

# Small Club Stops Slump With Anti-depression Plan

UNITE a few golf clubs in the smaller cities are thriving in depression times for the simple reason that prior to the arrival of generally tough times they had been just coasting along. When they awakened to the necessity of working and skilled planning they awakened and got busy in earnest.

Let L. Wesley Read, president of the Lubbock (Tex.) C. C. tell you how things were stirred up and the club put on a thriving basis in that city of 20,000.

**O**UR CLUB owns 160 acres of ground four miles from the city, improved with an 18-hole sand green course, native grass fairways, clubhouse, lake, etc. Originally 100 shares of stock was issued at \$250 par value per share, and this, with some agreed stock assessments, amounting to around \$40,000, has been invested.

As long as times were good and money plentiful the club managed to get along, after a fashion, with the 100 members, although maintenance was sadly neglected, and about all we could offer was "cow pasture pool." When hard times came, members went delinquent with their dues, many threw up their stock, and everything went to rack and ruin.

I was elected president in the winter of 1930. We almost went into bankruptcy in 1931, and notwithstanding hard work by a few loyal workers, matters went from bad to worse. By the winter of 1931 only 34 members were in good standing. Practically all the others wanted to quit. They could not sell their stock, could not pay their back dues, had lost interest (largely because of the sorry condition the property was in) and refused to co-operate. We tried the plan of increasing our capital and issuing more shares, but this failed.

Finally I called a stockholders meeting (barely getting a quorum to attend) and placed before them a plan to which I had given a considerable amount of thought. I told them if something was not done and done immediately we might as well turn the property over to creditors and admit failure. I also told them it was an impossibility to maintain and operate any

18-hole golf course in any fair condition with only 100 members, even though all remained in good standing, and that the only thing to do was to increase the membership through the plan I had worked out.

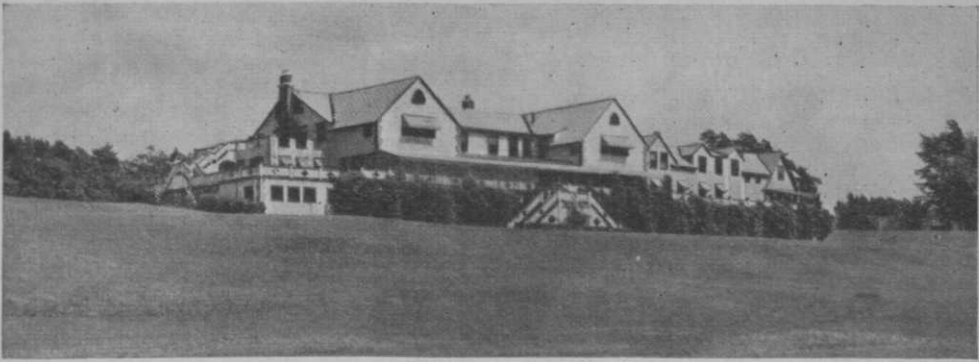
Here is the plan: Increase the number of shares from 100 to 300, reducing par value to \$100 per share. Reduce membership dues to \$3.00 per month (payable quarterly). Reduce stock transfer fee from \$15 to \$2. Let each old member retain one share of stock and pay one membership dues, but if he had not sold the other two shares (making 3 shares he received for 1 old share) to assess dues on each of his three shares after one year. Old members must pay all back dues to receive the three shares.

Under this plan the club would receive no money from the sale of stock whatever, but members could sell their two extra shares and with the proceeds pay up back dues. If any member did not wish to stay in the club he could resign and turn in his three shares in settlement of back dues. No stock could be transferred until cleared of delinquent dues.

How well this plan has worked, although we did not get it into full operation until the summer of 1932, is shown by the fact that we now have approximately 200 members in good standing, have employed a new pro (Paul Denson, formerly of Amarillo), a full time secretary, and have the entire golf course and property in a good state of repair, with more interest being taken than at any other time in our history.

A number of the members have given their surplus stock to their friends, others have sold theirs at a small sum, and the club took over a number in settlement of delinquent dues.

Under this plan, every member was converted into a "stock salesman" and, in order to sell their stock had to do some boosting. This boosting, of course, generated more activity and interest, and even increased the interest of the old members who had grown stale. By following this campaign up with repairs and



This is the Presidential CC (formerly Sandy Burr CC) at Wayland, Mass. Here the annual New England Lefthanders' championship is held and Manager Dick Kane and Professional Jimmy Shephers, Jr., provide the southpaw hackers with a royal welcome and splendid golf facilities.

golf tournaments as well as otherwise planning entertainment and interesting matches, dances, etc., we have held the interest and everyone is highly pleased.

Financially, the club has benefited by payment of back dues, increase in membership dues by reason of more members, and transfer fees. This income has saved us from bankruptcy and embarrassment.

I went into the plan without knowing, of course, just how it would work out, but thought it best to take the chance than to let the sheriff take us over. It was, of course, carefully planned and thought out in advance, but there were so many unknown quantities that, after all, it was a "noble experiment." I have no patent on the plan and if anyone wants to use it "more power" and success to them.

## JOHN ANDERSON DIES

Noted Amateur Player Was  
an Active Factor in  
Golf Business

**J**OHN G. ANDERSON, head of the wholesale golf dept. of John Wanamaker, died at the residence of his father-in-law, Dr. L. H. Mann at Columbus, O., June 15. He was 48 at the time of death which resulted from kidney disease. Shortly after the first of the year he suffered a nervous breakdown. Funeral services were held at Crestwood (N. Y.) M. E. Church.

Surviving Mr. Anderson are his widow, a daughter, Betty, and a son, John Mann Anderson.

Mr. Anderson, who was born at Clinton, Mass., graduated from Amherst in 1905 and received a Master of Arts degree from Columbia University in 1915. In 1915 he became associated with John Wanamaker as sports adviser and held that position until his death. He was one of the most widely known men in golf, in both the playing and business departments of the game.

During his golf playing career which began when he won the Massachusetts amateur championship in 1907, he won 53 titles in sectional and national play, won 600 prizes, made 7 aces and held 11 course amateur records. Twice he reached the final of the National Amateur, losing to Jerry Travers in 1913 and to Bob Gardner in 1915. In 1924 he won the French Amateur championship by defeating Cyril Tolley. He won this title again in 1926.

In 19 of the Lesley Cup matches Mr. Anderson played as a Metropolitan district representative against the Pennsylvania and Massachusetts teams. In 1919 he was made chairman of the Milrose A. A. and in 1927 became the president of that organization. In these capacities he had much to do with the promotion of track athletics in the east. He also was president of the Westchester County G. A. and was Westchester amateur champion four times.

Mr. Anderson was a frequent writer for American and foreign golf publications. He was a member of the Winged Foot G. C.

One of his unsatisfied ambitions was to win a father-and-son golf tournament with his 11-year-old son.