



Photo—Brunswick-Balke-Collender Co.
 This new bar installation between locker room and grill of a Chicago district club represents an investment that is expected to be more than made back in beer profits by the end of the season

Early Season Beer Volume Taxes Club Service Facilities

By JACK FULTON, JR.

COUNTRY CLUB parties early this season have established many new high records for attendance despite the unfavorable weather. Ask a lot of the managers what the reason is and they will tell you in one word: *beer*.

Pre-season doubts that beer volume would be sufficient to offset the long margin of set-ups are temporarily at rest. Whether or not the thirst will continue and be avid when the hot days of real beer weather arrive is something the managers are not going to think about very much now. Despite the uncertain quality of the present shipments and the difficulty of getting enough of some popular brands of beer that go well at a club, managers are of the opinion that beer is keeping the lively spenders at the club for restaurant

business instead of letting them stray away to some roadhouse where they always could get beer before the beverage was legalized.

About the biggest problem connected with beer at golf clubs right now is the matter of proper, profitable service of draught beer. Before prohibition legislation was enacted the sale of beer was about 75% draught and 25% bottled. Apparently the citizenry has not lost the knack of curving a tired arch around a brass rail, indulging in mild brew and debates, and nominating Emil, the dispenser, as arbiter and confidant.

Reports from golf clubs having adequate bar installations give evidence that the boys like to gather around the mahogany for a few dips at the suds right after they

come in from a round, then disrobe and do the bookkeeping on the afternoon's pastime with a few more served on the locker-room benches and then snatching a couple of more at the bar after dressing. At dinner there is more of the same. Whether the preference is for bottled or draught beer right now depends entirely on the quality of the barreled stuff. It gets the call if it is any good.

One of the very interesting phases of the new deal is the amount of beer served in women's locker-rooms. Either the prohibitionist's scare-talk of fat hasn't registered or there are many women drinking beer who never went for hard liquor.

Happier Profits

Golf club managers interviewed by GOLFDOM are unanimous in saying that club management has been made easier by the popularity of the mild and refreshing beer. "It is twilight for the drunks," said one manager. "I have seen only 3 or 4 fellows plainly carrying too much cargo this season, and instead of laughing about the *soûses*, as the other members used to do, there is a marked tendency to consider them unnecessary nuisances. Dinner service is easier because beer is served in the dining room and we aren't delayed by members hanging around in the locker-rooms for "just one more" as they used to do when service of any drink was prohibited in the dining room. It has been a life saver for me with the short-handed operation I am compelled to have in our dining room this year."

Caution is being exercised in the installation of bar equipment by the club managers. Equipment salesmen who have visited the country clubs are in too much of a hurry to cash in on the current general demand for bar equipment to spend much time in helping the manager work out his special problem. Nevertheless the managers are doing some ingenious and sound work in laying out their own jobs, most of which are flexible because of the belief that the 18th amendment will be repealed, as well as because the club doesn't want to tie up so much money that oceans of beer will have to be sold before the bar can show a profit.

Miller "Rolls His Own"

Russell Miller, youthful manager at Medinah C. C. (Chicago district), tells of a typical case of a manager who had to arrange for handling of beer without spending a lot of money. Miller's recital gives

a clear close-up on how the smart managers have coped with this newest of their problems. Miller says:

"With the announcement of the "New Deal" I was besieged with a thousand and one salesmen from as many different concerns. Each one professed to have the one and only bar over which beer could be thrown at the customer and at the same time extract from his pockets a goodly sum, make him like it, and ask for more. Some propounded the theory that the coils (30 to 40 inches) must be mechanically refrigerated which would cost *only a few hundred dollars more*. Eventually I ran across a beer salesman who had never heard of the prohibition amendment, and he graciously imparted the news that in the old days they used ice to get a real cool even temperature, and it was really the only fool-proof method. Well, I followed his suggestion and installed chipped ice refrigeration around the blocked tin coils in each of the three boxes I have in operation at the club.

Too Much Sales Optimism

"There are several points, however, in the dispensing of draught beer that I think are essential. First, we come to the storage of the kegs in a vault where a constant temperature of about 40 degrees is maintained. The size of this vault will be determined by the requirements of the club, and along that line I got a great kick out of one of the salesmen who dropped out to see me when he heard that I was about to build a storage vault for beer. To appreciate the story you must realize that this transpired at about the time when everyone was wondering what the beer situation was all about, and whether you had to place your order with the brewer for a supply that would last you for the first year. This salesman had just stopped at a roadhouse and in talking over the matter with the proprietor as to building a storage vault, he mentioned that he wanted one that would hold about 30 to 40 barrels. I imagine this chap sells around a barrel a week.

"In the building of the storage box, I would advocate at least a 4-inch thickness of cork board, rather than ground cork, as ground cork tends to settle and eventually leaves an air space through which your refrigeration escapes from your vault. If possible the storage vault should be as near your dispensing unit as the layout of the building will permit, for the shorter the distance you have to draw, that much

better will the beer be that you pass over the counter. The blocked tin tubing from the storage vault to the box likewise should be well insulated, and a uniform temperature be maintained from the barrel to the coils in the boxes.

"I found a corner in both the cafeteria and kitchen soda-fountains which could be torn out and rebuilt so that I could insert a homemade box. In so doing I saved approximately \$1,000 and yet accomplished the result for which I was striving, and that was to establish a service bar in those two places.

"It would be difficult indeed to recommend a bar that would be suitable for each and every club, as the requirements and funds vary according to the size and desires of the club. If we have a repeal of the 18th amendment, a bar which would adequately serve present needs for beer only, would be entirely inadequate at a later day when the liquors and wine return, unless one cares to spend a considerable sum and is optimistic in regard to repeal. With conditions as they are and the clubs in financial straits, I would recommend the least possible expenditure and defer the installation of an elaborate bar until such time as we have the revenue-producing refreshments for sale on a legal basis.

Service Details

"I believe that the use of a Pilsner glass for service to the ladies is appreciated, while the men seem to prefer the old time stein or goblet.

"Another feature is that the bar be installed in a room where both the husbands and wives can get service, either at taps or at the beer tables, and with that in mind I would recommend a step rather than a rail. At some roadhouses you will have seen some very novel furniture made out of beer kegs which have been built into tables and chairs. I think they are as attractive and comfortable as any I have seen.

"Beer that is served too warm is not appealing, while it is equally displeasing to have a beer too cold, as it draws very flat and some claim it to be injurious to the system. It is commonly agreed, however, that a temperature of about 45 to 50 degrees is most palatable. A pre-cooled stein adds materially in the delivery of a real cool glass of beer to the customer, and I would recommend it, even though it requires a little more effort on the part of

the bartender. The washing and sterilizing of beer glasses must also be given consideration for if you use a soapy solution to wash the glass in, you will be unable to draw a good glass of beer thereafter.

"The old idea of a free lunch seems to have disappeared and I doubt if it will return unless we get liquors back, as there isn't enough money in the handling of beer to make it feasible or profitable. I would recommend pretzels or peanuts salted in the shell as a come-on to a thirsty one.

"One criticism I have to offer and which I doubt can or will be eliminated are the heavy taxes imposed by every legislative body who have been able to get their fingers in the pie."

SOIL MUST "BREATHE"

Lack of "Internal Respiration" Cause of Poor Greens Condition

By WM. H. TUCKER

Course Architect and Builder

PUTTING greens constructed on a heavy textured silt loam or on a heavy clay loam, gumbo, or adobe, should be tile-drained. The system should be of the herringbone type and trunk lines and laterals spaced correctly so they will draw the under-water 10 feet on either side of the tile lines.

In order to permit the under-water to gravitate and find its way to the tiling system, the soil structure between the laterals must be of a permeable nature, otherwise the tiling system is not worth the expense to dig the trenches. The tiling system can not collectively function, consequently all effort and expense have gone for naught.

Having emphasized the importance of the tiling system and the substructure, it is just as important to know what quantity of topsoil is desirable to put over the substructure for the completion of the final surface. This topsoil must be light and arable, and of such a texture that will permit of direct percolation.

When a putting green is correctly built, all excess surface water should slowly percolate through to the substructure to be taken up by both the top soil and the subsoil. The surplus will be taken up by both the topsoil and the subsoil. The surplus