



The main dining room of the new clubhouse at Maketewah Country Club, Cincinnati, is a fine example of richness and simplicity in modern clubhouse architecture and decoration

Golf Club Food Service Demands Studied Basis

By ROBERT E. LOVE

THIS is the first of a series of articles dealing with golf club food service.

It considers in a general way some of the more important aspects of good food service. The specific problems of golf club food service, such as purchasing, inventories, storage, menu planning, food control, cost accounting, etc., will be handled in later issues of GOLFDOM.

Just as the grounds are kept in the finest condition for the perfect service of the club members, so should the internal organization be operated par excellence for the complete satisfaction of the members of the club. One of the most important, if not the most important items of "inside" organization is the food service of the club.

Food Service Essentials

The eight essentials necessary to successful food operation are:

1. Restful surroundings.
2. Cleanliness.
3. Quality food.
4. Good cookery.
5. Understanding of menu making.
6. Right type of employes.
7. Proper food purchasing.
8. Correct inventories.

Constant concentration on these aspects of food service, ever striving to attain perfection in them is the keynote of success. The most successful operators never permit their vigilance in any of the foregoing essentials to lag, for they know that a loss in receipts is the inevitable result.

Just as the course is the mecca for sport and exercise, so should the golf club dining room be a haven of rest and relaxation after a strenuous round of golf. The gay and gaudy decorations in many eating places, which were so prominent for a

time, are now passé. The patrons are showing more and more preference for the simple dining room of soft color tone, appealing to the eye. The furniture should harmonize with this general scheme, and should be of modern design and comfortable. The effective use of flowers and palms is quite essential as too many or too little can ruin what was otherwise a pleasing dining room layout.

Ventilation Important

The problem of ventilation is an important item for consideration as the patron is subjected to wide differences of temperature. The change in humidity must not be too sharp between the outside and inside of the clubhouse. The effect of a low humidity is to cause the body to feel cold even in a comparatively warm room. A comparatively high humidity therefore not only produces more comfortable dining conditions, but also a healthier atmosphere. Wherever feasible and possible some means of humidifying the air is advocated.

This can be accomplished by an air washer, which also removes the dirt and dust particles that are objectionable. Thermostatic control of temperature is also advisable. In order to eliminate the undesirable odors from the kitchen, a plenum condition must be produced in the dining rooms, lobbies and all rooms which are in any way connected with the kitchen, or any other room where objectionable odors may arise. This is accomplished by exhausting with the exhaust fans only about 60 to 70 per cent as much air as is blown in by the supply fans.

Complete Cleanliness Vital

Cleanliness is absolutely essential for the best food service. Cleanliness should be conspicuous from the very auto entrance and continuing all through the grounds and building. The kitchen, pantries and serving rooms should be kept immaculate at all times. The aim should be to always have them in a condition which the management would take pride in exhibiting to visitors, and which would in turn merit their commendation.

Every possible detail of cleanliness should be carefully scrutinized. Spotless dishes, polished silver, sparkling glassware and snowy-white linen are essentials in food service which one cannot insist upon too strongly. The appearance of the employes must be in harmony with this set up, otherwise the benefit is entirely offset. The uniforms of the em-

ployes should be kept clean and well pressed and their personal appearance should always be immaculate and neat.

The dining room of the club may be the most beautiful in the world, but it will be of no value unless food of the best quality is served. A common fallacy among many stewards, which sooner or later brings evil results, is the purchasing of food solely on the price basis. This is poor practice and does not bespeak intelligent food control. The most successful operators are those who make accurate and painstaking experiments of what usable portions are being obtained from the food purchased, who carefully scrutinize the proper portions and costs, and are well aware of the fact that foods of the best quality result in a better percentage of profit, increased patronage, and more genuine satisfaction. The fastidious patronage of the club restaurants demand, and should have, the best of food at all times.

Study Good Cookery

Every successful club steward should have a definite and intelligent understanding as to what is good cookery. He must know just what the different tastes of the members require, and a knowledge of what types of preparations they are used to and expect will prove a decided asset. It always pays to hire skillful cooks, for they more than save the management the slightly higher salary in the excellency of their preparations and the resultant satisfaction of the clientele. Many food controllers are ever on the watch for cheap substitutes, which short cuts may show a profit for a time, but sooner or later the inevitable loss in business more than cuts off the saving.

Proper menu making is an art, as well as an asset. Years and years of persistent study are usually necessary before the operator can make out an attractive, well-balanced, satisfying and profitable menu each day of the year. The key-note of the menus in most of the larger dining rooms and restaurants throughout the country has been variety. However, since the patronage of the golf club restaurant is composed mainly of one class of people, variety in the menu is not so essential. In fact, the simplification of the club menu according to the wants of that particular type of clientele will result in larger and easier profits.

Planning the Menu

Menu planning is one of the most important phases of restaurant management,

the details of which will be considered in a subsequent article devoted entirely to the fundamental principles of profitable menu planning. No matter how small or how large the restaurant may be there are always certain problems which must be taken into consideration for correct menu planning. These include raw food cost, seasonable foods, the proper use of left-overs, attractiveness of menus, set-up, choice, appeal, dietetic balance, contrast between courses, temperature—hot and cold foods, texture—hard and soft foods, flavor—bland and highly flavored foods, variety in preparation as to form, broiled, fried, etc., texture—whole or minced, pleasing color schemes, especially in the garniture of an entree. Last but by no means least is the problem of division of labor.

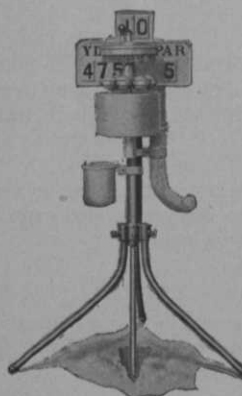
Employe Selection

Selecting the right type of employes is just as important as planning the correct menu. A successful restaurant business is quite dependent upon the class of employes selected, and the management's ability to keep them interested in the job. A heavy labor turnover in the food department is bad business. Good living

wages should be paid all employes, and if the organization warrants it, insurance and other benefits should be inaugurated.

The food server should be familiar with all dishes on the menu, and ever alert to politely explain them, whenever the patron should request that information. Successful food service is guided by one principle—hot foods are to be served hot, and cold foods are to be served cold. Too much significance cannot be applied upon the importance of sending out food right. A check of the service dishes is very important and beneficial. Careless dish service has often ruined what were otherwise delicious food preparations. The purchasing, storage, and inventories of food are problems of food control of such great scope and importance that they will receive detailed discussions in subsequent issues of GOLFDOM.

Young greenkeeper desires good club. Three years' training in golf course maintenance at Agricultural College. Five years' experience. Now assistant on championship course. Address: Box 30, % Golfdom, Chicago.



The Sure-Clean Washer will clean one to six balls at a time, and every mesh and dimple on the entire surface of the ball will be cleaned regardless of its condition.

The Sure-Clean Washer is mechanically correct in principle. The brush fibres kick the dirt off the ball by revolving the ball over the brushes. The fibres do not break down and leave a groove in the brush.

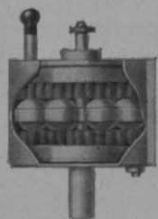
The Handy Tee Rack and Sure - Clean Ball Washer Cleans 1-6 Balls

The Handy Tee Rack was designed to meet the requirements of any golf course. The attachments can be supplied to suit any tee.

The Handy Tee Rack will dress and add refinement to your golf course, and give the player confidence and satisfaction that you are leaving nothing undone to satisfy his every desire.

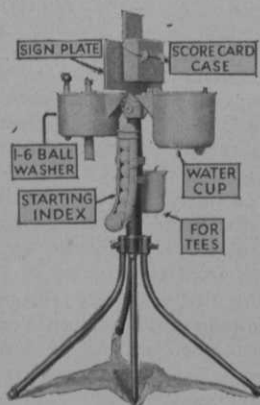
Good equipment has a psychological effect on the player, and it is your duty to keep him your club's booster.

The Sure-Clean Ball Washer was designed to meet golf ball cleaning in every extreme.



The entire equipment is made of aluminum die-casting, silver grey duco finish, will stand climatic and destructive abuses.

Write for literature describing this wonder equipment. Let us prove to your satisfaction the advantages of adopting the Handy Tee Rack and Sure-Clean Washer as a part of your golf course equipment, or ask your dealer for further information. Send for Form A-2.



MANUFACTURED BY

HOLM COMPANY

Kenosha, Wis., U. S. A.