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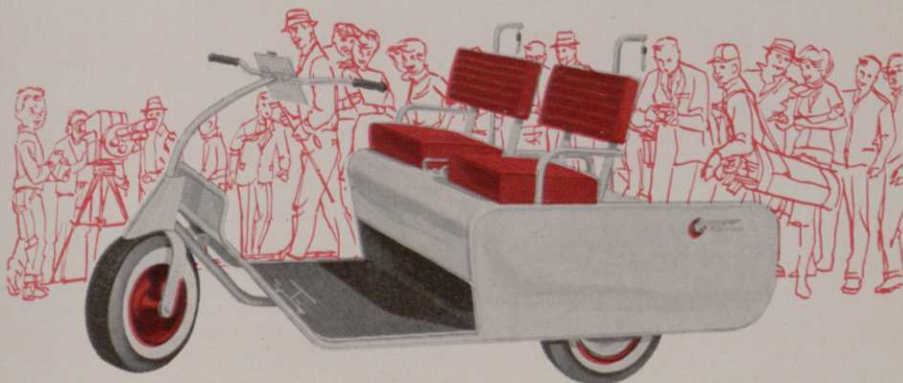
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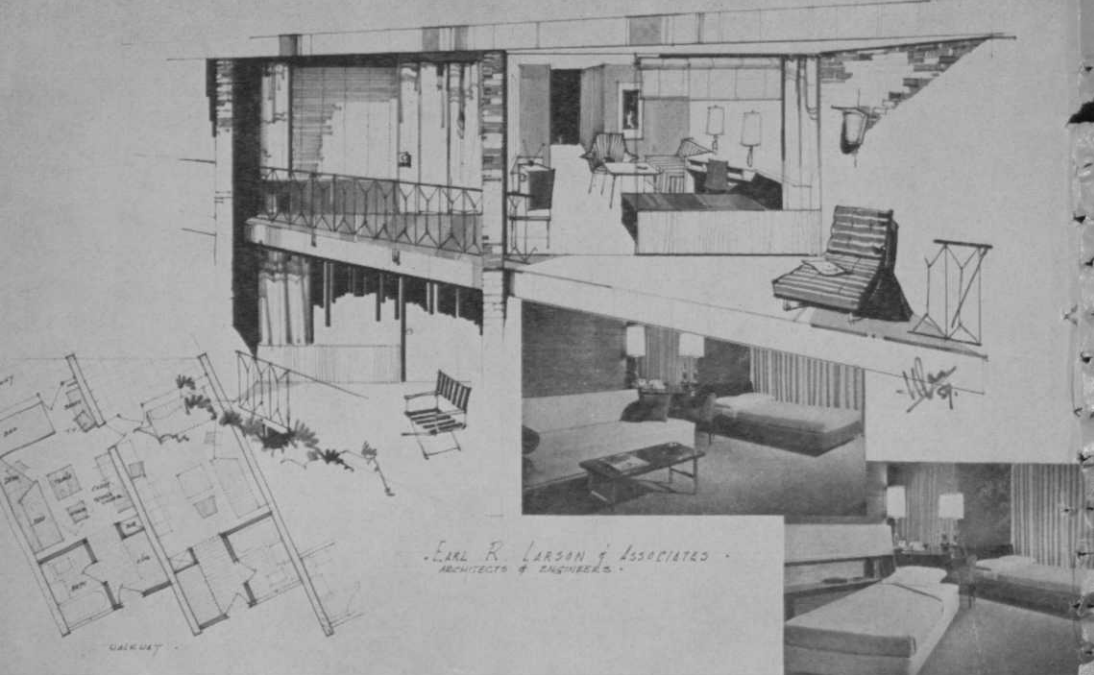
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Club Housing Units

Motel-type construction well suited for providing member, employee accommodations

By **EARL R. LARSON**

Earl R. Larson & Associates, Chicago, Ill.

MANY clubs at some time have had dormitory facilities for employees. Others have had facilities for members and guests for seasonal or weekend occupancy. Most of these have deteriorated over the years and many are no longer needed as the members are suburbanites and live within a short distance of the club. The cost of maintaining these facilities has risen sharply while income from them and usage have greatly diminished.

While this has been going on other changes have taken place. Members who have raised their families in the suburbs are going back to city living. But they still want to retain their ties with the old club, and the tollways and superhighways that bridge the distance between their new homes and their clubs make it rather easy for them to do so.

Inadequate housing at the club, though, makes it inconvenient for them to get as much out of the club as they would like. If they wanted to spend their weekends or even an occasional week or two at the club, the housing is not there for them. The dormitory, while it was fine before the war, has deteriorated into a decrepit building and probably is being used for storing machinery and course supplies.

Two Reasons for Building

This is one argument for restoring the old club dormitory or some kind of housing facilities. Another is that many clubs on an 11- or 12-month operating schedule these days find it difficult to attract good, permanent help to them because of lack of adequate housing.

The solution, though it may appear costly at first, is to scuttle the old dormitory or, if none ever existed, to construct buildings that satisfy present needs. Here, your architect can help in bringing in ad-

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ditional revenue and attracting both members and reliable employees who otherwise wouldn't be available because of the distance between the club and their homes.

Using construction similar to the motel-type building, locating it where it overlooks the pool or a scenic part of the course and getting a sufficient number of persons to use it will result in the creation of a "cabana or golf colony" development of your club. Cost per unit in most parts of U. S. should be around \$6,000. At first glance this may seem a little staggering but there are numerous uses for this type of housing facility and the "pay-out" period, you will find, isn't unduly long.

Points to keep in mind when considering this type of building are:

LOCATION

1. It should overlook the pool or course;
2. It should back onto the parking lot;
3. It should be used to shield some unattractive area of the club such as the back end of the club or the caddy lot.

TIME

1. Approximately 3 months construction time is needed for this type of building.

FEATURES

1. Central Heating;
2. Individual Room Air Conditioning;
3. All brick and concrete construction;
4. It should be "maintenance minimized";
5. Plate glass windows to reduce building costs;
6. Individual access to each room;
7. Two stories high, offering lower building costs and providing the same view for all units.

USES

1. These units can be sold on a "co-operative" basis to the membership. The club could lease the land to the co-op group for a certain period of years. At the end of this period, the club would have the option of purchasing the entire building or the rental price could be payments on the building by the club whereby it reverted back to the club after "X" number of years. Initial cost of the construction and operating costs could be borne by the co-op group.
2. Rooms could be made available to the members on a daily, weekly, monthly or seasonal basis.
3. Business conferences, tournament

groups, or members, house guests could be accommodated in this type of facility.

4. Key personnel, i. e., pro, chef, manager, etc. could be housed in these units and housing given in lieu of salary.

CAUTIONS

1. No cooking facilities should be contemplated.
2. Interior decorating should be similar in all units to allow shifting of furniture for special needs and to insure mass buying of furnishings.
3. Interiors as maintenance-free as possible.

MODIFICATIONS

1. Units could make a desirable facility over new pro shop construction.
2. Units could be incorporated in the upper level of a shower room facility.
3. Units could be on the top story of new club house construction.
4. Units could contain a small coffee shop, giving food facilities for Gun club operations; Days the club is closed; "Off Season" feeding; Additional feeding for special occasions.

Ladies PGA Circuit Hopes for Most Successful Year

The Ladies PGA circuit, which has been unusually successful in the last two years from a financial standpoint, is expected to be even more lucrative this year. The tour which started at Sea Island, Ga., in Jan., will extend into the fall with the final stops being made in California.

In 1960, prize money totaled a little less than \$200,000, falling short of the record year, 1959, when it amounted to \$215,000. Louise Suggs was the leading money winner in last year's campaign with \$16,892, winning slightly more than Mickey Wright. Mickey, however, smashed all scoring records as she averaged 73.25 strokes for 75 rounds.

Four new faces will be seen on the tour this year while Joyce Ziske, who came into her own in 1960, is dropping out to get married. She was runnerup for the Women's Open title last year and finished among the top money winners. The newcomers are Carol Mann of Flossmoor, Ill., Judy Kimball, former Iowa state champion, and two former winners of the Georgia state crown, Barbara Green and Janice Phelps.

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London Hunt and Country Club, London, Ontario, Canada



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Officers and directors of the Mid-Atlantic GCSA, elected when the organization held its annual conference in Baltimore early in January are: Front row (l to r): Carroll Hitchcock, Woodholme CC, Pikesville, Md., dir; Angelo Cammarota, Green Hill Y & CC, Salisbury, Md., sec.-treas.; George C. Gumm, Ocean City G & YC, Berlin, Md., pres.; William E. Wright, Norbeck CC, Rockville, Md., vp.; James A. Reid, Suburban Club, Baltimore. (Back row — all directors) Stanley Zontek, Manor CC, Rockville; Frank Dunlop, Baltimore CC; Barclay Whetsell, Westbriar CC, Vienna, Va.; L. R. Shields, Woodmont CC, Rockville; David Canavan, Bolling CC, Jeffersonton, Va.; and James E. Thomas, Army Navy CC, Arlington, Va. A total of 176 persons attended the two-day Mid-Atlantic conference.

Report Tells How Golf Fares in Open Space Race

By HARRY ECKHOFF

National Golf Foundation

Demand for all forms of outdoor recreation will increase at an unprecedented pace during the next 25 years and the role of county recreation will grow dramatically because of this. This is the theme of a study entitled, "The Race For Open Space," just released by the park, recreation and open space project of the Tri-State N. Y. Metropolitan region.

Increased demand will result because of these factors: The housewife, as well as her husband, has more leisure; teenagers have more cars and more mobility than ever before; larger numbers of older people are retiring at an earlier age when they still have many active years ahead. All these things point to more participation in golf, swimming, boating and similar activities with greater frequency than just weekends and because of a widespread desire to have facilities within 15 or 20 minutes of the home.

To meet these needs, the project has set a standard of 12 acres of county parks for every 1,000 of the county's 1985 population or 5 per cent of the county's total area, whichever is greater. The project suggests the following distribution for the 12 acres: swimming and beach, 1 acre; picnicking, 3; golf, 2; organized games

and specialized activities, $\frac{3}{4}$; boating, $\frac{1}{4}$; natural area activities, 5. The project recommends an increase in county and state parks from their present 122,000 acres for the Tri-State Metropolitan region to 560,000 acres by 1985.

Says the project report in part: "Golf has a special importance. It is enjoying a dramatic growth in popularity. Demand has become legendary. Course waiting times are announced over the radio. All public courses in the Region report that they are played up to and beyond their capacity on weekends."

A survey of courses was recently made by the open space project officials for the Tri-State N. Y. Met region (it extends in a radius of roughly 50 miles from mid-Manhattan and includes 22 counties in N. Y., Conn. and N. J.) in cooperation with the Metropolitan GA and National Golf Foundation. Results of the survey:

There are 268 courses in the region utilizing 43,933 acres. Privately owned courses number 226. This is in line with the national averages as Foundation records show that about 85 percent of the nation's courses are privately owned.

Louisiana Turf Officers

C. L. Deare is pres. of Louisiana Turfgrass Assn. for 1961. Other officers are Lou Vickers and C. D. Smith, vps, and Claude Whalen and Steve Clifford, vice secs.

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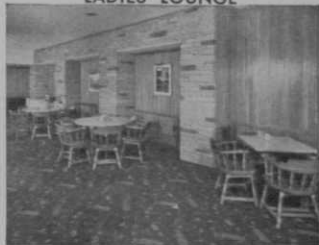
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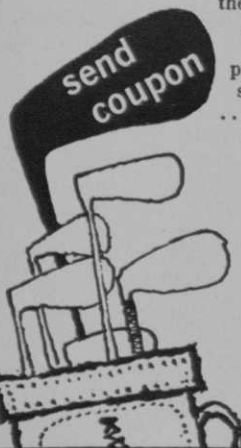


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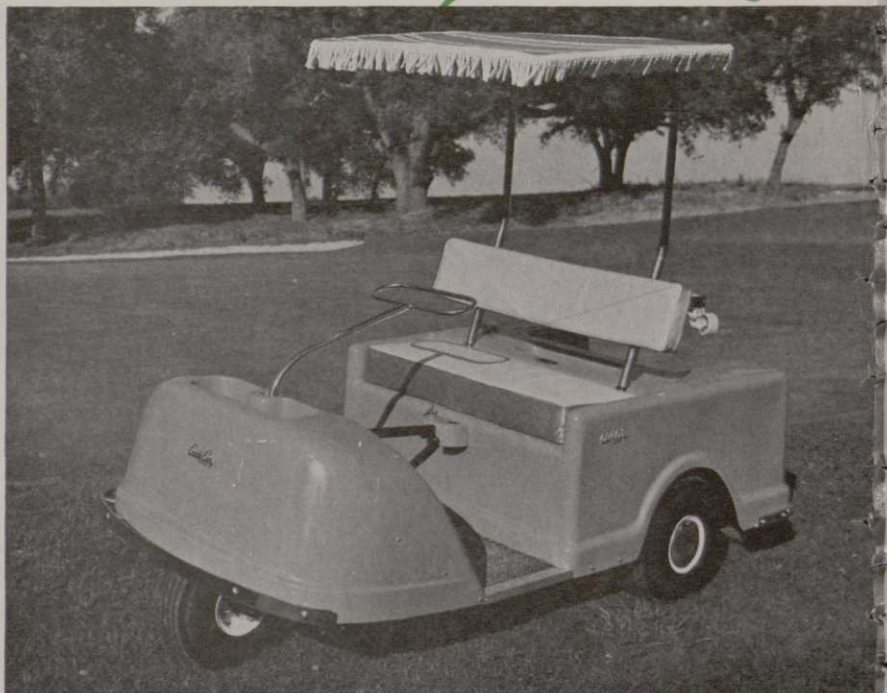
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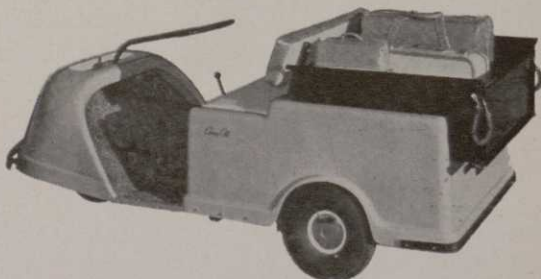
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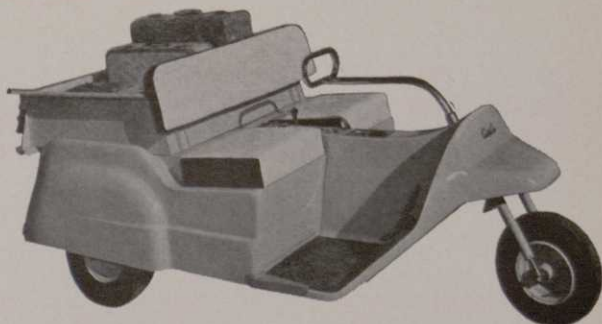
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Your Built-In Market Survey

*Check the bags of the women players
and you'll find out whether they're
buying from you or a competitor*

By **ERNIE SABAYRAC**

Pres., Ernie Sabayrac, Inc., Hialeah, Fla.

IF YOU want to be jolted by seeing where pro shops are losing a big and profitable sales volume every year, look into women's golf bags.

If you are one of the wise pro businessmen who watches for opportunities to bring in new business and profits, look into women's golf bags.

If you want a sudden awakening to the fact that pro shop policy and operation may have to be drastically changed, look into women's golf bags.

If you are one of the many professionals who have reported what I have seen printed in **GOLFDOM** about women's pro shop patronage not increasing nearly as fast as the increase in women's play, look into women's golf bags.

What is in women's bags will tell you a story of the future of pro shop business.

It is one that should shock every thoughtful professional. It is a story not only of many dollars of clubs sales lost, but of a chance lost to establish the pro shop as the source of everything the woman player wants and needs.

When you have established the habit of buying in the pro shop among your players you have protected your present and future in pro business.

It is sad but certain that women are not being educated to buy in pro shops even though the pro is, or should be, acutely aware that they are buying a large volume of equipment, and even apparel, from department stores.

This dangerous blind spot in the pro merchandising view isn't the fault of women. So, it must be the pro's fault!

Many years ago pro shop merchandising began and ended with selling bench-made clubs along with balls and bags. The habit of buying from the pro shop was established among men and women because there were not many other places to buy golf equipment. There never has been another golf goods store as conveniently located as the pro shop. That was a big factor in merchandising in the old days. Pros should con-

tinue reminding prospective customers of the exclusive and attractive element of pro shop convenience!

Aggressive Selling

The great growth of women's golf in the past few years has changed the picture of shop merchandising. Stores are going after women's golf business with aggressive advertising, low pricing, smaller sets and displays that get women's attention when they are in a buying mood.

