



One corner of Virginia C. C.'s new lounge room, with masculine appeal in every item of furnishings.

Transform Idle Rubbish-Room Into Lounging Room De Luxe

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IF IT EVER came to pass that I had my own way of designing and building a clubhouse for a golfing membership I would have the locker room the gem spot of the entire building. I would have it furnished in a manner that would ensure absolute comfort. I would have it decorated much as I would like to have my own house furnished. My color schemes would be carried out with the same care and attention as the best part of the building, even including the lounge and dining rooms where the members of the fair sex might meander. I'd have lots of mirrors, lots of big, wide benches and the widest alleys imaginable and I'd have bell buttons all over the blooming place. I'd have photographs of world famous golfers and

golf courses all over the locker room walls and also of the club champions. I'd have copies of the rules of golf within easy reach of all and I'd try to make the entire locker space equally as comfortable and as bright and interesting looking as the best of the upstairs rooms.

Our locker rooms are all too chilly and the space devoted quite inadequate when it is considered that it is in the locker room the boys *who pay the bills* spend most of their time. I know hundreds of golfers who never see the more public rooms at their clubs.

All of which reminds me of a visit I paid to the prosperous Virginia Country Club of Long Beach, California, one day last month when the lads of the press and

the district professionals were invited to luncheon and dinner. The response was almost 100 per cent.

After luncheon was served, Ted Cashman, the genial and ultra-capable manager said to me, "Have you seen the changes we made in the basement?" I told him I hadn't. "Come this way, young man, and have your eyes opened," said Ted. I followed.

Private Room Has 17 Lockers.

He led me to a corner of the locker room, down eleven steps and into as beautiful a private locker room, containing 17 lockers in all, as one would wish to see anywhere. I was amazed. I thought I



Ted Cashman, manager, Virginia C. C.

had known all the ins and outs of the Virginia clubhouse, the wee nooks and corners, the private card rooms and the quiet corner where the "regular" fellows of the club usually met in social intercourse after a round of the links. But here was one spot I never had seen and it was the gem of them all. It seemed like quite the cosiest suite I ever had seen in a clubhouse.

"How come, Ted?" I asked. "Well, it's like this, Scotty," sayeth Ted, "a number of our members asked me one day if it was possible for them to have a quiet corner of the present locker room set aside for them so they could be more private in settling their arguments and in refreshing themselves after the day's play. I informed

them I did not think it could be done. Then I thought of an unused room I had in the basement—where I stored unused furniture. It was nothing more or less than a junk room. It had been practically useless ever since the club was built. I told these members about it and they got together, seventeen of them, and asked me what I could do about fixing it up. You now see before you, Mr. Chisholm, the old junk room."

Completely Equipped for Comfort.

What a transformation! It did not seem possible. The wee lounge or card room measures 16x22 ft. and is decorated much like a room in a first class hotel. It is 8 ft. high, has four windows (pretty good for a basement, eh?). Lots of fine ventilation, plenty of daylight. Stag heads, wild ducks, unusual fish, attractive pictures and other ornaments on the walls. A poker table, private telephone, push buttons, a piano, a radio, gorgeously upholstered furniture and every necessity a man would want in his own den at home.

The draperies were selected and arranged by some artist. I wasn't told that, but I knew such to be the case the moment I clapped my eyes on the room. It is finished in extremely good taste. It looked like a wee paradise to me after the coldness I noticed so apparent in other rooms devoted to locker space.

Financed Thru Advance Locker fees.

"It must have cost the club a nice penny to fix this up," says I to Ted. "You think so?" said he. "Well, it didn't cost the club a single penny. Here's the way I financed it. Understand, these men are all big oil men and quite well to do and like all the comforts possible in the club. They demand, and get the best. I asked each one of the 17 if he was willing to pay \$150.00 in advance for 3 years' locker rental. They were all happy to do so. That gave me \$2,550 in cash right at the start. That was all I needed—in fact, I did the entire job for a little less. I never touched a penny of the club's finances at any time and the boys gave me a free hand in the matter of furnishing and equipping and I am very proud of the job indeed. So are they. Quite different from a discarded rubbish room, isn't it?"

The 17 lockers are adjoining the lounge—just three steps up. There is a private door which leads to the 10th tee. The lockers themselves represent the last word in luxury and equipment. They measure



Exterior view of Virginia C. C., where unused rubbish room was transformed into de luxe lounging space.

26 ins. in width, are 6 ft. high and have safe deposit boxes in them which can only be opened with a master key. They also have space for several pairs of shoes, lots of hangers and wee corners for ginger ale and whatnot. The shower rooms are just a step away and the boys can sing as loud as they please in the lounge room without being heard in the locker room proper. What a place for a party. It's the finest corner I ever saw in any of the 300 club-

houses I've been in during the past 25 years. And an old, discarded room at that!

Have you such a room in your clubhouse? If you do have and if you happen to have a Ted Cashman as your manager and a bunch of real sports like this oil bunch of good fellows, you can also transform your rubbish room, which pays you no rent, into a wee paradise like the one at the aggressive Virginia Country Club.

Cash Payment Returning to Good Grace at Clubs

REPORTS FROM several metropolitan districts indicate that cash payment for charges incurred at country clubs is due for popularity in 1932. Idea is that people in these times dislike running charge accounts. One side of the case is that cash payment may discourage volume but those in favor of cash say an alternative of cash or charge will bring the canny ones out to the clubs.

Golf's 1931 Season Advance Is Contrast with Baseball

ALTHOUGH unusually prolonged hot weather knocked down golf play figures for the 1931 season under the record year of 1930, the game has no cause for complaint about its patronage. Public course figures in many cases show husky growth over last year.

Compared with baseball's slipping, golf activity for the year has been remarkable progress. Newspaper circulation figures indicate the old reliable world series has weakened seriously as a factor of public

interest. Reduced patronage at baseball parks during the year has major league magnates figuring salary cuts for 1932.

Night baseball, which had hypodermic effect last year, practically passed out as an element figuring in maintaining good gates. Leagues in the south which presented night ball saw no boost in attendance and took heavy operating losses for night games this year.

Dividends May Replace Dues at This Pennsylvania Club

DUES AND assessments may be a thing of the past for the Corey Creek Golf club, according to word from H. G. Peterson, green-chairman of this Mansfield, Penna., layout.

"We have just completed a deal with a gas company," Peterson writes, "to drill a well on a part of our course where it will not interfere in any way with play. If this well comes in as a producer, we may be paying dividends instead of charging dues."

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