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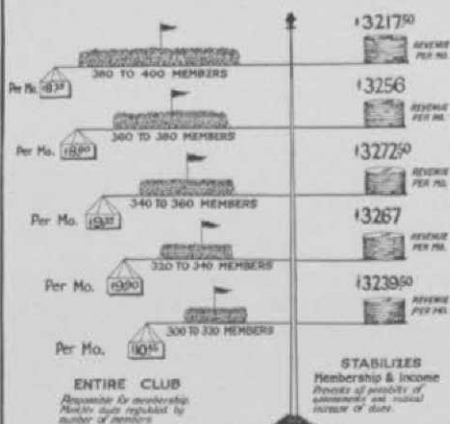
JOHN WILLY, 443 South Dearborn Street,
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Coast Club Has Unusual Dues Fixing System

An unusual system of monthly dues is in force at the Alderwood Country club, near Portland, Ore. In simplest possible terms, the amount of dues each Alderwood member pays from month to month de-

REDUCED CLUB DUES

The RALPH TOMLINSON "ALDERWOOD STABILIZER" *AN* RIGID REVENUE



MAKES AN ACTIVE INTERESTED MEMBERSHIP

pends on the number of members on the club roster at the time.

President Ralph Tomlinson, who worked out the system, explains it as follows:

"About a year ago Alderwood decided that a certain amount of income was needed each month if the club was to be run up to the standard our members expect, and, moreover, that this income depended only slightly on the size of the membership. Accordingly, the 'Alderwood stabilizer' (illustrated on this page) was

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worked out. The diagram really tells the whole story.

"The system works automatically. For instance, if our membership is between 300 and 320 members, bills go out the first of the month for \$10.45, which covers \$9.50 dues and ninety-five cents government tax. The moment we reach 321 members, dues automatically drop to \$9.00 (plus ninety cents tax), and as we reach progressively higher classifications as our membership roster fills, dues are reduced still further until eventually, when we have a filled roster, our members will be billed only \$8.25 per month.

"This is all based on a stabilized monthly income of approximately \$3,250, as can be observed along the right margin of the diagram, and since the inauguration of the system almost a year ago we have had no reaction other than favorable comments from our members."

Alderwood's system has one tremendous advantage over the usual fixed-dues plan of nearly all other clubs in the country: since it is distinctly to each member's financial advantage to increase the number of members on the roster, they cooperate with the membership committee of the club in a manner quite impossible to expect under the usual arrangement.

The plan is recommended to other golf clubs throughout the country, and Alderwood's manager, Mr. A. H. Craig, will gladly make clear any further features of the plan not touched on in this brief article.

NEARLY all clubs prohibit cash transactions except in the pro-shop and when paying off caddies. As a result, guests at the club are frequently forced to ask their host to make minor purchases for them, such as cigarettes or a package of gum. This is embarrassing to the guest.

The best solution is to issue coupon books in \$2.00, \$5.00 and \$10.00 denominations, purchasable at the main office. The guest can then make purchases when he pleases and yet your employes do not have to handle cash and make change.

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