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## Play the SILVER KING

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**Y**OU may be hooking, you may be slicing, your putting may be as erratic as a left-handed earthquake—but if you are playing the Silver King you can be dead certain it isn't the fault of the ball.

Silver King—  
Reg. U. S. Pat. Off.



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the exacting requirements of a high type of membership. In the working organization this word, harmony, is as outstanding as in the other parts of the club. A worker's previous record for working without friction with others is as carefully considered and emphasized as working efficiently in the work each individual is employed to perform.

Regular departmental meetings of employees are held supplemented by conferences with department heads. Printed rules outlining the routine work of every operation in the club are given individual workers.

The longer I stayed at this club and the better acquainted I became with the "how" it was done the more impressed that here was the secret that many are looking for and few are finding. Here the men at the helm have forgotten rivalry and personal prestige, and have seen an ideal to be brought out—an ideal of impersonal and harmonious services that made the very thought of coming to Barrington Hills Country Club an anticipated pleasure eagerly desired.

As I shook hands with the genial manager and said adieu, I felt a sincere yearning to be one of those lucky individuals who has a membership certificate safely tucked away in his strong box.

### This Idea Worked Club Out of Tight Place

**O**NE of the newer metropolitan district clubs with rather heavy financial commitments recently found itself nearly "up against it" when the first glow of enthusiasm had passed and new members were not being added to the roster fast enough to supply the necessary money.

Instead of a straight cash assessment being levied against the members it was decided to make the assessments payable in new memberships or cash. Instead of giving each member a quota of one new member or a \$400 cash assessment, representing the value of a new membership, the present membership was divided into groups, each group being responsible for the combined assessment or allotment of new members of the four. This organization into groups was found to stir up action, interest and team-work a whole lot more than handling the campaign on an individual basis.