

Managers Find Liquor Sales Now Running Smoothly

LIQUOR BUSINESS is settling down to a good steady routine for most of the clubs, although several problems still continue. One of these problems is the matter of prices. The clubs are in the difficult position of being part bar and part home. Members who do not complain about the usual bar prices for individual drinks protest when the club margin of profit is added to pints and quarts. Some of the managers are revising their bottle-goods prices downward, saying that the profit on ginger ale and mineral water is such that they can afford to operate on a fairly narrow profit when full bottles are sold.

Another angle that is worrying some managers is the women's demand for mixed drinks, requiring expert services of a bartender who has more mixing to do than he can handle during the rush hours of ladies' days. The great growth of women's golf activity during the prohibition period brought to the managers a repeal difficulty that has them pretty well baffled. However, some of them are working it out on a platform of fancy drinks, superbly mixed and handled, so the women have another reason for boasting of their club and its service.

Trouble managers have been having in connection with higher prices for full bottles is getting less, according to some managers as the taste of the members develops in favor of the superior brands.

Quality Is Club Policy

A prominent mid-western manager says that he has handled the complaints about bottled goods prices at the club as compared with mine-run saloon prices by emphasizing the club policy of buying only the best grades of liquor.

He points out to his members that there still is plenty of vile liquor available, some of which is as bad as the bootleg liquor of prohibition days. He asks the members whether they want to continue burning out their tripe with the terrible concoctions of the prohibition era or if they want to drink the beverages he has selected for them from the best the market provides. In his

opinion the golf club that enjoys a high class rating makes a mistake when it has one drop of low quality liquor in its stock.

At some clubs where the managers' experience allows, a feature is being made of wine service with dinners. A strong point is made of the manager's personal selection of the wine cellar stocks. As yet there has been no especially large sale of wines at any of the clubs GOLFDOM's staff has investigated. The managers believe that the wine consumption is bound to increase. However, the American taste, so managers state, has been for beer and hard liquor, with gin running popular during the hottest part of the season.

Repeal has been a godsend to managers for a reason that is not connected with their operating profits. The managers say that the loud, offensive and conspicuous drunk of prohibition times has ceased to exist. He—or she—always the worst nuisance with which the managers had to contend. Nowadays clubs are again inclined to enforce the rules concerning expulsion of drunk and disorderly characters, but these don't seem to be candidates for this punishment.

Clubs are not yet ready to decide just how strong a part repeal has played in the club financial and membership conditions. Some clubs that do not handle beer or liquor due to high license fees or state legislation are in the best financial shape they have enjoyed for years. In this connection the managers who attribute to repeal much credit for improved club positions say that in eastern metropolitan districts where prohibition never amounted to much, the clubs are not showing the comeback that is seen from Pittsburgh west when prohibition, with the exception of the locker giant gin bottles, was fairly well in force.

Obviously in many territories the club restaurant business on evening meals has increased at the expense of the road-house revenue. Prior to repeal a fair amount of club member business went to the bootlegging roadhouses. This too may be caused by some factor other than repeal. At the Columbus (O.) CC where no hard liquors

are handled and none can be served in the dining room, Manager E. A. Hart says the food business has practically doubled over 1933. At the Westmoreland CC (Chicago district) where no liquor is handled by the club, there has been an increase in every department this year. Tom Ream, manager at Westmoreland, predicts that despite the absence of liquor at the club, Westmoreland will have the best year it ever experienced. Its membership of 350 is filled and there is a waiting list.

At Detroit, Walter T. Adams, manager of the far-famed Detroit GC credits bar sales with considerable benefit to club finances in the district but says that it appears to him that the improvement in general conditions plays the important part in golf club financial revival. This opinion is shared by Russell Miller, manager of Medinah CC (Chicago district). Medinah's business is running about 250% ahead of last year in volume of sales and about 350% better in net profit in all departments. A decided increase in membership has enabled the competent young Miller to make this vast betterment but he says that undeniably repeal has made people more inclined to re-join golf clubs.

The season was late in the east, but when it did get going bar sales were quite large, according to the observation made by J. S. Shaw, supt. of the Philadelphia CC.

An interesting detail of bar business noted at many eastern clubs has been the growing preference of women for ale. Managers haven't been able to figure out the reason to the complete satisfaction but guess that it is because the British sports-women's ale thirst has reached across the Atlantic with some effect.

Willie Hoare Heat Victim at Illinois Open

WILLIE HOARE, veteran pro dept. manager for Wilson-Western, with headquarters at Chicago, was victim of heat prostration playing in the Illinois Open at Springfield (Ill.) CC June 26.

Stricken by heat while playing in the tournament as an accommodation to a player who lacked a partner, Hoare was taken to a Springfield hospital. He returned to his home in Chicago June 29.

Blistering, soggy heat from the middle of June on has burned golfers, golf courses and the golf business. Jock Hutchison was seriously affected during the Western

Open at Peoria and in the same event Walter Hagen confessed that for the first time in his tournament career he thought he would be unable to complete his round.

Play at courses was reduced during the heat wave which brought course temperatures up well over the hundred mark.

Rain fell to interrupt the heat wave temporarily and although the drought was broken the downfalls were not entirely pleasant for greenkeepers as conditions were ideal for development of serious fungus disease attacks. Running on scanty budgets, the greenkeepers in many instances did not have adequate supplies of fungus preventive material on hand and now are having miseries.

Caddie Wasn't Warned; Wins \$10,000 for Injury

STEVE POVANDA, former caddie of Linhart, Pa., was awarded \$10,000 in a \$50,000 suit against Marion T. Powers of Forest Hills, N. Y., by Supreme Court Justice Edgar J. Lauer, a golfer.

Povanda suffered loss of memory from being struck on the head by a ball hit by Powers when Powers was one of seven men playing together on the Churchill Valley course (Pittsburgh district), July 27, 1932.

Justice Lauer ruled that Powers' caddie calling "fore" did not relieve Powers from giving warning himself to the six players and seven caddies ahead of him. The court ruled that playing a sevensome was not an act of negligence. In determining Powers' negligence, Justice Lauer ruled: "He (Powers) should have looked about before addressing the ball and should have given warning to any person reasonably within the range of danger. The fact that his (Powers') own caddie 'holered fore' at the time the ball was struck does not condone the defendant's negligence. Povanda was not the defendant's own caddie and he was not guilty of contributory negligence as asserted by Mr. Powers."

IN the southern half of the U. S., the usual golf course turf is composed of Bermuda or carpet grass. This does very well during the summer months but becomes dormant during the winter. Greenkeepers supplement it with sowings of bluegrass and redtop during this period.