America, was the featured speaker at the meeting. Alex, with a background of 32 years in the golf business, spoke of the changing conditions that called for a development of expert knowledge in the greenkeeping and pro departments. He stated that both the pro and the greenkeeper had so much space ahead for mutual progress that there was every reason for their enlightened and harmonious relationship. The veteran shepherd of the pro flock also gave testimony to the push given golf course standard of condition by the specialized scientific knowledge being made available by Monteith, Weldon, Leach, Tragillus, Noer, Miller and others of the expert troupe.

Prof. Moore who headed the short course staff spoke at the dinner of the University's policy of taking the school out to the state and of its work in adult business education. Referring to greenkeeping he said he found it a weighty and complex problem to arrange a course that would realize his staff's ambition of the fullest extent of definite helpfulness to the greenkeepers and their clubs because of the demands of four fields of study that must be fully considered.

## Jobs for Retired Business Men

NE of the great needs of nearly every one of the best golf clubs in the country is a man of intelligence with lots of leisure, who will devote himself to the task of keeping the golf course in prime condition and, if possible, bring about its betterment. This is a job that just fits the retired business man who is a golfer. He can't very well play golf all the time, but he can devote all of his leisure to studying the innumerable problems which golf courses present. These include better turf, improvement of the architectural features, and matters of efficiency with economy. If he can interest himself and study the problems he will get at least as much pleasure as he gets out of his playing-very probably much more. He will avoid the danger of having nothing to do and dying of dry rot. And most of all, he will be rendering a service to his fellow club members that will bring rich reward in appreciation. Instead of having time to kill he will become about as busy as the proverbial bee. If the physicians are right, he may expect to live from ten to twenty years longer on account of his outdoor activities. -From the Green Section Bulletin.

## **FULNAME**



## MARKING

1916

ESTABLISHED IN 1914

1930

Elmsford, N. Y. Apr. 12, 1916. The Fulname Company,

Cincinnati, Ohio.
Gentlemen:

I wish to say that the FULNAME MARKER you sold to the Fairview Country Club has given perfect satisfaction in every way and I do not see how any club can do without one of them.

It is the best thing ever invented for marking golf balls. Yours respectfully,

J. R. Inglis, Pro. Fairview Country Club

For fourteen vears the sturdy little Fulname Machine has been diligently at work bringing direct and indirect profits to Mr. Inglis. Let it do the same for you!

Elmsford, N. Y.
Jan. 18, 1930.
The Fulname Company,
Cincinnati, Ohio.
Gentlemen:

You are more than justified in advising the professional golfer that FULNAME SERVICE is a maker of good will and that it helps to bind the members to the shop for their supplies.

shop for their supplies.

Personally, I believe that Fulname Service is a great asset to my business and that it is highly appreciated by the members. In return they purchase balls, etc., to show their appreciation.

Sincerely yours, J. R. Inglis, Professional, Fairview Country Club

## MACHINE FREE UNDER EASY CONDITIONS

THE FULNAME COMPANY CINCINNATI, OHIO