

PRIZE BAR DESIGN

Club managers have drawn on their experience in appraising the prize winning bar designs in the Brunswick-Balke-Collender \$5,000 contest with the result of bringing out some points of decided value in club bar design.

Color, chromium and mirrors worked in modernistic design played important parts in most of the prize-winning bars. The old brass rail, with some fancy modifications, seems to have held its own.

For the most part the club managers pronounced the modernistic bars suitable for golf clubs only as cocktail bars, if space and amount of business permitted. The rather simple bar of tradition seems to have established itself firmly as so much of a ranking favorite at golf clubs that men members would view the fancy innovations with alarm were such designs to appear in the male quarters of a club.

Plenty of elbow space is rated by managers as the first requirement for a club bar. Paul A. Tamsen, manager of the Hempstead (NY) GC comments on this need by remarking: "During the busy season with tournaments, stag parties, etc., we have as many as 40 to 50 men crowding the bar. Such business requires fast service with three or four bartenders and one checker or cashier. Obviously the design of a bar to handle this volume of business can not be dainty or have too much of modern art in it.

"Most country clubs on Long Island require a real man's bar with pretzels and cheddar cheese on the counter, a brass rail and a battery of cuspidors.

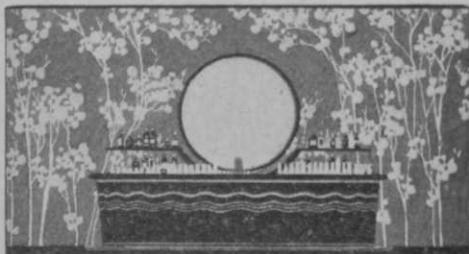
"However, it looks like the growth of women's drinking during prohibition and the extensive patronage of country clubs by women now makes it rather profitable for larger clubs to have a cocktail room in addition to the men's bar, which is usually located in the men's grill or else accessible for service to both locker-room and grill. Present bar installations often are not suitable for mixed drinking and on that account do not stand much of a chance of getting the business possible on party occasions.

"The Brunswick prize designs afford

Managers Tell How Layout Should Be Modified for Club Use

very attractive and practical solutions to the problem of the club that is physically and financially able to install a cocktail room, preferably off the main lounge, for afternoon, pre-party and party service."

Tamsen's warning about getting a bar of sufficient size if men's business is to be handled, is heartily endorsed by other man-



A large circular mirror and plenty of chromium trim give this prize bar design a decidedly modern touch. Managers are divided on its suitability for clubs.

agers to whom the prize-winning designs were submitted for opinions. Otto Guenther, veteran manager of Westward Ho (Chicago district) says:

"Most clubs make a mistake in not installing a so-called two-man working bar. It is almost impossible to have two men working behind the small bars clubs installed thinking such bars would be adequate for the business that has come since repeal. In our own case only one man is able to give service, while if we had a two man working board, three or possibly four men could work. Demand for cocktails has been larger than expected in most cases and this requires plenty of working space behind the bar.

"The difference in price between the smaller and larger bars is not enough to justify the club in slowing its service or reducing its volume.

"In my opinion the first prize bar makes a very handsome and fitting design for country club use. It is masculine enough to be fitting in the men's locker-room or grill and still, if installed where women could be served, has a happy balance of modernistic elements to please the women."