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*Note: Rules of Golf for 1940—108-page booklet free on request—write on club stationery please.*

# Tips on Drink Mixing

Authority discusses martinis, perfects,  
Tom Collins and rum innovations

By Peter Greig

OF the making and drinking of dry martinis, there are so many differences of opinion that only one thing can be said without contradiction—the cocktail the other fellow makes always tastes better. Nevertheless, this most popular cocktail contributes very substantially to bar revenue. I trust I shall be pardoned for remarking that my observation in many club bars is that the drink is too often made as a matter of course, served too warm and not carefully mixed—whereas in the homes of my friends I invariably enjoy an excellent martini. It seems to me a manager might well experiment with the tastes of his membership to make sure he is serving the sort of martini they like best. I know I lay myself open, to the charge that if his club has 500 members, there are 500 different tastes to cater to; but I believe a mean can be struck.

The purist insists there is only *one* dry martini—two-thirds gin to one-third dry vermouth, with an olive or a little onion. But in actual fact there are many variations. Every club must have a few members who insist on five gin to one vermouth—to my taste a vile thing to have to drink. And there is a chain of popular restaurants whose success in the East has been spectacular, who put a few drops of scotch whiskey (a fact!) into each martini they serve and appear to thrive on this innovation.

## Women Like Perfects

I always make what I think is known as a perfect; that is, I include a small portion of Italian vermouth with the French, and on great occasions add a few drops of lemon juice. Our lady friends are gracious enough to express their ap-

preciation of this mixture. Many of us think a few drops of orange bitters is a genuine improvement to the classic recipe and this addition is to be found in many Bartenders' guides having authority.

Then there are those who use no dry vermouth at all, but turn to Italian. My experience with such martinis is that they need a master's hand. One dollop too much of Italian and the drink is a failure, but made with the right proportions—I would not dare commit myself beyond saying use a very little Italian—and serve Arctic cold, the drink is a masterpiece! Recently a kind club host pre-faced his dinner for me by making his version of a martini which uses only Italian. The drinks were poured out into the glasses, very cold, at the table, and he squeezed into each a quick shot of orange peel essence and then one of lemon peel oil, the slivers of peel being placed before him in pony glasses, ready for use. It was a magnificent cocktail. Obviously impractical for general club use, because it is too time-consuming, but recommended to any manager who may have a harassed house committee dinner to steer into pleasanter channels.

## Tom Collins Variations

Another popular drink, often better made at home than in a club, but with more excuse for it, is a tom collins. It is vital to a smooth collins to dissolve the sugar in the lemon juice and gin before adding the ice and soda water. This takes time and on busy days your bartender cannot be expected to do it. Here is a solution that I first suggested last spring, and in certain restaurants and clubs that adopted it, the result was remarkable, especially with ladies: instead of sugar in your collins, use green or white creme de menthe. Not so cheap as sugar, of course, but you could announce the drink as your special club tom collins and charge a trifle more than you do for the regular. A delicious variation for a collins is to take a few mint leaves, add 2 teaspoons of powdered sugar, pound them up well and add your gin. Let it stand for a minute and then add the juice

Willie Ogg, Worcester (Mass.) CC pro, and long regarded as one of the country's authorities in clubmaking, is at work on a book. Ogg's book treats of golf club design and construction, and will supply a definite need in pro golf's educational material.

In research Ogg has enlisted the services of several noted scientists now engaged in determining cause and effect of various phases of club performance.

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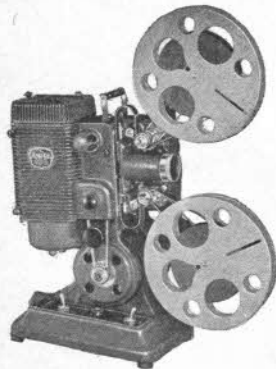


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Wilfred V. Dantolan, Chicago amateur, who's played many private and fee courses, says competitive fee courses beat themselves out of business by not having a central office for booking playing time. He maintains waiting time lost at fee courses discourages play to the extent it costs competitive fee course owners in metropolitan districts at least 15% of easily increased play.

of half a lemon, ice and soda. So far as I know this drink has no official name and you might well call it after the name of your club.

Remember, in all long gin drinks a flavory gin should be used, because one's palate seeks the taste of gin, whereas in a martini all flavors should blend, so that no one is prominent.

When it comes to rum, I am prejudiced, believing as I do that the finest rum on the market for cocktails, planters punches, or old-fashioneds, comes from Trinidad. This is because it is a light-bodied rum of liqueur quality. It calls for the use of very little sugar and, like all other rums in a cocktail for that matter, calls for limes rather than lemons. Sugar syrup is simpler to handle than sugar, but if the latter is used be sure to use a superfine granulated, since powdered or confectioner's is apt to have corn starch added, which may make your cocktail cloudy and leave a deposit in the bottom of the glass.

If a West Indies custom of rum drinking could be introduced into clubs in this country, receipts from rum sales would improve. Perhaps you can persuade an enthusiastic house committee member to follow this plan. It is customary in the Islands for the butler to offer drinks to the guests on a large tray filled with glasses, into which the cocktails have been poured. The guest selects his glass, turns and toasts his hostess and drinks down the whole drink, returning the empty glass to the tray and immediately picks up a second glass, which he sips at his leisure. The butler then proceeds to the next guest. Late-comers obey the same ritual, which is quite a pleasant one.



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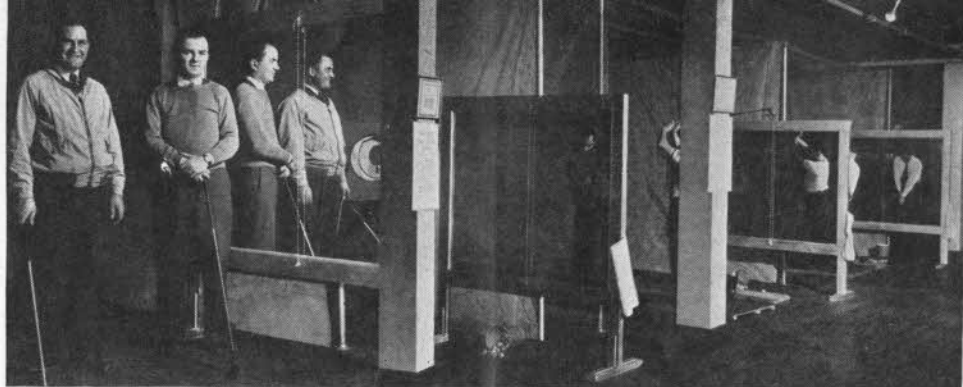
**Brown Patch** can't gain headway—**Diworma** effectively controls it—fortifies and prevents the spread of this turf disease on affected areas.

Try this simple yet effective way—dilute at the rate of one pint **Diworma** in 50 gallons of water—sprinkle and your course is safe. Get your supply of **Diworma**, now, and be safe from **brown patch**.

Write for information on **brown patch** control, also 44 page **Ground Maintenance Manual**—FREE.

*The C. B. Dolge Co.*  
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Mr. Greig will answer wine and food questions from golf club managers. Address your questions to Peter Greig, care of GOLFDOM, or to Mr. Greig direct, at 347 Madison Ave., New York.



Joe Fungy (left) and George Malhame were kept plenty busy this past winter at their new indoor golf studio. Photo shows the five practice nets.

## Winter Means More \$\$ for Fungy

IN order to get better acquainted with the golfers that play during the summer months over his course—the Spring Meadow GC, Allaire, N. J., a resort course that draws considerable play from the Jersey City district—Joe Fungy opened an indoor golf studio this past winter where these same golfers could receive pro instruction, and practice to improve their games. Fungy had been encouraged last summer by his members to open such a

practice studio, so this past winter, with a young pro, George Malhame, as his assistant, he purchased the old Madison Square Garden outfit and with the addition of equipment he already had on hand (from studios formerly operated at Clarksburg, W. Va., and York, Pa.) opened the Jersey City Golf Studio.

The studio, which occupies the top floor of a business building in the heart of the city, is the largest golf practice layout of

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....Doz. **LL\*PENFOLD\*75** limit of length

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its kind in the Metropolitan district. There are five large nets for practicing and teaching, one large approaching net for chip shots, etc., and a large practice putting green with cups placed at various angles. A net has also been installed in the back of the building for pupils who are inclined to be self-conscious.

Other pros in the district have been invited to bring their pupils in for personal instruction and practice, and quite a few have already taken advantage of this opportunity to improve their members' games during the so-called winter layoff. The golf studio opened December 15 and closed for the summer season June 1, at which time Fungy took up his duties at the Spring Meadow course.

Success of the studio in its first year has been so great that Fungy is already formulating plans to enlarge and extend its services for next season.

## Students Organize Own Golf Squad; Elect Girl Captain

WHEN officials of Bloomfield (N. J.) High School refused a student request for an organized golf squad this spring, the students organized their own golf club, and with the assistance of one of the school's instructors, arranged a schedule of matches. The captain of that squad is a girl, Catherine Fox, daughter of Jack Fox, pro at Glen Ridge (N. J.) CC. Her election as captain was unanimous.



Catherine Fox.

Although only 15, Miss Fox is in her fifth year in golf, and has a national handicap of 8. She is a product of the Glen Ridge club's junior golf instruction classes. Another product of this class, Elaine Beatty, daughter of Judge L. G. Beatty, Glen Ridge, is a member of the boys' golf squad of Glen Ridge High School. A third girl and another Glen Ridge junior class product who has been honored by playing on her high school's varsity golf squad, is Laddie Irwin, who played on the Montclair (N. J.) High School golf team in '36 and '37.



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The newest type weed cutter—light and perfectly balanced. Easy to push—easy to maneuver—ideal for many golf course cutting jobs. Cuts hay in rough—cuts weeds. Gets under bushes and other obstacles. Do all your cutting by power. 34" cutting blade. No complicated parts. Money back guarantee. Write today for complete information on how golf courses are saving time and money.

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## New England PGA Holds Eighth Annual Exhibit

By Arthur Wedgeworth

FOR seven years the New England Section PGA has been giving increasingly successful annual demonstrations of pro advance in business organization. This year again, the New England pros launched their season with an exhibition of pro-shop merchandise representing 25 different manufacturers, in a hall at Hotel Statler, Boston. Judging from a rather careful survey of the exhibitors, there was approximately \$20,000 of pro-shop merchandise and supplies sold during the one day of the New England display.

The display hall itself was one of the educational factors. Pros repeatedly commented on attractive displays made by manufacturers, and picked up numerous ideas for pro-shop use in giving the shop stock a sales pull. Display spaces at the New England affair are of uniform size (10 ft. x 5 ft.) but of such variety of display treatment that they inspire the pro who thinks that it is hopeless to try to make his shop distinctive.

Most of the displays are set Sunday

night before the exhibit opens for its Monday run.

More than 150 professionals attended this year's exhibit and dinner. The exhibit opens about 9:30 A.M. and continues in operation until 7 P.M. when the New England PGA annual dinner is held.

### Exhibits Promote Intelligent Buying

It is the general conviction that the New England exhibits have done much to educate this section's professionals in buying. They have not reduced their fall ordering, so this spring buying arrangement does not curtail the advance orders that manufacturers count on to give them a winter manufacturing schedule and to allow them to spread their production program instead of taking a chance with an unduly large volume of spring orders for immediate delivery. However, the extensive variety of merchandise on display at the spring exhibit permits comparative shopping on a strictly business basis.

In this way three purposes are served:

(1) Selling costs are reduced for the manufacturers. The pros realize that the number of calls a manufacturer's salesman can make on pros in a day is limited because the pro often is on the lesson tee,

# KADDIE KART

## CARRIES THE GOLF CLUBS

Kaddie Kart balances clubs perfectly. No weight. Goes anywhere. No damage to greens or fairways. Increases playing. Keeps bags, clubs and clothes clean. Takes place of absent caddies. A national sensation. Send for full information.

## AN INCOME PRODUCER

Kaddie Kart rents to your players for 25 cents for 18 holes. In this way it is a money maker. It pays for itself. It is instantly accepted as a great boon to golf. Start with one, two, three or four. Let Kaddie Kart pay for itself.

### SALESMEN WANTED

We want financially responsible salesmen calling on golf clubs to introduce Kaddie Kart. Fine territories open.



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invites you to consider the findings of one of America's leading turf figures, after 8 months of intensive experimentation on putting greens under actual play.

San Gabriel Country Club,  
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... Super Mineralite was tested under our most adverse weather conditions . . . in competition with other well-known Brown Patch products. . . Super Mineralite lessened the frequency of disease more than the use of other materials, kept color of the grass, did not injure the tilth of the soil. . . Super Mineralite seems to have no burning or corrosive propensities. . . I am not in the habit of giving commercial testimonials, but after eight months of intensive experimental work with Super Mineralite I do not hesitate to recommend its use to anyone.

(Signed) W. E. Langton, Supt.

We have more letters in our files from Nationally-known greens superintendents attesting to the marvelous effectiveness of Super Mineralite. And the only sensible answer to your nutritional disease and brown patch problems at the following prices:

100 pound containers.....	\$110.00
50 " " .....	60.00
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½ pound gives FULL-STRENGTH protection and results on 6,000 square feet of putting turf—JUST A TRIFLE OVER 9c PER 1,000 SQUARE FEET.

If your dealer doesn't have it he's missing something—and so are you if you aren't using it.

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or elsewhere on the course, and the salesman must wait around until the pro returns to the shop.

(2) Too much "friendship" buying is done by pros. This does the pro or the salesman who gets the "friendship" order for a small amount, no lasting good. The pros, like the stores, are finding it wise to limit the number of lines stocked in the shop, but to have a fuller range of the few featured lines.

Many a professional has learned that a good part of his season's expected profit is tied up in slow moving merchandise that he has ordered because he felt kindly toward the salesman, rather than because he was enthusiastic about pushing the goods for service value to the pro's shop customers. Having a quite full representation of manufacturers in attendance at the spring exhibition reminds the pro that if he tried to do business with every salesman who's a good fellow his shop stock probably would be spread too thin for utmost selling force.

(3) The pro gets into the atmosphere of merchandising and goes back to his club realizing that supplying the member with the playing equipment required is a highly important part of club service, as well as an essential phase of the pro's money-making operations.

There is a predominantly business keynote to the annual dinner which brings the spring exhibit day to a close. Invariably one of the prominent speakers at the dinner makes remarks that receive national publicity. National and regional amateur association and PGA officials, prominent players, and newspapermen speak.

This year there was an exceedingly interesting demonstration of golf swing analysis made with a device developed by Robert Adams. New England pros believe the device has great possibilities in instruction.

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Angle steel frame adjusts itself easily; strong enough to support any weight, without bending prongs, where additional weight is needed to properly penetrate heavily crusted soils. Adjustable to depth desired. For getting and keeping your fairways in shape—quickly, surely, economically, use the Evans Fairway Hoe.

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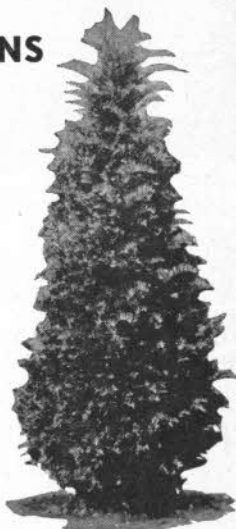
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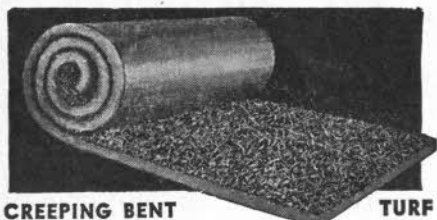
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# WHAT'S NEW

Pabst Brewing Co's. chairman, Fred Pabst, recently made the statement that "Keener discrimination is to be found among today's beer-drinking Americans." Pabst based his statement on a survey of more than 22,000 purchasers of packaged beer, 85% of whom today order packaged beer by brand name, and more than 82% of whom purchase a particular brand because of taste preferences.

The Pabst Brewing Company, with 96 years of brewing experience behind it, has been watching this trend during the seven years since repeal, Pabst remarked in further comment on the increase in Blue Ribbon beer sales. The distinctive flavor of Blue Ribbon beer, Pabst explained, is produced by blending more than 33 brews to make the beer the consumer drinks. This blending process is controlled by skilled brewmasters and laboratory technicians. It produces a finished product which is always smooth and uniform in flavor.

"This blending is a requisite of good beer," Pabst said, "because brewing—even though controlled with many devices of modern science—is still largely a natural process. No two brews—even though the ingredients are the best and the processes of brewing them are identical—ever turn out quite the same. Only by expert and extensive blending—which is possible because of the experience and the huge storage facilities of the Pabst company—can a norm in the taste of a beer be maintained.

**Agricultural Insecticide Co., Inc.**, Belle Glade, Fla., manufacturers of Super-Mineralite, declare the problem of fungus and nutritional disease control is approached from a different angle in its new turf fungicide, Super-Mineralite.

The formula of the product is based on the original Mineralite formula for farm crops, which has 10 years of extensive experimentation on all types of plant life behind it. Experiments have been conducted as far north as Canada and as far south as Santa Domingo. Many of the country's leading course superintendents have experimented extensively with Super Mineralite.

Super Mineralite is presented as a product containing many of the lesser-known, rarer elements, blended. The mercury content of the product is comparatively low, but the manufacturers claim



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Newest chemical for removing dirt, grime and stains. Colorless, odorless. Does not get rancid, foul or slimy. No injury to hands or clothing. No soap, alkali or acid. Write for literature and free testing sample.

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