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This User Says...

TELEPHONE LAGRANGE 6276
Medinah Country Club
MEDINAH - ILLINOIS



August 17, 1934.

The Skinner Irrigation Company,
Attention: Mr. W. H. Coles,
Troy, Ohio.

Gentlemen:

In answer to your recent inquiry as to why the Medinah Country Club decided to use Skinner Irrigation equipment for our two 18-hole fairway irrigation jobs on courses #1 and #3 this year, we are pleased to state that we investigated the recent installations of fairway irrigation equipment in the Chicago district and found that after competitive tests Skinner equipment had been used on ten out of eleven of the installations put in during the past eighteen months.

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F. D. Rutherford
Chairman - Golf Committee

LDRutherford
CD

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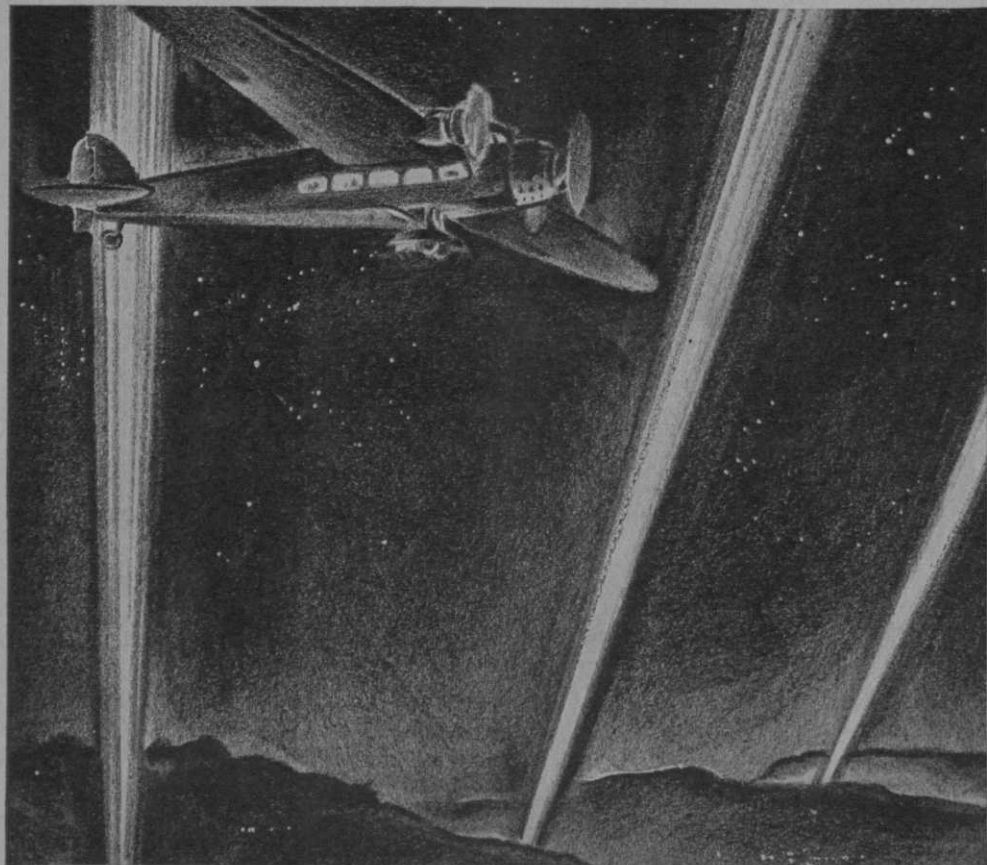
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GOLFDOM

THE BUSINESS JOURNAL OF GOLF
CHICAGO : : NEW YORK



Wilson shows the way

Beacons flash their pillars of light upward, serving as unflinching guideposts; the uncharted heavens are broken into definite thoroughfares for those who would travel the skies. Wilson has furnished like beacons in the development of sports equipment. *Ogg-mented clubs* pointed the way to new ideas for golf club designs—*thin covers* marked the development of new golf ball construction. Gallagher

Turf Rider woods unfolded an innovation in *streamlining*. *Helen Hicks clubs* are now showing the way in the women's field and *Modulated Tension* guides progress into new possibilities for the golf ball industry.

Someone must point the way. Wilson has played this role with a firm hand. When progress is made in sports equipment Wilson will show the way.

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GOLFDOM

The Business Journal of Golf
REG. U. S. PATENT OFFICE

Vol. 8

SEPTEMBER, 1934

No. 9

Here's a Picture of High Spots In Club Liquor Situation

By JACK FULTON, JR.

EARLY returns on GOLFDOM's survey of the liquor situation at golf clubs give ample reason for estimating that the 1934 beverage sales at golf clubs will be considerably in excess of \$15,000,000. Although net profits on beverage sales have been sharply hit by necessity of bar and bar equipment purchases, licenses and insurance, the remainder in most cases is sufficient to put clubhouse operations well in the black for the year.

Managers' fears that beer and hard liquor profits would be offset by reduction in long profit set-up sales of pre-repeal years do not seem to be borne out by the actual figures. Net profits of beverage sales are reported from 10 per cent to 50 per cent, which is probably more of an indication of variation in club bookkeeping methods than of wide variations in club retail prices.

In some districts managers complain that they are compelled to charge too low prices in line with hotel and commercial bars where a great part of the liquor is out of "the barrel in the basement" and sold in first class brand bottles, notwithstanding government efforts to do away with this phase of bootlegging. As it now is, the clubs are about the only place where one can be sure of getting the brand of liquor requested or information that the brand is not in stock.

Taking 50 of the returns at random out of the questionnaires a rather accurate pic-

ture of the general situation at golf clubs is presented.

Of these returns, 43 clubs are serving beer; 36 are serving wines; and 37 are serving "hard" liquor.

Of the 50 returns, 18 clubs (including, of course, the clubs at which liquor is not sold) have no bar facilities. Of the remaining 32 clubs having bars, 6 clubs believe their service facilities are inadequate, and 9 managers report that their bars are not satisfactory in appearance.

With only 2 exceptions, all clubs selling liquor will give service in the dining room, as well as in the bar and locker rooms.

Nineteen of the 50 clubs selling liquor do not have a service bar in connection with the regular bar at which a member may stand to drink, and 5 of the remaining 31 clubs report that their service bar is inadequate and something will have to be done to enlarge the facilities for taking care of mixed and fancy drink orders.

With the advantages of a portable bar for mixing drinks on the lawn and around the dance floor on party nights, GOLFDOM is surprised to find that only 7 of the 50 clubs have any portable equipment. In two of these cases the portable bar is nothing more than equipment for serving draught beer on the golf course.

Report \$3,109 Average Profit

Of 43 clubs selling beer and liquor, 11 furnish GOLFDOM with no figures on annual

gross beverage sales in former years as compared with 1934. The remaining 32 clubs report a total beverage sale prior to 1934 of \$139,700, and these same clubs estimate their 1934 gross sales will approximate \$375,550. Estimated profits on these sales amount to the amazing total of \$99,500, but GOLFDOM believes that this figure which averages \$3,109 per club on estimated average gross sales of \$11,736, probably does not take into account a number of expense items that should properly be charged directly against gross sales before arriving at a gross profit figure.

Interesting information revealed by the questionnaires with reference to sales is the comparative total of beverage sales in 1934 as compared with prior years when prohibition was in effect and club beverage sales consisted almost entirely of gingerale and mineral water.

Here are some figures from the New York metropolitan district:

Club:	Sales—1934:	Sales before 1934:
A.....	\$12,000	\$3,000
B.....	10,000	1,800
C.....	8,000	300
D.....	25,000	9,000
E.....	8,000	2,500
F.....	16,000	4,000
G.....	15,000	5,000

Similar figures in the Chicago District are:

Club:	Sales—1934:	Sales before 1934:
A.....	\$12,000	\$ 8,000
B.....	16,000	6,000
C.....	10,000	7,000
D.....	7,000	3,000
E.....	50,000	20,000
F.....	13,000	4,600

Similar increases in beverage business are reported from other metropolitan centers.

Of these 43 clubs serving liquor 14 report that no increase in dining room business has been noticed since repeal, but the other clubs say that there has been considerable effect noticeable, some managers reporting as much as 33% better business this year than last, due to the fact that liquor may be legally sold in the club dining room.

One of the questions GOLFDOM asked was, "What estimated percentage of your members order liquor by brand name?" The returns on this question are surprisingly varied, some managers claim that as high as 80 per cent of liquor bought is ordered by brand names, while at other

clubs the managers feel that less than 5 per cent are particular about what brand of liquor is served them.

Approximate division of sales which may be quite at variance with the final figures are as follows: Beer sales, 28%; highballs, 42%; cocktails, 15%; wines, 5%; mineral water, 5%; gingerale, 5%. The biggest selling "hard" liquor is gin, with Scotch running a close second, immediately followed by rye in the case of eastern clubs and bourbon in the case of clubs in the Middle West and the Far West.

Women Account for 25 Per Cent

The questionnaire reveals a surprising percentage of total liquor sales are being made to women at country clubs, preliminary returns indicating that they account for approximately 25% of all sales.

Both draught and bottled beer is carried at all clubs having bar facilities, with draught beer sales accounting for 70% of total beer business done. Twenty-five per cent of the remaining sales is bottled beer and 5% is ale. Of the free lunch items being furnished by the clubs, pretzels are almost uniformly offered, but a surprising number of clubs, to the number of 30, also offer cheese and crackers and 12 of them have bowls of peanuts, popcorn or parched corn available where the members can help themselves. Two of the clubs report elaborate free lunch counters with the above mentioned items and also hors d'oeuvres and sausages.

Members bringing their own bottles are a problem in some clubs. In several instances reported the club has successfully conducted campaigns to sell bottle and case goods to members for club and domestic use at a discount.

Miniatures are getting very popular at golf clubs, possibly due to the double assurance of quality a club member expects and the certainty of getting full quantity.

Golf Balls and High Balls

One manager comments:

"What would happen to the golf professional who sold a member an unknown brand of 50c golf ball when a standard 75c ball was called for? There would be another 'position wanted' ad running every time this happened. The professional is too smart to try and hoodwink his players with something 'just as good' just to save a few pennies. Then why should the members put up with 'any old kind' of liquor



Here is a recent bar installation in the St. Clair Hotel, Chicago, that can very well serve as an inspiration to some club where luxury is a keynote.

Brunswick-Balke Photo

in a highball or cocktail on the false premise that the bar must make more money?

"This brings up another point: How much whisky should constitute a drink? The distillers themselves have placed themselves on record by bottling 'miniatures' or 'nips,' as they are commonly known, in 1 6/10 ounce bottles. That is a real man's drink. Less than that is just short weight.

"We expect a certain amount of banditry in roadhouses, night clubs and the like, but in a gentleman's own club he should be entitled to good liquor and good measure. The best solution is the use of 'miniatures' or 'nips' as sealed by the distiller. The cost of ten 1 6/10 ounce bottles is just a few cents more than a 16 ounce pint. It satisfies the consumer and more than pays for itself to the manager. They are easy to check in and out, no loss from spillage, reduces the risk of breakage and theft."

Managers Study Buying

Managers are giving close study to qualities and costs in this liquor matter. Some fast ones have been put over on them, but seldom more than once. The business is closing down to a narrow field of responsible houses who show a realization of the major importance of the club market.

One phase of the liquor situation that perplexes the managers is the legislation.

There are local, state and national laws that call for the manager to be a legal expert. Where there is local option the members' liquor locker system usually is adopted as a convenience to the member who considers his club an extension of his home. Some income accrues from this, which, although not a lot, is better than the rap in the red clubs would suffer by taking out a \$1,200 liquor license fee, as in Minnesota.

Managers all say there are fewer drunks than during prohibition and practically no young souses. However, the folks stick around the golf club bar leisurely drinking so late that managers have lost a lot of sleep until closing hours at the bar were strictly enforced.

At some clubs there is a service charge on drinks served in the locker-rooms. This charge has reduced locker-room drinking and the extra work for waiters and has centered service around the bars.

Unquestionably liquor net income is going to have some definite effect in increasing budgets all around, although managers yet are not hopeful enough to believe there will be any marked increases in managerial salaries to somewhere near the point where they used to be when the clubhouse was operating in a satisfactory financial manner. The first year net revenue

AMOUNTS CHARGED BY LEADING CLUBS FOR POPULAR DRINKS

Below are tabulated prices charged for popular drinks at eleven metropolitan clubs, located mainly east of the Mississippi. The clubs are not identified, nor is any attempt made to adjust these prices for possible difference in size of drinks or quality of ingredients.

The table will prove of value to club officials in checking the prices charged at their club with what other clubs are asking. It will also serve as evidence that the club is maintaining a price schedule strictly in line with or below current levels.

Club	A	B	C	D	E	F	G	H	I	J	K
HIGHBALLS											
Rye	35	35-40	40	25-35	30-40	30-35	35-60	40-50	40	40-60	25-50
Bourbon	35-50	35-45	40-45	25-35	30-45	30-35	40	50	40-45	25-35
Scotch	35	35-40	40-45	25-35	35-50	35	45-60	40-50	35-50	45-50	35-40
COCKTAILS											
Alexander	35	40	35	..	40	50	50	35	60	35
Bacardi	35	35	35	30	35	35	50	45	35	35	35
Bronx	30	35	..	25	30	30	35	30	30	25	25
Clover Club	30	40	40	40	30	40	50	50	35	40	30
Manhattan	35	35	30	25	30	35	35	30	35	35	25
Martini	25	25	25	25	30	30	35	30	30	25	25
Old Fashioned	35	35	45	30	35	40	40	45	35	40	25-50
Orange Blossom	35	..	30	25	..	35	30	30	30	30	25
Side Car	40	40	40	45	35	50	60	50	35	50	35
Whiskey Sour	35	..	40	30	..	40	45	45	40	45	..
MIXED DRINKS											
Tom Collins	35	25	40-50	30	30	40	50	40	40	45	..
Gin Buck	30	20	30	25	25	..	45	25
Gin Rickey	30	25	30	25	30	40	30	35	..
Silver Fizz	35	35	40	35	35	..	45	45	..	40	30
Golden Fizz	35	35	40	35	35	..	45	45	..	40	30
Mint Julep	35	50	60	40	..	50	60	50	40	65	..
BEER & ALE											
Bottled Beer	20	..	20	15	20	..	25	25	20-25	30	..
Draught Beer	10	..	15	10	20	..	25	15	15
Ale	35	..	30	25	25	..	35-65	..
Brandy	35	35	40	35	35	40	40	30	35-50	40-65	..

from liquor, if the club is lucky enough to make some, will go to pay off liquor equipment costs and urgent work in the clubhouse and on the course. Quite a number of managers say that their bar installations quickly paid for themselves.

Some comment of well-known managers on the club liquor picture follows:

Managers Must Educate Members

"The only party making any big money in the liquor business is the United States government.

"Clubs that have to put in extensive alterations for a bar, for storage facilities and extra help must do a large volume for several years before they can speak of a large net profit.

"Conditions of eating and drinking have undergone such a change during prohibition that I can safely say that the people up to 35 years of age do not know anything about quality, either in eating or drinking. Most people buy liquor because it is 100 proof; that is all that matters to them. It will take from five to seven years to educate the public how to eat and how to drink again.

"Most cocktail parties are still given at home, preceding the dinner, and instead of one, or at the most two, cocktails, they are having ten or fifteen. The result is: two hours late for dinner, food wasted. It is impossible for people to eat under these conditions. That today is the hardest problem for any club manager to handle.

"Every state has a different law. Here in Pennsylvania we must buy from the state liquor stores and we set out to buy only the best that can be had. We sell our liquor at cost, plus 10 per cent, so as to give the members the benefit, but we have not received the desired results. I have noticed since repeal that the younger generation is not indulging in alcoholic beverages."

E. T. Ashcroft of the Marathon (N. Y.) C. C. says: "We did not take out a license this year, unfortunately, but we will do so next. Although our membership increased this year by at least 60 per cent, we feel we could have bettered this with a license. Practically every member, before signing up, wants to know if the club serves liquor."



Preparing to apply fertilizers on one of the U. S. G. A. Green Section demonstration turf gardens. The bags of fertilizers are placed in the plots indicated by tags and checked to avoid errors. Pieces of board are placed under each bag to keep it off the moist sod. A wooden frame is placed around the plot as the fertilizer is spread in order to confine it to the designated plot.

Fairway Fertilizers Rated at Demonstration Gardens

By JOHN MONTEITH, JR., and KENNETH WELTON

THE demonstration turf gardens which were described in June GOLFDOM contained a series of plots in which the value of various fertilizers were compared on fairway turf. The grass used in the fairway series was a mixture of 80 per cent Kentucky bluegrass and 20 per cent of redtop. The purpose of this set of plots was to determine the relative values of certain fertilizers in establishing and maintaining a stand of Kentucky bluegrass and redtop. Because of the small size of the demonstration gardens' it was necessary to limit the number of fertilizers to a few representative types which would serve merely as an indication of what might be expected from closely related fertilizers. The reports of the ratings as listed in the accompanying table are from a large number of gardens in different parts of the country and therefore the figures have considerable value as representing the average results that may be expected from the fertilizers tested.

Areas on the gardens set aside for the

fairway fertilizer tests were mowed in much the same manner as were the fairways on the courses on which the gardens were located. In most of the gardens the fairway section was not watered, but where the gardens were located on courses where fairways were watered regularly the fairway section on the demonstration gardens was likewise watered. As shown in the plan of the garden on page 17 of June GOLFDOM, the fertilizer series was so arranged that each fertilized plot was adjacent to a check plot which received no fertilizer. These check plots served to show what type of turf could be produced on each soil without the addition of any plant food elements. The fertilized and unfertilized plots were all planted at the same time and therefore the difference in rating between the fertilized and check plots represent the degree of improvement due to the fertilizers.

As originally planned the gardens contained only 11 rows of plots, two of which were devoted to the fairway fertilizing

TABLE I

Fairway Fertilizer Ratings on Mixed Turf of Kentucky Bluegrass and Redtop on Green Section Demonstration Gardens

	1929	1930	1931	1932	1933	5 Years' Average
6-12-4.....	78	69	62	68	69	69
12-6-4.....	74	62	60	66	67	66
Activated sludge.....	62	63	64	66	69	65
Bone meal	60	61	61	66	66	63
Sulphate of ammonia.....	65	58	52	55	56	57
Manure	51	49	50	49	54	51
Lime	45	48	48	51	54	49
Check 10-C (no fertilizer).....	40	44	47	44	46	44
Check 11-E (no fertilizer).....	41	42	44	39	41	41
Check 11-A (no fertilizer).....	44	40	45	37	35	40

ests. The immediate improvement due to the addition of complete fertilizers created more interest in this series of plots than had been anticipated and there was a demand for additional combinations of fertilizing elements; therefore, another row of 5 plots was added to the series and was gladly planted on practically all of the gardens.

The additional row was planted after most of the gardens had been in operation for at least two years. The results in the new row, therefore, represent a response from younger turf than in the older series; consequently these results are represented in a table separate from those of the older series of 10 plots.

Fairway and Green Tests Differ

As in the putting green series the fertilizers containing nitrogen were applied at rates that provided equal amounts of nitrogen to each plot. During 1929 the quantity of nitrogen for each plot was the same as that used for the putting green fertilizers. Later this was reduced so that each fertilized plot in the fairway series received half the nitrogen that was applied to the different plots in the putting green series. The applications on the fairway plots were made in the spring and early fall, whereas the putting green plots were fertilized throughout the summer months.

The highest average ratings for the five years as shown in Table I were given to the two complete inorganic fertilizers. These are the same fertilizers which headed the list of putting green fertilizers in the table on page 12 of July GOLFDOM.

The two complete mixed fertilizers used in this series were of the same composition as those used in the putting green plots. They contained sulphate of ammonia, phosphate of ammonia, superphos-

phate, muriate of potash and sand. The sand was used merely as an inert filler to provide the proper proportions. No organic material was used in their preparation. It is interesting to note that in the fairway series there was a little more difference in favor of the 6-12-4 as compared with the 12-6-4 than was the case in the putting green series. In order to provide the same amount of nitrogen for each plot it was necessary to use two pounds of the 6-12-4 fertilizer for every pound of the 12-6-4 fertilizer. Therefore, the plot receiving the 6-12-4 fertilizer was given four times as much phosphoric acid and twice as much potash as was put on the 12-6-4 plot. Since the nitrogen was alike in each plot and the materials used in the preparation of these two fertilizers was the same, it is apparent that the difference was due to the different amounts of phosphoric acid and potash.

Consider Cost Factors

In comparing these two leading fertilizers from the standpoint of cost, the table would indicate that in the big majority of cases the 12-6-4 combination would be preferable to the 6-12-4. In planning the gardens no attempt was made to make comparisons on the cost basis because of the variations in prices in different sections. In general it will be found that a ton of 12-6-4 fertilizer will be more expensive than the 6-12-4 fertilizer, but by no means double its cost. Since the 6-12-4 fertilizer in these tests was used at double the rate of the 12-6-4, any application on a similar basis will be distinctly in favor of the 12-6-4 from a cost standpoint. The small difference of 3 points in the 5-year average will hardly justify the greater cost of the application of the 6-12-4 fertilizer except in soils that are especially deficient in phosphoric acid or potash.