



Recently completed Caracas (Venezuela) C. C. clubhouse, an outstanding example of modern efficient planning.

How Current Financial Status Affects Clubhouse Building

By CLIFFORD C. WENDEHACK, A. I. A.

IT IS unwise to dwell upon the depression which the world is now experiencing; and yet, one of the largest sporting industries in this country, called the business of golf, has in all probability felt, and will continue to feel, the effects of this depression.

Let us assume that incorporated clubs have definite obligations to each and all of their members in the same way that these members are obligated to the club organization; and that irrespective of present conditions, many clubs throughout the country in unprotected areas will suffer losses by fire, cyclone, or natural decay during the next few years.

It, therefore, is the duty of clubs subjected to these losses to realize the definite obligations to their members, to continue to furnish the facilities of club life and rebuild in accordance with the modern theories of efficient planning and operation.

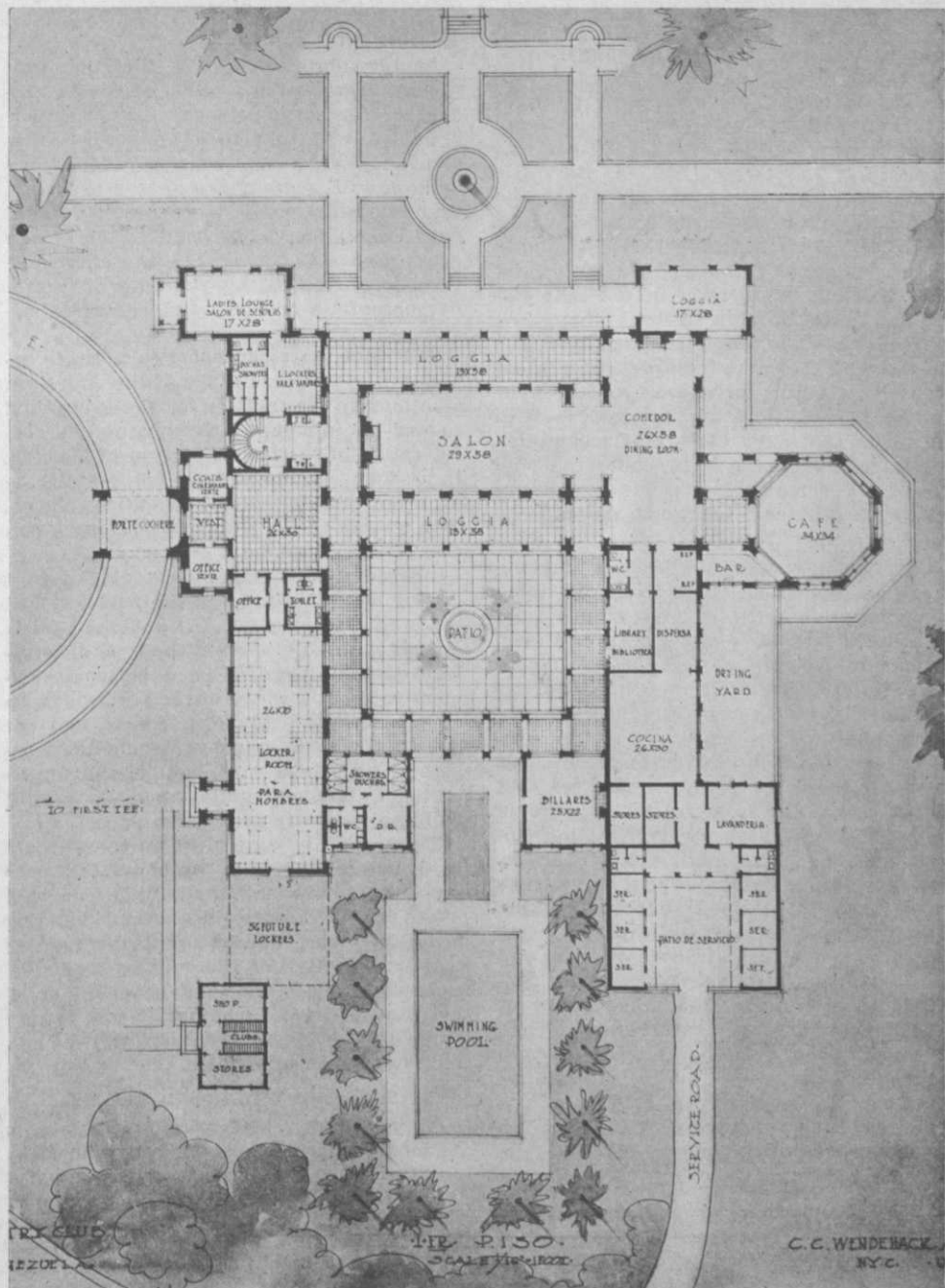
It is needless to state that the general panicky condition which seems to have

taken hold of the world in general is, in many sections of the country, acutely reflected in the resignations of club memberships and often a sacrifice of club holdings of bond and participation certificates in valuable real estate. On the other hand, there are actually many clubs which through wise management are gaining in memberships; perhaps, not the most costly, but those sufficiently moderate to appeal to the man of average means who appreciates the benefits of golf.

Pay Plenty for Indifference

A word to those organizations who are faced with these conditions, and the necessity of building today should be of particular value at this time: A clubhouse layout is an investment either for good or bad, and the future success of the clubs and all the industries which they support is dependent upon the economical operation of the golf course and the clubhouse.

This thought leads us to the methods which have, in the past, been employed in



Plan layout of the Caracas (Venezuela) C. C. Note how the men's locker room has been cleverly separated from other club departments by the central patio; the compactness of the service section of the building, and the large areas given over to common rooms.

the promotion of clubhouses and the selection of their architects. Favoritism, irrespective of qualifications, in the selection of an architect for the club building, causes the same amount of damage to the supporting members as occurs in political favoritism, which depletes the pocketbook of the taxpayer and wastes his hard-earned money.

The real reason why clubs and their building committees do not obtain the best advice and the widest experience available on the subject of club designing is the fact that the members at large do not take sufficient interest in club affairs. They view the meetings at which their officers are elected with the same indifference, as most of us view voting privileges for the election of our political administrators; with the result that most clubs that accomplish anything at all have been under the control of a few men who assume power and retain it—whether for good or bad influence—over a period of years.

Unfortunately, this indifference of members does not make those in power liable to criticism in the formative stages; and not until a later date when their mistakes become evident do the members take an active interest in what they have heretofore failed to realize as a part of their own responsibility.

Perhaps this is typical of extreme cases only; for there are many committees that do not realize the injustice they are doing their fellow members by their methods of procedure when promoting a clubhouse. However, the fact remains that the monies which good-intentioned but unthinking committees spend unwisely would often pay for a more efficient, more durable, and more beautiful building.

Seldom is it understood that faulty or experimental arrangement of rooms, lack of coordination between the service and managerial parts, or faulty mechanical equipment in a club can, within a few years, be the direct cause of levying assessments on every member. Whereas, the correct and workable layout, with efficient

management, can make a profit-producing machine of a club organization.

Building on Unit Plan

Another danger lies in the fact that worthy organizations which through mishap are forced at present to replace their buildings will turn to a temporary expedient and erect a clubhouse which they believe will serve for a few years only. Club statistics prove, however, that it will most likely have to be used for many years, and as soon as the present conditions improve will be viewed with regret because of its cramped and imperfect layout.

This is a most psychological time to appeal to the business sense of the American club man to plan wisely for the future and to lend his influence towards a careful consideration of the reconstruction of his club. If present conditions will not permit the properly carrying out of an entire scheme, then adhere to the policy of building a portion of the whole, be it ever so small.

Most club organizations would be in a paying condition today if their officers had followed this principle. If sufficient funds are not available to erect the type of structure desired it would be a better investment to erect a series of temporary shacks of knock-down buildings which may be bought for little, and by placing them together, use them in a simple and unpretentious manner until finances permit building correctly and permanently.

There may be an almost universal reply to these statements to the effect that only those who have unlimited funds can well afford to hold such ideals and building beautifully and durably; but facts prove that irrespective of the monies available, a durable, successful, and beautiful building can be erected whether it cost \$10,000 or \$100,000 if cleverly planned and the correct standards adhered to.

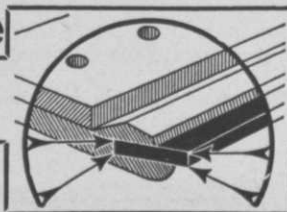
Warns Against Makeshifts

The designing and building of clubs in an inefficient and mediocre way, under the present limited conditions, will be one of

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the greatest extravagances that the business of golf has ever experienced, and possibly will retard much of the progress made in our investments in the past decade. Every building committee should consider these statements seriously before entering into any contract for emergency construction, and fully realize that it is better to do nothing at the present time than to do it badly or without the aid of an expert.

Those charged with the management and finances of the thousands of clubs in this country should realize the necessity of obtaining a workable unit with the minimum amount of upkeep and the maximum amount of efficiency, and entrusting these buildings with their courses and their purchasing power to a competent head with sufficient salary and interest in the club's business to make it worth while to save every dollar for the membership. An outstanding example of this modern method of running a club, is to be found at the Baltusrol club, Short Hills, New Jersey. There are many other examples of this method of handling the golf business today, combining the supervision of both the course and the clubhouse; and this type of control has proven conclusively to be the method which can put the club business on a paying basis.

Being modern in club design means: creating a building which is technically planned so that it may be operated in as efficient a manner as a first class hotel; employing materials which club practice has shown to be the most adaptable for this particular use and which will require the minimum upkeep. In addition to this, the character and size of the club rooms must be interchangeable and of the correct area to accommodate the various uses required by our modern living.

N. J. Fall Turf Meet Attended by 200

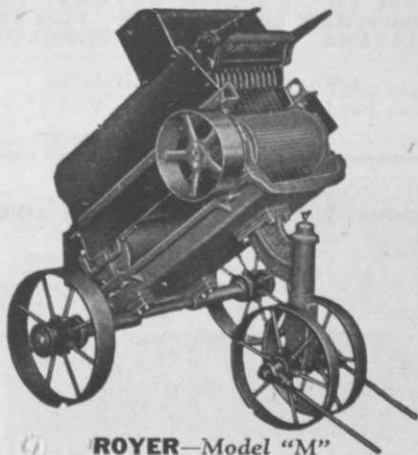
THE FALL meeting on the turf experimental plots in New Brunswick, New Jersey, held October 5, was attended by nearly 200 green-committee members, greenkeepers, commissioners and superintendents of public parks, representatives of airports, seed houses, and fertilizer and turf equipment concerns. Each of the several hundred plots was carefully labeled so that the visitors could draw their own conclusions as to the effect of the various treatments.

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