

Rolling Green Country Club Finds Road to Success

TEAMWORK BUILDING UP FINE HOME FOR GOLFERS

Business Methods Applied and Members Enjoy the Game Without Fear of Assessments.

By RAY C. PEARSON

OUT west, directly west of Kenilworth on Rand road, there is a golf club which started as a small organization and has grown into a big one in three years, just because those interested in the venture wanted golf and among other things wanted to demonstrate that business men with pep and energy could operate a private club at a reasonable cost.

We want to explain that in the beginning those business men who got together and organized this club three years ago made it their purpose to stick tenaciously to a principle that this club would be operated on a modest business basis which would give to its members all the enjoyment that is found at any club, sans high dues and the joykilling assessment taps.

Self Supporting Club

This club is the Rolling Green Country club and out there the members will tell you that they're "sitting pretty" and pelting the little pill around the course without a care. One doesn't have to wait for his "ship to come in" before he can be a member of Rolling Green. Instead of swinging upward, as so happens at many private golf clubs, the dues, it is promised, are to take a downward dip to the low figure of one hundred and twenty dollars a year when the membership roster is filled. It is stated that when that time arrives the club will be out of debt and also have a surplus.

But listen to this which concerns the dreaded "golf club bugaboo." The club, we are told, in its three years of existence has never levied a membership assessment. That stands as a tribute to moderate priced golf.

We are furnished some figures which are interesting. The club was organized in 1924 when it purchased the land, a total of one hun-

dred and sixty acres on what is claimed to be the highest peak in Cook county, for \$500 an acre. At the end of the first year of operation a profit was turned. That profit was represented by eighty-five dollars. But while eighty five dollars is only chicken feed at golf clubs the fact that there WAS a profit was sufficient to cause elation among the members.

Something in Real Profits

Now leap along. In 1926 the operating profit amounted to \$3,400. In 1927 it jumped to a trifle over \$5,000.

It is interesting in this connection that even the dining room which at many clubs is a liability, showed a profit at the end of the season.

Therefore the big point the Rolling

Green members like to stress is that such success has made it possible to escape the assessment taps.

President MacAdams was asked how this achievement was accomplished.

"First," he replied, "there never has been any promotion costs of any kind; secondly, the enthusiasm and teamwork of the members has resulted in the saving of many dollars. Members have contributed generously of their talents. Our attorney donates his services and our engineer members have assisted greatly in the service of constructing our program. Costs have been kept down at every turn just as good business men do in seeing that they get their money's worth."

But here is something else which

the market for a real estate investment; we bought because we wanted our own kind of a golf club."

Well Worth a Big Grin

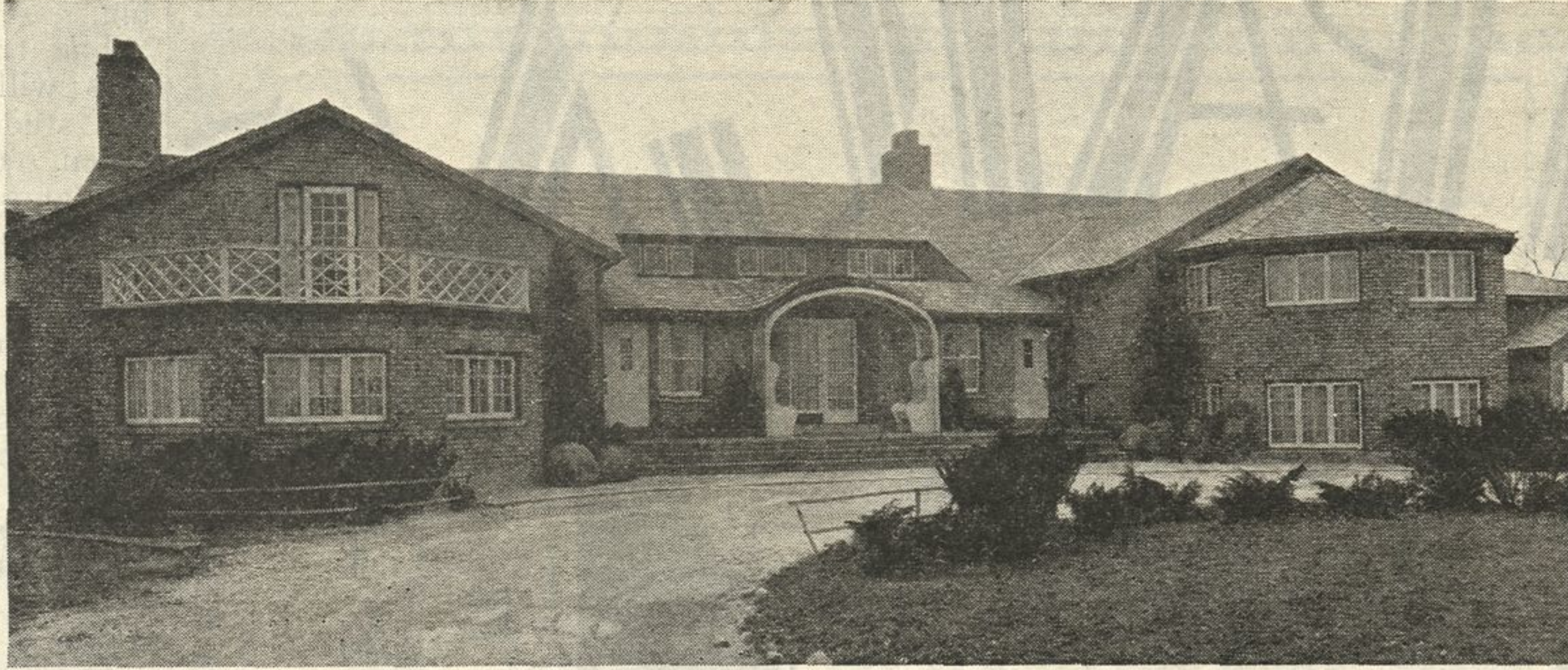
But while he said it there was a grin, for the satisfaction of the member is certainly not lessened by such an increase in his equity, as represented by land.

Rolling Green has some features that some other clubs do not boast. There are two courses, twenty-seven holes in all. The eighteen hole course is the men's course and there is a separate nine hole course for the women. The men's course is 6,300 yards long. There are plenty of natural and artificial hazards. It has a lake, a blind green and all the variety that the skill of the modern course architect could develop. The course was not well wooded, but this is being remedied by the planting of hundreds of trees.

Clubhouse is "Homey"

The men's course occupies one hundred and thirteen acres while the remainder makes up the women's shorter course. The women enjoy a "sporty" course. It is well wooded and has two natural water hazards, one the bullrushes, home of the muskrats and water fowl, and a graveyard for golf balls.

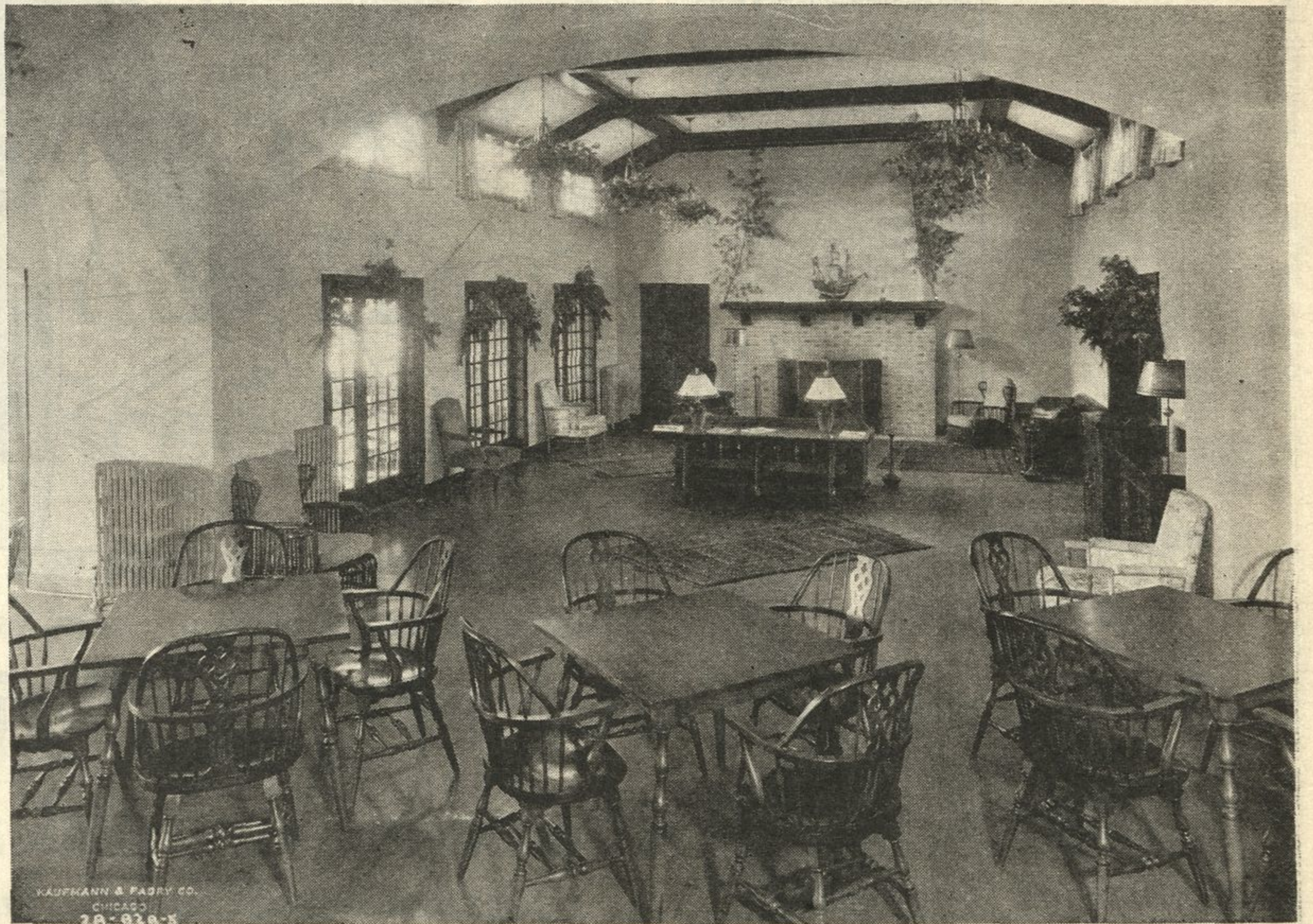
The clubhouse was built for golfers. It is one of those low rambling struc-



Editor's Note—They may not have used these exact words, but after the writer of a series of stories telling about the golf clubs of the north shore had finished his task last fall there came to him a few notes from members of the Rolling Green Country club saying:

"Don't you know about us?"

Sure we do. Just a little tardy but here we are with the story of Rolling Green. "Fore!"

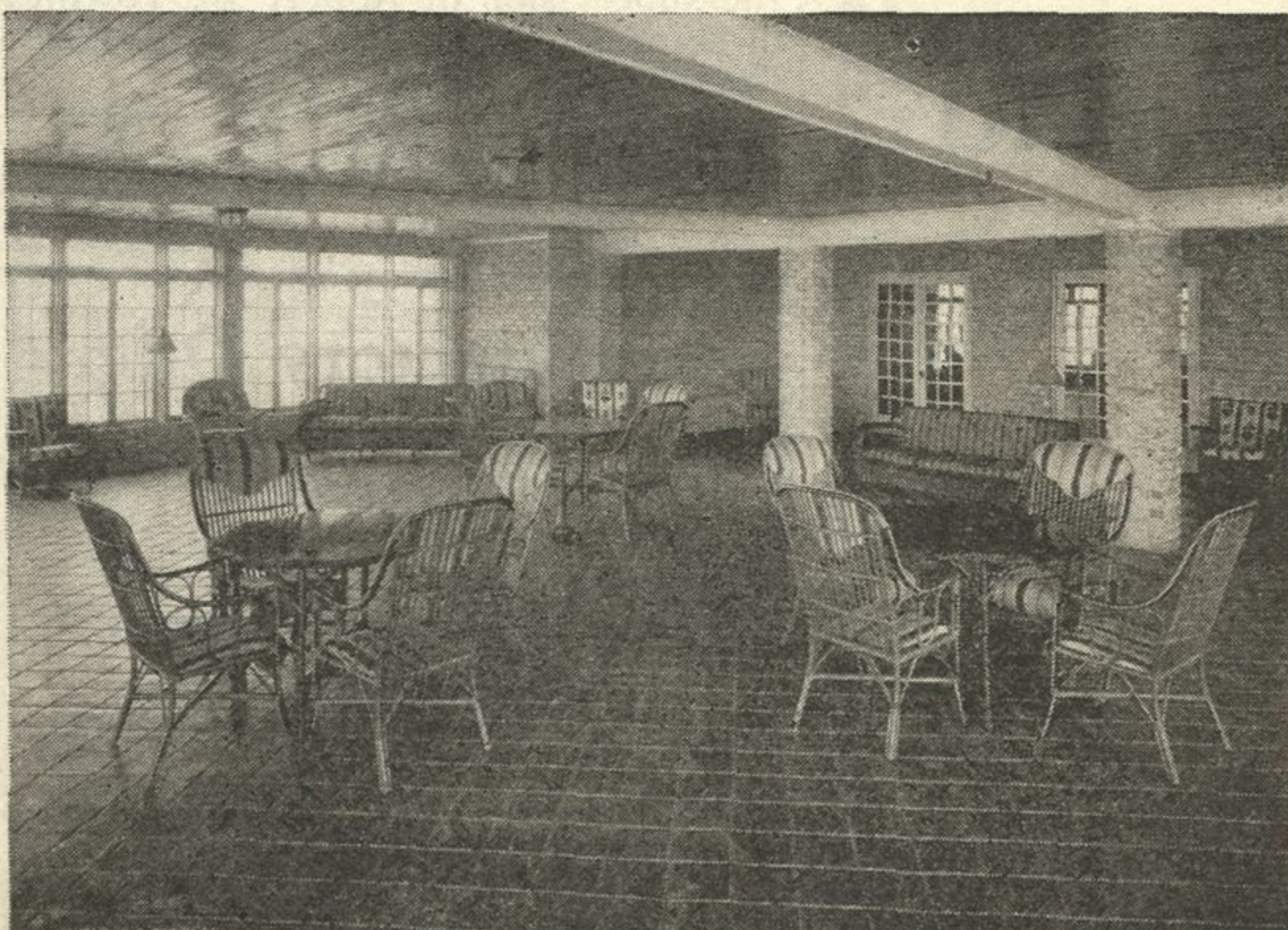


The pictures: at the top the Rolling Green clubhouse, a long rambling "homey" structure; below to the right is shown the dining room and at the bottom to the left appears the lounge.

hasn't anything to do with golf. It has been mentioned that the club bought the land for \$500 an acre. The land, we are informed, is today valued at three times that price. But one member emphasizes this:

"We didn't buy because we were in

tures that folks call "homey." It has a distinctive lounge and a sizeable solarium, several card rooms, a sun roof, doubledecker locker rooms in one end of the building for the men and at the other end for the women, and a tiled swimming pool.



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