

use caddies we cannot expect caddies to come to our golf course, and if a man cannot afford a caddie he cannot afford a membership in a golf club.

"Another point which many members do not suspect is that a good caddie can or will take from three to eight strokes from the player's score by conferring with him on the proper club, the length of shot and analyzing the player's swing. A caddie is worth the price of his services every time he tells a player what caused the last slice or why he topped a ball, and very few players know so well as the caddie just what causes the poor shots.

Set Monthly Charge

"We have in mind, or rather our board is considering, right now the idea of charging each member \$20.00 per month during our seven months' season for house and caddie account. Should the member's bills exceed this amount, the \$20.00 advance charge will be deducted and the member will pay his regular monthly bill, but should the member's house and caddie account amount to less than \$20.00 during any month, the member shall be asked to pay the \$20.00. It is our idea that when, and if, this plan is approved and put into practice, there will be no occasion for assessments on account of the clubhouse, and the dining room will perhaps make a little profit which will be applied toward paying the interest on the mortgages on our property.

"We, too, have now started checking the expenditures of our membership as well as the number of times the members use the club, with the idea of getting down to cold facts and have the member decide whether or not he is in the frame of mind to pay his logical and proportionate share of the expenses of our institution.

"Yours very truly,
"A. C."

(New York City)

Sock the Slacker

"Editor,
"GOLFDOM,
"Chicago.
"Sir:

"It appears to me that the average member of the country club of today is paying about as much attention to his obligation as a member of the club as so many people are doing with their right to vote at school elections, municipal elections, etc. There

DO YOU WANT TO USE "WHO PAYS"?

"Who Pays," the lead article in the July issue of GOLFDOM, handled the matter of the non-supporting member in a manner that obviously aroused golf club officials. Some of them criticized us for publishing the article, but more of them thought that it was a decidedly helpful feature and dealt with a major problem of golf club operation.

Early requests for extra copies of this issue entirely exhausted the edition. At the solicitation of many clubs who wanted to circularize their entire membership with this article and focus attention on the responsibility involved in club membership, we have held the article in type and will furnish reprints at the price of \$1.25 per hundred.

If you think that these reprints might be helpful in arousing the club membership to the realization of the necessity of general patronage, advise us of the number of reprints you want to cover your membership list.

GOLFDOM—The Business Journal
of Golf.

236 N. Clark St. Chicago, Ill.

are too many of them that are 'letting George do it.'

"If any article ever hit the nail on the head it is that in July GOLFDOM entitled 'Who Pays?' I wonder how many secretaries have read that. Surely every one of them should read it and send a copy to their entire membership.

"The 'slacker' member is the first one to criticize the food, the showers, the tees, the greens and the poor caddies. He doesn't use a caddie, he never uses the café, he merely pays his dues and then expects the club to get along without the bottle of red ink at the end of the year.

"There is a direct obligation with every membership card and the sooner the new member realizes that or the 'old slacker' is told that truth plainly, just that soon will clubs show better statements, provide

more privileges and maintain a larger waiting list.

"Who Pays?" is what every member should know. Keep up the good work.

K. L. (Iowa)

Business Must Warrant Operation

"Editor,

"GOLFDOM,

"Chicago.

"Sir:

"The article, 'Who Pays?' is excellent and will bring home particularly to members that if they want a club and clubhouse to really be prepared to meet their every want at any time, they must patronize the institution so that it may be able to cater to its members efficiently.

"The rules applying to a business apply to a club. You cannot expect your neighborhood store to be able to supply your every need unless business warrants carrying a varied stock.

"The article will make members think before they kick—let us hope.

"Sincerely,

"E. W."

(New York)

"Finest and Most Complete"

"Editor,

"GOLFDOM,

"Chicago.

"Sir: We have read with intense interest the article, 'Who Pays?' in the July issue of GOLFDOM. In my opinion this is the finest and most complete article ever written on the subject.

"We are desirous of securing 350 reprints of this article. Will you please advise if you will be able to furnish them for us and what the cost will be.

"Thanking you, we remain,

Very truly yours,

J. R. (Detroit).

Too Cold-Blooded

"Editor,

"GOLFDOM,

"Chicago.

"Sir:

"When it comes to printing real up-to-the-minute golf club articles, GOLFDOM bows to no competitor. The direct cause of this sweeping statement is the article 'Who Pays?' in your July issue. It is a ten-strike at the fundamental weakness in present day club organization.

"My only criticism is that few clubs can afford to be as cold-blooded as your author says his club became. If we asked our relatively inactive members to resign, we couldn't replace them—we are in a small town and all the golfers in town belong to this club.

"I hope 'Who Pays?' encourages further contributions to your excellent pages on this same subject. Surely somewhere in America, some golf club has met this problem and licked it. Why don't you issue a special appeal for succor? There must be an answer.

"Cordially,

"G. N. P."

(Kansas)

Thinking Backward

Editor,

GOLFDOM,

Chicago.

Sir:

"I congratulate you on your good fortune in getting the house-chairman who wrote 'Who Pays' to tell of his club's procedure in securing an equitable distribution of club costs among its members.

"We have been thinking backward in the financial operation of golf clubs. We pay far more attention to spending the money than we do to getting it. While golf clubs customarily are organized 'not for profit' they are not organized for the deficits that are far too common, and nine cases out of ten are the result of lack of expected patronage from members who shirk their club responsibilities.

"I think the day will come when the better golf clubs will establish a quota of club patronage per member and in taking in new members require a deposit sufficient to cover this quota for a few months in advance. I recall mention made in GOLFDOM some time ago of a 'certificate of deposit' idea being used in the financing of a new clubhouse. A combination of this idea and the establishment of a set minimum annual house account, as a requirement for membership, would relieve us of the financial problem that is so serious with many clubs at the present time.

"Assessments are not the answer. The equal participation of each member in the club's activities is obviously the rational solution."

Sincerely,

W. R. (Pennsylvania).