

some newcomer in the community; some young man or woman who is just becoming established and needs a club as a recreational and social hub.

How about the club's initiation fee and yearly dues? Even if you tap only the blue-bloods, there is more than a possibility that the ten-year drought has even affected their financial wells. Check on all dues and fees. If they need a revision, go to bat to revise them. Remember, more active members, even if they do have less, mean more for you and the club than a lot of millionaires with arthritis.

Your new member should be more than a name on the roster. See to it yourself that he is having a good time. Not only introduce him to everyone but see that he is thrown in with the old-timers, both on the course and at the club proper. It's your job to be a host as well as a teacher. Arrange for him to be placed on committees, to be given club responsibilities. A good start is 99% of the battle.

DON'T IGNORE YOUNG BLOOD

A VETERAN club manager observes that one of the major causes for club decline and dwindling memberships was the fact that many clubs had an attitude bordering almost on animosity towards the younger members. Foursomes that had played together for years resented the intrusion of younger blood, and at some clubs, it was with difficulty that younger men got games with the veteran members. But conditions have changed. Age and the depression took toll amongst the oldsters. The younger men kept on and preserved the club. So take heed from this. If yours is a club where the 'youngsters' may yet be given to understand they're intruding, and if conditions at your club demand a larger roster, take heed and don't bar the gates to the kids. Then you'll get well in a hurry.

DINNER MEETINGS

AN exclusive New England club saw its membership drop from about 550 to 250 in a period of two years, but a membership drive in May of last year was so successful that the roster swelled to well over 400. The 102 new members added in the May membership drive brought an increase of club income of about \$10,000 a year, due to the efforts of about 100 members who attended 6 dinner meetings and by those meetings were inspired to go out and make real solicitations. The club got 25 old members to rejoin, but the big gains were made among those men who had stopped playing golf during the height of the depression, and though they were now beginning to get back on their feet, had not yet been inspired to take up golf again. This membership drive took care of that,

HAVE YOU SEEN HIM?



Howard L. Lawrence

The G-Men are looking for this lad, a golfer of considerable ability. They want to talk to him about a hunk of dough he's accused of embezzling from the First National Bank of Danville (Ill.) back in 1932. Have you any tips on his present whereabouts? Maybe he played your golf course this season.

Lawrence is 38, weighs 200, is 6'-1" in height. Dark chestnut hair, thin on top; dark, tanned complexion; gray-blue eyes; teeth in good condition. Suffers from hay fever; may limp slightly with left leg.

If you know anything of Lawrence, J. Edgar Hoover would appreciate your phoning or wiring collect to the Federal Bureau of Investigation, Dept. of Justice, Washington, D. C. Phone: National 7117. Or get in touch with the nearest division of the F.B.I.

The club also found many newcomers in the district who had actually not been invited to join any club.

NO PAID SOLICITORS

HERE'S what a veteran club official in the Chicago district says: It has been my observation that only members can secure worthwhile new members. A club is simply an enlarged family group. No professional solicitor can bring units into this group and keep them there. An older member must help in this process of absorption of the new blood, for the new member expects this social chaperonage. There may be the finest fairways, the sportiest greens, most entrancing scenery and the best cuisine, but unless the recent member is absorbed by a real fellowship, he does not remain.

Berrien Hills CC, Grand Rapids, Mich., uses a bright competitive stunt in adorning its dining room. Members are invited to supply flowers from their gardens to the club. Men and women members vie in making clubhouse tables attractive with specimens from their gardens.