

Expert Food Buying Is Test of Manager

By ROBERT E. LOVE

THIS is the second of a series of articles on golf club food service and deals with the various problems of food purchasing. Too much emphasis cannot be placed upon the gross error of buying food solely on the price basis. Especially is this true of golf clubs, with their fastidious, high class patrons constantly demanding the best of foods. Thus the highest quality food must not be sacrificed for the apparent saving of a few cents in price.

IN THIS modern age the business of food purchasing, like many other forms of activity, has become scientific. The scientific study of relative food values has accurately proven that highest quality foods with a correct perception of their use is the measuring stick of success. Food purchasing without a clear and definite knowledge as to its requirements and usage spells failure with a capital F.

Golf club stewards should be ever alert to the constantly changing market. They should study the daily market fluctuations in price, supply, and demand. The club steward should, whenever possible, purchase the food directly on the spot, rather than order by telephone. This helps to prevent errors, insures better quality, better satisfaction on the part of the patrons, with a resultant increase in profits. The club steward is being constantly approached by national concerns, as well as local houses, with special buys or bargains. These should be studied and handled very cautiously, always bearing in mind the profitable guide—only the best of foods at all times.

Buy "Bargains" Cautiously

Sometimes you may be able to make a good buy with one of these so-called "bargain" opportunities, but be ever careful, and if the food offered is a slow-moving

item which will take several months to a year to consume, it is well to stop and figure the investment at regular interest, plus a few cents for depreciation, and compare this result with the regular price, before buying.

Another profitable practice which also helps bring about inter-departmental cooperation, is for the steward to consult the chef, pantry girl, pastry chef and the like, in reference to the above and other food purchasing problems, instead of relying solely upon his own judgment. In many instances this advice sought from the various kitchen department heads, has proven of invaluable assistance to the steward, and also has the splendid result of giving the various department heads a sense of greater responsibility and a keener interest in their duties.

Large Clubs Can Deal Direct

Most golf clubs do not have a food business which warrants direct connections, cutting out the middlemen's profit. However for the extra large golf course with a big food business, direct dealings with the wholesale jobber will bring about considerable savings. For example, if you use fifteen or more sacks of granulated sugar a week, you can purchase direct from the broker, thereby effecting a saving of 35c to 40c per sack over the wholesale grocer's price. It is also usually possible to secure jobber's discount of from 10 to 15% with 2% cash, 10 days on several items of nationally-known canned goods and groceries. Many other items when purchased direct, effect savings of from 25 to 30% over the local market prices. The path to lower prices for quality foods is governed solely by the volume of business being done.

Thus, the average golf club must deal with the local markets. The golf club steward must seek to establish himself as rapidly and firmly as possible as an "honest" trader. Always be fair when dealing with the various concerns, and above all do not make fictitious demands,



Women have this attractive lounge of their own at the palatial new home of the Make-tewah C. C. at Cincinnati.

when seeking lower prices. Always back up your arguments with sound reasoning and straight facts. Again, let me emphasize that the steward must study market conditions, consult produce market reports and out of town price lists which are submitted by numerous dealers, and then talk them over daily with the firms with whom you are doing business regularly. Thus you can usually arrive at the lowest price possible on the quality purchased.

Diversify Purchases

Competition is still the guiding force in the business world today. This important fact should not be overlooked in food purchasing. Do not do all your business with one or two firms, but select several reputable dealers in the different branches of food lines, and let them bid against each other for your patronage. Thus, the various dealers will be very anxious to secure your business, especially so since the patronage of a high class golf club will greatly help to augment the prestige of the firm in the community. These different dealers will consequently make certain concessions, which the firm that has a monopoly on your business would never consider. Of course with some items, you will have to trade mainly with one or two concerns, but these must be constantly checked to insure lowest prices.

The food purchaser should study intelligently the daily menu, and know the requirements and usages for which the food is to be employed. Accurate data should be kept on the food inventories. The steward should study the trend of his

business, and know what the patrons want, and when they want it, forecasting and estimating the future necessities of the food department. Special care should be taken of perishables, as most clubs are situated some distance from town, necessitating the transporting of this particular group of foodstuffs by truck, consequently increasing the hazard of spoiling.

What Test Scores Tell

Wherever possible the use of test scores is advocated, as they are of great assistance in bringing about a successful food business. The test score is simply an analysis of what can be obtained, its eating qualities, its suitability for the purpose purchased, and a basis for arriving at profits. For example, test scores made on meat, showing the shrinkage after cooking, and the portion yield, have definitely proven that quality products will always give a greater percentage yield, as well as being far more pleasing to the patrons. However the problem of purchasing meat and fish products, is one of such great scope and importance that it will merit a detailed discussion in a later issue of GOLFDOM.

Tips on Buying Canned Goods

In the purchasing of canned goods, an extensive knowledge of the requirements and usage is vitally necessary, especially so since considerable money outlay is involved in this line of food. Canned goods should not be purchased in any quantity until after a very accurate study of market conditions, government surveys, crop reports, dealers' reputation, and

quality of foodstuffs, has been carefully made.

Tests should be made to ascertain the eating qualities of each product purchased. Other important factors in regard to the purchase of canned goods are: grading as to size, variety offered, net content weight, price asked in comparison with the quality offered. Canned foods are natural foods, cooked and sterilized by heat, and their nutritive value is the same and often greater than that of corresponding raw food, purchased in the market and cooked in the restaurant kitchen.

Most canneries are located in the production areas, and the foods are canned

while fresh, thus preserving their natural flavor and highest degree of nutriment. Commercial canning has now advanced to a degree which permits the use of the newest equipment, as well as expert supervision both in the production and manufacturing ends of the business. The National Canners' association, in co-operation with the United States Government, have established a net weight list of canned products which is invaluable to purchasers of food. The list shows the minimum amount of foodstuffs that the various size cans should contain. The reputable packers usually go beyond this minimum requirement so that their products will cut out to advantage.

For determining the drained weights, the contents of the Number 2½ and smaller tins should be carefully emptied on a circular ⅛ in. walled mesh screen, 8 in. in diameter. Then the contents should be carefully distributed over this screen to an equal depth. For determining the net contents of the No. 10 can, use a 12 in. tester, instead of the eight inch. The length of the period for draining has been set at two minutes for all sizes.

Beware of Wild-Cat Brands

The so-called "wild-cat" brands should never be purchased although the sample may appear to be of the best quality, and the price most attractive. For in these inferior and relatively unknown grades, the pack will not run uniform, which is a serious handicap to highest quality club food service.

In the purchasing of fresh fruit and vegetables, quality is the predominating determiner. Following are several valuable aids in the purchasing of various fresh products: Green asparagus has a superior flavor and is edible almost to the end of the stalk. The freshness is ascertained by breaking the stalk or by puncturing it with your fingernail to see that it contains plenty of moisture, and by examining the tips which decay rapidly, and observing the ends of the stalk which become dry and brownish when old.

Beets, carrots, and turnips of medium size should be purchased, and with greens on, when possible, as they help preserve the freshness and can be used for garniture, etc. The smaller sizes of string beans should be purchased, as they are younger and more tender. For guidance in purchasing other food products, let quality be your first standard bearer.

"PROTEX-FOOT"

*Flexible and Regular
Wood-Sole Sandals
Prevent Foot Infections
or Injury*

Their use urged by Physicians, Athletic Directors and Health Authorities for indoor and outdoor wear.

Swimming pools and locker rooms, whether public or private, cause three-fourths of all skin disorders, declare leading medical men. One thoughtless person may quickly spread contagion by going barefooted.

Easy on and off. Substantially made and waterproofed. Several styles and colors. Made with or without silencers. New Design-patents applied for. Request illustrated circular G9.

DETROIT SANDAL CO.

150 W. Larned St., Detroit, Mich., Ph. Rand. 0185



*Flexible Wood Sole
Sandal*

DOES YOUR GOLF COURSE NEED REMODELING?

We specialize in reconstructing
courses for established clubs.

Courses Remodeled in 1929

BROOKWOOD C. C. . . . CHICAGO

ORCHARD RIDGE . . . FT. WAYNE

New Courses Built in 1929

BEVERLY SHORES . . . MICH. CITY

PRESTWICK C. C. . . . ORLAND, ILL.

National Golf Course Builders

202 South State Street, Chicago

Charles E. Maddox in charge of construction.

WE REMOULD YOUR OLD

GOLF BALLS

Look and play like new ones. Low cost. Lettered. Write us. Use our UNIFORM ball painter for better painting.

MULHERIN RUBBER CO.

3328 Locust St.

St. Louis, Mo.

—COUPON SCORE CARDS—

MEDAL PLAY TOURNAMENT CARDS
MATCH PLAY TOURNAMENT CARDS
GRAPHIC HANDICAPPING CARDS
TOURNAMENT RECORD BOOKS

Write for Descriptive Circulars

THE GRAPHIC SCORE BOOK CO.
100 Main St., Park Ridge, Ill.