

about them very often. Slugs belong to the same general group of animals as the oyster. The slimy trails left by slugs are very unsightly and when they become numerous they sometimes injure turf.

As a usual thing slugs occur under drainage conditions that should be remedied. However, in case this is not possible there are many good slug baits on the market containing as the active principle metaldehyde which seems to be specific for these creatures.

Interesting Golf Program Peps Up Players

ELMWOOD Park at Sioux Falls, S. D., shows many municipal courses how to build up keen golf interest by a program of events and a prize list that beats anything else in this line that has come to GOLFDOM'S attention.

Pro Ed Livingston solicits the prizes from local merchants and gets 100% co-

operation. The merchants get good advertising in mention in the club's tournament program for the year and in the display of prizes in the clubhouse.

The men's competitive calendar starts May 3 and ends formally on Sept. 28, although, weather permitting, there are events that run the schedule into October.

Players who participate in the tournament events join the Elmwood Park GC for \$1. Spring and fall stags are held for the members.

There also is a women's event calendar with prizes awarded by local merchants.

One of the competitions is a Veterans' championship, open to members 50 and older. Livingston donates the prize for that event.

Rain fell for 20 days out of the first three weeks in April at Elmwood Park, but instead of moaning Livingston says Greenkeeper Cliff Anderson and his crew have worked overtime between downpours to get the course in great shape for its opening.

Health Through Golf Is Cards' Theme

MANY golf club officials will recall the way Life Magazine last year featured activity at the Fort Wayne (Ind.) CC. Officials and managers wondered how Fort Wayne managed to get such heavy patronage from members.

The promotion activities of the club's sec.-mgr., Carl J. Suedhoff, is an important part of the answer. One of the most effective patronage promoting ideas Suedhoff has used is a series of mailing cards that do a strong selling job and bring business men out to the club.

Headings of these cards are: Golf Is Health Insurance; Golf Burns Up Surplus Fat; Walking to Health Over 18 Holes;

Get Away From Your Desk; Build Your Body Now; Many Business Men Die Between ages 50 and 60; Some Big Corporations Demand That Their Executives Play Golf; Golf Is Health Building.

These attractive two-color cards with a brief and convincing message on each one of them are mailed to members' offices on steady schedule. Other clubs have requested the Fort Wayne cards so earnestly that Suedhoff has been compelled to increase his press run on the cards and supplies them on a cost-sharing basis to other clubs.

If you want more dope on these cards, write Carl Suedhoff.

★ Walking To Health Over 18 Holes ★



Today the American business man is riding to his grave. He rides to his office . . . if he has a few blocks to go for a business appointment he hails a taxi.

HE SHOULD REMEMBER . . . that a pair of shoes is much cheaper than a castet . . . and that when a fellow is dead he misses so much.

Golf is recognized as health insurance . . . make arrangements to play two or three times weekly.

★ BUILD YOUR BODY NOW! ★



. . . spend less time building the bank account (this does not apply to men between the ages of 20 and 35). Many a man in his early sixties is sitting in a wheel chair on the porch of a stone mansion. He spent most of his life building a bank account.

Get out in the open . . . play golf two to three times every week . . . it's the best insurance you can buy.

Two of the Suedhoff cards used to 'sell' business men on the healthful benefits of golf, are reproduced above. The cards are in two-color.