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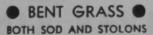
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Unmarked golf balls promote petty annoyances that do not belong to a gentleman's game. FULNAME markers now in use at thousands of clubs speed up play by preventing mistakes, give closer control over caddles —and make money. Write today! THE FUL-NAME CO., Station "O." Cincinnati. O.



Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN Box 122, Redford Sta., Detroit, Mich.

Course Operators Queried on Reducing Fees for Students

NATION-WIDE plan to give high school and college golfers reduced fees at restricted hours on pay-as-you-play courses is being studied by the National Golf Foundation. The National Golf Foundation is an extension of PROmotion, which, with energetic cooperation from pros, *Jing* greatly developed scholastic golf pláyapon ing the past two seasons.

Officials of public, daily fee and private courses are being queried on details of the plan with a questionnaire which is revealing a vast amount of close-up information on methods of satisfactorily increasing the number of scholastic golfers.

Executives and pros of clubs who have not received the scholastic development questionnaire are asked to write for a copy of it, addressing National Golf Foundation, 14 E. Jackson blvd., Chicago.

Glenn Morris, Director of the Foundation, soon will release a summary of questionnaire returns which will be sent to interested club officials and to school administrative and athletic authorities.

Colorado Golfers Plan Open Tourney— Grand Junction, Colo., chamber of commerce is sponsoring a \$500 open golf tournament September 23-24, which will be held at the Lincoln Park Golf Course. Many entries have already been received from Denver and Salt Lake City golfers, and tournament officials are working to obtain several of the touring pros for the event. First prize money will be \$200. Haydon Newton is the host pro.

Golf Salesmen's Assn. to Hold Annual Tourney, Sept. 18

S EVENTH annual Golf Salesmen'i Association pro-salesmen's tournament and party will be held at the Lake Merced G & CC, San Francisco, on Monday, September 18. Purse will range from \$600 to \$1000 depending on the entry and annual benefit raffle. There will be prizes for all flights, which include greenkeepers, newspaper men, club managers, assistant pros, and salesmen.

The party following the tournament promises to be a dandy, with plenty of local talent on the program. The tournament and party is strictly an invitational affair. Invited professionals, however, in turn may invite their club manager, greenkeeper, assistant and one amateur from

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their club. Newspaper golf writers will also be guests at the event. Roy Schoepf, U. S. Rubber Products, Inc., is president of the association.



The modern club is the concentration of the utilities that deliver creature comforts.

Next to making building fireproof is the installation of a sprinkler system to protect from fire.

There is service and service, but the essential kind at the club is satisfactory service.

A pleasing personality is the only kind that fits into the club business.

Club service is largely eye-service. It is impossible to give service by remote control.

The heaviest load is that carried by the club employee who has a chip on his shoulder.

A note to club employees—the manager will be pleased if the members are.

The club business — that of making a comfortable living by making the members comfortable.

The paint bill usually represents a profitable investment.

In the club business, renovation should be a constant process, not an event.

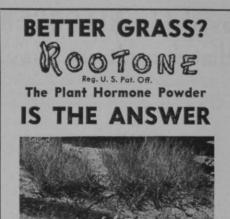
DOES YOUR CLUB need this man?

He has a thorough knowledge of golf course He has a through knowledge of goil course architecture, soils, grasses, drainage, con-struction and maintenance, based on years of successful firing-line experience. He has the knack and pep to fire the mem-bers with enthusiasm; a sound understand-ing of golf; a successful background as an instructure.

instructor.

He has had several years of clubhouse practical managerial experience and knows how to make the whole plant run smoothly.

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On fairways or greens-seed treated with **ROOTONE** will produce earlier, stronger and deeper rooted turf - thus better drought resistance.

If your dealer cannot supply you, write us direct.

\$1.00 jar treats 20 lbs. seed. \$5.00 can treats 160 lbs. seed.

AMERICAN CHEMICAL PAINT CO. Div. B-1 Ambler, Pa.



Weather and working conditions are all in favor of Fall Seeding-and so are seed prices this fall. With weed growth dormant, turf gets a better start and will be months ahead when the new season starts.

We've built a lively seed business with clubs that insist on the right seed at the right price. Let us quote on your requirements.

HOW ABOUT EQUIPMENT?

The George A. Davis catalog will show how to do a thrifty job of fall upkeep.

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