

## Non-Transferable Membership Solves Club Problem

FORT WASHINGTON G. C., Fresno, Cal. has started the publication of a little four-page house-organ to stick in small envelopes with the monthly bills and is finding the paper a great little idea in stirring up club spirit and making the new members acquainted.

The Fort Washington club has had an interesting experience in beating the mem-

bership solicitation problem that worries so many of the clubs. L. J. Moore, president of the club, tells of the situation and its handling by saying:

"The Fort Washington G. C. was originally founded with the idea of furnishing golf at a reasonable cost, so that residents of Fresno in moderate financial circumstances would be able to enjoy the game in suitable surroundings. Memberships were sold in the beginning as low as \$50 each, and this entrance fee was gradually raised, until at one time we were selling memberships at \$150.00. Monthly dues are \$5.50 per month and according to the by-laws, the board is allowed to put on only three \$5.50 assessments per year.

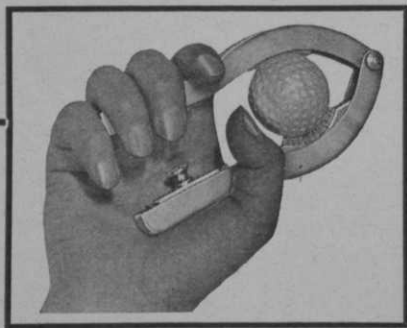
"The theory we had as to how the price was to be kept down, was to keep a full membership so as to have steady revenue coming in. The yearly memberships in the club gave us sufficient money to handle the yearly construction, and we finally promoted a \$30,000 bond issue for a sprinkling system and the sowing of grass on our fairways and greens. This bond issue is the only outstanding indebtedness of the club, and it is being retired at the rate of \$1,500 per year.

"There has been a financial depression in the territory immediately surrounding Fresno and many of our members have been forced to move away and they have not in all cases been able to sell their memberships in the club. The price of the memberships had been brought down to \$100.00 and that was the prevailing price previous to January 20, 1929. As a result of these depressed financial conditions, it was very difficult to sell memberships at the regular price and the members of the club had gradually decreased to the point where the revenue obtained was just sufficient to carry us along, and also made it necessary to apply all three assessments each year.

"The membership committee was working strenuously but did not get the required results. We finally came to the conclusion that the initiation fee did not mean anything to us, because we had a golfing plant ready for use, and what we needed was sufficient members to play upon it who would bring in enough monthly revenue to carry all of our expenses without assessments.

### Brings in Waiting List.

"The regular memberships of the club are transferable and may be sold by the owner at any time. The board of directors de-



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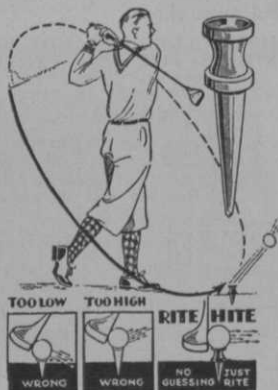
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cided to open up for a limited time and sell non-transferable memberships at the nominal fee of \$10 each. These memberships are the same as the other memberships in the club in all respects, except they are not transferable, and, therefore, cannot be placed upon the market in competition with our regular memberships. Each of our memberships, both regular and special provide for the owner, his wife and children from 12 to 18 years of age to play upon the course.

"It was voted to sell 75 of such memberships, but at the next directors meeting which came two weeks later, it was found that the membership committee had received 110 acceptable applications for membership. This far exceeded our expectations and filled our membership up to the maximum limit under our by-laws.

"The interesting part of the whole procedure is that the bulk of the members so obtained are substantial and reliable people who are fully able to carry on their obligations and many of whom could well have afforded to pay the full price for memberships. It indicates to us there are many people who wish to play golf, but who do not wish to pay large amounts of money for the privilege."

### New York Managers Elect 1930-31 Officers

WILLIAM NORCROSS, manager of the Garden City C. C., has been elected president of the Metropolitan Club Managers' association for the 1930-31 term.

Other officials elected by the organization are: V. P., S. Franklin Pearce, Mount Vernon C. C.; Sec., Jerome C. Healy, Siwanoy C. C.; Treas., Edward J. Leyden, Milburn C. C.; Sergeant-at-arms, Max Lambert, Sunningdale C. C.; Trustees: Hugh F. Dolan, Pelham C. C., William H. Austin, Winged Foot C. C., and Samuel E. Mott, Nassau C. C.

The Metropolitan managers' organization has club rooms at 128 W. 52d St., New York city, where any managers visiting New York are assured of a cordial welcome by a bunch of good and able members of their fraternity.

"A natural lake of clear water on a golf course is a thing of beauty. An artificial pond of muddy or stagnant water is an abomination. Dam the architect, but not the streams which go dry in summer."—*From the Green Section Bulletin.*