



Architect's drawing of the new clubhouse for the Forest Hills Golf Course, Columbia, Mo., made possible through the determination and ingenuity of a handful of civic-minded citizens who see in its construction a facility that will help round out a more complete community program for leisure time activity

College Town Pay-As-You-Go Construction Program

By GILBERT W. FRANKENBERGER

Plans for the new Forest Hills CC, located 4 miles from Columbia, Mo., are completed and construction is ready to begin. A clubhouse and 9-hole golf course are under construction. Later another nine holes will be added.

Work on the clubhouse will not be completed this year, but will be kept parallel with the club's finances. Money for the initial construction was supplied by members. They will be paid back from the money raised by green fees and operations of the clubhouses. Eventually between \$40,000 and \$50,000 will be spent for the clubhouse.

In order to further defray expenses non-members will be permitted to play on the course. Consequently many university students and townspeople who are potential golfers have become interested in the project.

A drive for new members is bringing added funds to complete the club's plans. There are 160 members at present. The final goal is 300.

Bob Grant, club president, said: "In time this course and clubhouse we hope will equal any in Missouri. But funds are being raised among members and we don't have the wealthy element that is found in larger communities. The best we can do is build as we go along."

The clubhouse design fits needs of the members and provides for expansion. The committee which made the rough sketches presented them to Dave Clark, architect for the job. He prepared finished plans. Mr. Clark had this to say:

"We didn't follow the procedure of getting a pretty building that wouldn't function, in drawing up these plans. Instead of planning the interior to fit the exterior, we planned the exterior to fit the interior. The primary purpose is to provide ample space laid out to serve our requirements.

"It is modern in design and takes full advantage of lighting conditions and will allow a full view of the scenery. Large glass areas will take care of both scenery and ventilation."

The clubhouse will overlook the majority of the holes. The balcony, in the rear, will be ten feet above grade and overlook the course. The ground floor will be four feet above grade in the front and at grade level in the rear.

Members Cut Costs

An accurate estimate of costs is not available for the total construction because of the way the work is being done. Much of the material is being obtained through individual members and here and there cost cuts are being made. Sheldon Gentry,

a contractor and club member, will take charge of construction and will save approximately \$3,000.

The first section to be constructed is 54 by 32 feet. Its cost will be near \$15,000 and should be finished within two months. This section will contain the lounge, concession, professional's room, storage room, and men and women's shower facilities.

Another interesting feature is the barbecue pit that will be built in back of the clubhouse. An arch to be formed by the grill on the top floor will lead to the pit. Plans call for cobblestones in the corridor.

The completed building will have a cement first floor and the second floor will be made of wood. Management is to be handled by a non-member. He will have charge of all business details, including arrangements for tournaments. There will be no facilities for repairing and refinishing clubs, but there will be a display room for golfing equipment.

A practice putting green is to be constructed and a badminton court and horse-shoe pit are to be provided.

The course is being considerably improved. It was laid out three years ago by John Gavin. Its sand greens will be changed to grass. The fairways now are in Kentucky bluegrass.

Gavin said, "The course has great potentialities for it is an attractive natural layout. To get anything like we want it will cost at least \$1,000 to convert each green to first-class grass construction."

The present nine is 3195 yards. Holes 3, 6, and 9 are doglegs. Number 3 doglegs around a 1/2 acre lake. Hole number 6 has a water hazard. Number 9 is the longest hole of the course (513 yards), all other holes are par 4 except 2, a par 3.

The course, including the new nine to be added, will cover 188 acres of what was once an old pasture. It is shaping up. The uncleared part of the heavily wooded section offers both scenic beauty and well situated golfing problems.

Bel-Air Adopts Racing Form

One of the cleverest programs to come to GOLFDOM's attention in many a day is the Daily Racing Form used by the Golf Committee of Bel-Air CC (Los Angeles) where PGA pres. Joe Novak is professional. The committee obtained permission from the publishers of the Daily Racing Form to use the heading and format of that paper in announcing their annual Derby Day event. Team listings carried posted odds and following each was the usual track jargon used by track touts. In the lower right hand corner was the caption, "It's All In Fun," and our guess is that it was a lot of fun.

It's On The House

By TOM REAM

Mgr., Westmoreland CC

Getting noticed in a club is entirely a matter of doing the kind of work that gets noticed.

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Don't complain that members require a lot of service. It's that demand for service that makes the club business such a good one to be engaged in.

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Some club employees give so much of their attention to what other employees have to say that they have none to give to what a member requests.

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If it's a good club, it should look the part.

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What one member complains about, the rest of the members may not like either.

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The pleased member is the best developer of new members. His "word of mouth praise" does the trick.

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The employee who has worked in too many clubs is suspected of never having worked for any.

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The burning cigarette has met its match in a burn-proof enamel based on Bakelite.

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The better the clubhouse and golf course is, the easier it is to keep the membership filled.

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Yes, you are in the club business, but is the club business in you?

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A good club employee is one who has learned that some people like more service than do others.

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The fact that members don't know what they want does not matter in the club business if the manager knows what they want.

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There's no percentage in giving quick service if it results in sloppy service.

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Those who fail in the club business do so because they think it requires no special knowledge.

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Maybe the member is impatient, and maybe again, the service isn't as snappy as we think it is.

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It takes a lot of straight thinking to operate a club as it should be done. And the thinking must be supplemented with doing.

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Sincerity is the club's best service asset.

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Lapses of service are more noticeable than the best of service, the latter being taken for granted.

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The boss appreciates a bargain as much as you do — be one at the salary he is paying you.