



Prospective customers never have the feeling of being cramped, nor are they ever hurried into a sale in Robb's pro-shop. Robb keeps at least one assistant and two shop boys around to handle any rush load that may come up. Clubs are in the open for handling, and stocks are never allowed to become low. Neatness is maintained at all times by Robb, who has succeeded in giving the place the appearance of a smart retail establishment.

and are always pleased when the orchestra plays right on until 2:30.

The dance fee is \$2.00 a couple, with a la carte service extra. There usually are 180 to 200 in attendance. There are 332 members at Milburn including 30 socials.

The club is across the Missouri line in the dry state of Kansas—dry so far as rain and liquor are concerned—and nothing

stronger than 3.2 beer is legally salable. However, a nice volume of soft drink sales overcomes a large portion of this handicap.

An elected Board of governors consisting of president, vice-president, secretary, treasurer, and five active chairmen: house, tournament, greens, entertainment and finance, directs the club's business and operation, policy and activity.

### Managers Are Best Channel for Putting Liquor Brands Across

**T**HAT "Red" McGuinn, Seagram's whisky representative to the club managers in California, put over a bright stunt when he had signs made up advertising the broadcast of the Canadian Open and placed these signs in Northern California clubhouses. The tie-up was cute because the Seagram cup is awarded the winner of the Canadian, and with Snead and Cooper tying at the end of the regulation route, it made a swell broadcast.

"Red" is the smart young man who worked with the managers and pros in getting Seagram's into clubs into the Chicago district; and when he was transferred to Northern California, got himself adopted by the managers and pros in that section, and as a result, got his stuff into 85% of the clubs in that territory.

Whisky and beer people are awakening to the club managers being about the most

important compact group in putting across a brand. Bill Evans, formerly prominent in club management, went with Pabst this year and by pushing Pabst on the basis of knowing what the score is with managers, got that beer a huge increase in club sales and in domestic and commercial bar demand by country club members.

Dewar's Scotch focussed a drive on club managers this year and saw sales hike. Managers' endorsement and push carried through with their members' demands outside the club.

Jack Redmond, trick shot pro, working for King's Ransom whisky, got in with club managers and helped run up a goodly volume despite the absence of a strong national advertising campaign.

It all goes to show that wise merchandisers' keenness in winning the club managers and through them a strong and wide sales influence, tips off the managers' standing as authorities on good eating and drinking.