

## "Dear Harry:"

Wherein a membership chairman writes a friend who is planning to resign from the club, explaining why it's smarter to stick with the organization.

**H**OLDING members is always a tough problem for country clubs during the colder months. Too often, the resignations are accepted philosophically and effort is devoted to getting new members. The chairman of one club's membership committee, decided that in club work, as in business, it's as important to hold the old customers as to get new ones. So instead of simply saying "sorry" when resignations were received he really got after those who contemplated dropping out.

He opened up the solicitation with a letter that's a classic. Its effect was great in getting members to reconsider resignations. The letter:

Dear Harry:

I have your resignation from the Country club, to become effective as of July 1st. There is no use in telling you how sorry I am if this really happens to you, as I do not know of anyone who should enjoy playing golf, get out over the hills and find recreation and recuperation through this source more than you.

I realize that belonging to the Country club or any private golf club is an expense and I have always tried to do my part with you and other members in helping you keep your expenses to the minimum. This I will always do to the best of my ability and means. Harry, the Lord only knows what I would do for fellows like yourself and others for whom I have great admira-

tion, if I were a wealthy man. I am afraid I would not only ruin myself, but also some of my best friends, especially with kindness.

I know a lot of fellows who would be afraid to say that they love a man and probably that isn't quite the right word, because it doesn't convey my respect and admiration for a lot of fellows whom I know. But, I know you believe I get a great kick out of seeing men enjoy themselves.

I hope you look over the following:

1. Annual Doctor bill for a man who doesn't feel good and is always sick: \$200 to \$2,000 depending on what is wrong with him.
2. Annual cost to a fellow who is always grouchy: no friends.
3. Annual cost to a fellow who is not happy around his home: irritated wife and distressed children.
4. Annual cost to a fellow who does not struggle to buy his own home and pays rent: \$600 to \$1,000.
5. Annual cost to a fellow who does not like anyone and does not enjoy association with men on a golf course: poor health, indigestion, grouch, never gets a promotion, never gets a raise, can't direct others in their work. Poor manager, only has his own ideas and can't accept ideas from others and put them to work.

Alex Cunningham, pro at North Shore CC (Chicago district) where the 1939 National Amateur will be held, has made a big hit with parents and kids using motion pictures in junior instruction.

After taking the pictures he assembles the kids and points out good points and errors. Series of pictures taken at regular intervals throughout the season show amazing improvement in the kids.

Pictures also make a swell feature for adult entertainment during club party nights.

6. Plans to live to be 80 years old, only for himself. Shouldn't live longer than 40.
7. Annual cost to a man who stays at home too much and does not play enough golf: wife gets tired of him, too many children. Doesn't enjoy spending any of the money he does have. Doesn't even have to buy golf clothes. Doesn't have a wife who says—"You spend so much for golf, I am going to spend just as much for a new dress and hat." He doesn't know any of these pleasures.

Comparative cost statement: Annual cost to man who plays golf and belongs to the Country club: Annual dues, \$140; federal tax, \$14; locker, \$7; locker-room valet, \$6; professional service, clubs, etc., \$13; clothes, balls, incidentals, etc., \$20; locker-room diet—lunches, etc. (your own business but estimated at) \$50; Total cost per year \$250, or approximately \$20 per month.

Harry, this is the best \$20 a man your age can spend and the benefits which you will derive from being affiliated with the Country club, not only in your own social standing, the men with whom you associate, your work, but your customers and the people you contact from outside are all a part of this.

### Keeps the Doctor Away

From a health standpoint and the relaxation of a man's brain, especially in these kind of times when everybody is worrying about business and conditions, it is worth more than \$20 a month. If you don't believe this, just get sick, have a nervous breakdown, call the doctor, go to the hospital and then start paying these bills.

I can gamble a few bucks that if I would write your dad a letter and tell him his son Harry couldn't play golf on account of forces beyond his control, I am afraid your dad would give you two reasons why he could knock the stuffing out of you.

Now then, if after you review this volume with the Budget Controller in your home, and she agrees with you more than she does with me, I would suggest you write your resignation all over again, as follows:

The Country Club

Mr. Manager:

Due to failing health, caused by old age and other infirmities and upon advice of several outstanding physicians and medical scientists and after the expenditure of numerous sums of money for such technical data, I hereby tender my resignation to the Country Club.

I believe I can get along without the recreation and fellowship at the club, as it does not help me in any way pertaining to my business, associations or health. I expect to live twice as long as I would if I continued this membership.

I propose to become grouchy and disagreeable every day and at the termination of my life here on earth I will expect to be buried on a beautiful grass covered hill, surrounded by trees, with proper marking. The surroundings to be similar to those you have at the Country club. Here I may lay in peace until resurrection day and my only ambition and thought at the present time is that my corpse will enjoy the beautiful hillside.

I sincerely hope that all members of the club who are now spending their money to enjoy themselves while they are living will have a similar burial to what I am anticipating.

I hope my resignation does not effect the club in any way whatsoever and that all of the remaining members will enjoy themselves more since I am not a member. Therefore, I hereby resign.

Yours very untruly,

Harry.

Now Harry, since you have read my discourse and ballyhoo I am asking that you see me and let's talk this matter over. Remember this: even though we are going through a depression now and our incomes are not as high as we would like to have them, if we practice a little economy here and there it will not interfere with our recreation and our health, which we certainly owe to our families at this stage in our lives.

I am in hopes that the things I have said may influence you somewhat to remain in the Country club, where you need the club as much as the club needs you.

**H. H. Ramsay Dies** — Herbert Hartley Ramsay, prominent for many years in golf association work and president of the USGA in 1930 and 1931, died Jan. 27 in New York City at the age of 52. Surviving are his widow and two sons.