



Employees at Northmoor CC are shown in costumes used to create atmosphere for "Colonial Williamsburg" evening. Both food and decorations were made appropriate to occasion.

40 days of bonus business

The three major year-end holidays can be made to pay off with imaginative club parties.

By G. V. 'JERRY' MARLATT, CCM

Manager, Northmoor Country Club, Highland Park, Ill.

Many country club managers bemoan the fact that the calendar takes its toll through the Lenten period during the early portion of their season. However, many may overlook the "built in" 40 days of bonus business which exists at the end of the calendar. This holiday season, when properly promoted, attractively served, and successfully conducted can—

and should—be filled with business for the average club. Your holiday business can begin with Thanksgiving and continue until New Year's Day; and with ever changing presentations, cause an interest in your club and its facilities during what is normally a dull period.

To capture the minds of your members, who are oriented to a "Day At The

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This handsome decoration uses fruits and foliage to decorate a Thanksgiving table at Floosmoor (Ill.) CC.

40-DAY 'BONUS'

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Family Dinner Table," holidays must be promoted in order to become an occasion to "dine out." With families now dispersed to all sections of the country, Mom no longer willing to spend two or three days in preparation of the traditional repast, plus the fact that many of our present-day homes are not large enough to entertain the whole "klan," begin the campaign to "Stamp Out Home Cooking" by serving Thanksgiving Day Dinner at the club.

If you do not already have this holiday on your club calendar, then let me tell you that it has proved very successful for many clubs. Table d'hôte menus can feature such items as roast young tom turkey, Long Island duckling, standing prime ribs of beef, broiled New England lobster, and New York cut sirloin steaks to offset turkey only menus. Most are well patronized when offered to the membership. Those who do feature tur-

key only quite often prepare individual turkeys for parties of eight or more. Many also allow the host or hostess to choose from a menu which features such dressings as apple, sage, oyster, corn bread, or chestnut. Candied yams, baked sweet potatoes, cream whipped potatoes or oven baked potatoes are offered. Cranberries can be jellied, whole or the relish type. Even gravy selections of plain, wine or giblet styles are offered.

An assortment of pastries and sweets may be presented either on your menu, or by a buffet type dessert table and include: Plum pudding, hot mince pie, pecan pie, and pumpkin pie with or without whipped cream. Cakes, nuts, mints, and fresh fruits help to adorn the buffet table, and punch bowls of old fashioned cider, cranberry juice or holiday fruit punch will enhance it.

Table decorations are simple, with items like mums, straw flowers, and wild foliage being used in your centerpieces, and possibly the addition of fresh fruits,

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40-DAY BONUS

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unshelled nuts, or fall vegetables will help to create an autumn atmosphere; as do the always present multi-colored leaves of fall.

The point to remember is that to attract the Thanksgiving business you must make it as much like "home style" cooking as is possible within your club and its facilities.

Unique presentations, such as the "Thanksgiving in the Williamsburg, Virginia, Tradition" which we use at Northmoor will create interest too. Employees, from doorman to bus boy are attired in 18th Century costumes and for one day we transform our dining room to an Early American atmosphere. Doormen and car parkers wear coachmen outfits, waitresses are attired in Colonial dresses, bus boys wear knee britches, blouses and vests. Bar men and waiters don the dress of Colonial gentlemen and our guests enjoy this "change of pace" in dining presentation.

The pricing of the Thanksgiving dinner is another important factor in the securing of this particular business. Some clubs charge one price for adults, a lesser price for those 12 and under, and even less for the "small fry" under six. When providing whole turkeys, it has proved successful to figure two pounds of raw turkey for each adult, and one pound for each child. Then by figuring \$2.50 per pound you can arrive at a price which is attractive to your membership. Four persons over 12 and two under would result in a ticket of \$25 for the family for complete dinners which included appetizer, soup, entree, vegetables, potatoes, salad, and desserts. This too can become a formula for take out business and will prove very profitable if utilized by your membership.

Even if they decide to have dinner at home, do the cooking there, and not even visit the club on this date; you can reap some of the business through the sale of club specialties such as fruit cakes, pies, roast fowl, salad dressings, and items which they desire even though they cannot be with you. Send them price lists far in advance of the holidays, close orders two days before, and it can only

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40-DAY BONUS

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result in "plus business."

Following Thanksgiving is ample time to promote a football party, either by actually obtaining the tickets, chartering a bus, and taking them to the game, or you might capitalize on the interest in Pro Football by having a "TV Football Party" at your club. Chicago area clubs have spent large amounts for towers and power boosters to bring in the games even when "blacked out" in our area. With all of the games sold out, just this feature alone will bring many out for lunch and do nothing to hinder their staying for dinner. Late season golf might be their reason for coming to the club in the first place, but if you have the pros on TV they will finish in time or even quit to see this great spectator interest sport. One club in Baltimore has a unique party on the days when the Colts are out of town in that they have several sets in their ballroom, but with no sound going. A local former "Pro Great" is brought in, and he narrates the game over the P.A. system. He explains plays, points out rules infractions, and "second guesses" the quarterback. Men and young boys fill the club, and perhaps Mom is there too, playing cards, and they will all stay for dinner. Some clubs have even purchased the TV game over closed-circuit lines, and "sold" tickets to their membership. But no matter how you do it, remember football is a big thing today, and it can help make your club a big thing too.

Do not overlook the potential of the teen-agers and youngsters during the holiday periods. They are out of school for some of this period. Rock 'n roll groups, with a "Coke-tail bar," and hamburgers, potato chips, cole slaw, and ice cream are all they want. You promote it and they will patronize it.

One note concerning what is bound to be a natural reaction: "Who wants a bunch of wild teen-agers at the club?" It has been proved that the type of dress has a great effect on the behavior of the teen-agers. If you make it a "Casual Party," their behavior will be casual or worse. But if you make it a "Dress Up" or formal affair for the teens, they

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enter into it with a greater respect for the club and its facilities. Try it and see if it works with your teen-agers.

Kiddies have a place in the club too, and should not be overlooked with a Christmas Party of some kind. Clubs have run the extreme from huge budget, name TV entertainers to puppet shows and animal acts, but the kiddies enjoy it regardless of what you present. Cake or cookies, milk or punch in paper or plastic cups and holiday decoration are all they ask, plus their beloved Santa Claus to top off the affair. He can bring them an expensive gift, or a ten-cent-store-item and they will beam as the jolly old guy gives them their present.

Some clubs have added interest to children's parties with such things as having Santa arrive on a golf car, or in an antique car, or by a rented helicopter. But whether you make your kiddies' party simple or elaborate, remember one thing: If you want them for lunch, then

keep your menu in line with children's interest and not too expensive. If you want them to stay for dinner, then plan your party after "nap time" so they can stay on, and if you want them for the party only, plan it so they will have to go home for their nap or dinner.

Should the kids parties pay off financially? I don't know. I think of kids as dealing in "futures." They are tomorrow's members, theoretically, and you cannot begin too soon to promote business in your club.

Christmas has traditionally been a day that clubs closed so their employees could spend the day with their families. But more and more are beginning to stay open, for the members too give their help the day off, most restaurants are closed, and they need a place to dine.

How do you get your staff to work on this day? Well, we stay open and first we ask for volunteers who want to work. Then we offer "triple pay" through this method: Double pay for the holiday, and an extra day added to their vacation, or

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taken at a later date. Of course we serve dinner only, so most of our staff members are able to have a midday dinner at home with their families, and report for work at 4:00 P.M. Many are back again by 8:00 P.M. (We do close at 3:00 P.M. so they can spend Christmas Eve at home, and so far we have had ample personnel to staff our operation.)

If New Year's Eve has been poorly attended at your club, then try one or two of these ideas. First, instead of a dinner, why not just serve hors d'oeuvres, give each couple a bottle of champagne at midnight, and call it a "Candle Light Supper"? Bring the band in from 10 until 2 A.M., put out the hats, noisemakers, serpentine and balloons, and then serve a breakfast at 12:15 A.M.

In this way you can keep your price down. It is my opinion that most persons do not want a dinner on New Year's Eve, preferring to "cocktail it" either at private home parties before coming to the club, or at the club. Most will have eaten something before the party, and really do not desire a full dinner.

Many persons go to private parties at homes on New Year's Eve and you lose them in this manner. But if you open up a *breakfast only* price for your membership beginning at 12:15 A.M. you will bring them to the party for the last two hours, for who doesn't eat breakfast on New Year's Night, someplace? If the first half of your party has been formal, late breakfast customers can be served

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in a separate room, informal, but from the same breakfast buffet. College-age kids who want to be with Mom and Dad for a few moments during the evening can come in at the reduced rate, and still have two hours of dancing time, and yet be able to afford such an evening at the club.

New Year's Eve can also present its problems with bar service due to the unavailability of bartenders, waitresses, and other serving people. Many parties want to "split the check" and still others want to feel they are getting a "bargain" of sorts. So, why not put all the glasses, mix, and ice they might possibly want right on the tables when you are setting up. Then offer bottle prices of about 10% below the cost of the same ingredients, "by the drink."

Twenty-five one-ounce drinks of Scotch might produce—at 80¢ per drink—\$20 per fifth revenue. So, by the bottle, charge \$17.50. They will probably drink more, and your labor will be reduced. Make sure your available help provides plenty of additional ice and mix during the entire evening, and they will feel they have got a fair deal from the club, and even if they do not finish the entire bottle, they can take it home and you have increased your volume.

New Year's Day is not attractive to many of your members, and they will probably be satisfied with watching ten hours of football games while lying horizontal on a comfortable couch. But sometime during the day, they will require some nourishment, and perhaps a little bit of the "hair from the dog that bit them."

Therefore, an open house, with "free" snacks of cold meats, cheeses, relishes, salads, and soft desserts can be dispensed in the cocktail lounge. TV sets can be placed in and around this area, and a cute waitress, dressed in a nurse's outfit, dispensing Bromo Seltzer, Anacins, aspirins, and other "first aid" items will create interest and cause comment. Food sales will be nil, but you might do some bar business, your attendance will probably be minimal, but it is worth a try.

Holidays can mean business for you in

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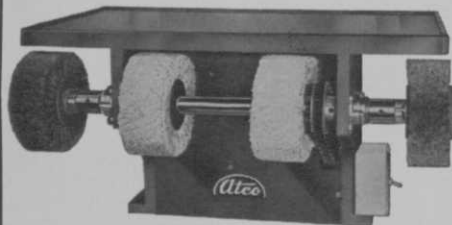
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New Turf Booklet

A new "Turf Pest Management Handbook" has been published for golf superintendents by Mallinckrodt Chemical Works, St. Louis.

The new handbook, according to Turf Products Manager Stan Frederiksen, covers turf disease fungi and their control, primarily, but also discusses major weedgrasses and other turf pests and their control as well.

The 48-page handbook includes full-color pictures of 17 major turf diseases and three major weedgrasses, with identification and control data on each. In addition, there are line drawings of turf fungus organisms as seen through a microscope, and of weedgrass structures. Scientific and common names for the diseases and weedgrasses are provided in the booklet.

Copies are available free, to qualified turf managers, from Mallinckrodt Chemical Works, St. Louis, Missouri 63160.

W. M. Porter Dies

W. M. "Bobby" Porter, 54, president and co-owner, Porter Bros., Inc., Shelby, N. C., died suddenly last month. His company was distributor for Jacobsen Turf Equipment for North and South Carolina, West Virginia and the eastern part of Tennessee.

As supplier of general golf course equipment, Porter had led his company to a very successful business in six years of operation.

He is survived by his wife, two children, three brothers and a sister. His brothers will continue active in the firm.

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one other way. By decorating your club, providing holiday centerpieces on the tables, and presenting holiday season menus, many of the members will bring to the club the parties normally held in their homes. With the lack of help available to them, they will quite often need to rely on the club for this sort of service.

If your staff is geared to it, and turns out the type of food and service they want, then you will surely receive your full share of what is a "peak" season for dining room and bar business. •