Woodmar in condition for a brisk season. This spring it puts into service its recently completed fairway watering system.

Like many clubs Woodmar was threatened by a "whispering campaign" rumor ing membership losses, assessments, and the usual items of alarm. Letters from Bert Steelman, Woodmar's president, took up the "whispers" in detail, told the facts, and protected membership against a stampede of resignations. Hammond being in a zone of many war plants, and executives and workers at the plants being under heavy pressure, Woodmar accentuated the wartime conditioning service of the club in keeping its membership roster in good shape.

Steelman believes that inability of many executives to get away for needed vacations this year will keep golf clubs in manufacturing areas busy this summer.

Postcards Do Effective Member Selling Job for Kildeer

KILDEER CC (Chicago district) is conducting an effective associate membership solicitation campaign with a series of mailings of ordinary postcards on which the message is mimeographed.

Although the cards are inexpensive and certainly not fancy-looking, the appeal of the copy and the frequent mailing of the cards in the series is being favorably received by membership prospects. The simplicity of the cards also makes a good impression on prospects.

One of the cards, mailed prior to the date the income tax payment came due, read:

Dear Sir:

Times are difficult. You may be in a quandry about your golf; you may be wondering if it's going to be sane to play at a public course.

It won’t be necessary. If you like us, if we like you (and we believe we will) you can own an associate membership at beautiful Kildeer.

You, and your family can play golf all year, at will, on two great courses, out in the hills, with a grand group of people, for about the price of public golf.

Kildeer Country Club,
Prairie View, Illinois

JERRY GLYNN, Knollwood Club pro, and a plenty smart golf businessman and instructor, gives his pupils a Lesson Reminder on a sheet 4 in. by 7 in. Glynn writes on the reminder the principal points of advice suggested by the lesson just finished and writes the date and time of the next lesson appointment on the bottom of the sheet.

The highspots of the lesson are briefly summarized, such as: "Left hand over more. More pivot on backswing. Left wrist under grip more securely at top of backswing."

Glynn keeps a carbon of the sheet so he is sure to give continuity to the instruction and concentrate on a few points until the pupil gets them under control.

Another phase of his record-keeping concerns the equipment in each player's bag. He lists woods, irons, balls, practice balls, and miscellaneous items.