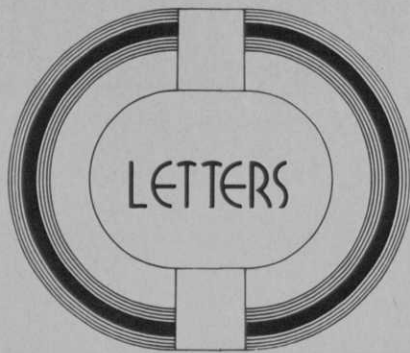


# GOLF AWARDS



## Paying the price for snobbishness

I read with interest the article in GOLFDOM's June issue entitled, "21 Ways to Build Golf Course/Community Relations." I am usually good for two or three suggestions that have been overlooked, but in this instance I cannot recommend any additions or deletions. This is an article that should have been written at least 10 years ago. I only hope it is not too late.

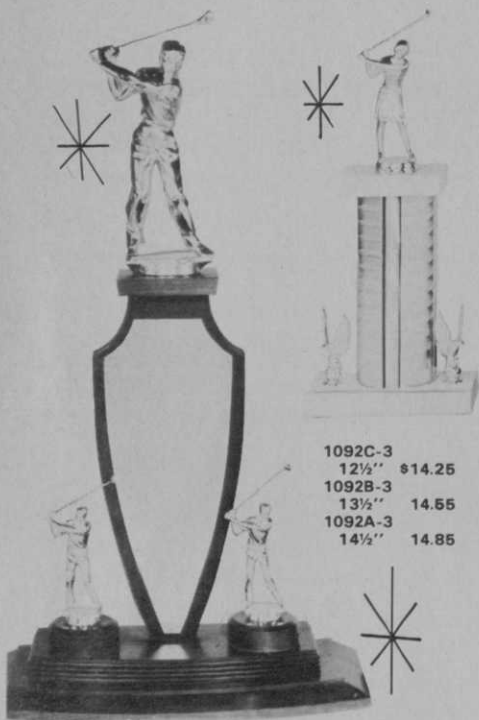
I don't personally fault the superintendent, golf professional or club manager as much as I do the membership. It is the members who become all too snobbish about their membership in an exclusive club and create the jealousies and envy so apparent in practically any city in the country having one or more private country clubs.

Members of private country clubs should try to avoid the clecks that quite naturally develop and make certain they get involved in bridge clubs, church and social activities outside the country club.

Membership in many of the outstanding and very selective country clubs has become a status symbol, and I am sure women are especially guilty of lording it over non-members when they get the chance. When complimented on certain apparel, I have heard women jump to the chance to explain that they bought the outfit in their pro shop, knowing that the other women don't belong to her club and don't have access to the same clothes.

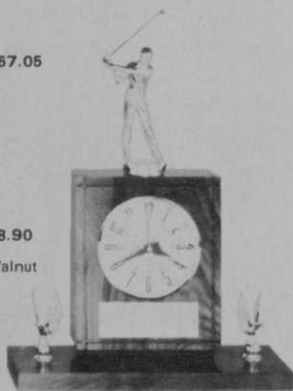
You can be certain that those many country clubs within the city limits will pay and pay for the snobbishness of the past.

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