

# Planning for Model \$30,000 Clubhouse

**W**HAT would be the features of a clubhouse that you would build for \$30,000? This question was put up to GOLFDOM by the building committee of a golf club in a southern town of approximately 5,500 population.

The site for the clubhouse is one overlooking a broad and beautiful valley. The town has a good sized state educational institution in it so the club, if it so desires, can get a fair amount of additional revenue from the clubhouse by allowing sorority and fraternity dances and bridge parties to be held in the establishment. Although there are some drawbacks to this policy it brings in some revenue to help the club pay for its building investment.

The number of inquiries for data on golf club buildings GOLFDOM has received was responsible for us volunteering to help this southern club get a model clubhouse for its money. Already an architect has

worked out some preliminary sketches and already they have been sent back to him as having the customary defects of clubhouse plans. This enterprise is one in which both the interested golf club and GOLFDOM will appreciate all the co-operation it can get, so club officials are cordially invited to write us their ideas of a model \$30,000 clubhouse. A description of the virtues and defects of your own clubhouse, or those you have observed, will be most welcome.

More crimes have been committed in small town clubhouse architecture than are committed in the name of liberty so our sight-seeing tours have led us to believe. We have seen shacks that would be a discredit to a dog boarding kennel attempting to do duty as small town golf clubhouses. Money has been spent for some establishments with a pitiful lack of value showing. The layout has been inconvenient, the showers dark and always

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clammy and cold, the men's locker-rooms like jails, and the invariably inadequate women's quarters having all the comfort and charm, if not the security, of a shell-hole. Then there is wonder that the club members lose interest in their proposition.

### Get Your Money's Worth

What aroused GOLDFOM's acute interest in this matter of a model small town clubhouse is our abiding belief that many of the clubs in small towns and fairly large cities have been painfully stung with the results obtained from their building appropriations. It may be a case of too many bosses over the architect. That always is a possibility with golf clubs. Or, it may be that the architect, having done no other clubhouses prior to this particular one, wanders around more or less in the dark, adapts according to his own lights, and comes but with a weird production.

Rarely have we seen in golf clubhouses proper provisions made for growth. That is one thing that we want to handle in this model proposition: starting construction on a unit basis so that additional units and extensions may be added and the demand for increased facilities and the available money permit.

Another feature we seldom have seen right in golf clubhouses, large or small, is the original layout of the kitchen. So even though this \$30,000 proposition will involve no elaborate cooking and service facilities, they are going to be right. The experts of one of the leading kitchen equipment houses will check all plans in this respect and after their experience in revamping kitchen and service facilities after the clubhouse is constructed and they are called in—too late for greatest economy and efficiency—these fellows ought to be able to present something of value.

It is our pet idea that ingenuity and talent.  
(Continued on page 33)

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apiece. The average number used by a club is four. Arrows cost from 50 cents to \$1.00 and two to three dozen are bought. The targets cost \$15 apiece and one or two suffice for the club's need. Any space around 50 yards long and 10 yards wide with a clear area to the rear for safety's sake is sufficient for the target practice.

Some archery golf tournaments have been held as "stunt" events on the women's programs. Instead of shooting a golf ball an arrow is shot and instead of holing out a toy balloon above the putting cup must be punctured.

## Planning a \$30,000 Model Clubhouse

(Continued from page 29)

ent and taste will make up a whole lot for the absence of money. Strangely enough a clubhouse that we cite to prove our case is that of the Oim Elm club, the most exclusive, and probably the wealthiest, club in the Chicago district. In the first place it is light. The "atmosphere" of out-of-doors prevails even in the showers, for skylight lighting has been employed with wonderful results in many places throughout the club's home. The place has character and distinctiveness all through it, and although money wasn't stinted in its construction it is the genius of the architect, Ben Marshall, that makes it the gem it is.


### The First Mistakes

Two of the mistakes on the preliminary plans were the location of the grille and the pro shop. The grille was so located that service would have to be supplied through the lounge, and although the grille was convenient to the men's quarters its location was out of the question for proper service. The more we think of it the more we believe that in a layout like this the best thing to do is to have enough space at an end of the locker-room for several tables at which buffet lunches and set-ups could be served. Such a feature, located far enough away from the showers, ought to go well. In this event a grille is not necessary.

The pro shop, in the preliminary plans, is in a location where both men and women members can get at it, but it is too far away from the first tee.

In the September issue of *GOLFDOM* we intend to show rough preliminary sketches of the floor plan and details. When you

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see these, look them over and favor us with your criticism. In the meanwhile GOLFDOM would appreciate hearing from presidents, house chairmen, building chairmen, managers, or any others, their ideas of what should be done in building the model \$30,000 clubhouse.

## One Reason Why I Wouldn't Be a Manager

Of the problems that confront the manager of a golf club all but one seem to be susceptible to a rather completely satisfactory solution. That one remaining problem is a valid excuse if offered for a manager being driven to drink or to an asylum for the mentally unbalanced.

This is the problem of handling members with something to sell to the club. A member in the wholesale grocery, meat, soft drink or other business having golf clubs as a market thinks his own club should buy his product to the practical exclusion of all competing lines. And it must be said that he usually has some basis for his position.

Some competing products may have slightly better prices, they may be in fairly solid possession of the members' favor,

or they may be more desirable in many other respects. But see what happens when the management tries to convince the member with something to sell, should the manager be bold enough to try conviction instead of bowing to what he believes to be the inevitable. Or, if the manager does stock the member's product and it doesn't sell as swiftly as the member thinks it should, there's still a thinly veiled mistrust of the manager on the interested member's part. This reciprocity buying has every purchasing agent in the country worried, but in no other place does it figure where it makes as much misery as it does for the golf club manager.

## How Minikahda Prepares for National Amateur

MINIKAHDA is going after all of the details of handling the National Amateur August 22-27, on a basis that supplies some valuable guidance for other clubs that may be hosts to important tournaments. Minikahda started its work with committee organization right after the National Amateur award was made.

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