



Feeding the Hungry at the USGA Open

Frozen food, brought in by Cleveland restaurant firm, eased task of feeding 5,000 spectators daily during big show at Oakmont

From the club management point of view, the food service people at the Open at Oakmont deserve a medal all their own. They served upwards of 5,000 meals each day from a kitchen which normally serves 200 to 300 at a sitting.

With nearly 8,000 clubhouse passes sold as of the start of regular tournament play, only careful planning by the House and Open Committees and by the club chef kept the kitchen and food service operation flowing smoothly.

While the 150 Open entrants were sweating in the traps, 300 waitresses, bus boys, kitchen helpers, cooks and managers went calmly about their business. One veteran tournament-goer called it "the best-organized feeding operation I've seen at any major golf event."

Frozen Foods Did It!

The performance was even more impressive when compared to the food operation there in 1953. Contestants, members and guests were generally agreed that the crowds were just too much for the club to handle that year. One major difference between the 1953 and the 1962 Open feeding was the use of frozen prepared foods to supplement the menu items produced at the club.

Acting on the experience of the Fire-



There are a lot of hungry people in this gathering but Oakmont's food service department took care of them without too much stress or strain. In photo above is Richard Bosnjak, the club's chef.



Contestants and clubhouse guests agreed that food served during the Open was in keeping with normally high standards of the Oakmont club. About 300 waitresses, bus boys, bartenders comprised the service staff.

stone CC in Akron, O., where frozen prepared foods had been used exclusively and very successfully last year during the American Golf Classic, club manager, Fred Seitz, and general chairman, J. K. Mahaffey, Jr., planned the Oakmont event to make full use of quality food prepared in advance.

Split The Menu

Stouffer Foods Corp. was called in for consultation and food-service suggestions. Outcome of the planning was a week's menu split about 50-50 between kitchen-produced items such as steaks, salads and vegetables, and pre-prepared foods including 15 frozen items. Non-frozen pre-prepared items included juices, cereals and bread.

In general, according to Oakmont's chef, Richard Bosnjak, the frozen prepared foods used were those which "would have taken a great deal of time to prepare in our own kitchen."

Fifteen items, including lobster newburg, baked breast of chicken, potatoes au gratin and three kinds of cake were cooked, frozen at Stouffer's kitchens in Cleveland, and then shipped to the clubhouse near Pittsburgh just before the event.

Says Bosnjak, "We could have produced any or all of these foods in our own kitchens during normal operations, but we simply didn't want to overload our facilities during the Open."

Just as important as operating efficiency, however, was food taste and acceptance by spectators, press and contestants. Oakmont, justly famed for its food during normal course operation, lost nothing in quality by using foods prepared elsewhere.

The consensus of opinion among club management was that the frozen items added to the overall food quality at the Open, since the cooks were able to devote full time and attention to the dishes being prepared on the spot.

Oakmont's kitchen is nearly new, and perfectly equipped to do what it is called upon to do most of the time: provide a la carte food for a few hundred people, or special dinners for up to about 400. But the club's management felt that trying to feed thousands of hungry people would be an almost impossible undertaking.

30-40 Minute Serving Time

Stouffer's foods were delivered to the clubhouse frozen in rigid foil trays containing six or eight servings, depending on the item. Most items can be brought up to serving temperature in 30-40 minutes. The trays are designed to fit into a standard steam table for easy serving.

Perhaps the most significant contribution of frozen prepared foods, apart from kitchen efficiency, is that feeding large groups is no longer a major gamble. Foods not thawed and sold today can be kept

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California Pros

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of was when Bob Rosburg had to pull up stakes in Palo Alto and go to Portland," remarks Markovich.

"Here's a man who won the PGA Championship a couple of years ago! What does a fellow like that have to do to be appreciated in his own back yard?" asks the venerable Richmond pro-owner.

Rosburg was one of those commonly mentioned for the job at the Olympic Club which eventually went to the highly popular Harrison.

But however well founded are the fears of LoPresti, Duino, Ward and Markovich, they can be temporarily allayed. There is no imminent outland invasion. The last check of the section's 143 country clubs showed that all of the vacancies had been filled.

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frozen for use tomorrow — or next month.

A good example of this built-in flexibility was seen on Wednesday, the last day of the practice rounds. A constant, heavy rain closed the course early in the day. This discouraged many of the spectators, and the 1,000 luncheon guests estimated for the day turned out to be 400.

It was only necessary to leave the frozen food part of the menu right where it had been: in the freezer. It came in handy on Sunday in feeding the spectators who showed up for the Palmer-Nicklaus play-off.

Success of the combination frozen and kitchen-prepared food service operation points the way to more of the same for future special events at golf courses of all sizes.

Grau's Answers

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warding off disease. (Indiana)

A. Where greens have too much clay we advocate thorough aerating followed by incorporating coarse sand without additional soil added. The straight sand fails to create a layer because the aerating procedure destroys any layer that might be made. You will find vertical columns of sand and many new white roots in the holes.

All greens are susceptible to disease in mid-summer. Fertilizer might help if the grass is very hungry and needs plant food. First, I would want to know what you are using and

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