profit and loss depends in no small measure on the number of meals served. Popularize your restaurant and the cost per meal drops enough so that even a slight profit may be made.

One way to increase the volume of business done is to serve a meal for the children at about half the charge for adults. Members with large families and only average incomes appreciate this and will often stay at the club for dinner where, if they must pay the full price for each youngster, they will be much more liable to leave the club early in the evening and eat when they get home.

The club loses no money on these children's meals. Portions are smaller, there are fewer courses than in the adult meal, and the items served are staples that all youngsters like rather than the more expensive delicacies that may or may not appeal to their taste. Soup, roast beef, mashed potatoes, milk, ice cream and cake is a typical menu and will satisfy the young people.

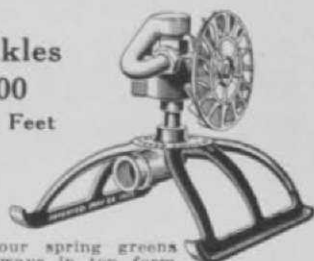
The children's meal is particularly valuable on week-ends and holidays when the dining room facilities are taxed, since a la carte orders, which slow up the kitchen, are not ordered for the youngsters when a regular meal at a reasonable price is available.

MORE women are playing golf each year. This means the manager has to play to the feminine element in his operations with a deft emphasis. House business is better when the wives, being parties to the deed, don't kick on the families' club bills.

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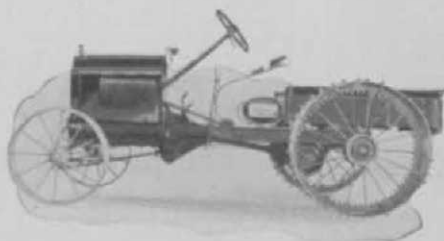


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