



Two chimneys were all that remained after Clarksburg's fire

WHEN A golf clubhouse catches on fire it generally burns to the ground. This is due to several factors, the main ones being the isolated location of the building away from the nearest city fire department, the predominance of frame construction, and the generally limited water supply with which to fight the fire.

This was the case with the clubhouse of the Clarksburg (W. Va.) Country Club recently. At three o'clock in the morning, Arthur Spencer, professional at the club, whose living quarters are a few rods away from the clubhouse, awakened to find the main building a mass of flames. By morning, despite the efforts of fire fighting apparatus from nearby towns, two brick chimneys were all that remained above ground level. The loss, partially covered by insurance, amounted to \$37,500. This included the building, furnishings and food-stuffs, and some \$10,000 worth of members' personal belongings.

The fire offers an outstanding example of how speedily a golf club's membership and the major employes of the club can cope with a disaster of this nature. By daybreak reorganization plans were under way. Spencer offered his home as a temporary clubhouse, his shop as a dressing room for the men. Local sporting-goods houses showed their aggressiveness by sending telegrams offering attractive prices on new golf equipment to every member of the club, but Spencer beat them to it by phoning each member who had been burned out (he got their names from his club list) and offering not only real prices on new equipment, but deferred payments as well. Since some of these members had as many as four sets of clubs in the family burned, the attractiveness of

Pro Service Reveals Value When Club House Burns

a deferred payment offer is easily understood.

Since the golf shop did not burn, the larger percentage of players, all those who subscribed to Spencer's club-cleaning service and hence kept their golf bags and sticks in the shop racks, were lucky and suffered no fire loss of these implements. These members promptly co-operated in the emergency and loaned their clubs to their less fortunate club-mates; in addition Spencer built up good-will by loaning his "renting sets" without charge.

According to Spencer, the distributors of golf supplies were hearty in their response to his appeals for quick shipment of merchandise and within 48 hours he was well prepared to take care of any member's wants. He has sold better than twenty sets of clubs to date, with possibly an equal number of sales promised for the future when business picks up and the members feel they can afford to make the investment a new set of clubs requires.

Within ten days, the club was operating on normal basis again. A long temporary building had been erected, the caddies organized, arrangement made for food service, a temporary outdoor dance floor constructed, men's and women's locker rooms equipped. The club's board of governors had held two meetings, the second one with the stockholders of the club and preliminary plans laid for the construction of a permanent clubhouse (fireproof this time) to replace the one burned.

The temporary clubhouse, according to the members, is a little crowded, but all activities at Clarksburg are in full swing and any inconveniences suffered by the members are endured in good spirit as unavoidable until some time next season when the new clubhouse is expected to be completed.