

Side - Lines Plus Watchfulness Are Gund's Two Feeding Tips

By JACK FULTON, JR.

NINETY thousand dollars' worth of restaurant business is the record hung up by Louis M. Gund, veteran club manager at Westborough C. C. (Webster Grove, Mo.), during this past season. "And we have great hopes," says Gund, "of passing \$100,000 in 1931."

That is a lot of restaurant business for any golf club and means that the Westborough dining rooms are not only popular in the eyes of the club's members, but also that the policies under which the food department is run must be economically sound. There is more than a suggestion that Westborough's successful operation is due to the careful management of Gund and his assistants, although Gund modestly attributes the greater part of his success to the loyal patronage of his members.

"Our club, privately owned by a local syndicate, is run on a very reasonable basis," Gund explained. "Our members pay only \$33 a year for dues and are not subject to assessment. If we make a profit at the end of the year, it is fine for us; and if we don't, it is our tough luck. So far we have made a very nice profit every year."

With regard to the success of Westborough's dining room, Gund lays the greatest emphasis on his policy of watchful supervision, far beyond that which most club managers employ, over the back-of-the-house departments. He says: "The restaurant business is tricky; you have to watch everything like a hawk, otherwise something is sure to go wrong and then you are the goat. That is the reason I spend so much of my time between the dining room and the kitchen. While I have a kitchen crew that would be hard to beat, nevertheless the stuff must be cooked to please me, and I am right there on hand to see that it is.

"I serve a 50-cent luncheon to our golfers every weekday. This luncheon consists of a soup of some kind, choice of about ten kinds of sandwiches, including ham, imported Swiss cheese, toasted cheese, fried ham, lettuce and tomato,

fried egg, fried ham and egg, chicken salad, hamburger, and a few others, and coffee. Dessert is extra.

"We make our own desserts, because I can make them cheaper and much better tasting than the goods to be had from any of our local bakers."

Westborough serves a table d'hote dinner on Thursday nights and Sunday all day for \$1.00 that is the equal of many \$2.50 dinners at other clubs. Here is a typical offering:

<i>Radishes</i>	<i>Celery</i>
<i>Cream of Chicken Soup</i>	
<i>Melon</i>	
<i>Fried Frog Legs, Tartar Sauce</i>	
<i>Roast Spring Lamb, Mint Jelly</i>	
<i>Prime Roast Beef, au jus</i>	
<i>Fried Chicken, Country Style</i>	
<i>Chicken Liver, Saute, with Mushrooms</i>	
<i>T-Bone Steak, Pan Gravy</i>	
<i>New Browned Potatoes</i>	
<i>New Spinach</i>	<i>Stringless Beans</i>
<i>Lettuce and Tomato Salad</i>	
<i>Apple Pie</i>	<i>Grape Pie</i>
<i>Ice Cream</i>	<i>Sherbet</i>
	<i>Cake</i>
<i>Coffee, Tea, Milk, Buttermilk</i>	

Tenderloin Steak Dinner — \$1.50

Other week nights the dinner is priced at \$1.50 with a \$2.00 dinner on dance nights.

"Here is a thing of importance," Gund remarks, "that a lot of managers overlook and that is—golfers are always in a hurry. They want to be waited on the minute they come in the dining room. If such service can be had, the manager will find out that his restaurant business can be improved considerably. If a club cannot give the golfers quick service, they will eat elsewhere before they come to the club."

Gund does his own marketing, going in three or four times a week to find out what is fresh on the market and to shop from one place to another in order to get the lowest prices. Whatever he orders, he picks up and brings back himself, thus

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making sure he is getting the quality of foodstuffs he bought.

Gund believes firmly in seeing what he buys and refuses to follow the example of many club managers and order his foods over the 'phone. There is too much opportunity to send goods of inferior quality, even though the merchant be thoroughly reliable. "He is not deliberately misrepresenting, but you can't expect him, over the 'phone, to 'talk down' the quality of his day's supply of beans or corn or what have you."

"We pay our supply houses once a month, and I always take off 2 per cent, which amounts to quite a lot in a year's time. Some clubs are not so careful to meet their bills on discount dates; in my estimation this is a very bad business policy because if a merchant knows he will have to wait for his money he adds a cent or two to the price of things, while if he knows he is going to get paid within thirty days you can dictate to him instead of him dictating to you."

Gund is a great believer in developing side-lines to the limit. He does, for example, pretty close to \$10,000 worth of bakery business a year! This is all in addition to the breads and pastries served in the dining room and is represented by goods bought by the golfers to take home. The specialties are pies, coffee cake, Jewish schnecken, Christmas cakes and fruit cakes. As may be judged, business is particularly heavy around the holiday season.

The business obtainable from the caddies is also carefully cultivated. As Gund explains: "We treat our caddies well, selling them their sandwiches for 10 cents, any kind of candy for 5 cents, and sodas any flavor for a nickel. At clubs where the caddie master has the concession on this business, he generally charges the boys 10 cents for sandwiches and gives them bum stuff at that. I don't believe in that policy and buy the best soda and ice-cream and candy I can. The sandwich materials are the same as our members are served. The boys are always satisfied and seem to appreciate our interest in giving them a square deal."

Home Talent Night Will Pep Up Bored Members

AS an entertainment feature, nothing is more profitable to the dining room and other house departments, and nothing receives more enthusiastic member co-op-