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KEMP POWER SOIL SHREDDERS

Makes Clubhouse Help in Putting New Club Over

WITH a good background of hotel experience, J. W. Ryan recently was called to the management of the Olympic Golf and Country club at Seattle, (Wash.). He was with the Hotel Moore of that city, and was president of the Seattle chapters of the Greeters, when he was selected for the management of the golf club planning expansion and reorganization.

Reorganization of the Olympic club was being effected with the appointment of Mr. Ryan. A drive for new members was soon under way. At that time the Balcom Canal Company had owned 241 shares of the stock of the club, located on the north edge of the city, and commanding a beautiful view, looking upon the placid waters of Puget Sound fringed with evergreens.

This stock had to be absorbed by the

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members with its relinquishment by the canal company, and through the addition of many new members. The company had been capitalized for \$100,000, but this capitalization was increased to \$150,000 with the drive for new members.

Within a month 40 new members were secured and more than 400 were soon on the rolls of the Olympic club, to effect its complete reorganization.

Goes After A Profit.

In various ways economics have been effected and sources of revenue increased through skillful management. The dining room of the clubhouse which had not shown a profit before Mr. Ryan took charge of the clubhouse is now on a paying basis, while other revenue is derived from the use of the social hall for entertainment

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and gatherings.

The secret of how the dining room was made to show a profit by Mr. Ryan lies in the lengthening of the hours it now is kept open, the number of meals served daily, as well as in an economy in the employment of help. Only luncheon was previously prepared, and the overhead was too great for this one short repast. Now, with breakfast, luncheon, and dinner menus, the dining room has stepped out of the red.

In the employment of a married couple, Mr. Ryan secured a worker both for the cuisine and the locker room, the husband becoming locker-room attendant, the wife an assistant cook and waitress. Quarters on the premises were fitted up and furnished them in view of their long hours.

A well appointed hall in the clubhouse has been let for teas or dances, as well as for other social purposes, at the rate of about \$40 a night. Sometimes the hall has been in use for private entertainments as many as three times in a week, giving a revenue from this source of \$120 for such a week.

Each member of the Olympic club is required to purchase three shares of stock of \$100 per share, making an investment of \$300 on the part of each member. While the stock may be bought outright, the club permits payment on the installment plan.

Greens-fee players have been a source of some revenue as on week days they have been required to pay \$1.00, and on Saturdays, Sundays and holidays \$1.50. But the membership drive is absorbing many of those who liked these links, as members, and thus relieving a source of irritation on the part of members who found on occasions that there were so many greens-fee players that the links were too crowded. Members with investment in the club and full privileges naturally have not enjoyed being held up on the links by greens-fee players.

From the membership itself a direct revenue is derived of \$7.70 per month, but of this the seventy cents is a government tax. If the federal government withdraws its taxation of seventy cent the club expects to charge dues of \$8.00 a month, and include the lockers with the fee, inasmuch as an additional \$1.00 is charged for the locker held by each member at present.

Social amenities add to the pleasure of

MAY, 1929.

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administration and enjoyment of guests of this club. With 85 women members, there is no lack of pleasurable contact, and entertainments of a diversified nature. In the new membership drive the wives of members, friends of women members, and other women are joining to expand the women's membership, which is regarded as giving excellent balance to the club.

Drive Is Snappy.

The membership drive itself has been well conducted. Two opposing teams drove the membership over the 400 mark within a short time, terminating their campaign with the team of Captain Russ Mitchell winning, and being awarded golf balls as prizes. Each member getting a new mem-

ber was given three new golf balls, and the captain of the winning team was given a whole dozen besides the three for each new member.

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