

When Members Howl at Prices Tell Them "Two Egg" Tale

Club officials, particularly house chairmen and managers, are urged to read this article, reprinted from the "Brassie," monthly magazine of the Brentwood Country Club (Los Angeles district). It is a clever and easily understood explanation of why dining-room prices must be "so high."

THE MANAGER was recently accosted by a member who stated that he felt the prices charged for food at Brentwood were too high. "For example," he said, "you have an egg dish on the menu consisting of two eggs, for which you charge fifty cents. Why, I buy them for my house at around thirty cents a dozen, or about five cents for two. Surely you can buy eggs cheaper than I can."

"True, but you are ignoring the fact that the eggs served you have been prepared in one of the numerous ways to which eggs are subject."

"Of course," replied he, "but that should not amount to much."

"Preparation, service and other incidentals necessary to the delivery to the member of the items on the menu constitute a very important part of the whole cost,"

replied the Manager. "I am going to prove this to you by submitting a statement of one month's business."

"The statement is a satisfactory one from our standpoint and one which cannot be classed as average, for during the summer months our deficit will equal this amount or more. Our food costs maintain a fairly steady average at about the figure indicated and our average cost per cover, exclusive of food, is around 75c or 80c."

After carefully examining the figures submitted, the member ventured to say: "I am a member of several clubs, city and country, and I hear many complaints by members of the high prices charged for food in my various clubs. Do you think the above figures typical of all clubs?"

Quite the contrary. Clubs have their own individual conditions and problems.

RECEIPTS		DISBURSEMENTS	
	\$5,336.03	Payroll	\$1,671.03
		Employees Meals	416.70
		Buffet Supplies	319.33
		Printing and Stationery.....	81.05
		Ice	19.20
		Laundry	207.02
		Electric	58.79
		Gas	80.00
		Water	30.00
		Music	31.00
			\$2,914.12
Deficit	69.73	Supplies	\$2,491.64
	\$5,405.76		\$5,405.76
	Total covers served—3715		
	Food cost per cover—\$2,491.64 divided by 3715.....		.67
	All other costs per cover \$2,914.12 divided by 3715.....		.78
	Total cost per cover.....		1.45
	Receipts per cover—\$5,336.03 divided by 3715.....		1.43
	Loss per cover		\$.02

I think, however, our figures would be fairly representative of clubs where the same high-class cuisine and service is required, and operating under similar condition that we do. As you know, our members have every right to expect the same high standard of food and service at all times. This necessitates our carrying a large supply of food on hand and a sufficient number of employees to carry peak loads, for we seldom know whether we will have 20 or 100 for luncheon or dinner and we must be prepared to take care of any number.

"Now, to revert to your original statement relative to the cost of two eggs at home, I infer that you are like hundreds of other busy men who once a month receive the household bills, hand them to your secretary with instructions to draw checks in payment, perhaps give a grunt or two at the high cost of living and let it go at that, never having taken the trouble to figure the actual cost. Now, if you are willing to give me a little information, I will be glad to figure for you approximately your home costs."

This being agreed to, the following facts were obtained:

The Member, with his wife, occupies an eight-room house which costs him \$200 per month, taking into consideration interest, taxes, insurance, etc. This would equal \$2,400.00 per year, or a cost of \$300 per year per room.

A maid is employed at \$75.00 per month. It being fair to assume that at least half of the maid's time would be occupied in preparing and serving food, one-half of the expense of the maid's room and one-half of her wages are chargeable to the culinary department.

The Member lunches downtown, so it appears that five meals per day are produced for a period of 300 days, or a total of 1,500 per year (allowance being made for the maid's night off, dining out, etc).

Tabulating the obvious expense items, the following cost is arrived at:

Expense, dining room	\$ 300.00
Expense, kitchen	300.00
One-half expense maid's room ...	150.00
One-half maid's wages	450.00
Electric refrigeration	20.00
Gas for cooking	25.00
Light	20.00
Laundry	40.00
Total	\$1,305.00

\$1,305.00 divided by 1,500 equals 87c.

No allowance is here made for various incidentals, such as breakage, wear and tear on linens, etc.

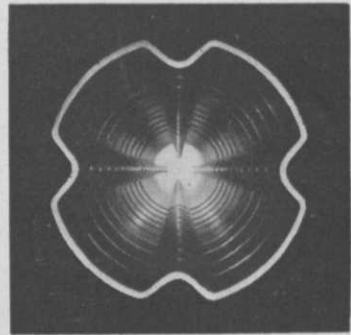
"Assuming the above figures to be reasonably correct," said the manager, "it appears that each individual meal at home costs you at least 87c before any food costs are considered. Our price of 50c for two eggs does not appear so unreasonable after all, does it?"

"Well, I'll be hanged!" exclaimed the Member as he lit a cigar and walked away.

TRUE-TEMPER COMPENSATOR SHAFT ARRIVES

Cleveland, O.—The new "True Temper" Compensator shaft is made from seamless alloy tubing of ultra airplane specifications, tapered by the "True Temper step down" process and further distinguished by four channels in the wall of the shaft extending from grip to tip. These channeled walls give a compensating and balanced torsional action.

This shaft has already been adopted by some of the leading manufacturers and it will be confined to clubs in the higher price brackets; this because of the fact that the process of manufacture is an ex-



Interior view of new "True Temper" Compensator Shaft showing channeled walls as they appear from the inside of the shaft.

pensive one involving an unusual number of heat treating, tempering and testing operations. It is felt by the makers of the "True Temper" Compensator that this shaft will be a distinct aid to the golf pro in helping to maintain a good volume of business on high quality clubs because it will be obvious to the golfer who is buying carefully that such a shaft must be a high priced shaft and one which adds considerable to the cost and value of the club.