

# How Short Hills Handles Its Members

Short Hills CC, located at East Moline, Ill., has developed a streamlined plan for handling member details which, all, or in part, might well serve as a model to many golf and country clubs.

The Short Hills' plan, as explained by their treasurer, H. G. Struck, not only eliminated considerable misunderstanding and office work but has facilitated each year's operating program by speeding up membership commitments, dues and locker payments, thus enabling the early, accurate planning of each season's budget. Here's how the plan works:

About December 15 of each year a bill covering the next year's dues and locker rental is mailed to each member. Short Hills does not have house accounts. Attached to the bill is a letter, an agreement blank and statement which each member is asked to promptly fill out and return.

This does not obligate members to make immediate payment, but the pressure is kept on them for the return of the forms and very seldom is a response received without a payment enclosed.

Short Hills' most recent membership letter, which was short, to the point and effective, read as follows:

Dear Member:

Of all sad words of tongue or pen the saddest are these—"IT'S TIME TO PAY DUES AGAIN".

So said some poet, but we know it won't be any sad news for you because Short Hills is a fine club to belong to and besides we let you make practically any kind of arrangements you want in making payments.

There are 4 ways you can do it.

1. If you're flush you can pay the whole thing now and have it off your mind.
2. Or if you would rather make it in two doses, pay half now and the other 4 months from now, or May 1st.
3. A more gradual way is to make it in 4 equal payments or one payment every 2 months. Now, March 1, May 1 and July 1.
4. The easiest way we can let you do it is to pay every month for 8 consecutive months, starting January 1st. A little more work for us but we will be glad to send the necessary notices.

The most important thing though, is to fill out the attached form and send it back right away. We use this information in making up the budget.

Cordially yours,

H. G. STRUCK, Treasurer.

P. S.: Include your locker rent in your first remittance, because lockers are in great demand and we have a long waiting list. We must know soon if you want to

Clubhouse of Short Hills CC, East Moline, Ill.



# SHORT HILLS COUNTRY CLUB

## EAST MOLINE, ILLINOIS

I HEREBY APPLY FOR MEMBERSHIP IN SHORT HILLS COUNTRY CLUB UNDER THE CLASSIFICATION OF \_\_\_\_\_  
(See reverse side for list of classifications)

IF ELECTED AS A MEMBER, I AGREE TO PAY ANNUAL DUES IN THE SUM OF \_\_\_\_\_ DOLLARS, PLUS TAX, AND TO BE SUBJECT TO AND ABIDE BY ALL BY-LAWS, RULES AND REGULATIONS OF THE CLUB.  
(See reverse side for rates)

IT IS UNDERSTOOD AND AGREED, GENERALLY, THAT I SHALL HAVE THE PRIVILEGES ACCORDED OTHER MEMBERS OF LIKE CLASSIFICATION, AND THAT THE FRANCHISES OF THE CLUB AND THE INTERESTS IN THE PHYSICAL PROPERTIES THEREOF, ARE RESERVED EXCLUSIVELY FOR HOLDERS OF CERTIFICATE MEMBERSHIPS.

I ENCLOSE REMITTANCE FOR \$ \_\_\_\_\_ IN PAYMENT OF  Initiation Fee  Club Dues  
(Remittance for initiation fee and at least one-fourth of annual club dues must accompany application.)

DATE \_\_\_\_\_  
(Signature of Applicant)

HOME ADDRESS \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ PHONE \_\_\_\_\_  Designate Mail Address

BUSINESS ADDRESS \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ PHONE \_\_\_\_\_  Address

DATE OF BIRTH \_\_\_\_\_ NAMES OF CHILDREN \_\_\_\_\_ BIRTH DATES \_\_\_\_\_

MARRIED  SINGLE

NAME OF WIFE \_\_\_\_\_

NUMBER OF CHILDREN: BOYS \_\_\_\_\_ GIRLS \_\_\_\_\_

OTHER QUAD-CITY GOLF CLUB AFFILIATIONS \_\_\_\_\_

ALL QUESTIONS MUST BE ANSWERED

WE, THE UNDERSIGNED, ENDORSE THIS APPLICANT FOR MEMBERSHIP (One endorser must be a stockholder.):

\_\_\_\_\_  
SIGNATURE SIGNATURE

DO NOT WRITE IN THIS SPACE

APPLICATION FORWARDED \_\_\_\_\_ 19\_\_\_\_

APPLICANT NOTIFIED OF ACCEPTANCE \_\_\_\_\_ 19\_\_\_\_

APPROVED FOR MEMBERSHIP BY:

CHAIRMAN MEMBERSHIP COMMITTEE _____	SECRETARY _____
PRESIDENT _____	TREASURER _____
VICE-PRESIDENT _____	DATE _____

(SEE OTHER SIDE)

keep your locker for 1945. H. G. S.  
 The membership agreement enclosed with the letter is shown at top of page 14. By insisting that these agreements are

promptly returned it is possible to closely ascertain dues and locker receipts for the coming year and arrive at a safe basis for budgeting purposes. This also results in

"smoking out" traditional fence sitters.

Applications from new members must be accompanied by a check in full for the amount of the initiation fee and at least one quarter of their year's dues for their class of membership.

This results in getting new members educated to the financial details of the club right at the beginning.

Full family participation is included in all classes of memberships. Dues for the various classes are: Senior (35 years or older) \$75; intermediate (30 to 35 years) \$40; junior (up to 30 years) \$30; service (military) \$25. Locker rentals—\$5; \$3 for juniors and those in the service.

None of the new membership applications are turned over to the membership committee for investigation until their initiation fee and at least one quarter of their annual dues are received. All applicants accepted between January 1 and June 30 are required to pay the full year's dues; those accepted between July 1 and December 30, pay one-half year's dues.

The agreement sheets are hole-punched and upon return are filed with the members' accounts receivable ledger sheets.

When dues payments are received they are acknowledged by sending the membership card (illustration below). This card provides for a series of small boxes, one for each month. Before the card is sent to the member the months for which the member still owes are punched out. This serves the member as a constant reminder of the standing of his account and also when his next payment is due. On his agreement blank the member is asked whether or not he wants to be notified of the dates on which any succeeding payments are due, so that there will be complete harmony on that score. If payment is received for the full year, there are no punch marks on the card and on the face of it is marked "Paid in full". When payments are received from members who have indicated their preference of a partial payment plan, a new membership card is issued with the months punched out in accordance with the amount received.

One of the most effective ideas, in Short



Golden Circle posts those in GOOD standing.

Hills' plan, for spurring prompt payments and eliminating delinquencies is the "Golden Circle", see illustration. This is a round gold frame under the glass of which is a Kindex visual file arranged in alphabetical order with a slip provided for each member's name. When the member pays his dues his name is typed on a strip and inserted in its alphabetical place in the "Golden Circle". The front of these slips, on which the members' names are typed are yellow and the back is red and left blank. When a member is in arrears his slip is reversed so that the red blank, instead of his name, shows up in the "Golden Circle".

This psychology is the reverse of that of posting the names of delinquent members. However, it has proved to be every bit as effective if not more so. When a member is in a delinquent status he, of course, is denied all club facilities. No notice is sent out to delinquents but they, and all of the other members, know about it.

As Mr. Struck says: "We know this works because we have had members telephone the afternoon of some party, advis-

Front and back of Short Hills membership card.

**FRONT**

**SHORT HILLS**  
COUNTRY CLUB  
EAST MOLINE, ILLINOIS

**BACK**

**TO MEMBERS**

The purpose of this card is to serve as a receipt for dues paid, a pass to the golf course and club house and identification as a member when visiting other clubs. It should be kept ready to show to the caddy master, golf pro, or manager, if requested. It is not transferable, and should it become lost notify the secretary at once.

Mr. \_\_\_\_\_ is a member in good standing for the period of \_\_\_\_\_

1945	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1945
------	------	------	------	------	-----	------	------	------	-------	------	------	------	------

Your next payment is due \_\_\_\_\_ Per \_\_\_\_\_

Dues not paid are indicated by punch marks. When dues are paid a new card properly punched will be sent you.

PLEASE CHECK METHOD OF PAYMENT OF

SHORT HILLS COUNTRY CLUB DUES YOU PREFER AND RETURN

Enclosed is my check for \$ \_\_\_\_\_ in payment of my dues for 1945.

Enclosed is my check for \$ \_\_\_\_\_ on account. I will remit the balance in \_\_\_\_\_ equal payments (\*) on \_\_\_\_\_.

Do you want us to notify you when your payments are due? Yes \_\_\_\_\_ No \_\_\_\_\_.

Remarks: \_\_\_\_\_

Signature \_\_\_\_\_

(\*) The Club Treasurer will accept written proposals for the collection of dues ratably over a period of not longer than 8 months from January 1 in each year.

This is the agreement form which member fills-in. It is hole punched so that upon its return it can be filed with members account receivable ledger sheet.

ing that they had mailed their checks that day and asking if I wouldn't please instruct the office secretary to turn their names around so that their wives would not see there was a red blank instead of their names. And, not alone would their wives be able to see it, because the 'Golden Circle' is in the main lobby."

When a member becomes delinquent over thirty days he is formally notified and given a fifteen day grace period. At the end of this time, if no payment is received he is given final notice, which is sent out by registered mail with return receipt requested. This is attached to his ledger sheet. If no payment is received at the end of that period he is reported to the Board of Directors with a request that the member be dropped. We dropped four members last year out of a total membership of 290.

Short Hills issues a monthly bulletin entitled "Short Hills' Shots" which, in addition to a brief but lively serving of news about club and member activities, manages to carry an item to "tickle" those who might be inclined towards tardiness in meeting their dues payments.

This year, Short Hills had received 65% of their entire annual dues before February 10 and approximately 75% of their locker rental receipts. The current plan

of handling memberships was adopted in 1941 after having previously used the quarterly plan of dues collection which invariably resulted in trouble with fourth quarter dues collections and other difficulties. As Mr. Struck so aptly comments, "It's the chiselers who keep so many golf clubs on the brink of ruin, upset the budgets with resultant operating disturbances and create unrest among the members. The 'put-it-off'ers' cause almost as much general disturbance to operations."

Short Hills has worked out a plan that works; any club having difficulties in handling their members might well study its details for a possible solution to their own problems.

Incidentally, another feature that has contributed to the efficiency of their operations is that of making their manager "house chairmen", their professional "sports chairman" and their greenkeeper "green-chairman". Each month they attend the Directors' meeting and make their reports, suggestions, etc. This serves to eliminate coloring or magnification of complaints, petty or unreasonable demands from the members, it being understood by all members that any action taken is not up to these three but depends entirely on the action of the Board. And, this has worked out very well.

An inexpensive mimeographed monthly bulletin keeps members informed.

## SHORT HILLS SHOTS

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NUMBER 2

ALL RIGHT, YOU MONDAY MORNING ARCHITECTS: YOUR BOARD OF DIRECTORS is wholly sold on winning the war first, before diverting even an ounce of victory-bound materials to peacetime civilian needs and wishes. But still, the directors believe some planning is not only desirable but necessary. For that reason, they have given attention to desirable postwar renovating and remodeling at Short Hills.

With this issue of SHOTS you will find floor plans of the building and adjacent grounds. The board has considered several possibilities for enlarging the locker rooms, relocating the bar and kitchen, building a swimming pool and out-

# A Great Team



Lord Calvert's March advertisement, "Men of Attainment," reaches 7,028,219 readers through *Life*, *Palm Beach Life*, *Esquire*, *Cue*, *Gourmet*, *Newsweek*, *New Yorker*, *Promenade*, *Time*, *U.S. News*.

When you examine the reasons for the growing leadership of Lord Calvert, you just can't escape this conclusion: Behind the *steadily increasing consumer demand* for this superlative whiskey is the great team of a quality product and persuasive advertising ... a team winning new friends every day.

Although advertising may sell the first drink to the man who has never tried Lord Calvert, only the superb quality of Lord Calvert itself sells the second... quality that's so distinctly superior that it's quickly recognized. Only quality like this could make so many discriminating people change from their former favorite brand.

This winning team is the reason the better clubs, bars, hotels and restaurants are pour-

ing Lord Calvert, featuring it on their menus.

They know—

1. Lord Calvert's prestige is in keeping with their own quality standards and reputations.
2. Lord Calvert pays an extra profit on every drink.
3. Lord Calvert is destined to be America's leading whiskey... for those who can afford the finest.

## LORD CALVERT

For those who want to SELL the Finest



Blended whiskey, 86.8 proof, 65% grain neutral spirits. Calvert Distillers Corp., N.Y.C.  
March, 1945



# Wartime Performance Tests Pro's Business Character

By **GEORGE AULBACH**

Chairman, Educational Committee, PGA; Pro, Amarillo (Tex.) CC



GEORGE AULBACH

**I** FEEL reasonably certain that not many pros who remained on the home front will be in the same position or under the same relationship with their clubs as they were before the war.

The wartime restrictions gave the pros an opportunity to prove their business ability and real value to their clubs. Those who failed

to take advantage of their opportunity and permitted a chaotic condition around them, certainly will not hold the same respect of their club officials. Any pro can do a good job while everything is going good around him, but only a few can rise to the occasion and successfully handle a temporary emergency and keep everything under control.

The pros who helped keep their clubs going and stepped up as pinch hitters with their assistance in any department where it was needed, will be more respected by their membership and considered a most valuable asset to their club. Some pros have made such remarkable success of combination jobs as pro-greenkeeper, pro-manager and general manager that they will never return to their old jobs as pros again. Consequently, they will earn a greater income.

The war has taught clubs to be more economical, to be more interested in their labor and material costs, and in general more interested in getting full value for their purchasing dollar. Clubs will not expect more work or longer hours from their employees, but they will demand men who have the ability to give real club service.

I feel that many prewar pros will be unemployed after the war unless they improve themselves to meet the changing conditions. The future will bring a higher standard of home club pros. I believe clubs in the postwar era will pay higher salaries to professionals and demand more business ability and club service.

Since all indications now point to a postwar boom in golf, it is only natural

for the manufacturers and the store accounts to be making plans to cash in on the demand for golf merchandise. The store golf business will continue to show a substantial gain over the pro business because they are better merchandisers and can appeal to the general public. The average private club pro is largely restricted to his own membership for sales.

If a private club pro attempted to compete with the stores on the same store basis, he soon would be told by his club officials that the club was not an advertising medium for golf merchandise. The beginner who is not a member of any club does not feel at liberty to go to a private club and purchase clubs, consequently the store gets his business. But the pros are in the driver's seat when it comes to getting the business from their own membership. And if they don't get it, it is largely their own fault.

I am convinced that most all pros could earn a greater income and make a larger percentage of sales to their members with a little more intelligent sales merchandising direct to their membership. In other words, the pro needs more general business knowledge of his own specialty business. Where and how can he get it? At the last annual PGA meeting in Chicago, I offered a resolution that the PGA set up a university business course to cover all subjects necessary to the success of the pro shop business. This resolution was unanimously adopted and as a consequence, I was appointed chairman of the Educational committee to bring this program to a successful conclusion. Since the ODT has placed the ban on travel, many members of the Educational committee now feel that we should recommend the adoption of this program as an after-the-war activity. I would sincerely appreciate your ideas on this subject. Also, what you think the PGA Educational committee should do to best serve the membership this year.

I believe the future will bring more open tournaments, larger purses and consequently a large number of pros will make a living exclusively through their playing ability.

Also I believe that this type of professional will be in less demand as a regu-



*Craig Wood*, one of the top champions in golf, and internationally known sports figure, is a member of the MacGregor

Pro and Advisory Staff. † *MacGregor for Golf* is traditional on the country's fairways. You will find Craig Wood Sportswear—authentically styled by MacGregor, "The Greatest Name in Golf"—embodies the same perfection which has made MacGregor Golf Equipment excel in the world of sports for nearly fifty years.

"MASTER STROKES  
IN STYLING"

KEEP BUYING  
WAR BONDS

*Craig Wood*

AUTHENTIC

SPORTSWEAR

STYLED BY

*MacGregor*

THE GREATEST NAME IN GOLF

DAYTON, OHIO, U.S.A.

lar club pro. Clubs will lean more toward pros who have a higher business ability, who will stay at home to develop players who will take more interest in club activity.

For years I have felt that the PGA or someone should mail a series of educational letters to the officials of all clubs each year, informing them of the qualifications of a good professional, what they mean to a club and what they can do to build new life, interest and activity in club affairs. So many club officials do not know the duties or qualifications of a first class professional that they make the common mistake of hiring a man not fitted for the needs of their club.

This is one reason why we have so many turnovers in pro jobs. Many times it was not the fault of the professional; they simply expected too much from a man who had not been trained to do all the things they had expected of him. Professional golf is sadly in need of some sort of a system or service to place the right man in the right job, a job that he is capable of doing well. When this is done there will be less turnover in club professionals, a greater respect of all professionals and more clubs satisfied with their pro service.

I think future golf will see the development of a synthetic green. A green cemented in sections of thick sponge rubber or plastic with a putting surface roughed to produce a speed approximately the same as a regular green. It will be a wearever green with practically no upkeep and immune from the climatic conditions of rain, heat and cold. These greens would be better than a poor grass green and better than the best sand greens. It should be economical and practical from every angle. When this is developed a salesman will be able to sell a complete golf course, the greens, rubber tee mats and all course accessories even a portable clubhouse. The company would send their men to set up the course and put it into operation.

The real sales appeal of this set up would be that it was many times cheaper than a real grass green course and with a very low upkeep. I believe this would have a very popular appeal to small towns with a population between five and twenty thousand. Just think what a thousand such courses would mean to the golf industry of this country. Nearly 20 years ago, my good friend the late Ed Conlin said the idea was feasible but too far in advance for the present day development of golf to justify the expense of rubber green experimental work. I hope it will be one of the great developments of the postwar era.

●  
**KEEP ON COLLECTING 'EM**

## The Japanese Beetle Bows Out

By C. Owen Brantley

★ Tell Mr. Average Homeowner Golfer that an effective method of Japanese beetle control consists simply of placing a teaspoonful of powder at five-foot intervals each way on his lawn and he would probably suggest that you should be committed to an institution. You would never convince him that it is so easy to exterminate this terrible pest. But it can be done, and with little expense, as many greenkeepers have learned.

There is such a powder. It is really a package of germs or bacteria known as milky disease spore dust. It is applied to the turf in the manner described and it is quite effective, for the bacteria attack the grubs of the Japanese beetle in the soil. The grub dies quickly and the bacteria (or spores) multiply to such an extent that each grub infested with the milky disease, releases from three to nine billion other spores and they in turn attack other grubs and so move the disease through the area until all grubs are destroyed.

These spores are all but indestructible, having been found active after four years, and instances have been recorded where they were alive after passing through the digestive tracts of small animals and birds. Other tests revealed that they are not affected by heat or cold, surviving all climatic conditions.

Milky disease spore dust is harmless to humans and animals and is not messy to handle. Its application to the soil is simple. The infested area is treated in the late spring when the beetle grubs are feeding on grass roots or in the fall, right after hatching, when also they are thus engaged. During the winter months, from November through February, the grubs are hibernating from six to eight inches below the surface and are not feeding. The spore dust may be applied at this time, but will be inactive until the grubs begin their feeding. The product is not wasted, for the spores do not die. They are there, waiting for the grubs to show some signs of activity—and then they strike, spreading rapidly over the entire infested area. For years, even though no grubs are in the soil, the spores continue alive and waiting, though they do not multiply when they have no object to attack and feed upon.

One pound of the milky disease spore dust is sufficient to inoculate 4,000 square feet of turf. Since the cost of the dust is five dollars per pound, and since it is hardly likely that a second application will ever be necessary, its economy is obvious.

Milky disease spore dust is packaged and sold under a trade name under patent and recommended by the Dept. of Agr.





# Think

**—what you'd get if you traded  
places with your golf pro.**

Want to trade places with your golf pro? He should be willing. You'd have an opportunity to sell all of the golf balls, clubs and bags you could lay your hands on. But, remember that for almost three years there haven't been any balls, clubs or bags made. Despite this severely reduced source of income, at a time when living costs have greatly increased, you'd still be expected to do your desperate darndest to keep the game alive by keeping your players supplied with golf balls. No!—you won't want to trade places with your pro. But, you will want to pitch in and help him, and mostly yourself, by turning in those unplayable balls AFTER EVERY ROUND for reprocessing.

*Help yourself* **By Helping Your Pro**  
**Get Every Used Ball Back** *in play!*

1945—WORTHINGTON'S 41st Year DEVOTED EXCLUSIVELY TO MAKING GOLF BALLS

**THE WORTHINGTON BALL CO.**

**ELYRIA, OHIO**

**WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER**

# Pro Star Businessmen Advise Postwar Planning

THREE OF CALIFORNIA'S most successful pros say that pro golf can't sit by and await developments of postwar, but for self-protection and public service, must put into action postwar plans right now.

Willie Hunter, Harold Sampson and Olin Dutra express themselves in recommending to pros individually and to pros collectively in the PGA, action to prepare for the expected big business in golf after the war.

The industrious and canny Hunter, whose club, Pacific Palisades, is filled and has been run by him during the past two years, takes time out from his hefty and competent job to say:

"If the tremendous increase in golf during the current war is any indication of what is to come when Victory arrives the PGA should be formulating plans to cope with the formidable competition which will inevitably come from retail outlets other than the pro shop.

"The PGA has unquestionably been weak in dealing with the manufacturer and has at all times been out-manuevered, despite the strong position the pros occupy.

"Pros at private clubs with memberships composed of wealthy people have not had too much difficulty in holding their trade when an alert professional is on the job, but even at such clubs there is a considerable loss of business to other outlets.

"Public golf clubs have players who shop for prices and as their players are strictly transient they do not have the private club loyalty incentive to buy from the pro.

"The manufacturers of golf equipment should do their part to protect their best outlet bearing in mind that the professional outlet is not only lucrative from a strictly monetary view point, but also the "trial horse" for any innovation in models. If the professionals get behind a piece of merchandise it is over commercially, but unfortunately the success of professionals in successfully merchandising is capitalized by the other outlets who are under another name.

"The profit on golf balls has been low because the manufacturers do not make hard and fast rules on retail prices. Own-name golf balls have been one of the worst devices to beat fair merchandising.

"Most of the aspersions cast on Professional merchandising hardly bear water. The criticism should be directed at our association who should spend more time on formulating hard and fast policies with the manufacturers.

"There is no question that golf shops at the clubs are the finest advertisement for any golf goods that come out, and there is little doubt that golf professionals have improved their displays in recent years to such an extent that sales must increase. There is little or nothing anyone can do to alter a negligent professional who does not take advantage of his opportunity.

"Amongst the points I would bring up for the P.G.A. to get busy on would be the following:

"1. Agreement with the manufacturer to curtail production and sales of private brand golf balls to companies that are not in the golf business, but who buy to distribute amongst customers at prices ruinous to basic business.

"2. Agreement with manufacturers to stop selling quantities of goods to stores at lower prices than those given to golf shops at the clubs.

"3. Agreement with the manufacturers to stipulate retail prices for all standard goods."

From Harold Sampson, California CC pro, and one of the California pro group which has been especially vigorous and foresighted in campaigning for more and better golf instruction: Golf will see quite a postwar boom but the professional is going to have to be on his toes if he expects to cash in on it as he has a right to.

"I think that everything possible should be done both in an individual and national effort to raise the standard of instruction so that prospects who take up the game will learn to play well enough to get pleasure out of playing the game and thereby continue to play instead of becoming disgusted to the point of giving up golf. Many have given up the game for that reason.

"We should continue our advertising through PGA-sponsored tournaments and exhibitions. Through them we can encourage the public to take more instruction by tying in instruction pictures done