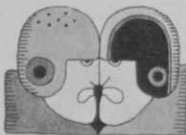


The coming of winter takes on two meanings in club managers' language. For the uninventive and unambitious club manager it means the end of the season. For the go-getter it means the arrival of additional revenues.

There are many ways the manager can boost off-season income. Following are some ways to do it in the food area. All these ideas, as you will see, are merely honest, "gimmicks" that serve to create a market.

Shortly after Labor Day you will find that your members' attention will turn from golf, tennis, swimming and chicken salad sandwiches to football, skeet, curling and heartier foods. The enterprising club manager will now begin to schedule, not only fall events and functions, but will give equal considerations to autumn menus and seasonal foods.

From the middle of September until late in January, America's attention turns to those 48 hours from Friday evening until Sunday night, which are dominated by football. To the alert club manager, this is a created market to capitalize on. All he has to do is give it a label and provide the right types of food (and drink). One obvious, but perfectly good description would be Fifth Quarter.



FIFTH QUARTER:

This dinner can be a hearty, fifth quarter buffet, available at 5:00 p.m. for those returning home from various locations. Try roast rounds of beef, prime ribs, sliced sirloin or possibly turkeys and hams. To this add the seasonal foods such as squash; in its endless varieties, egg plant, broiled tomatoes, plus potatoes. Whether they are baked, au gratin, lyonnaise, cottage fried, or mashed, potatoes will be consumed when appetites are hearty.

Don't forget items like soufléed sweet potatoes, carrot rings with fresh pea pods or creamed spinach. Colorful Jello moulds with fresh fruits, green and red cabbage, cole slaw, Waldorf salads, and fall melons might also be considered along with corn pudding and endless "casserole type" foods.

Desserts may now be larger, with items like hot apple pie with cheddar cheese, chocolate tortes, pumpkin pies, and old fashioned bread and rice puddings. Beverages can be "winterized" along about this time by serving *Viennese coffee* (1/2 hot coffee, 1/2 whipped cream), *coffee Mexicana* (1/2 hot coffee, 1/2 hot chocolate and piece of stick cinnamon).

Also, purchase some colorful tea pots and serve large pots of brisk tea at dinner. You might also take an electric coffee brewer and make "brewed" Sanka for your members.



SUNDAY BRUNCH:

Sunday brunches prior to pro football games or an afternoon before the TV set might include this type fare: Entrees—corned beef hash, poached egg; lamb chops with rasher of bacon, piece of link sausage; aided and abetted by broiled tomatoes Parmesan or oysters Florentine. Hash brown potatoes or thin julienne potatoes can be passed. Combine vegetables in marinated salads and serve cold. Desserts can include—coffee cakes, miniature sweet rolls or those "last of the season" berries.



WORLD SERIES:

While football will consume most of the fall, don't overlook the mens' buffet luncheon with available TV sets for the "World Series Watchers." Right now I will go out on a limb and predict St. Louis and Detroit, and with it, early luncheon customers in the western time zones and extended luncheons on the east coast.

If I am right, the middle west can expect many diners using the club during the entire afternoon. But take advantage of the occasion and serve them buffets. Hot meat sandwiches carved on the buffet line and "custom made" will provide the major portion of selections, with salads, tomatoes, and cheeses rounding out this simple fare. Try serving pitchers of beer to save interruptions and try such things as re-naming a Bloody Mary the "St. Louis Cardinal" or taking a double Martini with a giant pearled onion and promoting it with the slogan "put a tiger in your tank" and thereby let each side drink to his favorite.



HALLOWEEN EVE:

Most members prefer to stay home to welcome all the "trick or treaters." It is a real "trick" to get folks out on that evening, but "treat" them good if they use the club this evening.

A "free" glass of wine might be your "treat" with a roast beef cart as your only entree. Beef 'n burgundy is a good combination for this one.



ELECTION NIGHT:

Put those TV sets all over the club, and invite them to a FREE "Open House." After dinner GIVE them miniature hamburgers on sesame seed rolls, sliced chicken in Parker House rolls, and corned beef on rye rolls. Serve petits fours, apple squares, or cookies and free coffee all night. Use as your theme: "The government is giving the country away . . . so try our free lunch program!" Liquor sales should and will pay for the food consumed "after dinner," and you bring them out of the house on this traditional "stay at home" evening.



THANKSGIVING DAY:

You might begin a couple of weeks early to project some campaign to "sell" the traditional bird. Try this for a "gimmick" . . . let your members specify the weight . . . you charge \$2.50 per pound! A ten pound bird brings in \$25.00 and serves two adults and four children. You produce a return of \$6.00 per adult and \$3.25 per child and that isn't a bad price. Let them take the "remains" home in "take out" boxes and put in dressing and cranberry sauce to go with their late evening snack.

If you have a club bakery, you might also begin thinking about "take out" business for pumpkin and mince pies and remember the Christmas fruit cake season is "just around the corner."

Another "gimmick" for Thanksgiving could well be: "You Can Get Turkey Any Place . . . But We Serve a New England Lobster Dinner on Thanksgiving Day!" Order 2½ lb. live Maine lobsters for advance RESERVATIONS ONLY. Have a "Raw Bar" appetizer table of oysters, clams, and steak tartar. Serve julienne potatoes with the lobsters and a creamy cole slaw with celery seeds sprinkled over it. Loaves of homemade bread on cutting boards in lieu of rolls could add interest, plus, hot moistened, rolled golf towels in lieu of finger bowls. Top off with key lime pie or lemon cream pie, charge one set price for the entire

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A menu for off-season profits

This club manager shows how he capitalizes on and promotes the following events to boost off-season income:
*Fifth Quarter (after football games);
Sunday Brunch (after football on TV); World Series;
Halloween; Election Night, and
Thanksgiving Day*

by Jerry Marlatt, CCM

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The work week

Continued from page 35

fits which accrued as a result of this shorter work week.

Today, contrary to popular opinion, many of our employees must be coaxed to work one of their days off even though they receive a premium pay for doing so. This is particularly interesting in face of the opposition the program received at the beginning.

Employees seem to place a great value on their free time for the second day. Incidentally, we always make every effort to give every employee two consecutive days off, unless he requests otherwise.

It's difficult to assess the indirect benefits of a shorter week, such as increased productivity, safety, longevity, labor turnover, etc. However, it is apparent that they exist and may well contribute substantially in determining the success of your personnel program. Whatever they may be, it is our responsibility as club managers to examine our personnel policies in the light of the space age and forget about the horse and buggy days. We have places to go and things to do which can't be accomplished with our heads buried in the memory of what used to be. □

A menu for

Continued from page 31

meal allowing only large, sirloin steaks as substitutes. Request reservations be in one week early, order lobsters by phone, and there is no possible waste on this one.

There seems to be a very bleak outlook on the winter season, which brings forth such interesting things as: raw oysters and clams, braised ox-tails, German Octoberfests, New England boiled dinners, and hot mince pie with brandy sauce. But it is you, the enterprising club manager who can change it from the "saddest of the year" to a time of new opportunity to service your members' needs, as well as adding revenue to your club. □



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