DARNDEST thing I ever saw in the golf business, and I have seen a plenty, is the way the Corry (Pa.) CC filled up its membership during last winter and its pro, Tony Joy, kept busy enjoying himself and making some dough for himself and his club while the snow was thicker than a wrassler's head.

It was the old "suit club" idea applied to golf membership. I remember the idea because I used to pay my 50 cents a week and hope to be lucky and have my number drawn for a suit before I had gone 30 weeks and paid in the full $15 for which I got a fine all-wool two-pants suit. But if the suit club idea has been used in golf before I never heard of it.

Tony went around Corry, which is a live little town, selling the right folks chances on a golf club membership at one dollar a week. Every Sunday afternoon the ticket buyers and the club members met in the hotel lobby at Corry and had the drawing. If a fellow's number wasn't drawn before he had paid in $25, he got a membership anyway.

The memberships were at a bargain price for a darn nice club with a swell pro (a customer of mine), and with only a buck a week as the rap there were no suicides when a guy's number wasn't drawn.

It got 100 new members, and it got the right kind of members—fellows who are live enough to take a chance and meet and enjoy each other in the winter as well as at the golf club in the summer. It was a sort of a spark plug idea to get the membership solicitation business going and get names on the dotted line. You know how it is with fellows about golf club memberships in the winter. They keep putting off and putting off and blowing their dough on other things so that when spring comes and they are kind of itchy to join up, the wives and kids need a couple of hundred dollars worth of clothes, so the guy says I guess I will pass it up for a while.

Now a hundred members at $25 is $2,500 and it is something for a small club to start the year with $2,500 nice fresh dough in the kitty. In the ordinary old way, they would work to beat hell trying to sell fifty members at $50, with a lot of hooie and hurry, hurry, hurry neighbor, and the chances are they'll flop. But when you have a hundred of the right kind in a club you get action. With the club operated on a cash basis, as most smaller clubs are, you don't have any credit risks. After the boys are in and their families are using the club and enjoying its social life and influence, they'll pay dues all right.

The idea is something that will help many other smaller clubs, whether the idea is used in the summer or winter.

Iowa 1937 Short Course—Iowa State College at Ames will hold its 1937 Greenkeepers' conference on Monday and Tuesday, March 1 and 2.