

week for 75 cents a round — \$1.00 on Saturdays, Sundays and holidays. And, you won't be playing on just an ordinary course. Rock Island golfers have always taken just as much pride in the maintenance of their 18-hole layout as they do in their new lodge.

Hillcrest Looks to Guests to Supply Profit Margin

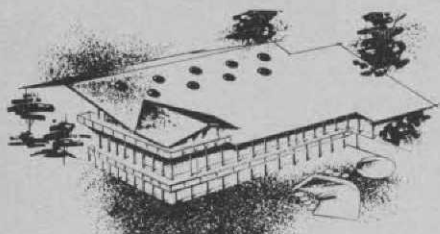
By BILL SHERMAN

Woodrow W. Woody is the kind of golfer who once complained to the owner of a golf course, "Why don't you people keep this course in decent shape?"

The harassed owner replied, "Why don't you buy this course and keep it in any kind of shape you want?"

Woody did. In the interim Woody has not only changed the physical appearance of Hillcrest CC in Mt. Clemens, Mich., but altered its operational setup.

For many years Hillcrest was one of the many daily fee courses that serve northern metropolitan Detroit. In 1958, however, the club takes on a new look



Hillcrest clubhouse in architectural stage.

with a \$750,000.00 clubhouse, private membership and outside guest facilities that probably are unmatched in the Midwest.

Woody, an automobile dealer from Pontiac, has been a golf addict all his life. At Hillcrest he's attempting to earn his profits from outside guest activity and pay the operational overhead from private memberships.

Accordingly, the membership fees contain no equity; they scale at a high of \$480.00 for a family (including all single children under 21) to \$300.00 for a single. Social memberships that exclude golf are available for \$200.00.

The course has undergone a facelifting; it's longer and tighter than before. The new clubhouse covers 52,000 sq. ft., has seven overall levels with divided quarters for members and outside guests.

The guest traffic will be confined to private parties, banquets, outings, weddings, etc.

As many as 2,200 people can dine at Hillcrest at one time in its many dining rooms. Here is the rundown of all the club's special facilities:

Motor City Ballroom — can be divided into three separate dining rooms by electric doors; has capacity of 800.

Penthouse Ballroom — upper level; glass wall that overlooks golf course; no pillars; capacity of 1,000.

Supper club — for members and non-members; overlooks 25 meter swimming pool designed by Clarence Pickston; has dance floor and stage, (capacity 125).

Locker rooms — Men's, 500; Women's 250.

Pro Shop — 55x27 ft.

Hillcrest also has another members' dining room, members' grill, massage room, barber shop and steam room.

For the kids there are a spray pool and bathhouse adjoined by a small snack bar.

The overseer and mgr. of these many functions is Ray Choueri whom Woody first met while visiting Europe. Woody extended an invitation to Choueri to be his guest should he ever visit the U. S. Choueri's visit coincided with Woody's purchase of Hillcrest and he had a job.

Hillcrest is aiming for 400 family, 200 social and 100 single memberships. The drive is started but the rolls are not full yet. The Club policy states there are no outside charges other than locker and storage fees of \$15.00 plus special guest fees. Members are encouraged to bring guests as often as desired.

Michigan-Border Cities Men Celebrate Stan Hill Day

Michigan and Border Cities golf course supts. were guests at Essex G&CC, Windsor, Ont., May 6 in celebrating Stan Hill Day. Stanley, manager of the Warren Valley CC, past pres., Michigan and Border Cities GCSA and at present a director of the organization, is retiring after many years of service to Wayne county (Michigan) golfers.

Mr. and Mrs. Hill are planning a trip to England and Scotland. On the journey he'll probably add to his large collection of picture slides, a hobby that has provided a feature of the association's annual Christmas party.

Hill will retain his directorship in the M&BC organization.