Club Profits by Proper Liquor Policy to Members

WHEN MEMBERS generally make a practice of bringing bottled liquor into the club it beats the club out of a profit it has every reason to expect, since set-ups and other services are an expense for which it is difficult to make an adequate charge. Any club in this situation will be interested in the way the Sunset Ridge CC (Chicago district) has met the problem.

Sunset Ridge does a thriving bottle and case business with its members. On bottles a mark-up of 15 per cent is made and on case goods 10 per cent over the club cost is charged. Members are able to get the finest grades of liquor, which is something that is bound to be appreciated by the members of any club during times when it is not exactly easy to reconcile discriminating thirsts with the high retail prices being asked for good liquor. The Sunset Ridge "take home" business exceeds $800 a month; this is of course in addition to the business done at the club in individual drinks. The moderate mark-up on larger quantities has practically eliminated the practice of members bringing liquor into the club, which always was more or less of a nuisance to the member and, under the system now used at Sunset Ridge, more expensive to the member.

Another idea that Sunset Ridge has adopted to serve its members and control its liquor business is to select popular drinks as leaders and make attractive prices on them. A Tom Collins in a 10 oz. glass, for instance, is 30 cents. Scotch and soda, the other top favorite, also is 30 cents. The member can name any brand of Scotch he desires, and the club is happy to serve it from its assortment of nine well known and high grade brands. Excellent brands of gin are used in the Tom Collins'.

No Swill Sold

Sunset Ridge carries in stock nine domestic and three imported gins. There are 11 brands of bourbon and rye, three brands of Irish whiskey, and the leading brands of cognac, rum and cordials; in spite of this elaborate list, the club's liquor inventory is turned over once a month.

Figuring that the members have a right to insist on the best being served at their club bar, the Sunset Ridge directors have adopted the firm policy of not hiking bar profits by using in mixed drinks the cheap stuff served by most hotel and other commercial bars. Yet bar profits during the active season have averaged more than $1,000 a month. Margin of profit on bar sales of individual drinks is 30 per cent.

The volume of business built up by this policy enables the club to take advantage of lower prices on quantity orders and to secure for its members' club and domestic use choice offerings of responsible liquor houses.

Mutual benefits to club and members, as observed at Sunset Ridge and other country clubs where the policy has been adopted, indicate that profits on bottled liquor sold to members for holiday use and gifts can very easily make December this year a month that will show substantial black figures on the club's financial statement. In pre-prohibition days, club liquor business during the holidays was a considerable factor in the retailing situation. Since those days the golf clubs have grown so markedly in number and membership that experts figure this coming holiday season will see a large part of the better class liquor selling done through the country clubs.

Golf Clubs Do 12% of Nation's Beer and Liquor Business

ANTI-SALOON LEAGUE estimates that the first year's liquor business under repeal will be about $200,000,000. The golf clubs during this time will do about $25,000,000 in alcoholic beverage business.

Obviously the golf clubs are the biggest, sharply defined retail outlet for liquor. There are only about 2,000 golf clubs retailing liquor.

The happiest side of repeal is shown at the golf clubs because these clubs have made a good profit on the liquor and have further benefited by seeing the souse almost vanish from golf club locker-rooms.