

this expense whether or not the members dine at the house and the more patronage given the smaller becomes the proportionate operating expense because there will be some profit made from the food served, hence the cost of operation per member will be reduced.

### Bigger Memberships Help

One of the baffling details of this problem of the non-supporting member concerns the member who belongs to several golf clubs. It obviously is hopeless and unjust to expect him to patronize each of the clubs to which he belongs at the same rate as might be expected from the member whose golf club membership is confined to one club. There is no need of penalizing him because he usually is a very welcome fellow in the fold, and although he has the means and temperament to be a "jiner" he only has one pair of legs and one stomach.

It seems to me that if there are many of such members in a club that the only answer is for a club to increase the size of its active membership so the right balance may be maintained.

### Helping the Help

GOLFDOM is the first and only magazine I have ever read which gave me an insight into the possibilities of the earning power of the pro and the facts as related by you are bound to alter the attitude and create an interest on the part of the members in the livelihood possibilities of their professional when the players have learned the true status of his situation. The pro at every club should certainly appreciate the information you have given him in the management of his business and for the enlightenment or interest you have created in the minds of the club officials in respect to the professional.

It is natural to suppose also that every greenkeeper is heartily encouraging the publication of GOLFDOM, inasmuch as many of your articles and advertisements are teaching more economical and more satisfactory ways to maintain his course, and now, since your "Who Pays?" article has awakened the house chairmen to the possibility of ascertaining the true status of their club membership, the house managers have every reason to contribute articles as well as other support to further your publication.

Our officials will appreciate reading any letters on this subject matter which you care to publish and we are of the opinion

that there must be some three or four thousand other golf club officials who would be interested in such data as you might obtain.

We congratulate you on your magazine. We have long needed a magazine of its kind working in the interest of better methods for golf clubs.

## "Tell the Members" Is Vital Phase of Plan

CLUB activities concerned with the problem of the non-supporting member has brought to light that one of the general defects in club administrations is that the financial condition of the club seldom is known to the members until the annual meetings, when it is too late to make any changes in the situation.

One of the metropolitan district clubs, in its campaign to stir the non-supporting member into life, is sending the following letter to its members:

### To the Members of \_\_\_\_\_ Club:

Your board of directors has the responsibility of sensing and executing the wishes of the membership. The building program, completed in the spring, was in response to the expressed direction of the members' meeting of last fall. The service provided in the clubhouse is consistent with the more adequate plant. The board believes that the membership is satisfied with the improved facilities and service.

Under such circumstances, the lack of increased patronage on the part of the membership is both disappointing and not easily explained. A careful analysis of the house accounts of all members—excluding therefrom payments of dues, transfer fees and subscriptions, but including all other payments—discloses for the months of May, June and July the following:

1. Over one-half of the membership has contributed only one-quarter of the revenue for an average of \$29.33 per month per member and his family.
2. Approximately two-thirds of the membership have averaged \$36.00 per month per member and his family.
3. The remaining one-third of the membership has contributed 58.8% of the revenue for an average of \$100.33

per month per member and his family.

The ——— Country Club necessarily has expenses which must be met. It regularly derives its revenues from two sources only: (1) dues and transfer fees, and (2) house accounts. Dues and transfer fees are not designed in themselves to meet expenses. The house and the course must yield an income to pay the major portion of the outgo. When there is a deficiency in regular revenue, an assessment on the membership is inevitable.

Two-thirds of the members have contributed less than their share of the operating revenue necessary to meet operating expenses. The burden of giving adequate support to the club activities has fallen on one-third of the membership.

Bad weather has, without doubt, been a major deterrent to patronage of the club; it cannot, however, be given all of the blame. If other factors, in your opinion, have contributed or if there are now any reasons for restricted interest, your constructive criticism and suggestions will be welcomed. They may be directed to the undersigned secretary of the club, for reference to the appropriate committee chairman.

Some seven or eight weeks remain. The situation here brought to your attention may be ameliorated if appropriate response is made to the clear import of this letter.

By order of the board of directors.

## Is Monthly Minimum Charge Legal?

Editor,  
GOLFDOM,  
Chicago.

Sir:

I have discussed with several people the matter of eliminating most annual deficits through developing larger house business, and have had suggested that the only practical solution would be a billing of \$50.00 per month in advance for six months commencing May 1st, with tickets to be charged against the billing with the privilege of accumulating through the season; in other words, a seasonal charge of \$300.00 billed monthly. A procedure of this kind would not only provide a volume of house business

which would either eliminate the annual deficit or go very far in that direction and would automatically provide a working capital for carrying the accounts receivable.

There is some question of the legality of this procedure from the standpoint of confiscation of the member's interest.

My own suggestion was that golf shop tickets would not be included, and one director made the suggestion that caddy tickets also should be eliminated. Every one to whom I have suggested this matter has agreed to it for himself. Some are concerned about the hulabaloo which the inactive members would make, and, of course, the inactive members are the ones the plan is after.

A plan of this kind might be put over if an early start were made as the directors of many clubs are thinking along the lines of getting action from the inactive members.

Very truly yours,

C. T. (Chicago).

## Golf Ball Manufacturers Form Association

NINE of the makers of golf balls recently completed the organization of the Golf Ball Manufacturers' Association, having as its purposes placing the golf ball manufacturing industry on a sound, economic basis; adoption of a code of ethics and establishment of such confidences between manufacturers of golf balls as shall tend to maintain a high standard of fairness in competition. The new organization also aims to bring into the industry good fellowship and eliminate all unfair trade practices; to provide a reasonable exchange of credit confidences; and to work as a group with the U. S. G. A. on all matters having to do with the standardization of golf balls.

The companies forming the association are: Burke Golf Co., Dunlop Tire & Rubber Co., Huntingdon Mfg. Co., A. G. Spalding & Bros., St. Mungo Mfg. Co., Silvertown Co. (represented by John Wanamaker), United States Rubber Co., Wilson-Western Sporting Goods Co., Worthington Ball Co.

L. W. Crandall of Burke Golf Co. was elected president, the other officers being: Vice-president, R. B. Caverly of Huntingdon Mfg. Co.; and secretary and treasurer, E. C. Conlin of United States Rubber Co.