



New clubhouse at the University of Michigan golf course built with funds from the athletic department has huge basement for year 'round indoor practice facilities.

## Univ. of Michigan Builds New \$300,000 Clubhouse

By BERT KATZENMEYER

The announcement at the beginning of the Spring quarter that the University of Michigan had added a full one hour credit course in the Theory and Practice of Golf to the undergraduate professional curriculum required of men students majoring in physical education focused attention on the university's whole golf program and the facilities that make it possible.

Although our 18-hole course does not compare in size with the 36-hole layouts of our neighboring schools, Ohio State and Purdue Univ., we are justly proud of our recently completed clubhouse which we consider the finest plant of its kind. Built primarily to provide every convenience and accommodation for the students and faculty of the university who practice, play and study golf, the 11 bedrooms, showers, toilet facilities and training room on the second floor of the clubhouse serve the dual purpose of housing the Wolverine football team on pre-game nights. Kitchen and dining facilities are also used by the team for their pre-game breakfast and luncheon prior to going to the stadium.

Construction of the new clubhouse was financed with funds from the athletic department and represents a total outlay of

approximately \$300,000. Architectural fees, contractors fees, cost of material, labor, etc. totals \$257,945.65. Cost of furniture, fixtures and kitchen equipment now total \$21,419.48 so that by the time basement rooms are completely furnished and all expenditures are taken care of the total cost will be near \$300,000.

The building is of brick construction throughout with a copper roof. Along the course side of the building is a long wide patio with flagstone flooring and an extended roof supported by brick columns. New porch furniture adds to the handsomeness of the patio and makes a very highly desirable place to rest the weary bones.

The interior throughout the entire building is finished in pastel shades. Incorporated in the main lounge is the pro shop. Here every attempt has been made to lend to the informality of the setting. We have tried to do away with the old stereotype pro shop and yet be able to set up a central control zone so that everyone entering and leaving the building has to pass by the pro shop and registration counter. Our club display is conveniently open and inviting to the prospective buyer. Display counters are in a horseshoe arrangement with plenty



Looking from snack bar through combination lounge and pro shop where open club displays and merchandise display counter are conveniently located for anyone entering or leaving the clubhouse.

of space to do an adequate job of merchandising.

The lounge, even though the pro shop is a part of it, gives the air of complete informality. It is furnished with sectional leather furniture and some occasional chairs and there is a fireplace to add to the homey atmosphere.

Adjoining the lounge is a snack bar large enough to seat approximately 80 people with a counter and stools for an additional 14. The lounge and snack bar give the appearance of one long room, however, there are folding doors which can be drawn to provide privacy for either room.

Locker-rooms and showers for both men and women are also on the main floor with facilities to take care of 187 men and 74 women. We are especially proud of our locker-room arrangement for here again we have tried to carry out the idea of informality in keeping with the rest of the clubhouse. We have done away with the old row upon row of lockers so generally used. Instead we have groupings of lockers set up in small sections within the large room. We have a team locker-room section, a faculty locker-room section, a section for the students and one for the transient

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This large basement room of the new clubhouse is 75 by 130 ft. At the far end are four practice driving nets and floor to the left is made of special composition material used for practice putting surface. It's big enough for plenty of free swinging when the chill winter winds blow.

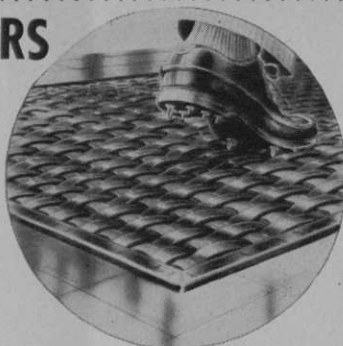
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### HAHN'S SHOW GETS MANY BOOKINGS

Paul Hahn, professional formerly at clubs in Hawaii and California, is getting fine press notices on his exhibition tour



which included more than 50 outdoor and indoor shows at golf clubs in June and July. A new-comer in trick golf, Paul winds up his programs conducting a golf clinic which has won plaudits from many pros.

### UNIV. OF MICHIGAN BUILDS

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guests. The old long row bench has been done away with and in its place small benches have been used whereby we can service as many and yet maintain a more congenial atmosphere. We have also furnished the room with round tables and chairs for the convenience of small groups.

In addition to the player facilities on the first floor there is an apartment for either the manager or the caretaker. It consists of living room, kitchenette, bedroom and bath with decorations carried out in the same style as the lounge and snack bar.

Full use has been made of the basement. In addition to the utility rooms are several fine storage rooms, but most important of all is the 75 x 130 foot room underneath

the locker-room with sand floor which will provide facilities for year 'round practice. Driving cages are located at one end of the room, a composition putting surface at one side and the remainder will be used for other phases of the game. All in all the clubhouse is a valuable addition to our athletic plant.

### INTEGRATED DISPLAY

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Some pros hesitate to make bold displays of merchandise for fear the merchandise might become shopworn. The answer to that is to have the shop boys keep the shop clean and the displays dusted, and to change the displays frequently. GOLF-DOM reported that one wise pro was doing unusually large business in nylon bags by keeping them where they would be handled and when a bag got slightly soiled he'd offer it at a slight reduction in price. The price reduction idea worked so well the practice of slightly soiling bags to have them bought quickly got to be quite an art.

Study your shop and discuss with your wife and your assistants how the store display and sales idea of integrated selling could be applied. Look at the way the stores and store windows use the integrated principle.

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