

Adequate Winter Programs

EACH autumn golf clubs in a large section of the country begin to worry about winter loss of membership. Normal turnover of membership in the representative metropolitan district clubs is about 10%, due to transfers of residence and changes in financial condition. When the per cent of resignations exceeds that figure, it's something requiring corrective action.

The clubs that have highest financial and social rating of membership don't have this annual membership turnover problem. But one reason some of them don't is that activities are spread out on a broad basis so when golf play is cut down by weather, other activities are in progress. The St. Louis (Mo.) CC, one of the nation's distinguished clubs, has a long waiting list and no winter resignation problem, and as its president John R. Shepley points out, "golf is only one of the many activities carried on at the club."

At Glen Oak CC (Chicago district) the winter resignations have been reduced to normal by an extension of the winter sports program, particularly by skeet and tobogganing when snow permits. There are occasional stags and other parties at the clubhouse during the winter, and a New Year's Eve party that's one of the club's entertainment high spots.

Inasmuch as Glen Oak's memberships are on an annual basis and resignations are accepted only at the end of the year, the club expects a year-end drop in membership.

Pay Dues Early

Smaller clubs have found the method used by the Pontoosuc Lake CC, Pittsfield, Mass., effective in quickly recovering from winter membership slumps. Men members who pay their year's dues before March 24 get a discount of 32%; women, a 20% discount. Men who pay between March 24 and April 21, a discount of 20% and women who pay in this period, a discount of 10%.

Spreading dues payments over most of the period when house accounts and play-

ing expense are running is the plan followed by the Champaign County (Ill.) CC. Dues are payable in installments on January 1, April 1, June 1, and July 1, and are delinquent 15 days after the due dates. Delinquent members are not permitted to play.

As Frank C. Amsbary, jr., the club's president, remarks, "After having paid 3 installments for only 6 weeks' golf, it is only human to pay the balance and play out the season."

It's the winter program, rather than the financial arrangements, that seems to control the membership slump in most instances.

The Barton Hills CC (Ann Arbor, Mich.) L. C. Cushing, president, lists features of a winter schedule that strives to keep the members lined up. Barton Hills' golfers are organized into men's and women's bowling teams, and have mixed tournaments monthly. There are monthly dances, keno and bridge parties. There are dinners and celebrations, Thanksgiving, Christmas and New Year's.



Toboggan slide at Passaic County (N.J.) GCse, where Kent Bradley superintends, is extremely popular with winter sports enthusiasts in the vicinity. Slide, which was built by WPA workers, is 300 ft. long; tobogganers enjoy another 700-900 ft. slide on the fairway after leaving the incline.

Eliminate Roster Slumps

Further, the club offers new members club privileges from Sept. 1 to the end of the year as a bonus for signing in the autumn.

Liquor income has somewhat diminished the problem of attempting to operate the clubhouse even on a skeleton crew basis during the off-season for golf. Fire insurance regulations in many instances require that some heat be kept in the clubhouse during cold weather, so the job of keeping parts of the clubhouse heated to a comfortable degree isn't an especially costly one.

Uncertainty of weather for winter outdoor sports such as skating, skiing and tobogganing make it necessary that facilities for these amusements be constructed in advance of the cold weather and be available for immediate use when weather permits. The dues of winter sports memberships generally are made so attractive that kids exercise pressure to make their parents join. Now that most clubs have lively year-round programs for youngsters, the winter sports appeal frequently brings in new family memberships on a 12 month basis. It has been found that the addition of kids' golf classes, swimming pools and tennis classes have enlisted youngsters as powerful recruits in membership campaigns.

Much study is being given by golf club officials to getting the club established as a select community recreation center of 12 month use. In this connection it has been found that many clubs' dues schedules could stand revision to attract younger families whose presence, spirit and spending at the club provides an atmosphere and drive essential to most clubs' success.

Raise Age Limit

Among clubs raising the age limit for "junior" members in 1940 was Olympia Fields CC (Chicago district.) In announcing its 1940 schedule, F. H. Yarnell, membership committee chairman, said:

"Junior Preferred membership had been limited to those not over 24 years old, but in the new plan those from 21 to and including 30 years of age became

eligible. Under this plan any member's son of the above age is eligible. In addition any member may sponsor by guarantee of account and conduct, one young man who need not be related. There is no initiation fee and dues are governed by age as follows:

Age 21 to and including

24	\$ 50.00 per year
Age 25 and 26	75.00 per year
Age 27 and 28	100.00 per year
Age 29 and 30	125.00 per year

Plus 10% Government Tax.

"Any Junior Preferred member accepted on this plan, after 2 years or more as a Junior Preferred may convert this membership to a regular membership without initiation fee. For the sake of ease of accounting any applicant's age on April 1st, will be considered his age for the year.

"This liberalization made possible to many fine young men, membership in Olympia Fields Country Club. Many of these men will grow up in Olympia's environment and become the backbone of our club in the years to come."

Slide Brings Club \$2,500 Income

ONE of the best examples of a properly constructed toboggan and ski slide is that at the Blue Hill CC, Pearl River, N. Y.

From December 15 last year until March 5, 1940, over \$2,500 had been taken in from the tobogganers alone, this from 10,000 persons who paid a fee of \$1.00 for an hour's use of a toboggan with a four person limit. Ski fee is 50c per day, but no figures were available on number of skiers.

The toboggan slide is operated under the management of Edward M. Zell (Blue Hill is a semi-private club). It is a two-trough slide slightly over $\frac{1}{4}$ mile long, with a 300-yd. run at the end of slide. Both slides have brine refrigerated coils. Workers make cake ice, grind it with a "snow machine", place it in the troughs,