



calling attention to Christmas gift values in his shop. (L) Front and back pages. (R) Inside pages.

lection of this condition is in Strong's club sales for August and September being greater than is customary at most central and northern clubs.

Possibly the club being so conveniently located for members may have something to do with Strong's volume of Christmas business. But probably the real reason for this very satisfactory volume is the way that Lou goes after the Christmas business.

One of Strong's members laid out the four-page 11½ by 8¾ in. folder shown in the accompanying illustration. The folder cost money but it made highly productive advertising. Lou enclosed with the folder the following letter:

"Dear Member:

"The most personal of Christmas Gifts for the golfer is something for golf, whether it is a nice set of clubs, a putter or some other needed implement to improve his game, perhaps a sweater or various accessories that add to the golfer's comfort. In this respect I have a complete stock of nationally famous merchandise for your convenience and selection.

"The enclosed folder might give you some ideas, or better yet, why don't you drop in and 'browse' around. I know pretty well what equipment each member has, a good idea of his likes and dislikes, and I might be able to give you some suggestions as to what he or she needs.

"The Pro Shop is open daily and Sunday from 9:00 AM until 5:00 PM, or for your convenience any evening by appointment.

Purchases will be gift wrapped and may be included on your monthly bill or paid for separately, as you prefer.

"Your Pro Shop Staff and I take this opportunity to wish you and yours a very Merry Christmas and a Happy New Year.

Yours very truly,
Lou Strong"

Disease Damages Bent Greens During Extreme Texas Heat

Extreme heat over a long period during the summer has resulted in considerable trouble with bent grass greens on a great many Texas courses. Weak grasses especially have been subject to disease attacks analyzed as *Helminthosporium* by Texas A & M College officials.

Ralph Rowley, Goldthwaite's Texas Toro Co., who is familiar with most of the work being done reports the treatment for this disease has been rather unsatisfactory with all known turf fungicides. A check of all sources of information on the disease have been made. At the present time a material known as Acti-Dione, a derivative in the manufacture of penicillin, obtained from Prof. John R. Vaughn, Michigan State College is being used in tests for treatment of the disease. Additional information on the history of the disease and attempts to bring it under control will be reported in a later issue of *Golfdom*.

Texas courses which have experienced trouble with the disease this summer are: Colonial CC, Ft. Worth; Northwood CC, DAC CC, and Lakewood CC, all of Dallas.