

## "MORE GOLFERS!" PROS URGE

**S**HARP realization that their big problem is the promotion of golf's growth has hit most of the pros. Now what to do about it is the subject being studied by the fellows who intend to stay in pro golf and make a living out of it.

Last season gave the boys something to think about. Weather was bad. In New York 101 degrees on June 29 set a new record for the month. July with 11 days during which the temperature was above 90, was the hottest July since 1911. Elsewhere in the east, central states and west, heat, drought and dust storms murdered play. It speaks volumes for pro business ability that the boys, generally speaking, did pretty well with shop sales despite this weather handicap.

Cost of playing golf now is down to the point where almost anyone who wants to play can do so without undue financial strain. Daily fee and muni courses are operating at rates that are plenty low, and the fellow who wants to join a private club has layouts available that have retained their high standards of membership but have cut down on initiation fees and dues. Furthermore the cost of a private club membership is not an item that can be slugged exclusively on the male pages of the family budget; nowadays wives and children are heavy patrons of course and clubhouse facilities.

Clubs have the pros to thank for this broadening of the membership appeal to include women and children, and in view of this life-saving part played by the women brought into the game by the pros during the depression years, it is no wonder that every pro worthy of his job is trying to extend his club's field and his own market by some planned and active

effort along the same lines that built up women's golf.

Wise pros are looking toward the school-age youngsters as the targets for a big extension of the game. A lot of work already has been done by earnest and bright professionals in this direction but the work has not been organized. Fellows who have gone at it on a hit or miss basis have done well enough to indicate that when all the pros go in mass formation after this kid field, golf will boom.

### A Chance to Double Golf Play

Census figures show around 4,500,000 kids between the ages of 14 and 20 attending school in urban communities. You can't figure out by any manner that in 1934 there were more than 1,250,000 active golfers. Therefore what smacks the pros and the golf manufacturers right in the eye is a chance to more than double the number of players very quickly with some intelligent and focussed effort. Admittedly the kids haven't much dough now, but they have enough though to play on municipal or daily-fee courses by the millions. The cost of golf at many of these places can be brought down below the cost of the movies and the kids always seem to be able to get money for the pictures. Thousands of youngsters whose parents belong to private clubs—or might if home pressure were applied—are receiving no missionary work on the part of golf. That is something that wise, foresighted professionals intend to care for this year.

### Trade-In Clubs to Kids

National PGA officials are considering a campaign to bring golf to the school kids. President Jacobus, Treasurer Mackie, and

the association's publicity committee headed by Elmer Biggs are sweating with details of getting golf instruction into the schools and supplying the kids with clubs. The matter of getting clubs into the kids' hands is something that has engaged the expert and successful attention of a number of pros who have been giving group class lessons at schools. They found that the youngsters are anxious to play but can't afford much money for clubs. So the pros worked out trade-in allowances on clubs sold to their members and gave their schoolkid pupils these used clubs at low prices.

Formerly many youngsters were brought into golf through clubs given them as caddies, but the bag-toting business was slack during the depression, so this section of the field for new golfers dwindled. To make up for that, the pros regard their problem as one of taking golf to the kids who don't come to golf as they did when caddie money was easily available.

Just how the PGA and the manufacturers may be able to work out this idea of a national plan for taking in old clubs as partial payment on new sets and selling the trade-ins to school kids at nominal prices is something that right now is vague. There may be some backfire of retail price disturbance on new clubs that should be guarded against, or other angles that must be fully considered in advance. The PGA national officials will be grateful to the members for suggestions concerning the work of market development among the youngsters. George Jacobus is at his winter job at the Bobby Jones GC, Sarasota, Fla., so you can write him there with the assurance that he and the organization's other officials will give every consideration to the plan they hope to be able to submit to the manufacturers for a co-op deal on these trade-ins for redistribution to youngsters.

### Baseball Has Tough Year

Pros who have been reading the sport pages lately must have been impressed with the sad plight of professional baseball as revealed by the ball club owners. Only two clubs in the National league made money in 1934, the New York Giants and the St. Louis Cardinals, the latter club happily interrupting its long streak of years in the red by a red-fire finish with the Deans slinging baseballs and bushwah, all of which resulted in a nice flow of world series money. Salary cuts of ball players this year are painful. The baseball players are not in position to go

out and make their market like the pros; that's an angle that ought to stir many pros into action.

Jimmy Powers, sports editor of the New York *Daily News*, points out to his readers, who make up the biggest daily newspaper circulation in America, that the rounds of golf played on the public courses in the New York area are far, far in excess of attendance at Giant, Yankee and Brooklyn Dodger baseball games. This indicates, of course, that golf has weathered the depression storm in better shape than baseball, or any other sport. The one possible exception is pro football, which was made by college stars going into the pros game because they couldn't get other jobs. In itself that's an exhibit of the value of having the nursery for a sport.

### The Sort of Work Pros Like

There is another phase of this market development necessity that is making the pros think. One hears the query, "Why does our club need a pro?" The most important part of the answer is—to make golfers. Thoughtful professionals appreciate that in the business of golf it is not often possible to be content with simply serving players after they have become golfers the job is to make golfers. When golf club officials and manufacturers are reminded by a strong pro campaign that there wouldn't be many golf clubs or much golf business were it not for a pro-made sport, the position and earning power of the pros will be vastly bettered. The contemplated campaign on school children affords such a brilliant, inviting opportunity for demonstrating pro value in extension of the game that the pro who does not take an active part in the kids' work is either numb or dumb. There are not many of the numb or dumb class in pro golf, and the sooner the law of the survival of the fittest eases them out, the better off they and the profession will be.

Pros as a class are very soft guys. They will go to a lot of trouble to help people, they are generous to a fault, and they have plenty more of the rather sentimental aspects of character that after all makes the world an acceptable place in which to live. Consequently the prospect of helping kids to get started in a game they will enjoy all their lives is something that appeals to pro character. It is a factor that can be counted on to push across the kid campaign. How this is needed by the youngsters is made apparent by Walter T. Diack, general secretary of the YMCA in New York City. Says Diack: "A feeling

of not being wanted made 1934 the worst year in the nation's history for young people." Well, the pros want the kids and the next step is for the pros to go to the kids and let them know that they are wanted as the pros' comrades in the game.

It is a certainty that each PGA section's plans for 1935 will call for more energetic attention to the youngsters than ever before. It seems to be one of the points at which every member will co-operate. In the Illinois section, for instance, President Horton Smith and Secretary Tom Walsh, have outlined a vigorous campaign for taking golf to the youngsters. Stars like Armour, Cooper, Smith, Bob Macdonald, Laffoon, Tom Walsh and many others among the section's nationally and locally

known pros have agreed to give high school and college students golf lessons for nothing. It's a sure thing that this free deal as a starter is going to arouse golf interest and bring many keen enthusiasts into the game.

The policy is one that deserves the heartiest approval of club officials, of the USGA and Western GA executives, of the sectional golf associations of men and women and of every manufacturer in the golf field. Any section of the PGA that has not already begun to plan something along this line, or any professional whose individual plans for the year have not included promotion of youngsters interest in the game, should need only a reminder to get their work in this direction started.

## MANAGERS TO MEET

### Annual Convention Will Gather in Cincinnati on March 4th

**H**OTEL Netherland Plaza, Cincinnati, will be the scene of the ninth annual convention of the Club Managers Assn. of America on March 4-7. Business meeting will be held in the hotel's Hall of Mirrors, and there will be an educational exhibit and display in the north and south exhibit halls. Henry J. Foerster of the Columbus Athletic club, who is general chairman of the convention, reports that the convention program is completely worked out and that there will be something doing all the time for those managers who attend. Exhibit space is going fast and the show is expected to be one of the finest all-around displays of all to date.

The convention program:

March 4: 1:00—Board of Directors Luncheon. 2:00—Board Meeting. 10:00—Reception for National President and Officers. Supper and Dancing, Restaurant Continental, Netherland Plaza.

March 5: 9:00—Registration and Inspection of Exhibits. 1:00—Convention called to order by F. H. Crawford. 1:15—Address of Welcome by Mayor Russell Wilson. 1:45—Address by W. F. Homiller, President, Club Managers Association of America. Roll Call of Officers. Appointments. Reports of National Officers and Committees. Introduction of men in charge of exhibits and booths. 8:00—Entertainment at Friars Club. 11:00—Supper and

Dancing at Pavilion Caprice, Netherland Plaza.

March 6: 8:00—Trip to Seagrams at Lawrenceburg, Ind. 1:30—Separate Conference of City and Country Club Managers. 3:00—Combined Conference of City and Country Club Managers. 4:00—Business meeting.

March 7: 1:00—Reading of Communications, Discussion for good of the Association. Discussion of Amendments of by-laws. Nomination and election of National Officers. Installation of National Officers. Reports of Committees. Selection of City for 1936 Convention. 7:00—Ninth Annual Banquet, Hall of Mirrors, Hotel Netherland Plaza.

A recent appeal for large attendance by the managers was recently issued by J. Fred Smith, national secretary of the association and manager of the University club of Columbus. "You managers," he says, "owe it to yourselves and to your clubs to come to the meeting. You will get the opinions of men chosen as speakers who are experts in their lines. You will get a new viewpoint, will lose that staleness which comes from too close attention to the job necessitated by conditions this past year. You will go back to your clubs with new ideas and with new zest for tackling 1935."



Three views of Des Moines' new muni course. Over 350 workers have been employed at one time on this job.

**I**N THE PAST couple of years, greatest golf development has been in the construction of municipal links by relief labor. Literally scores of layouts have been built or are at present in the process of construction, due to the fact that the government believes the development of public recreation centers offers a better chance for ultimate dividends in the way of health and happiness of the people than any other form of public works. Under

the Federal Emergency Relief Administration's plan, instructions have been issued to give the building of playgrounds and all recreation plans first consideration.

Under the FERA plan, the government allots large sums of money to the various states. In each state there is a government agency to distribute the funds to cities and towns, who apply for stated amounts for various and specifically described community purposes. There are three guiding principles in awarding the money—as many men as possible must be put to work, the job must be completed with hand labor only (machines are of course permitted on work hand labor cannot do), and the project must eventually be self-liquidating.

#### Curtis Suggests Cities Apply.

Julian W. Curtiss of A. G. Spalding & Bros., who is chairman of the Athletic Goods Mfrs. Assn. committee on promotion, is deeply interested in the opportunity the FERA offers to expand the recreational facilities of the country, and offers this advice to all communities desiring to apply for some of the government funds:

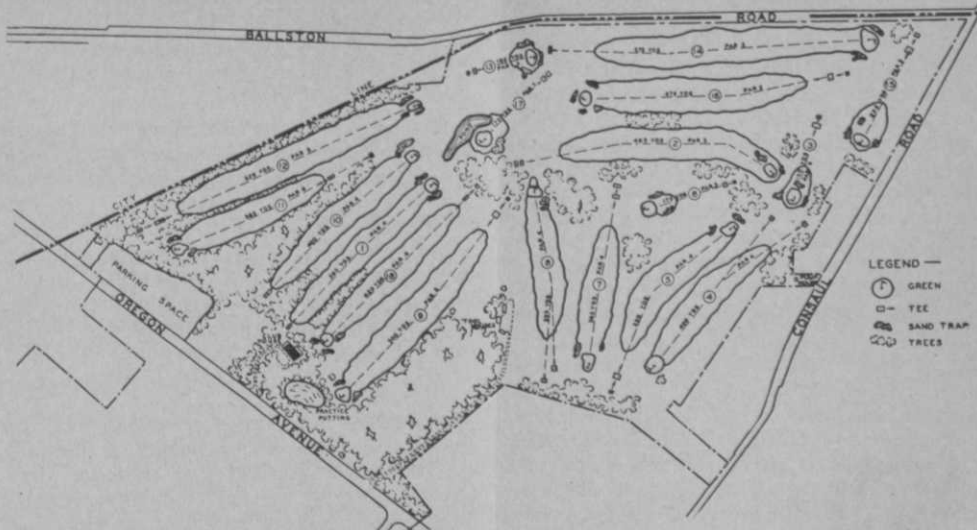
"If in your city you have a park head, appeal to him to apply for and use some of these government funds which are being distributed by the government to all states and through those states to the different cities and towns. This is all under the FERA; in other words, emergency funds to help unemployment. If there is no park department in your town, then probably it would be well to take the matter up with your first selectman, or whoever is the official authority, and tell him about the chance that is offered to give boys and girls, as well as adults, health and recreation."

#### Schenectady Builds Course.

Data on two major course construction jobs, which have been made possible through the use of government money, will prove of interest. The first is the new municipal golf course at Schenectady, N. Y., expected when opened for play to be one of the finest layouts in northeastern

## FERA FUNDS PAVING WAY FOR MANY NEW MUNI PROJECTS

BY SEWARD DAVIS



Schenectady's new course will be a real championship layout of 6,580 yards.

New York state. P. J. Kirkwood, City of Schenectady CWA official, supplies the following information about the course:

"The new 18-hole Schenectady municipal golf course on recently acquired property adjoining Central park, will be a real championship links of 6,580 yards, calling for a par 72.

"An interesting feature of our construction work was the employment of experts in every line of endeavor in the work who have come directly from the ranks of the CWA, meaning that they were among the unemployed. Farmers for the plowing and breaking of the soil and the rough grading for laying out the course; soil chemists for the necessary soil tests and treatments; plumbers for the watering system; engineers and draftsmen; agriculturists, landscape architects and even a modeller.

"His job was to make plasticene models of the contours and construction of each of the greens to scale so that the roll and pitch of the green was known before construction was started. The greens have been built from these models. Greenkeepers and professionals from the various clubs in this section cheerfully donated their service and advice for the work."

#### A Real Layout.

Designer and architect of the course is A. F. (Bill) Knight. "My work has been mostly co-ordinating the talents and gifts of the men under me," Mr. Knight said. "They deserve much credit. It is amazing the amount of talent in any given direction

or in any profession that was represented in the ranks of the CWA."

There are 2,000 square feet of teeing surface for each hole divided into two tees for each hole; average putting green is 7,200 square feet. Arsenate of lead in the ratio of 10 pounds to each 1,000 square feet has been put into each green below the top soil to prevent grubs and earth worms. A line of four inch tile was placed under the center of each green.

A practice fairway near the clubhouse, a 2-story structure 66x28 feet, has four tees, and there is a practice putting green with an area of 15,000 square feet.

A sod nursery for trees planted with tee mixture for an area of 10,000 square feet and a sod nursery for greens with an area of 5,000 square feet planted with green mixture will be maintained.

#### Des Moines Rebuilding Links.

Let us jump now to the middle-West where, at Des Moines, Iowa, the Department of Parks and Public Property is reconstructing the Waveland Golf course with relief funds, under the enthusiastic supervision of Paul L. Sandahl, executive superintendent. He writes:

"Waveland, a tract of 190 acres, is approximately square, and is very rough in places and heavily wooded. The old course, which traversed mostly the tops of the hills, was 5,400 yards long. The new plan, which was laid out by Paul Coates of St. Paul, travels the valleys to a great extent and will be 6,500 yards. The new plan



called for grading amounting to 73,000 cubic yards, which has been mostly accomplished under the CWA program of the government. We have had as high as 356 workers on the job at one time, covering several months during last winter, but the original start of grading, tiling, etc. was done under the first relief program under the initials of RFC. We laid 612 ft. of 3 ft. concrete tile, 1,779 ft. of 30 ft. concrete tile, 1,200 ft. of 18 in. drain tile, all with this kind of labor.

"All abutments and retaining walls pertaining to the drainage system have been built, and a complete new water system spread out over the course. Our old water system consisted of one 2 in. main which connected on two sides of the links with city mains. We still have this same two inch line, and in addition, a new line consisting of two 4 in. leads from two separate sides of the course. One and one-half inch water lines are brought up to each green, and  $\frac{3}{4}$  in. leads to nearby tees. We are hoping to have the whole course in play sometime in 1935.

#### Welton Offers Advice.

"We are standardizing on metropolitan bent grass planted on soil that was built under suggestions and direction of Kenneth Welton of the U.S.G.A., Green Section. Right here, for your own information, I would like to say a word of gratitude to Mr. Welton's work. We thought we were doing a good job of building soil until he came to the greenkeepers' meeting here last fall. He was kind enough to go over our work and he showed us by test methods how much better job we could do. We feel that the result of the Green Section work in soil and turf management will be worth thousands of dollars to our course in the next twenty years.

"Another improvement very valuable to the course is a 6 ft. chain link woven wire fence, topped with three barbed wires on three sides of the course, 7,200 ft. in length, which was made possible through CWA and the government purchase of materials. This fence enables us to control traffic on the course and to prevent damaging fires of incendiary nature, with which we have been troubled in the last four or five years.

"During the winter we found in our CWA crew an experienced house-mover, and by renting his equipment for approximately \$20 for the job we moved all our service buildings into one place, and with CWA labor built them all together into one set of sheds with concrete foundations, sanitary plumbing, lighting, etc.

## "Bag Starting" System Works Poorly; Asks Better Plan

Editor of GOLFDOM:

We are having quite a time establishing a satisfactory system for controlling starting times. Play is quite heavy (ours is a public course) on week-ends and we employ at present the "bag system," whereby a player, after buying his ticket, takes his bag to the starter's tee and leaves it in line until all others in front of him are on the tee. The plan is unsatisfactory. What other system would you recommend?

J. L. (Oregon).

**C**OURSES habitually crowded find the best system is to assign a definite starting time to players at the time they pay their daily fee. The cashier is supplied with printed slips along the left hand edge of which appear an hour of starting intervals, one line to each time, thus:

—:00 \_\_\_\_\_  
 —:05 \_\_\_\_\_  
 —:10 \_\_\_\_\_  
 \_\_\_\_\_ and so on until:  
 —:55 \_\_\_\_\_

The cashier prepares these slips, one for each hour in the day and at the time players buy their tickets, permits them to select whatever starting time is still open on the slips of the day.

The serial number of the starting ticket is then posted on the line opposite the time selected, and as a cross check, the starting time is written on the ticket.

These slips are given to the starter at the first tee far enough in advance to permit him to keep the traffic moving smoothly.

The plan is practically foolproof and barring connivance between cashier and starter, eliminates the evil (into which some starters fall) of squeezing in favored players to tee off ahead of their regular starting time.

**C**LIPPINGS from greens plots at the Arlington turf garden were weighed and analyzed during the season of 1930. The results indicate that to replace the fertilizer elements removed from the soil in the clippings taken from 18 average well-kept greens during one season, it would be necessary to apply fertilizers carrying the equivalent plant food to be found in about a ton of ammonium sulphate, 200 pounds of superphosphate, and 400 pounds of muriate of potash.

# BE TOUGH ON COLLECTIONS

***It's the Only Way to  
Keep Clubs Healthy***

**H**AND me the financial statements of a dozen or so golf clubs, and without a great deal of inspection I'll pick out the clubs that are "tough" on delinquent members, and the clubs that follow a wishy-washy collection policy. It isn't necessary to search each statement for the size of the bad debts account, or to compare the quick assets with the quick liabilities. All I have to do is to glance at the results of the year—if the club made money or even if it almost broke even, you can bet it operated under a firm commonsense policy with respect to delinquent members and did not deviate from it because the occasional over-due member was "temporarily hard up" or "a good fellow and valuable member."

The more I dip into club collection methods, the more firmly I become convinced that credit should never be extended to a member beyond the limits prescribed in the by-laws of the club. If these laws say "pay up in 60 days or get out," and if the club in all cases lives up to this regulation, the member will expect no special dispensation to be granted in his particular case and will manage somehow to dig up the money needed to keep him in good standing. Many an organization can testify to the truth of this statement.

Perhaps this sounds too tough, but consider a few facts. A golf club is presumably organized "not for profit" to give its members the most it can in the way of club life and facilities for the least money. Its expenses are carefully budgeted to use every penny of expected income. Whenever a considerable surplus develops, prices are expected to be cut or club facilities expanded to use up the excess. This is the basic theory of club operation.

## **"Going Along" Rarely Pays**

It necessarily follows that a club skirts too close to the margin between profit and no profit to be expected to swallow a loss on a member. Nor should it "go along" with a delinquent fellow to hold him in the club; nine times out of ten such men never

catch up and never become good pay. And if they don't, it's the money of the other members that is paying the club bills, which means that golf and the other club attractions are costing each other member just a little more than should be necessary. All of which is contrary to the theory that a club should give its members the maximum facilities at the minimum cost.

Another reason it pays to be tough on collections is that prompt payment means no pyramiding of bills. Few clubs exist where at least some of the members do not have trouble meeting their bills, club and otherwise. The total a member of this type owes his club in any one month is not so serious; he can find the money somehow. But let this same member slip by without paying and it's a different story when the next month's bill arrives to swell the total of the month before to a figure that cannot possibly be paid in full promptly. Such a member, if he is allowed to use the club, will stay delinquent until after the end of the season, when he may catch up.

From Major R. A. Jones, manager of Baltusrol (Short Hills, N. J.) come some comments on this subject. He says:

"There is no excuse for a club permitting a number of members to build up large house accounts and have the time of its officers occupied in writing letters and acting as debt collectors. Those members who have difficulty in paying one month's bill will have still more difficulty in paying two or three months' and there is nothing to be gained except grief and loss from a generous or sloppy system of bill collecting.

"Baltusrol has incurred no losses and has no outstanding accounts which is proof enough that the members will support a sound system."

Similar observations are made by R. T. Strachan, secretary-treasurer of the Shoshone CC, Wallace, Idaho, who writes:

"The longer I handle the collection of dues for the Club, the more I realize that the answer to the problem of delinquent dues is to start pounding away as soon as

B Y J A C K F U L T O N , J R .

delinquency starts. A past due quarter is comparatively easy to collect; a half year or a full year's dues is many times harder."

### Personal Appeal Works Best

Many clubs find the work of collecting accounts not overly difficult during the active season, when the members are most interested in golf and the club, but a labor of Hercules once the season is over. For example, Mr. Strachan writes:

"The problem of delinquent accounts in the winter gives us serious concern. We have tried posting through the summer months but it is not applicable to the last quarter, as our clubhouse is closed during the winter months. I have not found that it does much good in any event. We have also tried solicitation by mail but with very disappointing results in most cases.

"The only method we have found so far that will bring any results is personal solicitation. Towards the end of November and again about the middle of December the President and myself take a list of delinquent members and make personal calls on them, explaining our financial troubles and making a plea for their support. This of course does not get all of the money but it does get a lot that would otherwise be outstanding until spring or longer."

### All Sign Notes for Dues

At the end of the 1933 playing season, the Country Club of Beloit (Wisc.) was in "a hell of a mess" regarding past dues, according to David Humphrey Foster, treasurer of the club for the past ten years. "Members," he says, "were owing us a total of \$2,600 and our accounts payable were well over \$2,000. We had given members the privilege of paying on the installment plan, threatening to post where they failed to pay promptly. We did post a number. Made some enemies, too.

"Before the 1934 season opened we made a personal canvass of old accounts and through compromises succeeded in collecting in about \$1600 in cash and notes. The note idea worked so well on the old accounts, helping to retain our members, that we put it into effect on dues. One-fourth in cash and three equal notes for the balance, payable a month apart, bearing interest after maturity. We ended the season with less than \$100 unpaid on the club due notes and will collect the major portion of this before spring.

"The notice we sent out to all who gave us notes for their dues reads like this:

*Office of the Treasurer—The Country Club of Beloit*

*Payment on your note amounting to \$..... is due in this office.*

*This should be attended to without fail in order to avoid the application of Section 6 of Article VI, which reads as follows:*

*In default of payment of dues or any other indebtedness . . . by a member of the Country Club for a period of ten days after proper notice is sent out, the Board of Directors, may, without further notice, terminate the privileges of the member so in default.*

***THIS IS THE ONLY NOTICE YOU WILL RECEIVE!***

"At the end of 1933 we had in sight only 65 potential members—ones we were sure would stick with us. In addition we had some 35 who were owing back dues and we felt would withdraw. Early in the spring of 1934 we were on the fence—just a stone's throw from giving up the club and letting the bond-holders take it over. But the idea of the notes saved us. We went out and sold all old members on the idea and in addition took in enough new members to bring us up to 172. Out of this number 168 paid us in full. The last note was due the 15th of July and these 168 had settled for their indebtedness by the middle of August. In a few cases where payments on notes got behind we posted names. Two of the names posted still owe us but we are going to give these notes over to a lawyer for collection.

"By getting our members to pay on the installment plan and having them sign individual notes for each installment, we feel that we solved our annual dues problem almost 100%.

"We have gone all through the problem in past years of trying to collect dues DURING the playing season, but always ending up with a lot owing us after the golf clubs were put away for the winter. Collection letters by the score have been used with very poor results. These letters approached the member from every possible angle but little attention was paid to them.

"I can heartily recommend the note idea to any club anywhere. These notes were not banked. We carried them in the office but the payments came in early when we needed the most money and while the golf season was at its best."



When a club has a waiting list, the threat of forfeiture for non-payment works wonders in getting in the money. The Westmoreland CC of Wilmette, Ill., is in this enviable position. Here's how delinquents are handled there, according to Henri C. Tubach, the club's auditor:

"Our collections are not a very serious problem here at Westmoreland. We are fortunate this winter in having a full membership and a waiting list of around 25 applicants.

#### Full Roster Eases Problem

"As there always has been a membership equity, which at the present time is \$313.64, we have a little safeguard for our collections and when a member's account runs over \$100 at any time during the season, the treasurer sends out a friendly letter and he follows it up with another friendly letter. If there is no response, a third letter quotes the By-laws and tells them what are their rights and leaves it up to them. Of course, there are some cases that were worthy of a longer extension which proved out all right and during the last four lean years we have only forfeited five memberships which were hopeless.

"We do not post delinquents although our By-laws make a provision for it. At the present time, we have 16 members on the delinquent list or a little under 5% of the membership."

The "friendly letter" that Westmoreland sends reads like this:

Dear Mr.——

*The Board of Directors of Westmoreland Country Club have requested me to call your attention to the condition of your account with the Club. According to the list furnished me your accounts shows \$94.07 past due. Of this amount, \$38.98 is over 90 days past due.*

*So that I may report to the Board on the list of delinquent accounts furnished me, would you be good enough to communicate with me and advise what you can do about clearing up the above indebtedness.*

*The Board of Directors wish to extend to you every courtesy and consideration and, while the present financial condition of the Club is satisfactory, it is felt that we must have the co-operation of all members to keep it in that condition.*

*Yours very sincerely,*

#### One Yardstick for All

One club that can be held up as a shining example of the benefits of uniform treatment of all members and close adher-

ence to delinquent regulations is the Broadmoor GC of Seattle. Its health can be judged by its November financial statement showing that the club had \$32,792 in quick assets, of which \$23,617 was *in cash*, against quick liabilities of only \$15,868. Naturally Broadmoor discounts all bills.

In the handling of collections, Broadmoor's manager, C. P. Fletcher, makes some interesting comments. He writes:

"Seattle is in year around golf country, so we have no trouble with our membership dropping out or letting their bill run during the winter months. We do not post our delinquent members but we do send them a follow-up notice about the 20th of each month if they have not paid. This notice does not always do the trick but it helps.

"When a member owes the club over \$50 and is delinquent, his credit is stopped and he has to pay cash for everything that he would ordinarily sign for. Then if it gets to \$200 the club takes over the membership and it is offered for sale. A little profit enters into the deal here, as there is a ready market for these memberships from \$200 to \$400, at present.

"The fine condition of the club is perhaps due to the fact that the Board is small (9) and it elects its own officers from this 9. I have been a club manager for the last 11 years. Other clubs have had very large boards and it is my belief that the smaller the board the more and better work is done. A board meeting is held once a month and there are always 8 or 9 of them in attendance. They can get the work done in a hurry.

"They have had one and only one policy since the club started. They treat all members alike and do not stand for any interference from groups of members that are usually coming before most boards and telling how 'this case is different from the others' and that 'an exception should be made.' You perhaps have heard this many times before. The Broadmoor board always listens very carefully and then says that the same yardstick is used to measure all members and cases."

GOLFDOM invites club officials to submit details of collection methods that have proved particularly effective at their clubs. We'd like to pass the information on to other officials with whom the problem of delinquent members may be more acute.—Ed.

## USGA MEETS

### Annual Report Indicates Ruling Body's Financial and Roster Miseries Are Now Under Control

NO particularly violent fireworks to evoke oh's and ah's from the nation's golfers illuminated the forty-first annual meeting of the USGA, held January 5 in New York City, although definite improvement from the depression low, indicated in the association's financial report, and signs of a halt in the wave of member club resignations gave cause for a few sighs of satisfaction that the worst was over, as far as the well-being of that body is concerned.

Gross income for the year amounted to \$99,115.22 as compared with a gross of \$78,878.02 for 1933, an improvement of some \$21,000. Disbursements remained about \$80,000 for both years.

Biggest jolt to income was from member club dues and interest on investments. Whereas in 1933, the association took in \$30,889.89, its take for 1934 amounted to only \$26,021.69, a drop of \$4,868.20. On the expense side, elimination of many Green Section projects reduced the cost of this most valuable activity from \$29,354.13 in 1933 to \$14,396.45 last year, a saving of \$14,957.68.

Cash receipts from tournament gates indicated the healthy revival in golf interest last year. Admissions in the previous season to the Open, Amateur and Women's amounted to \$12,031.59; in 1934 no gate was collected at the women's tourney, yet admissions amounted to \$13,153.25. Greatest improvement was in the Open figures, which jumped from some \$5,600 to \$8,000. Program advertising hiked nicely from \$7,300 to \$11,400.

#### Member Resignations Halting

The membership situation of the USGA is reported as of November 30 of each year. At that time in 1932, the number of clubs in the association was 1,138. In 1933, the association lost 283 clubs through resignation and suspension for non-payment of dues, leaving a total membership of 855. Last year, 26 more clubs were removed from the roster, leaving 839 in good standing, but since 1934's change was less than 10 percent of the 1933 total, it was regarded as not distressing. There is every reason to believe that the member-

ship report due this fall will show a nice gain in this department.

Highlights of the meeting other than those outlined above were the formal expression of sympathy over the death during the past year of Ganson Depew, chairman of the Public Links Section and the Green Section committees; the report of the Rules of Golf committee, wherein it takes cognizance for the first time of the widely varying ways in which clubs allocate handicap strokes; and an interesting report by the General Counsel, Morton G. Bogue, on "Golf Law in 1934." The Rules of Golf committee's recommendation relative to handicap strokes will be found elsewhere in this issue. The Bogue report will appear in a later number of GOLFDOM.

The resolution of sympathy over the death of "Ganse" Depew reads as follows:

"The officers and Executive Committee of the United States Golf Association desire to inscribe upon the records an expression of their deep sense of sorrow and loss occasioned by the death of Ganson Depew.

"We, and all those interested in the game of golf, will remember him as one whose influence upon the game has always been for its good, always supporting and aiding the development of Golf in the United States towards its highest standards.

"He was loved and venerated by those fortunate enough to know him, not only for his valuable assistance to this Association, but for his unflinching interest and helpfulness in whatever concerned the best interests of the Game.

"As a companion, associate and genuine sportsman his death is deeply deplored.

"We, therefore, wish at this time to express our sorrow at his loss and to tender his family our sincere sympathy in their bereavement."

Officers and Executive Committee personnel for the year 1934 are as follows:

President, Prescott S. Bush, Round Hill Club.

Vice-Presidents, John G. Jackson, Deepdale GC. A. M. Reid, St. Andrews GC.

Secretary, Frank M. Hardt, Merion Cricket Club.

Treasurer, Harold W. Pierce, The Country Club, Brookline.

Counsel, Morton G. Bogue, National Golf Links.

Executive Committee, George W. Blossom, Jr., Onwentsia. Prescott S. Bush, Round Hill Club. Edward L. Cheyney, The Country Club (Cleveland). Charles L. Dexter, Brook Hollow. H. Chandler Egan, Cypress Point. Paul P. Farrens, Alderwood. Perry E. Hall, Gulph Mills. Frank M. Hardt, Merion Cricket. John G. Jackson, Deepdale. Harrison R. Johnston, Minikahda. Harold W. Pierce, The Country Club (Brookline). A. M. Reid, St. Andrews. R. Arthur Wood, Exmoor.