

## Schenley Rates Club Managers High as Suppliers of Quality Liquor

**L** EON BRIN of the Schenley Import Corp. pays high tribute to club managers, writing of Dewar's Scotch whiskey American promotion plan in August "Liquor Age." Brin tells that in taking over exclusive importation of Dewar's Ne Plus Ultra and its White Label, the first step was to establish Dewar's from the top down—that is, get strongest possible distribution and display of Dewar's in the prestige spots.

The standing and performance of club managers as judges and suppliers of quality liquors identified them plainly as the main men to be seen and sold in getting a first class whiskey into the first selling class, Brin relates. He found at the leading clubs a keen managerial interest in securing choice stocks, and testifies that this managerial interest was reflected in the membership and general standing of the club.

The Schenley Import authority also had comment to make on the membership reaction to golf club managers' selection of whiskies. He cited evidence from extensive surveys to show a definite return of the pre-prohibition polite boasts of club members regarding their clubs' cellars. This factor, observes Brin, is doing much to remind the club manager of the importance of carefully selected liquor stocks and to make the leaders in the club management field receptive to the presentation of quality liquors' sales stories.

Liquor profits, so prominent managers pointed out to Brin, play such a big part in club operation today that the manager who is handling his job thoroughly has to keep conversant with developments in the high class liquor market.

**A** N old-fashioned trading trick recently caught some Eastern golf course supply dealers napping. Several golf clubs sent to dealers long lists of equipment and supplies on which quotations were desired. Dealers were anxious to make the total amounts of bids add low enough to provide competitive advantage so quoted minor items at below cost in several instances.

The shoppers bought the minor items at the loss-prices quoted by dealers, but didn't buy anything else, for the quotations neglected to specify that prices applied only in case of blanket orders. Dealers who got caught promise they won't be suckers again for the same fast one.

**Wood a Picker**—You have to hand it to Craig Wood in his choice of assistants. Craig brought Paul Runyan and Clarence Clark into big time tournament golf as his assistants and now the genial Jersey blond has Ben Loving on his staff. Ben finished in a tie with Maurice O'Connor at 287 for third spot in the recent New Jersey Open. Craig and Vic Ghezzi tied at 278—10 under par—for the event. Vic's 69 nosed out Craig by a stroke in the play-off. Art Straub was in the second spot with 285.

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