



Here is Many, Blanc's cocktail room in their bartender's school.

MEETING TODAY'S SHORTAGE OF BARTENDERS

AMONG the problems of liquor with which the golf club manager must worry is the major one of a scarcity of expert bartenders. This problem is made serious in most districts by the inability to provide year-around jobs for the bartenders at golf clubs and by the increasing demand for mixed drinks, the latter a phase of women's lively interest in golf.

Smart club management calls for attention to a revival of club reputation for drinks which was a factor in club operation prior to prohibition and which is more than ever something for the members and guests to brag about now that women are drinking at clubs.

In some metropolitan districts, bartender training schools have been conducted and have been well attended by bartenders, tavern managers and by club managers whose acquaintance with matters of mixed drink mixing and service has rusted during prohibition. One of the most interesting and helpful of these training establishments is the only one run in the Chicago district, that conducted by Many, Blanc & Co., Inc. This veteran organization of importers started its school last spring during the Liquor show, originally intending to conduct two classes a day. The school proved so instructive that four classes a

day were held before the show closed and an attendance of 500 men had sat in the classes.

After the close of the show the school was continued in Many, Blanc's model cocktail bar. The school had had a registration of approximately 1,000 bartenders and bar operators. The Chicago Bartenders' union for the last six months has furnished a weekly class of about 40 men.

Faculty of the school is headed by A. I. Stone, a veteran star of mixology. Stone varies his inside work with outside surveys of the leading club and hotel and other commercial bars of the country to keep in touch with new ideas. In addition to training bartenders and informing bar operators, the Many, Blanc school is training quarters for the company's sales representatives. No effort can be made to conduct the school in various cities away from Chicago, say the Many, Blanc people, because of the inability to transport glassware and other service equipment and supplies for the sort of a bar suitable for high class golf clubs.

One point brought out in the bartenders' school lessons is the proper selection of glassware for drink service. Especially in the refinement and correctness of service required at golf clubs is the matter of proper glassware highly important.

Twenty-one different pieces of glassware for class bar service are in the Many, Blanc school's equipment. Recipe and service suggestions according to weather conditions form a valuable part of the school's lessons.

For golf club hot weather service particular attention is paid to instruction concerning the tall cool drinks; collins', fizzes, rickeys and juleps. Expert touches of mixing and service that make these drinks distinctive works of art instead of the usual rush jobs of throwing messes together, are of interest and value to golf club managers.

Another detail of the bartenders' school course that helps to solve a golf club problem is that of bar efficiency. Rush crowds, lack of bar space and bartenders make the golf club mixed drink service problem one that must eliminate all lost and waste operations. Neatness, speed, proper mixing and chilling, and uniformity are objectives of the school's training. Liquors and glassware are correctly selected and grouped for ease and speed in mixing drinks of precisely the character ordered.

Although the angle that is played up at the Many, Blanc bartender school classes

for club bartenders is the primary one of superiority in taste and service, the serious matter of bar profits also is treated in good balance. Illustrations are given of increased bar operating costs by as much as 25%, with the increased cost meaning a reduction rather than an improvement in the character of drinks mixed.

Admission to the Many, Blanc school is free to club managers and to bartenders for whom attendance at the school has been arranged by the manager for whom the bartender works.

Member's Manual Is Gem of Club Booklet

TROY (O.) CC has a Member's Manual that's one of the best booklets of club information GOLFDOM has seen. The booklet has 16 pages and cover and fits the regulation large letter envelope. Its contents include a statement of the purposes and policy of the club, information and regulations on the dining room, on picnic facilities, the social and golfing calendars for the year, data on the course, golf regulations, swimming pool information, junior rules, guest regulations and a roster of members and officials.

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