



STRAIGHT THINKING *in Club* FINANCE

“**W**E have been thinking backward.” To GOLFDOM this comment on the now famous “Who Pays” article in the July issue is candid and accurate.

Assessments, delayed payments for supplies and materials, inability to do required work on course and clubhouse and extravagant deficiencies of operation are the result of a club not getting the financial support it should have from *all* of its members.

The “First Reader” of business instruction teaches “get the money.” “Who Pays” brought out that this basic lesson is generally unheeded by golf clubs, and that the time is here for clubs to pay attention to this essential factor, if operation is to be conducted on a business-like basis.

It takes a resolute and straight-thinking administration of a golf club to put into effect the policy described in “Who Pays.” In the end, each member of the club who deserves membership, profits, and the club operates on a definite and reasonable income, involving no unfair burden of expense to the members who are faithful in their patronage of the enterprise.

Whatever protest there may be to the adoption of a procedure that demands each member of the club pay his due share of the club's costs (in the painless and proper manner of patronizing his club), will be heard principally from those whose kicks ordinarily are strong and their club patronage weak.

Beyond the solution of the club's own financial problem, there is the interest of the manufacturer, who supplies the golf clubs. These manufacturers often have to wait too long for their money.

GOLFDOM prints in this issue but a few of the numerous comments on “Who Pays.” We shall print, in succeeding issues, other comments on the subject and deal with other aspects of the problem. We shall welcome from club officials any expressions of their thought on the matter.