Chicago Plans Downtown Golfer Club

SUCCESS of the Golfers club in New York has been responsible for renewing discussion on the subject of establishing such a town club in Chicago as a headquarters not only for members of local golf clubs, but for visitors from other private clubs in the central states.

The Golfers club of New York is comfortably located at 102 East 40th street and, although only a little more than two and a half years old, it finds itself established as one of the Gotham town clubs whose memberships are highly prized. Clifford Wendehack, the architect who has been responsible for many outstanding country clubhouses, remodeled an old stable into the home of the Golfers club. He obtained a handsome wrought-iron gate which separates the small first floor reception room of the club from its 18-hole cotton-seed hull putting course and by using this imported antique and a striking fireplace he came across during his travels, he fixed the club up with a sight that very favorably presents itself to the first gaze the visitor gets of the establishment.

A small dining room on the second floor, where the service and cuisine are excellent, practice nets, showers and a library comprise the other facilities of the club. The place is distinguished in its appointments and in its service. Regular membership initiation fee is $150 and annual dues are $150. The membership is limited to 400.

The Chicago plan is to have the facilities of the New York club, with the addition of some guest rooms and larger meal service facilities. Those who are sponsoring the Golfers club in Chicago have the idea that the establishment with its sleeping quarters will be a popular place for out-of-town members. These travelers, it is expected would welcome a temporary residence of such distinctive and pleasant character.

Students of merchandising are wondering how far the “slot machine” type of selling will go as a result of the chain store influence in distribution. One of the points of pro salvation is that a good part of his stock must be sold by personal service and fitted to his trade. The successful pro is capitalizing this asset of his.