

## Circular Does Deft Job of Boosting Club

MEMBERS' mail from the Capital City CC, Atlanta, Ga., contains a circular on one side of which is:

PLAY MORE GOLF  
AND  
STAY YOUNG  
"The Game of a Lifetime"  
PLAY REGULARLY AT  
THE CAPITAL CITY COUNTRY CLUB

On the reverse appears a view of the clubhouse exterior and this type:

THE SOUTH'S MOST BEAUTIFUL  
COUNTRY CLUB

Every Golf Service for the Members  
Lessons by Appointment  
Howard H. Beckett  
23 years your professional

## Kid Classes Are One of Lucey's Important Duties

JOHN LUCEY, pro at the Duxbury (Mass.) Yacht Club, points out that increasingly important phase of the pro job is that of engaging and holding the interest of members' children.

He relates that his children's class lessons have given his members great satisfaction, pleasure and profit to him, and above all, happiness to the kids.

John advises pros who are planning golf programs for the club's juveniles to take care that the golf schedule does not conflict with the other interests of the kids. In his own case he takes into consideration the sailing, tennis and dancing activi-

ties of the youngsters in planning an attractive schedule for them during July and August.

He has 3 classes of boys and 3 classes of girls; ages from 6 to 14.

## St. Louis Installs Golf Club Rental Plan

ST. LOUIS, MO., is the latest city to install the "15c golf club rental plan" according to Ed Duwe, pro at the Forest Park Municipal Course in that city.

Duwe placed the club rental idea in effect on July 14th and during the first week rented more than 200 sets to beginners. In addition to this, Duwe organized large scale free group instruction classes, day and evening, and attendance at these sessions is also running more than several hundred men, women and juniors per week.

Local newspapers and radio stations are giving publicity to these worthwhile promotions, in additions to posters and advertising matter which Duwe himself printed and widely distributed throughout St. Louis. Incidentally, Duwe bought new bags and clubs to furnish the "renters" along with three used balls to each set of clubs.

**Peddlers Hold Third Tourney**—Third annual Golf Peddlers Assn. 18-hole tournament was getting under way at the Western G&CC, Detroit, as GOLFDOM went on the presses. The tourney, held August 4, was participated in by pros, and their assistants, managers, golf salesmen and newspaper men. A field of 200 was expected for the 1941 play. Prize money totalled \$500.

**BENT  
GRASS  
SEED**

## Piper Strain Velvet Bent

**Native Grown Rhode Island Bent**

ALSO FAIRWAY MIXTURES

Hundreds of golf clubs that have purchased seed from me during the past twenty years have learned that it pays to use native grown, winter hardy, acclimated seed of known origin.

Our new specially designed combine which harvests and threshes the Bent in one operation just at the time when the seed is prime and viable, assures the very highest possible germination.

Our seed is of highest quality for lowest price that seed of equal quality can be offered.

SAVE FOR YOUR CLUB—BUY SEED DIRECT FROM THE GROWER

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