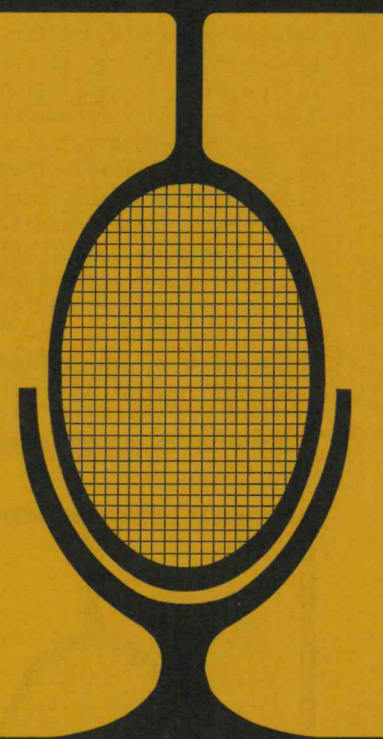
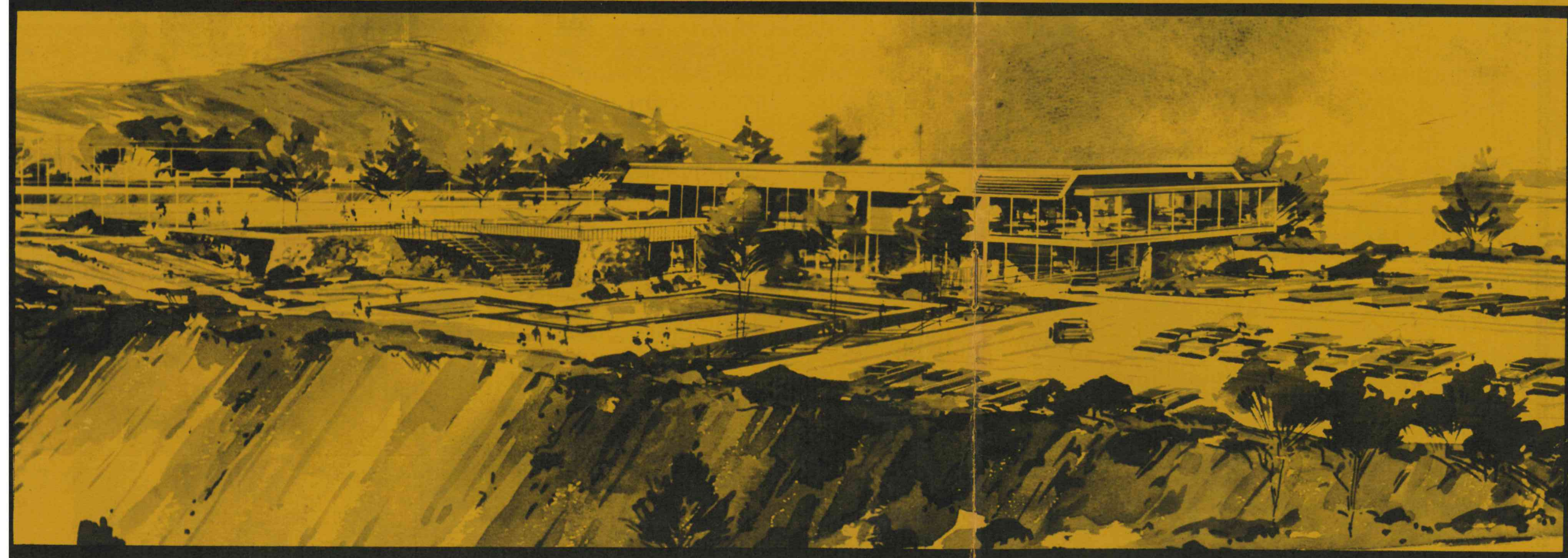


SOUVENIR EDITION—DECEMBER, 1966



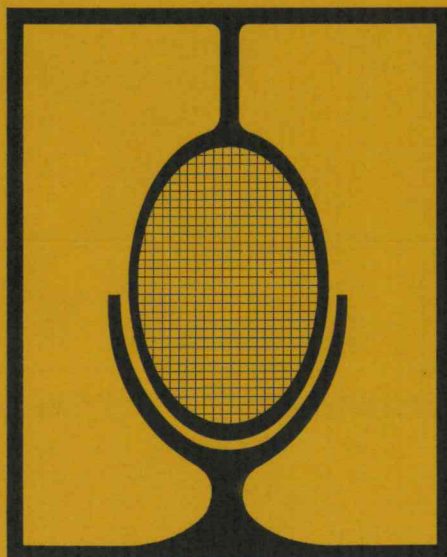
THE SUMMIT

Rarely is the concrete fulfillment of a dream to be seen. Hardly ever is the firm realization of misty, far-flung wishes nebulous in the beginning as a silken spider's web brought to the actuality of successful achievement. Almost never is such an accomplishment completely the work of volunteers who have given of themselves with generosity above and beyond the call of duty.

Yet this is the case with the Mulholland Club.

On the site of a barren hillside which was rock and rubble short years ago, now stands a completed building, modern and handsomely conceived in every respect, graciously landscaped with beautiful courts surrounding it. Inside, the friendly interior beckons with warmth and grace to members to enjoy every aspect of modern hospitality, of sports, of companionship and conviviality with the breadth and space of gracious family living.

This is a dream come true. High above the city is this spot which will remain untouched by the inroads of haphazard building, of rushing automation, of screeching cosmopolitanism. Today — and in the many tomorrows to come — members are protected in their private retreat to live a friendly, family life of health and vigor and beauty to revive and nourish body and spirit. Forgotten are the endless hours of planning, the myriad problems, the frenetic conferences and worries . . . now is the hour — and Mulholland is ours to have and to hold forever as a shining oasis of the beautiful life in the midst of the harsh overwhelming reality of a vast, noisy machinated city.



#### WILLIAM J. McCLELLAND

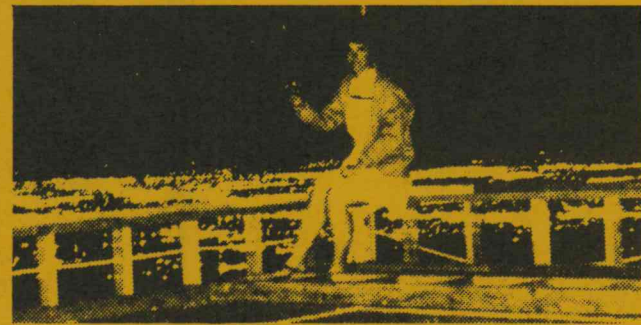
It is not necessary for me to tell you how much I have looked forward to the opening of our club, and how much I hope the club, in its completed form, will please you. The things I most look forward to now are getting to know you, and your getting to know each other.

In my position, I have had one of the best opportunities to meet the membership, and I believe you will be very pleased with the people you will associate with, swim with, play tennis with, drink with, work out with, or whatever with.

All of our many facilities, and the wonderful programs that have been planned by your Board and committees, should provide an abundance of social activities and recreation for ourselves and our families. This will be amplified by the new friends (as well as old ones) that we enjoy them with.

As in all social and business relationships (and this is both), there will be a period of adjustment. But I am sure, from what I know of our membership, that we have the patience and tolerance to have fun while adjusting.

Well, our club is here . . . May we enjoy it in good health . . . May the games be played with good sportsmanship . . . and when you get tired . . . May we meet at the bar!



The wind blew with a soft urgency across the mountain top, fanning the fire smouldering in the minds of the men as they stood, brooding over an idea. The stature of this idea was overshadowed only by the grandeur of the scene before them. For on the hilltop where they stood and with each degree as they turned, every aspect of the panorama seemed to further convince them of the basic soundness of their idea . . . a compelling force driving home the need to be a part of this, to surround themselves and their friends with this beauty in their leisure hours.

They returned to the scene time and time again. Below them lay the city, a restive giant of a city, massive and sprawling. Quiet, noisy, tranquil, turbulent. But from their eagle's lair, the men succumbed to the aerial feeling of detachment. That free feeling lifted them now with a new desire to set the wheels in motion for the great idea.

Ideas! What fantasies, what projections the mind can create. Instant magic to lure the imagination, to eject out of the ordinary, to sweep the undecided along a current of masterful direction. The creators of the great idea were now endowed with a special insight. In their minds, the vision was complete. A mass of steel and concrete *would* rise from this hilltop, luxurious and elegant to house their dream. They were sure . . . and they were ready to share their vision with friends and neighbors. It was a small group at first, this nucleus — but a powerful one dedicated to putting the wheels in motion.

The moment of truth had indeed arrived.

Through personal magnetism enhanced with visionary zeal, this nucleus used the force of the spoken word alone to spark widespread interest in a still nebulous idea. Enough interest to call the first public meeting to present the idea in broad form. Suggestions were presented — some accepted, some rejected. The structure of the complex whole was presented in all its phases . . . legal, zoning, construction, financial, membership facts were thrust upon this group. Many became charter members . . . many offered their talents and their time to help build on the idea. Committees were formed, covering all phases necessary to perform the varied functions.

Time went on, with the action at time snowballing, at times hindered by unexpected emergencies and obstacles. Each situation was dealt with the same determination that generated the original idea. Some of the bridges that had to be crossed, the long hours involved hurdling difficulties were shouldered by the few who chose to become the backbone of responsibility. Busy, busy people who somehow knew how to get things done, who knew how to relegate less important, but still vital, tasks to others. Somehow, everything did get done and for some, the first concrete evidence that put the vision into real form was the breaking of ground. The ceremony itself activated new interest, for no longer was a crystal ball needed to foresee the club in its completed form. Committees worked with renewed vigor . . . meetings were lively and spirited . . . the climax was near and everyone felt it. Building began. The Mulholland Club was beginning to take shape — a form that with the raising of each wall, the hoisting of each steel girder, was to bring us all a step closer to this moment . . . the moment where we all now are a real part of the dream of a few, surrounding ourselves with the luxury born of a great idea . . . the Mulholland Club.



## MEET...

*Vernon C. Carnes*  
CLUB MANAGER

Vernon Carnes is the soft-spoken, well-groomed, efficient, ex-Texan who will serve as the Club's general manager. That is, he will over-see every aspect of the Club's functioning, from staffing to stuffing.

And well prepared for the mammoth task he is. He holds a degree in club management from Texas Tech University; four certificates from Cornell University Hotel School; and he has worked in the club management field for the last sixteen years — all of his adult life. He comes to us from the Lake Arrowhead Club.

What is most obvious about him is his dedication to his job. Ask him about his hobbies, what he likes to do most, and he'll reply, "My work — club management." Even deep sea fishing in Mexico is relegated to second place.

His enthusiasm for the position offered by our Club began with the selling job done by those ten beloved and beleaguered pitchmen, who can, by now, interest anybody in anything... our Board of Directors. "I liked their ideals and projections," says Vern. "The membership is youthful, the opportunity for growth seems great, and above all, the location is fabulous."

He envisions the general operation of the club as "a center of activity for all members and their families." And his stand on the matter of the restaurant is strong: "Without good food, you don't have a club."

Vern gives the definite impression that the many details of the Club's management are well under control, much to the envious chagrin of this interviewer who managed to char beyond recognition, the family dinner on the family barbeque, at the very same time our conversation was taking place.

*Duke Bogatay*  
TENNIS PRO



Id, ego, super-ego, and super tennis. That's the way the Classical Freud bounces when you take lessons from Mulholland Club Pro, Duke Bogatay.

You'll hear Duke talking a lot about "subconscious feeling." He's even writing a book about it. How many times have you said to yourself, "I know I'm going to miss that shot," and then proceeded to do just that? Duke says, "Most people experience a built-in feeling of penalty, a feeling that something will go wrong when they hit the ball and they will be punished. This, of course, detracts from contacting the ball properly." Duke goes to great lengths in his teaching to reduce this kind of self-defeat.

He is a big, imposing figure of a man, whose very size suggests a tennis serve twice the speed of sound. When at leisure, Duke seems to sort of sprawl around, which is no wonder since his non-leisure activities have kept him actively, and often professionally, involved with skiing, skating, swimming, tournament table tennis and mountain climbing.

Duke was born in Czechoslovakia, and grew up in Yugoslavia, from which he daringly escaped in 1952. It was extremely difficult to get out of the country at that time, but his athletic ability freed him: he skied the Alps to cross the border. He spent the next three or four years, before coming to the States, in Italy, Austria, and other parts of Europe, working as a tennis pro and playing international tournaments.

He has a ready sense of humor, and a reassuring fondness for children makes its way in, through, and around Duke's conversation. Duke Bogatay may be contacted by calling the club number.

# meet your committees



## HOUSE COMMITTEE

Chairman . . . Alfred D. Rose

It is the task of the House Committee to meet with and co-ordinate all the committees which have been organized to make the Mulholland Club function. Comprising the House Committee are the Chairmen and Co-Chairmen of all the following committees. All of the Rules and Regulations set forth by each committee had to be presented to the House Committee and passed by the Board of Directors before they were adopted. The Rules will be reproduced in booklet form and sent to members.



## BUILDING COMMITTEE

Chairman . . . Al Dick

The initial phase of the building committee's function has been nearly completed; to provide membership with the finest club facility in Southern California. While there will be completion details carried on for several months, the bulk of the project is completed. The Building Committee will now carry on the task of consulting with the House Committee and Board on future additions and improvements and major maintenance problems as they pertain to the structure, courts and pool.



## HEALTH CLUB & GYM COMMITTEE

Chairman . . . Michael B. Holland

Activities, including an adult "Early Bird" program, Saturday physical fitness for boys and girls, as well as Men's and Women's supervised physical fitness and conditioning programs, are now being scheduled. Lee Wexler and Guy Remsen have been retained by the Club to supervise the Women's and Men's Health Club and Gym facilities.

- Fully equipped Men's and Women's Gyms • Masseur and Masseur
- Finnish Sauna and Steam Room • Supervised Physical Fitness Programs



## INSURANCE COMMITTEE

Chairman . . . Armin Dolin

The Insurance Committee is charged with the task of seeing that both membership and club facilities are fully protected by insurance coverage. Because of the uncertainty of actual requirements at this time, the insurance committee will continue to revise insurance coverage in order to obtain the best insurance values.



## PUBLICITY & PUBLICATIONS COMMITTEE

Co-Chairmen . . . Murray Drucker and William Froug

This committee has a twofold function: The Publicity subcommittee disseminates information through various media to the general public extolling the virtues of our club; the Publications subcommittee produces all graphic material for both club members and the general public when requested. In addition to this souvenir issue, a periodic newsletter and directory are planned.

## MEMBERSHIP COMMITTEE

Chairman . . . Helen Stout

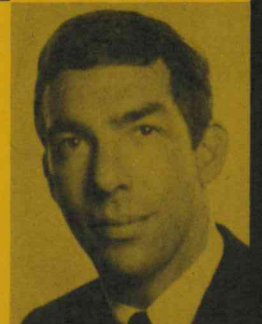
With 330 members, our membership subscription is filled and this chairman's job is considerably lightened. From now on, any inquiries regarding applications to get on the waiting list for the occasional transfers that become available, should be referred to the club secretary or the manager. In these days, where the stock market is taking a dip, owning a share in the Mulholland Club is a great asset.



## FINANCIAL COMMITTEE

Chairman . . . Joseph Segal

The financial committee is happy to report that the club opening culminates over two and one half years of work. It encompassed preparation of financial statements to obtain corporate permits, various budgets, and the securing of the first mortgage. The continuing function of this committee will be to deal with financial problems as they arise and to finalize our long-range financial structure.



## TENNIS COMMITTEE

Co-Chairmen . . . Armin Dolin and William Rosensohn

The tennis committee has developed programs related to interclub competition, organization of a tennis ladder, a tennis night and encouragement of interest in tennis among junior members and wives. Rules have been adopted by the committee covering use of courts. These rules evolved as a result of a questionnaire sent to members. This committee's purpose will be to make courts available to all members on an equitable basis.



## SWIMMING & DECK COMMITTEE

Co-Chairmen . . . Dr. Lee S. Akin and Robert Seals

The swimming and deck committee has established rules and regulations governing the use of the pool and deck area to provide the maximum enjoyment for all members. Activities of interest to swimmers and spectators of all ages are being planned. Lessons for beginners as well as advanced swimmers will be available.



## PROGRAM & ENTERTAINMENT COMMITTEE

Co-Chairmen . . . David Deitch and Leon Bruck

The function of this committee involves the planning of all special and regular activities confined to the "social" (upper) floor of the club. The activities will include: family night featuring informal dining, movies, games and special dinners for children; bridge and pan nights as well as luncheons, fashion shows and movie nights.



# activities of your club

## Sunday

DINING ROOM (brunch) 10:00 A.M. - 2:00 P.M.  
 (buffet) 4:30 P.M. - 7:30 P.M.  
 BAR 10:00 A.M. - 10:00 P.M.  
 MEN'S HEALTH CLUB & MASSEUR 11:30 A.M. - 8:00 P.M.  
 WOMEN'S HEALTH CLUB & MASSEUSE 9:00 A.M. - 5:30 P.M.  
 LOCKER ROOMS & ATHLETIC FACILITIES (winter hours) 9:00 A.M. - 8:00 P.M.  
 SWITCHBOARD 9:00 A.M. - 9:30 P.M.

## Monday (CLOSED)

## Tuesday

DINING ROOM 11:30 A.M. - 9:00 P.M.  
 BAR 11:30 A.M. - Midnight  
 MEN'S HEALTH CLUB & MASSEUR 9:00 A.M. - 5:30 P.M.  
 WOMEN'S HEALTH CLUB & MASSEUSE 9:00 A.M. - 5:30 P.M.  
 LOCKER ROOMS & ATHLETIC FACILITIES (winter hours) 9:00 A.M. - 8:00 P.M.  
 SWITCHBOARD 9:00 A.M. - 11:00 P.M.

## Wednesday

DINING ROOM 11:30 A.M. - 9:00 P.M.  
 BAR 11:30 A.M. - Midnight  
 MEN'S HEALTH CLUB & MASSEUR 11:30 A.M. - 8:00 P.M.  
 WOMEN'S HEALTH CLUB & MASSEUSE 9:00 A.M. - 5:30 P.M.  
 LOCKER ROOMS & ATHLETIC FACILITIES (winter hours) 9:00 A.M. - 8:00 P.M.  
 SWITCHBOARD 9:00 A.M. - 11:00 P.M.

## Thursday

DINING ROOM 11:30 A.M. - 9:00 P.M.  
 BAR 11:30 A.M. - Midnight  
 MEN'S HEALTH CLUB & MASSEUR 11:30 A.M. - 8:00 P.M.  
 WOMEN'S HEALTH CLUB & MASSEUSE 9:00 A.M. - 3:30 P.M.  
 LOCKER ROOMS & ATHLETIC FACILITIES (winter hours) 9:00 A.M. - 8:00 P.M.  
 SWITCHBOARD 9:00 A.M. - 11:00 P.M.

## Friday

DINING ROOM (Family Night) 11:30 A.M. - 9:00 P.M.  
 BAR 11:30 A.M. - Midnight  
 MEN'S HEALTH CLUB & MASSEUR 11:30 A.M. - 8:00 P.M.  
 WOMEN'S HEALTH CLUB & MASSEUSE 9:00 A.M. - 5:30 P.M.  
 LOCKER ROOMS & ATHLETIC FACILITIES (winter hours) 9:00 A.M. - 8:00 P.M.  
 SWITCHBOARD 9:00 A.M. - 11:00 P.M.

## Saturday

DINING ROOM 11:30 A.M. - 9:00 P.M.  
 BAR 11:00 A.M. - 2:00 A.M.  
 MEN'S HEALTH CLUB & MASSEUR 11:30 A.M. - 8:00 P.M.  
 WOMEN'S HEALTH CLUB & MASSEUSE 9:00 A.M. - 5:30 P.M.  
 LOCKER ROOMS & ATHLETIC FACILITIES (winter hours) 9:00 A.M. - 8:00 P.M.  
 SWITCHBOARD 9:00 A.M. - Midnight

## Calendar Memos

**BANQUETS:**  
 Wednesday, Thursday & Saturday (Banquet Room)  
 Sunday (Main Dining Room—after 8:00 P.M.)  
 Monday (All Facilities—all day)

**VALET PARKING**  
 Lunch and Evening hours only

**FAMILY NIGHT**  
 Friday  
 Movies for the children and Programs of interest for all.

Compliments of

A Friend

Compliments of

A Friend

## BOARD OF DIRECTORS



WM. J. McCLELLAN  
President



IRV ZEIGER  
Vice-President



JOSEPH SEGAL  
Treasurer



WILLIAM SEAY  
Secretary



DONALD BARR



CHARLES COLWELL



AL DICK



ARMIN DOLIN



ALFRED ROSE



HELEN STOUT

## *The Mulholland Club*

2555 Crestview Drive  
Los Angeles, California 90046  
Telephone 654-0550

## PUBLICATIONS COMMITTEE



MURRAY DRUCKER



ED WELLER



JACK LATHAM



SYLVIA THALEN



LINDA BERG