

# Townsend's Marvel

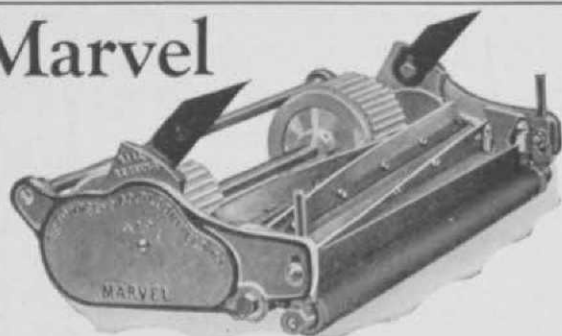
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## WHAT'S TO BE DONE IN MAKING "dead load" member? PAY HIS SHARE OF HOUSE ACCOUNT

By JACK FULTON, Jr.

**L**AST summer there was presented to the golf field by GOLFDOM a proposed policy that many have considered the best suggestion advanced for the elimination of the golf club's main problem, house operation at a loss because of insufficient patronage. It was the idea of a golf club official that the non-supporting member be made to realize and supply his share of the house volume that is necessary for an even break in the food service figures. This official suggested that each member have a certain amount charged against his house account each month. If the house patronage of the member fell shy of this monthly quota of, say \$10 or \$20 monthly, the difference between the amount of the member's house account that month and the set charge

would belong to the club. It was generally conceded that inauguration of such a practice would arouse loud wails, but principally on the part of those whose support was not already forthcoming to the club in the matter of house business. As a matter of fact, it was pointed out that the non-supporting member is an actual liability, for the club's food service investment and size of staff must be maintained with the idea of serving the member who eats at the club only infrequently.

Such a policy might be heroic treatment for the club that hasn't a waiting list, but if it is running into the red anyway, due to insufficient volume, drastic action is imperative. For the new club the proposed plan is going to keep them out of the deep water of food-service deficit and make

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every member appreciate what the club has due from him. It is well to get this idea of club responsibility over right at the start; it will save a lot of misunderstanding later.

In view of the wide interest aroused by this plan last summer it is expected that some clubs will put it into operation this year. GOLFDOM, as sponsor of this plan, naturally is anxious to learn details of its working in actual operation and will appreciate such information from clubs making use of it. The policy, although representing an entirely new idea, has the endorsement of many experienced club officials who have given it thorough study, and at least a hundred club officials have written us about it, indicating a keen interest in observing how it goes with the clubs who pioneer in its adoption.

At the dawn of another season in the central and northern states, the matter of house operating policies again becomes paramount. Whether the club intends to pay the unavoidable cost of "atmosphere" or whether it intends to operate on a simple but satisfying basis of supplying a limited menu at attractively low prices, is a pressing problem being considered by many country club boards. No matter what they decide, a goodly proportion of their members "hit and run" at the course and leave the directorate, the house committee and the manager disappointed that the house volume falls so short of the expected figure of patronage. Last season GOLFDOM made quite an extensive survey of house business at representative golf clubs and found that approximately 40% of golf club members patronized the club for meals so seldom that they might well be placed in the "guest" class, so far as the amount of their business was concerned. The matter of getting this 40% to patronize the club with fair regularity is sharply defined as a major problem at almost every golf club.

As the season's plans are being made, it is timely to delicately advise that the house committee make use of the women's committees and the sports and pastimes committees for events to draw business.

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