

building. It has charm and a homelike atmosphere that fits into the American country scene.

The clubhouse front door should be reached by a driveway which circles from main entrance to parking lot, so that members may be driven directly to clubhouse entrance in inclement weather, late at night—and at all other times.

I shall reiterate here that when pencils come out for actually planning or revising floor-plan features, the thought be kept uppermost "This club is for every member of the family." Emphasize that theme and in addition to features heretofore mentioned, you will provide a children's play room. This will provide the little tots a point of juvenile interest and keep them from underfoot in bad weather.

You will consider incorporating a ball room, adjacent to the lounge. This will double as a private dining room for special parties.

Such bars as you install will in no way resemble tavern bars. They will be small service bars only, where no drinks are served directly to members or anyone. Such service bars will be located conveniently to all table service, seating spaces and grills.

Your powder room for women will be conveniently located and ample in size to reduce congestion to the minimum. It will be amply mirrored and imaginatively illuminated, and the ladies will love it.

In your ideal clubhouse you will provide a "Men's Den." This will be replete with poker tables and sound absorbing walls and ceiling. Here, private, prompt service will be accorded at all times—and messages from wives will be "by messenger only."

Lounges to be designated as "cocktail" lounges will be placed near main points of club activity. They will be cozy, compact and intimate, equipped with well chosen furniture, and modified lighting, and present a pleasing, chummy atmosphere withal.

And finally, you are implored not to break up the view of beautiful golf courses and grounds by having windows with many sashes and separations at points where grounds can be seen. Provide full plate glass windows, and include these also for your dining room, wherever located.

Such are my dreams today of the ideal clubhouse. With time and continued experience these may expand, or be modified. But given the things I have asked you to provide I am sure that instead of the "men only" stag atmosphere that once prevailed among clubs, I shall have a club to bring happiness to all the family, and it will prosper accordingly.

## Managers Set Program for Their Cincinnati Meet, March 10-13

★ "TOMORROW'S CLUB" is the keynote of Club Managers' Assn. of America annual convention which will be held at Hotel Gibson, Cincinnati, March 10-13. Clubhouses and equipment have been rather beaten up by wartime use and inability to make replacements. Rehabilitation of club equipment and furnishings, as well as comparison of wartime experiences that recommended departures from some traditional operating practices, are expected to keep managers busy at the meeting.

Tremendous extent of new clubhouse construction and present clubhouse alterations also is due to come in for serious study by the CMA managers. Club presidents and house chairmen are asked by the CMA to encourage attendance of their managers for the practical value assured by the convention program and presence of several hundred prominent and successful club managers available for the informal and intimate discussions which provide such valuable interchange of ideas.

Program of the CMA convention, as prepared to date by the Ohio Valley host chapter and a special convention committee consisting of Chairman Fred Crawford, Joseph Tonetti and Charles Bangs:

At 10 a.m. Sunday, March 10th, the Board of Directors will hold a meeting in Parlor F of the Hotel Gibson followed by luncheon. From 4 to 8 o'clock p.m. there will be registration, and commencing at 7 o'clock p.m. there will be a get-together reception with cocktails and buffet supper. This reception will be informal.

At 10 a.m. Monday, March 11th, the 18th Annual Convention will be called to order by L. Roy Leonard, General Convention Chairman. Invocation will follow by Father Michael Hinssen, Chaplain at Dayton Soldiers Home. He will be followed by an address of welcome by the James Garfield Stewart, Mayor of Cincinnati. The address will be followed by reports by Wayne D. Miller, pres. CMAA, Eric Koch, vp., and Fred Bernet, sec-treas. A short business meeting will follow. John Bellaart will introduce Herman A. Breithaupt, instructing chef for the Board of Education in Detroit, Mich., who will talk on "Training Cooks for 'Tomorrow's Club'." This will be followed by general announcements. At noon there will be a luncheon for ladies and gentlemen with a Style Show for "Tomorrow's Club" with "Uniforms on Parade."

At 2 o'clock p.m. the attending ladies will be escorted to the Taft Museum for an afternoon tea. At 2 o'clock p.m. Frank

Rolfis, Convention Co-Chairman, will introduce R. W. Kubasta, who will talk about "Refrigerating and Air Conditioning 'Tomorrow's Club'." Following this address, Charles R. Bangs will introduce Clarence Birdseye who will talk on "Food for 'Tomorrow's Club'." Following this address Fred H. Crawford, Educational Chairman, will introduce Raymond Deateale who will talk about "Whiskey for 'Tomorrow's Club'." James P. Sams later will introduce Robert Becker who will tell about "The Use of Metals in 'Tomorrow's Club'." There will be cocktails at 7 o'clock and an informal dinner and dance.

At 9:30 a.m. March 12th, there will be round table discussions. The group will be divided into two units, one country clubs which will be headed by Carl Suedhoff, Chairman, and Fred Gregory, Co-Chairman. The city club group will be headed by George Schneider, Chairman and H. E. Rodgers, Co-Chairman. If it is desired by those attending the association will set up other groups such as a unit of university clubs, a unit of yacht clubs and a unit of athletic clubs. These discussions will adjourn at noon for luncheon.

The ladies will be entertained at luncheon separately. Following luncheon an open forum will be conducted including all clubs. The following speakers will be presented: Arnold Schircliff who will discuss "Menus for 'Tomorrow's Club';" Miss Ellen Behrens who will tell how to decorate "Tomorrow's Club"; William Bartholomew who will tell about "Linens for 'Tomorrow's Club'." Other authorities will be available to answer questions. Lively discussions will continue all afternoon. The evening will be devoted to "A Nite in Cincinnati."

At 10 o'clock a.m., March 13th there will be committee meetings followed by brunch. The convention then will convene for its final session to hear reports from the various committees, and elect national officers. Adjournment will be followed by the formal banquet for ladies and gentlemen at the Netherland Plaza Hotel.

## Takodah Plans Expansion

★ TAKODAH GC, Fond Du Lac, Wisc., has embarked on an expansion program that will provide for a forty room resort hotel and recreation features aimed at making the club one of the finest year round sports centers in the middle west.

Besides golf, the Takodah program will embrace riding, stables, tennis courts, a swimming pool, trap and skeet, skiing and toboggan slides, tow rope and ice skating rink. The total program will represent an investment of a quarter million dollars.

## Wilshire 1945 Meals Are 47,300 Over 1935

Evidence of great growth in popularity of golf club restaurants is given in Wilshire CC (L. A. district) Club News. At many of the better country clubs food business has shown a steady increase over the past 10 years. Managers have been discussing this development as a probable reflection of difficulty in getting domestic help, and particularly the growing difficulty of getting home cooking that compares in quality with that served at first class country clubs.

Another factor managers believe accounts for extensive increase in number of club meals served is club prices which are considerably lower than commercial restaurant or hotel prices for same quality food and compare favorably with costs of home meals. Managers often are of the opinion that club meals are priced too low. Not enough of a point is made, according to many managers, of the fact that members' economies in eating at the club go a long way toward offsetting club initiation and dues.

The Wilshire Club News says: "We show below, the yearly total of meals served, beginning with the fiscal year of 1935 and through the fiscal year of 1945:

1935.....	32,000
1936.....	36,900
1937.....	41,200
1938.....	41,200
1939.....	38,300
1940.....	39,900
1941.....	39,800
1942.....	53,800
1943.....	56,700
1944.....	65,300
1945.....	79,300

"Our membership in 1935 and 1936 was substantially the same as it is today. The same is true of the membership in 1939, yet, the number of meals served in 1945 is approximately double the number served in 1939, 1940 and 1941. This is particularly interesting in view of the critical food situation that we had to cope with for the past two years.

"We believe this is indicative of a greater interest on the part of our members to patronize the Club dining room and grill and we are confident our expectations in this particular will be realized in the years to come as we will be getting back to a normal food supply which will enable us to give our members the type and quality of food they were accustomed to in pre war days.

"At this time, in our opinion, it is very fitting that we should express our appreciation for the unswerving loyalty that has been given the club by Pete Covich, our chief chef. Pete has not taken a vacation for over three years because we

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