

attractive with a suitable pavilion equipped with showers and lockers to avoid encroaching on regular locker room, canopy shades, lounging porches and soft drink parlors, it appears to be the strongest magnet. Tennis came next as a requisite. Cards, dancing and facilities for dinner parties were mentioned.

(6) The initiation fee for non-golfing memberships runs all the way from \$100 to \$500. The dues from \$3.00 per month to \$60 per year. The average initiation fee appears to be about \$200, with dues of \$50.

(7) The membership is usually non-equity, non-voting,—simply a privilege membership convertible into a regular with credit for its original cost. It may be transferable at 25% of the original cost, or not as desired, and depending on the amount charged for same.

### Take Your Choice

The conclusion from this comparison of golf clubs attempting social activities and country clubs equipped for a diversity of sports is obvious:

If you want low priced golf, limit your facilities to the requisites of the game.

If you want social activities,—brass buttons on the doorman, "ritz," cards, dancing and other forms of entertainment, open your club to those who enjoy those diversions, and let them contribute their share to maintenance with golf privileges limited to week days or eliminated entirely.

*You cannot furnish the forms of entertainment that go with country clubs to the small group who can play golf on peak days, without making the game expensive.*

Auxiliary memberships constitute a most fertile field from which to recruit regular golfing members, much better than "season privileges" or "term memberships" which not only tend to lower club standing, but destroy the market for regular memberships.

Golf club members are supposed to be prejudiced against large memberships. They are not. Like everybody else, they like to go where there are activities—where the crowd goes. Large memberships are not objected to in city clubs, and in golf clubs only when congestion occurs on the course.

There are comparatively few places of attraction in the country designed and maintained for other than golfers; most places are simply roadhouses.

Regarding the salability of social memberships one point is usually overlooked: Not every person or family that is fond of

the country and appreciates a place other than the roadhouse or public resort for an automobile ride or dinner in the country—not all these people are interested in golf. If they were, the resorts and country dining places would go out of business. The cost of golf naturally limits its membership to those who join essentially for the game—little else is of special interest to the golfer.

A club member can probably nominate ten prospects for such a membership easier than he can think of one prospect who can be sold a golf playing membership. In other words, 500 memberships of this sort can be sold for a given amount—say, to net the club \$150 or \$200 easier than 50 can be sold for double that amount for regular golf playing memberships, entailing heavy dues, obligations for funded debt, and the possibility of being assessed.

What can be more sound economically than to increase golfing activities on days when your course is comparatively idle? What can be sounder than to increase your income in the dining room and from house operations, if it can be done without encroaching on the golfer? What action would be as popular with present members as to distribute the annual expense of non-golfing activities among double the number of people and thus reduce the cost of golf for equity members?

### American Golf Guide Returns to Reference Shelf

*American Annual Golf Guide. 1930-1931 edition. Pub. by Golf Guide Co., Inc., 134 Centre St., New York City. 528 pp., illustr. \$3.00.*

**L**AST PUBLISHED in mid-1929, the American Annual Golf Guide once more takes its place among the valuable reference volumes of the game. As in previous years, this fourteenth edition devotes the greater portion of its pages to a directory of United States and Canadian golf clubs, with names of officials, distance from town, length of course, green fees and similar information. According to the publishers, these listings are as accurate as intensive effort can make them.

In addition to the directory of clubs, the Guide contains full statistical data on all important golf tournaments, both national and sectional, a list of golf associations of the U. S. and Canada, brief biographies of prominent golf champions of the present and past. A section is devoted to a full reprint of the official rules of golf.