

By JOSEPH DRAGONETTI



If your club is planning something in the \$1,000,000 bracket, this article should serve as a fine guide in its construction. You'll see that, in spite of thoughtful planning, there always are a few things that could have been improved

The Philadelphia CC

The Philadelphia CC, Gladwyne, Pa., has one of the most contemporary and functional clubhouses in the country, providing excellent facilities for members and their families and guidelines perhaps for other clubs contemplating changes in their own structures.

This study concerns itself with the thinking behind the building of the new clubhouse, what the objectives were, the procedures followed by the architects in their relations with members over the design and building plan, how member desires were met and how they were reconciled with budget limitations, how the new structure has better served the membership and a number of other important factors.

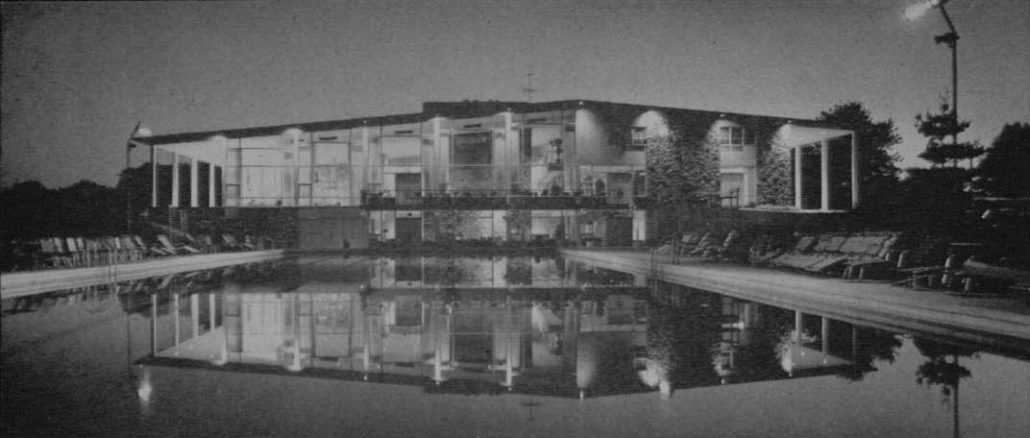
The article is based on interviews with James A. Nolen, Jr., partner of Nolen & Swinburne, architects and planners, Philadelphia, who designed the clubhouse; John H. Welsh, an associate partner who was in charge of the project; Donald R. Beever, Philadelphia CC manager; and Loma Frakes, the club pro, whose busi-

ness has increased at least considerably as the result of the new facilities.

They all said that perhaps this ultra-modern clubhouse may not be typical and could not be duplicated in its entirety by other clubs, although some features may be applicable anywhere. But it does represent a decided trend toward a more contemporary clubhouse in contrast with the ornate or converted mansion-type buildings which serve so many clubs. Based on experience, these men also say that they can see room for improvements, that some

(Please turn to page 48)

In the top drawing on the opposite page the lounge and dining facilities are at left and across the top; the kitchen is in the center, just above the print gallery, while the lockerrooms and pro shop are at right. Middle photo shows a drawing of the bowling and squash building, now under construction. Below is a diagram of the ground floor with children's rec area on the left and the swimming pool lockerrooms adjoining it. In the center are more kitchen facilities. Next are game rooms and at right are a boiler room, lounge, men's lockerroom and quarters for employees.



Philly clubhouse is spectacularly reflected by large swimming pool.

(Continued from page 46)

things might be done differently if they were to be done again, but nonetheless Philadelphia CC has something close to the ultimate in clubhouse facilities.

The air-conditioned clubhouse covers an area of 60,000 sq. ft. and provides recreation facilities for members of every age, from tots to adults. Construction of the multi-level building required excavation of 18,000 cu. of earth and rock. In the building are 217 tons of steel, 2300 yds. of concrete and 8000 sq. ft. of glass.

Red brick, fieldstone and glass are important features of the facade. It is of fire-proof, steel-frame construction and the lower level is of reinforced concrete. It is a completely original design conceived by Nolen and his associates. The front entrance is canopied, providing five spaces for cars to drive up and unload under cover.

Construction of the clubhouse was part of a \$1,500,000 project for renovation of the entire area, including some changes in

(Continued on page 52)



**ATTENTION
ALL GOLFERS!
The Championship King's
and Queen's Courses of
GLENEAGLES
HOTEL**

Perthshire

offer all that is finest in Scottish Golf.

The hotel's other unique sporting and recreational facilities include a miniature golf course, tennis and squash courts, an indoor swimming pool, a private cinema, and a shopping centre. Dancing.

**OPEN EASTER
TO THE END OF OCTOBER**

Gleneagles Hotel is only 70 minutes by road from the international airport at Prestwick.

Full details may be obtained from the Resident Manager, Gleneagles Hotel, Perthshire, Scotland, or from British & Irish Railways Inc.:

New York: 630 Fifth Avenue. Los Angeles: 510 West Sixth Street. Chicago: 39 South La Salle Street. Toronto: 4 King Street (West)

see "U.S." when it rains!



NEW U.S. RAYNSTER®

Lightweight, action-cut jacket—You're as free to swing as if the sun were out! Because the Raynster "Fairway" jacket is designed to give you maximum room to move. More, it's light and quiet—a soft, supple vinyl with a fabric feel. In beige. Sizes: S, M, L, XL. Only **5.95**



NEW U.S. PAK-A-WAY

Lightweight, flexible, tough—Now, the popular Pak-A-Way in a golfer's model! Made of a great new material that's so light you barely feel it. And so flexible it fits slickly over your shoes—folds flat, fits into your pocket or bag. Molded cleats. M (6 to 9) and L (9 to 12). Only **3.95**



United States Rubber

Rockefeller Center, New York 20, New York

Philadelphia CC Clubhouse

(Continued from page 43)

the course itself; the building of an \$80,000 swimming pool (the largest club pool in the area); four tennis courts; special rec facilities for teen-agers; and expanded accommodations for adult activities.

Two-Level Activity

The lower level of the building adjoins the pool, and has swimming lockers, a game room, rumpus room, soft drink and snack bar, juke box and lockers for teen-agers. The main level is generally reserved for adult activities and provides for a dining room accommodating 400 persons, a print gallery for loan collections, cocktail lounge, men's bar, main entertainment room, men's and women's 19th hole locker rooms, pro shop and bag room.

The kitchen was given the No. 1 priority location in the center of the main level. Thus, it can serve the main dining area, informal dining area and the cocktail lounge with the least amount of steps by waiting help. It is also convenient to the outdoor dining terrace. The kitchen includes a complete bake shop, five ovens, in addition to a number of broilers, fryers, and steam kettles. Five walk-in refrigerators, six reach-in refrigerators, a giant freezer, four ice makers are located in the basement. On the upper level are six guest rooms, a board room and club offices.

Although the clubhouse design is contemporary, interior decorations reflect some of the club's traditions and a good blending has been achieved with older and newer furnishings. There is generous use of fine semi-antique and antique pieces, some of which are exceptional by reason of both their age and their excellent design. The early American motif is repeated in old brass lamps and fixtures placed throughout the clubhouse.

Use Native Stone

The main dining room is dominated by a massive fireplace wall of Pennsylvania stone, complemented by floors of dark polished oak and panels supporting columns of light natural oak. The main lounge or cocktail lounge, on the far side of the stone fireplace wall overlooks the swimming pool. It is decorated with sturdy, handsome fabrics in shades of coral, yellow and green with black. Hastings Square furniture was chosen to reflect the relaxed character of the room. It is augmented by a fine 17th Century Italian cupboard, and by other imported an-

(Continued on page 68)



Paul E. Weiss, Superintendent of the beautiful Lehigh Country Club, Allentown, Pa. has used Peters soluble fertilizer over the past 6 years with out-standing results. Paul uses it to get controlled feeding during the troublesome summer months, using it in light applications along with his regular preventive spray treatments.



PETERS



18¢ PER POUND

300 POUNDS AND OVER
DELIVERED PREPAID
LESS THAN 300 POUNDS
F. O. B. ALLENTOWN, PA.

(ADD 3 CENTS PER POUND
WEST OF THE MISSISSIPPI)

**For An Outstanding
Preventive Spray
Program with
Controlled
Fertilization!**

SOLUBLE FERTILIZER

Peters 30-10-10 soluble fertilizer is manufactured by the Robert B. Peters Co., Inc. leading soil fertility control specialists and consultants to the florist greenhouse trade, from the results of over 80,000 soil tests done by them over the past 15 year period. Peters 30-10-10 soluble is a completely sequestered (no-precipitate, no residue) type fertilizer that contains ALL REQUIRED TRACE ELEMENTS in a chelated (completely available) form. It is compatible with all commonly used spray materials and is most effectively used to supplement the regular preventive spray program to obtain controlled fertilization. It contains a most effective penetrating and wetting agent.

ROBERT B. PETERS CO., Inc. 2833 Pennsylvania St., Allentown, Pa.

are playing with misfit equipment than is realized. In some ways that is a difficult problem for the pro. If he says that the pupil's clubs do not fit the pro may be accused of pushing to make a sale. A refresher lesson with a club supplied by the pro often does all the talking necessary in making a sale.

Along in midsummer when lesson business slacks off it is a good time for the professional to start using the refresher course program. It may take him a little time to get the idea across but before long his members will be grateful to him for examining their games, making repairs and checking them out in 15 or 20 minutes.

Philadelphia Clubhouse

(Continued from page 52)

tiques. Circular designs in the carpeting of gunmetal, yellow and orange tweed are reminiscent of old Pennsylvania Dutch buttermolds. Of special interest is the striking 15-foot high copper fireplace hood.

In the Rosewood Room, the new clubhouse's main entertainment room, walls of rosewood paneling and a very soft celadon colored plaster are complemented by furniture covered in beige, charcoal, orange

and yellow plaid fabrics, and in coral and mustard colored leather. Gracing the Rosewood Room are two very fine 18th Century architectural paintings.

In the men's bar, called the Mill Room, the dark polished walnut floor, deep terra cotta walls and attractively upholstered furniture are a forceful reflection of the room's vibrant personality. Important decorative notes in this room are an early Swiss perforated tin cupboard housing a TV set.

Generous use of glass in the dining and cocktail areas provides magnificent views of the rolling country of Lower Merion township. Don Beaver says that on an exceptionally clear day the skyline of Philadelphia, 14 miles to the south, can be seen.

"Functional" Defined

John H. Welsh says that the word "Functional," does not have an exact meaning, but for a lack of a better one must be used to describe the Philadelphia clubhouse.

"I would say," he explains "that functional means the way a building is used. It connotes the best use of and arrangement of space. But more than use is involved. Proper enjoyment of a space is functional. What we were seeking was a

CART-BAG

PROOF OF
POPULARITY ...

26 P.G.A. GOLF PROS have endorsed CART-BAG in our 1961 National Advertising !

These well-known Pros, sectional champions, officers and fellow-members of P.G.A., base their praise on experience. Each has sold 75 or more CART-BAGS.

You can benefit by their experience. Add CART-BAGS to your Pro Shop — prove their popularity with your club members. You, too, will find out why smart, colorful CART-BAG is Number ONE choice in Pro Shops nationwide — preferred for their lightness, easy-pulling convenience, durability and their aid to better golfing.

SOLD THRU PRO SHOPS ONLY

Write for illustrated folder

SIT-N-REST GOLF BAG CORP.

637 E. Center St., Milwaukee 12, Wis.



FOUR New 1961 Models

- For 6 Irons, 4 Woods
"SPECIAL"\$32.50
"COUNTRY CLUB" (with seat) 36.50
- For 10 Irons, 4 Woods
"MASTER SPECIAL"\$36.50
"MASTER" (with seat) 39.50

completely integrated country club environment."

Certainly, the kitchen location is very functional and so is the pro shop. The latter was placed on the first floor adjacent to lockerrooms so that members have to pass through it on their way to the course. Next to the pro shop is the golf bag storage area. Instead of the traditional horizontal storage, the bags are placed on slanted shelves.

Some Resisted Change

What motivated the building of the new clubhouse? Mainly the decision of the board to house all the club's activities under one roof at Gladwyne. Philadelphia CC, the third oldest chartered club in the country, was founded in 1890. Its activities for many years were centered in the Bala section of Philadelphia. It later built an 18-hole course at the present location and still later transferred all its golf activities there, retaining some of its recreational facilities at Bala. Putting everything in one location obviously required better service facilities, etc. In addition, some of the golfers at Gladwyne wanted better arrangements. They were using an old clubhouse. But not all were so minded. There is still a breed of golf-

ers who don't particularly care for modern country club living for the whole family. They are preoccupied with golf. In fact, some gripe that their last refuge of recreational privacy is being invaded.

All these factors had to be considered in building a new clubhouse. When the changeover to Gladwyne was made, many members also feared that the trek further out in the country wouldn't pay off. They underestimated the hunger for golf and country club living. Today present clubhouse facilities are already being overtaxed during peak periods.

Planning the Project

How was a project of this kind planned?

The most important thing, says Nolen (who is a member of the club) is to have a strong building committee which understands building and financing and knows how to say no. Some members want to go overboard on projects of this kind; others want to cut too much.

Nolen's firm had a close working relationship with the building committee. It also kept close tab on the desires of chairmen of other committees. In a membership operation arbitrary decisions could not be made.

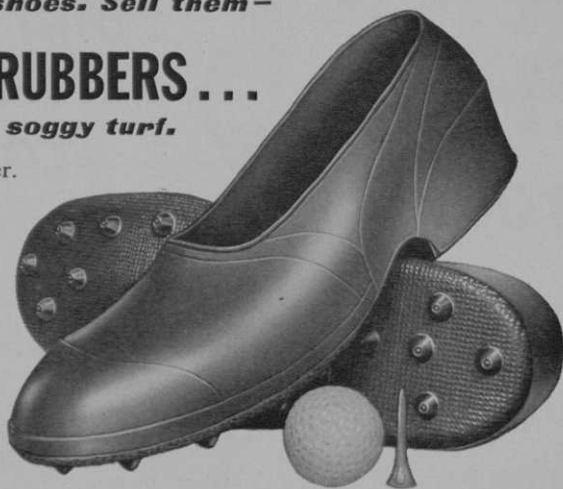
**Don't let your players spoil
expensive golf shoes. Sell them—**

TINGLEY GOLF RUBBERS...

for a firm stance on soggy turf.

Molded one piece in natural rubber.

No plastic or other substitute is used. Worn over ordinary street shoes, they are perfectly molded rights and lefts and because they stretch, 4 sizes provide a comfortable fit over any type of shoes 6½ to 13. Can be instantly washed inside and out... dry quickly. Will not cut or mark upper leather of shoes or roll over sole edge as plastic often does.



*Suggested retail,
from \$4.25*

**A few choice distributor opportunities are worth
investigating. Write or phone —**

TINGLEY
RUBBER CORPORATION
RAHWAY 26, NEW JERSEY • Est. 1896

More than 100 meetings were held by the architects with the building committee and other groups over a period of three years before final plans were approved. Visits were also made by Nolen and John Welsh to other country clubs to get useful background information. Twenty-three different preliminary schemes were submitted before a final decision was made. Minutes were kept of all meetings between club committees and architects and they served as a constant guide in providing the clubhouse facilities.

Work began on the new clubhouse in June of 1956. The building was dedicated about a year later. Nason & Cullen, Philadelphia builders, were the lowest of 12 competitive builders. The landscaping was handled by George Patton.

Philadelphia CC's new clubhouse has been financially successful, brought the membership closer together and increased recreational activities in many areas. In fact, it has been so successful in providing better country club living that the membership has approved the construction of still another building to augment present facilities.

The new, 10,000 square foot building, which will be a separate structure adjacent to the men's locker room area, will

house four bowling alleys, three squash courts, a caddie house and storage space for golf cars. Nolen and Swinburne also designed this building and it is expected it will be completed in Oct.

One of the first suggestions comes from Beaver. He became manager of the club after the new clubhouse was completed, but he speaks from a wide background of experience as a country club manager. "No question about it," he says, "this is one of the finest clubhouses in the country and I've seen many of them. It gives an atmosphere of spaciousness and gracious living, but I can see where it should have been made larger."

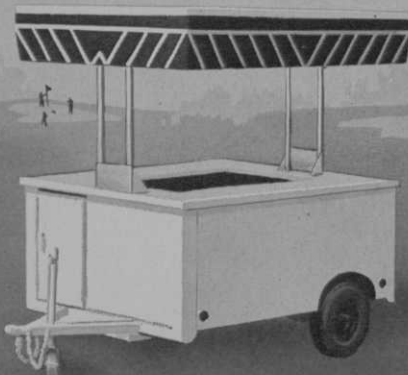
Nolen agrees on this point, pointing out that original recommendations called for a much larger building. But economy was a factor in taking a lesser plan.

Back of the House

Beaver suggests that any club contemplating a new clubhouse should consider 'the back of the house as well as the front.' As in most residential dwelling places, there never is enough storage space.

"Most clubhouses," Beaver adds, "never seem to have enough storage and maintenance areas. This is probably due to the exertion of pressures on the part of the members for areas and facilities that they

You're ON COURSE with TIMPCO's NEW Golfer's ON-COURSE Refreshment TRAILER



PROFITABLE • PORTABLE • PREFERRED

- IN STOCK for IMMEDIATE DELIVERY.
- WINCH-LIFT TOP closes when not in use.
- EASILY PORTABLE . . . weighs about 850 lbs.
- 27 lin. feet of counterspace, 12" wide.
- 75" wide, 82" long, 109½" long w/tow-bar.
- AUTOMOTIVE FINISH in your color choice.
- READY FOR SIGNS OR DECALS.
- 8' and 12' trailers also available.

YOU MAKE MORE GREEN . . . and friends, when foursomes can take a refreshing break far from your clubhouse. TimpcO's On-Course Refreshment Trailer let's you serve players wherever they are — especially profitable serving spectators during tournaments.



TIMPCO'S SELF-SERVE COOLER HOUSE

Protects machines from sun and vandals; closes, locks, when not serving. Automotive finish in your color choice. All-steel, lasts for years.

Send information on TimpcO's ON-COURSE Vending Aids

Course

Name

Address

City State

Timmons Metal Products Co.

Box 86, Columbus 16, Ohio

inhabit and use daily. However, members and committees should realize that they can only be served as efficiently as the work areas in the back of the house permit."

Other recommendations made by Beaver would provide for more permanent private dining rooms in addition to the main dining area and additional living quarters for employees. This would alleviate the constant and growing labor problem.

Pro Loma Frakes believes the pro shop could have been made larger, an indication of how golf activity has increased as a result of the new clubhouse.

Not Always Economical

Nolen and Welsh bring up another point which is important to a project of this kind. They say that cutting out something for the sake of economy may not be economical after all. For example, the original plans called for an elevator in the building. The building committee decided to omit it but after the new clubhouse was occupied, it was found that an elevator was needed and the members decided to install one. It cost twice as much to install as would have been the case if the elevator had been put in originally.

Nolen and Welsh feel that many clubs can build fine, functional clubhouses even though they can't afford one that compares with that of Philadelphia CC. They suggest starting from scratch and not trying to remodel an old building. Many clubhouses are old mansions which have been added to and added to and there is no economy in such conversions.

Hire An Architect

Another piece of advice is "don't try to design it yourself." Architects have high ethical standards and are not trying to sell something that isn't needed. They advise on how to meet needs in keeping with what can be afforded.

Philadelphia CC is carrying on some fine traditions at Gladwyne. At its old location at Bala, the club was the scene of the first regularly scheduled game of golf played in Philadelphia. The club's earliest activities centered around polo pony races and horse shows. Squash was introduced in 1901, trap shooting in 1929, and the club's first swimming pool was opened in 1930. The Open, played at Philadelphia CC in 1939 is memorable in that Byron Nelson, Craig Wood and Denny Shute engaged in a tight playoff duel that Nelson finally won.