

# Pay-as-You-Play Dues Hold Private Club Members

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**A**FTER A careful analysis and check-up over a period of five years from 1926 to 1931 the writer has arrived at the definite conclusion that 95 per cent of all resignations occur after the playing season, when the golfer incurs obligations that became due in the winter months.

We find in the average club about 75 per cent of the membership use the course during the playing season. This percentage is divided into three classes: (1) The fellow who plays on the average of four or five times a week; he belongs to the group which embraces approximately 8 per cent of the membership; (2) The fellow who plays at the maximum of twice a week and belongs to the group which takes in about 50 per cent of the membership, and, (3) The golfer who plays about 10 times during the season and is one of the group which carries about 18 per cent of the playing membership.

## How Resignations Start

The resignation danger line starts at class two and gets worse as it reaches class three. From hearsay I learn that most clubs start their fiscal year in January and bill the members starting the first of the year and then either semi-annually or quarterly. This is the grave error that accounts for the member of class three

who receives a bill in January deciding right then and there that he is not getting anything out of his club. Bang! In goes his letter of resignation. The member of class two finds other bills on his desk and lets the club bill lag, starts to figure out how many times he played last season and decides to give up the club and play public courses for a year or so.

We all know it is just as hard to sell golf to a man during winter weather as it is to sell him a bathing suit; so why talk about the subject or remind him of his expenses during the non-playing months.

From past experience I would rather retain one old member in a club than obtain two new ones because the old ones know the difficulties and tribulations their officers go through. This makes it easier for all concerned and for this reason efforts should be made to retain old members instead of trying to meet the budget with new faces.

## Plan Works O. K.

The accompanying diagram illustrating a Pay as You Play Plan is not only beneficial to the extent of retaining members but income for club expenses is received when it is most needed. If the rules are enforced denying privileges as stated in

## DUES PAYMENT PLAN

### Pay As You Play

Class of Member	Dues Payments						Total Annual Dues
	March 1st	April 1st	May 1st	June 1st	July 1st	August 1st	
Class A							
Family .....	\$20.83	\$20.83	\$20.83	\$20.83	\$20.83	\$20.85	\$125.00
Class B							
Single .....	16.66	16.66	16.66	16.66	16.66	16.70	100.00
Class C							
Non-Resident .....	8.33	8.33	8.33	8.33	8.33	8.35	50.00
Class D							
Juniors .....	4.17	4.17	4.17	4.17	4.17	4.15	25.00

The above dues are subject to an additional 10% for government tax.

All bills shall be payable when presented. If not paid within 15 days names will be posted and all club privileges denied.

the plan you will find very little money outstanding after Sept. 1st.

To prove the value of the plan as explained I will take my own club for an illustration. We formerly billed our members quarterly—January, April, July and October. On Oct. 15, 1931, I found over 25 per cent of the membership had not paid their October billing which meant letters, etc., with threats of suspension. Before we knew it we were ready to send out the January billing. That is when the resignations or suspensions started; the members forgot all about those beautiful days they had enjoyed during the playing season. The situation worried me so much that I called a special meeting of our Board of Governors and presented my plan. They could hardly refuse to accept it and give it a trial and it was decided to adopt the idea for the ensuing year.

A letter was then sent to the entire membership even including those who thought they wanted to resign and had signified their intentions of so doing. Good comment was heard from all directions and the plan was put into effect. It proved itself worthy from all angles for we retained many of the old timers and on Sept. 15th of this year our treasurer reported that there was *not one dollar outstanding for dues in the club*, which meant no bills again until the next March 1st.

The proof of the pudding is in the eating. If you are having trouble collecting dues and are suffering serious loss of members, think over what I have written and give it a trial this year.

### How to Care for Awnings

**A**WNINGS, given care and consideration, should, under normal conditions, last for years.

Mildew to a great extent is one of the most destructive agencies. It rots the canvas and causes unsightly black spots and streaks.

Naturally, a few simple precautions that help to prevent mildew should be practiced by all concerned with prolonging the life of their awnings.

Should it start to rain while your awnings are raised, lower them as soon as practicable. Otherwise water collected in the pockets will cause dirt and streak stains as well as mildew. If your awnings have become damp from any other causes, such as heavy dew, let them down until they are thoroughly dry.

It is very necessary in order to preserve the color and life of awnings that they should be taken down every fall and stored in a dry, cool place.

Awnings can be cleaned by a special process which will not harm or shrink the fabric. There are no chemicals used in the process that will attack the color.

Clean them by this process every year before installing, and your awnings will always look fresh.

Awnings that have been up for two seasons or more without a cleaning are apt to have been spotted by grime and dirt to such an extent that cleaning will do no good.

### Who Is Liable for Fee Player Injury?

**Question:** I am about to open a 9-hole daily-fee golf course and would like to know if I should take out liability insurance, and how much. Some of the fairways are very close together. Would I be liable for any accident to a player or sightseer should they be hit with a ball or fall and injure themselves?—J. R. M. (Penna.)

**Reply:** The question of whether or not you would be liable for accidents on your new public course, like all other phases of the law, depends entirely on the circumstances surrounding the accident.

The nearest approach to definite information on this subject is contained in an article which appeared in the June, 1931, issue of "Golfdom," on page 70. If you will refer to the article you will get the views of a lawyer who investigated this question of liability pretty carefully.

The conclusion reached in the article is that a golf club will not ordinarily be liable for injury to a person playing the course through being struck by a golf ball. In a case of injuries to employees or to passers-by upon an adjacent highway, liability would depend upon the degree of negligence responsible for the accident.

**T**HE FAIREST way to assign caddies is to hold a drawing by numbers at a stated time each morning. While a premium should be awarded for punctuality, it is unfair to the boys and useless to the club to assign the boys in the order of their arrival on the grounds; there is no sense in a boy arriving at 4:30 a. m. in an effort to head the list. Hold your drawing at 8:00 a. m., and place all caddies who arrive afterward at the bottom of the list.