



Olympia Fields' cafeteria serves more meals to members, takes in more money than the club's main dining room

# Olympia Fields Gives Members Benefit of Reduced Food Costs

By JACK FULTON, JR.

**O**LYMPIA FIELDS, the four-course, 1,100 member private club of the Chicago district, creeps into golf business news with regularity, due not only to the fact that it was the first and perhaps is the most successful of the multiple-course clubs, but also because none but the most modern operating practices will do at a club of this size. Olympia Fields is quick to put into operation any device that will assist in keeping up attendance, the life-blood of any club, and the stories of these ventures make golf news.

The latest move at Olympia actually began last spring before the golf season began, when Col. C. G. Holden, manager, recommended to the club's house committee that menu prices both in the dining room and in the cafeteria be reduced in line with the general reduction in food costs. Since a rib of beef cost the club far less in 1931 than it did in 1930, it was only fair, the Colonel argued and the committee agreed, to pass this saving on to the members.

## Pass Food Savings to Members.

With the committee's approval, Holden set about adjusting his prices on the new basis. Almost without exception, items on the a la carte bill in the dining room were

made cheaper, generally from 10 to 25 per cent. Only in occasional cases were these cuts as small as 6 per cent, not infrequently they amounted to 33 per cent. Sandwiches were cut 10 to 20 per cent, depending on the ingredients. Tea and coffee took a 25 per cent cut.

On the carte du jour, almost all soups were reduced from 30c to 25c. Fish and lobster dishes were cut 5c to 15c per order, and similar reductions prevailed for other entrees. For example:

Entree	1930	1931
Vegetable Dinner.....	\$ .90	\$ .85
Calves Liver.....	.90	.80
Pork Tenderloin.....	.90	.80
Chicken Fricassee.....	1.25	1.00
Sweetbreads.....	1.25	.90
Lamb Chops.....	.90	.85
Lamb Stew.....	.85	.75
Breaded Veal Cutlet.....	.85	.80

## Cafeteria Prices Cut.

Olympia Fields has no grill room in its clubhouse. Instead it runs a completely equipped cafeteria, where golfers and others in a hurry may pick up their own food, carry it to a table and consume it as hurriedly as they please; no waiting for food preparation or service.

This department is extremely popular

Year	Dining Room Sales	Dining Room Cost*	Cafeteria Sales	Cafeteria Cost*	Total Sales
1930 . . . . .	\$12,049.20	43.31%	\$12,387.95	38.86%	\$24,437.15
1931 . . . . .	8,754.10	43.00	10,137.95	34.14	18,892.05

\*With credits for officers' and employees' board.

with Olympia's members and does more business through the season in dollars and cents than does the main dining room. There are at least three major reasons for this showing: (1) many members like to be able to "eat and run"; (2) prices are lower, since expensive table service is eliminated; and (3) only the cafeteria is open during the breakfast period.

Despite the general satisfaction exhibited by the members with the price scale in the cafeteria, reductions were made in this department also. Such items as beef stew, lamb stew, frankfurters and creamed codfish took a 20 per cent cut. Spareribs, bacon and eggs, chipped beef, and fish were reduced 10 per cent; corned beef hash, baked ham, bacon, and link sausage—11 per cent; pork roast, roast veal and roast lamb—8 per cent; chicken dishes—5½ per cent; and chop suey—7 per cent.

Vegetable prices came down from 16 to 25 per cent; asparagus even by 28½ per cent. Sandwiches were cut 16 to 33 per cent. Pastries and fresh fruits were reduced approximately 25 per cent.

### Table d'Hote Costs Less.

Considering once more the dining room, table d'hote dinners known as "Golfers' Specials," are served daily. Last year these consisted of soup, entree, two vegetables and coffee and were priced at \$1.00, \$1.25 and 1.50, depending on the entree. On Thursdays, when a dinner dance is held, the price was \$2.00, with salad and dessert added. Saturdays the dinner costs \$2.00, a well-rounded meal with all courses from appetizer through dessert.

For the present season, no change was made in the Thursday and Saturday specials, but all \$1.50 week-day dinners were reduced to \$1.25, most of the \$1.25 meals to \$1.00 and a salad and dessert course added. This price cut and additional service equals a reduction of not less than 10 per cent.

What has this radical reduction in restaurant prices meant to Olympia Fields' income? It was not until the figures were in for the month of June that any conclusions could be drawn, but apparently the step was a smart one and the future will

disclose plainly the wisdom of the move. The June figures, compared with 1930, are shown in the accompanying table:

At first glance, it would seem that Olympia is not doing the business it should and that these price reductions were an unfortunate move. There are, however, a number of factors affecting the apparent poor showing in 1931.

### Weather Influences Income

Consider first the weather in the two years. In 1930 Olympia Fields had the best June in its history and all departments did tremendous business. This was because every week-end in the month was bright and fair and rainless.

"You have no idea," Col. Holden explained to the writer, "what a difference the weather can make out here. Ordinarily Olympia Fields does between \$3,000 and \$3,600 worth of business in all departments on a good Saturday or Sunday. But let it rain, especially in the morning, and our day's receipts will shrink to around \$1,800.

"Well, we had two rainy Saturdays and two rainy Sundays out of eight this year in June. That reduces the expected income on four days \$1,800 each, a total of \$7,200, or 25% of the club's normal week-end business for the month. In other words, I feel that we are making an excellent showing this year, as our income in all departments is off only 17% instead of the 25% we have a right to expect.

"In the food departments of the club the income is almost exactly 25% off (\$18,000 against \$24,000 a year ago), but don't forget we have reduced prices an average of 16%. That leaves only 9% of the deficit to be accounted for by the weather, which in my opinion is very satisfactory."

Some further statistics supplied by Col. Holden are interesting. For example, business depression or no business depression, Olympia has almost as many active members this year as a year ago. The figures are: 1930—949 actives; 1931—942 actives. By an active member is meant one who spent at least \$10 at the club during June, exclusive of dues and similar fixed charges.

The average charge for the month's

signed tickets ran \$52.37 in 1931, as against \$60.45 a year ago. Total club income from departmental business was \$41,332.66 this June, \$57,363.14 in 1930.

It is of course too early to draw definite conclusions on the influence these price reductions will have on the success of Olympia Fields' season, but all signs to date mark the move as a smart one. There can be little doubt that its members are giving more thought to the cost of things this year than they did a year ago, and when these members know the club administration is doing everything in its power to keep down the cost of belonging to the club, they can hardly help showing appreciation by frequent attendance.

### Michigan Club Adopts Sound Tipping Policy

**W**HEN THE Midland (Mich.) Country Club opened its new clubhouse recently, the house-committee posted the following notice on the club bulletin board relative to tipping employees:

"Members receiving ordinary services from the employees of the Club, such as table service or any service ordinarily required and given, are not expected to tip at the time of such service. To reimburse or tip the help, the Committee will once or twice a year send out a special request to all members asking for a contribution in size according to your own ideas, which will in turn be divided among the employees according to their importance or time of service, or in such a way as to make a fair and equal distribution of whatever amount is contributed.

"Non-members, such as transients or house guests, are expected to tip for services rendered while in the Club at the time of service, the same as they would expect to do at any private club or hotel.

"A member or a group of members giving a party or any function where individual attention is required are normally expected to reimburse the employees at the time of such service. The tip should be given to the manager who will in turn divide same among the employees involved. The amount of tip would be in accordance with your own ideas."

Midland's tipping policy appears to be a level-headed solution of a perplexing club problem and other clubs would do well to adopt a similar policy, modified of course to accommodate local conditions.

### "Clean Up" Campaigns Suggested to Clubs

**"CLEAN UP"** week is suggested to golf clubs as an overlooked detail of education. The proposal is made by Lewis Parks, the Lewis ball washer fellow, after noting the effect of waste paper containers on the washer posts at golf clubs. Where some consideration is given to "policing" the course and the handy waste receptacles are used by the members, the course takes on a well groomed look. Carelessness in leaving tee paper boxes, empty cigarette packages, match folders, ball boxes and tissue, torn score-cards, etc., defeats the most energetic efforts any greens staff can make toward tidiness.

An impressive view of what members' attention to course clean-up means in maintenance expense may be had by looking over the waste collection a club like Olympia Fieds has for disposal every Monday morning. Lewis suggests that the campaign should be carried further than the tee and green area as sticks and stones that are injurious to fairway and rough mowers also should be put out of the way during the clean-up work by members and caddies.

It is Lewis' idea that the club officials by announcing a "Clean Up" week will focus member and caddie attention on this neglected detail and show such results that participation in minor policing of the grounds will become habitual.

### Tea Room Feature of New Fee Course

**T**IMBER TRAILS, new 18-hole fee course in Chicago district, is eliminating the traditional dining room from its clubhouse plans and substituting an attractive tea-room. The tearoom will provide for service fully adequate for the load and will, it is expected, provide speed and first-class character of service without requiring much overhead.

A reflection of the historic location of the club on a Pottawattomie hunting ground is present in the tea room decorations.

**W**HEN selecting furniture for any part of the clubhouse, choose on the basis of simplicity of style, sturdiness of construction and permanence of finish. Fancy pieces of furniture are liable to be difficult to clean and maintain.