

HENDERSON'S 1942 SPORTSTURF CATALOG

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PETER HENDERSON & CO., 35 Cortland St., New York City

uation was reported as spotty; some clubs being in surprisingly good shape, and others being in need of members.

More personal attention to the caddie problem was recommended.

Golf equipment situation would not prevent a normal amount of play, according to the opinion at that time of L. B. Icely, Wilson Sporting Goods Co. president, who was among those talking at the meeting. Icely commented that the ingenuity of the equipment manufacturers was straining to meet requirements of physical conditioning for wartime and expressed confidence that golf's service to war workers would prove valuable in maintaining production efficiency and a high morale on the civilian front.

Organize Industrial Golf Leagues For Chicago Area

INDUSTRIAL Golf Leagues of America have been organized by Lew Waldron, well-known pro golfer. Headquarters of the organization are at 72 W. Washington St., Chicago; Tel. Randolph 7868. Leagues will play on fee courses in the Chicago area, where the plan is catching on rapidly with golfers in offices and factories of many organizations. It is expected that the plan will expand to a national basis this summer.

Newspaper promotion tie-ups are a feature of the plan.

Teams consist of four players with two alternates. There is one league for men and another for women. There are three classes of teams in both leagues. Men are handicapped in 15 or less, 16-22, and 23-30 handicaps, and women in classes of those shooting 105 or less, 106-120 and 121 and up.

April, 1942



The "GREENS DOCTOR"

Piston Type Turf Plugger
for Removing Ball Bruises,
Ant Hills, Worm Casts and
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Just push tool into damaged turf and plug (1 3/4" diam. 2" deep) lifts out easily. Push handle and piston ejects plug. Quick, efficient, easy on the back. After removing ant hill, apply Cyanogas to nest, insert fresh turf plug over it; no danger of burning turf. Order "Greens Doctor" today. Only \$3.50 Postpaid.

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8501 Brandt, Detroit, Mich.

DEALERS: Write for Proposition

All play is at match play but players must hole out all putts and play the full 18 holes to determine medal scores.

Complete details of the Industrial Golf Leagues of America plan will be furnished on request by Waldron.

Winter Social Program Keeps Members Sold on Club

A \$25 war bond is the jackpot at the weekly keno games of the Woodmar CC, Hammond, Ind. Club membership is about 280, and party attendance runs from 180 to 250 during the winter.

Close contact of members maintained by these winter parties and by frequent letters from club officials to members has

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ALL THAT?**

MAKE A NOTE OF THIS:
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PHOSPHORIC .. 13
ACID
POTASH 10

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THAT ARE TOPS ALL THE YEAR-
ARE MADE WITH**

VEG-E-TONIC

You really get grass when you use Veg-e-Tonic. Grass that can take it when it comes to standing up under hard play under all conditions month after month.

Clean, odorless, cool all soluble soil food, shipped in air tight drums for economy in storage, handling and application. Easily applied, quick and long lasting. Going over big with large and small courses everywhere. Write for literature and free sample.

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THE COOL FOOD for GOLF GREENS

**PREVENT BROWN PATCH
THIS YEAR WITH
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Loosening action of unbreakable spikes permits oxygen to permeate turf to prevent fungous diseases.

Frequent spiking now recognized very important part of green maintenance.

Saves fertilizer and water. Hand or power operated. Write for literature.

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quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U.S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes.

Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

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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" rumoring 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 accented 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.