

NEED MORE A1 AMATEURS

By MEL SMITH

Professional, French Lick Springs, Ind.

OF THE many problems the golf business must solve the most important is that of developing players. All other business problems are of lesser importance to pros. If better amateurs are developed, more amateurs are developed. Such outstanding amateurs as Ouimet, Evans, Jones and Little were responsible for wider interest in playing the game. None of us, whether tournament players or home club pros, can depend entirely on the outcropping of amateur genius for the future of our business. We must make more good players!

Why haven't we more good amateurs now? Why aren't there at least a half-dozen really able amateurs at almost every metropolitan club, instead of the existing situation which usually shows only two or three—or sometimes none—amateur stars at a club.

Swing Must Sound Simple

I'll venture the diagnosis that pros generally have scared many good amateur prospects away from development by making too strong a play on the mystery of the golf swing.

Think of the cases of pros who are widely known for their instruction results. They are men who stress the simplicity of golf. Ernest Jones with his "swing" method and Tommy Armour with his "four fundamentals" are the successful type of instructors who have progressed and whose pupils have developed because of removal of the "mystery" emphasis from instruction.

Are there such secrets about this game that only a few should know, or do know? Surely golf is not that difficult that the American public cannot master it. They have mastered everything else.

We all know only too well that an effort is being made in all directions to encourage new players into the game, but what happens to them after they are formally introduced? We do not hear very much of them or their progress toward becoming champions. They are just dropped into the vast army to shift for themselves after a very short time.

One does not have to start playing this game from the junior ranks to become

a champion. Goodness knows there are armies of good material roaming the fairways today who would like to become champions, average players who would give most anything to improve their games. They give every indication in that direction, the way they support their clubs, back open championships, follow exhibition matches, read every article written on golf, always with the thought in mind that some day they will run onto the mystery that makes this game so difficult to master. This surely should not be the case with such loyal supporters of the game. Every effort should be made to educate these average players and new players to the extent that when they do follow an exhibition match or gallery at a tournament they will derive some definite benefit and knowledge toward the improvement of their own games.

Teach Them What to Watch

Just what does the average player get out of following performances of master shotmakers? Just what have they accomplished other than to say they watched this player and that player, or they talked with so-and-so—he is a wonderful player? Maybe this individual is satisfied just to get in a good hard day's work tramping after these tournament players up hill and down dale ending up with nothing more than two tired feet. That is all fine and dandy, but what have they actually derived toward the betterment of their own games? I say, nothing at all.

If we are to step up the caliber of our present amateurs to what it should be, their handicaps indicate that these mysteries of golf shotmaking must be removed by the professionals.

I appreciate the fact that the average player can not devote as much time to his game as the playing professionals do. But I do maintain that a better understanding could and should be put before

our players of today so that when they read articles and follow exhibition matches it will be an education to them and their own games. If a few definite fundamentals were instilled in their minds and these so-called mysteries reduced, our golfers of today and those to come would all be working in the right direction and champions would be made.

What then is the remedy for all this? Nothing more than good competent instruction. This calls for a lot of hard work by both the pupil and the instructor. If a professional will talk the workings of an orthodox swing over with his pupil, give him a definite mental picture of what is expected of him and his part in the issue, a thorough understanding would be had on both sides—then progress is sure to follow in all directions.

The professional first of all must brush

SAVE *by* SEEDING *now!*

Save money—because seed prices are down to where it's sheer economy to buy now;

Save seed—because dormant weed seed and fall rains mean you get more turf for seed sown;

Save time—because by ordering from DAVIS you get immediate delivery of finest quality.

All New Crop Seeds

Kentucky Blue, Fancy Red Top, Chewings Fescue, Poa Trivialis, Certified Bent Seed, Poa Annua and Rye Grasses.

GEORGE A. DAVIS, Inc.

5440 Northwest Highway—Chicago

TELEPHONE: AVENUE 6130

up on his own ability to instill his golfing knowledge into the minds of the pupils so as not to make it such a mystery. The execution of an orthodox golf stroke is not so complicated. The workings are very simple indeed. It is a process of eliminating a lot of unnecessary thinking on the part of the pupil. After the first rough stages are over with it is a matter of one or two definite thoughts.

There are many fine professionals today who really know golf and the sound fundamentals that must be had before a player is to develop. But they are either afraid of themselves or have not the ability to impart their knowledge in a simplified way, hence the mysteries. I have had this said to me many times; "Why is it that one pro will tell you one thing and another will tell you just the opposite", or, "All you pros are alike." This is not fair to the pros in general. It is a very bad situation from every angle. The average player's first thought is that he is being misled. We do not have to systematize instructions. There is only one basic way to execute anything; there is no other way. The sooner the pros get this thought over to their pupils the better understanding will prevail between the pros and the amateurs of today.

The amateur, on the other hand, should be fair with his instructor. Give him an opportunity to produce and he will with pro cooperation. He is responsible now if he is to continue in the pro business. Just because a home pro is not an outstanding star tournament player, amateurs do not think he is not a fine instructor. Resident professionals who have a membership to look after and club duties to perform can not be running around the country playing in tournaments. Members come first with him, therefore he gives up what opportunity and publicity he might have had if he had taken the time to roam the country playing. Resident pros can not often be playing pros and take care of their jobs too. The mystery lessens when these things are considered.

BARROWS BENT GRASS CO.
1100 1st Nat'l Bank Bldg.
Minneapolis

NORTH WOODS BENT

The Grass with the United States Plant Patent

TRUEST
PUTTING SURFACE
YET PRODUCED

Schenley Rates Club Managers High as Suppliers of Quality Liquor

L EON BRIN of the Schenley Import Corp. pays high tribute to club managers, writing of Dewar's Scotch whiskey American promotion plan in August "Liquor Age." Brin tells that in taking over exclusive importation of Dewar's Ne Plus Ultra and its White Label, the first step was to establish Dewar's from the top down—that is, get strongest possible distribution and display of Dewar's in the prestige spots.

The standing and performance of club managers as judges and suppliers of quality liquors identified them plainly as the main men to be seen and sold in getting a first class whiskey into the first selling class, Brin relates. He found at the leading clubs a keen managerial interest in securing choice stocks, and testifies that this managerial interest was reflected in the membership and general standing of the club.

The Schenley Import authority also had comment to make on the membership reaction to golf club managers' selection of whiskies. He cited evidence from extensive surveys to show a definite return of the pre-prohibition polite boasts of club members regarding their clubs' cellars. This factor, observes Brin, is doing much to remind the club manager of the importance of carefully selected liquor stocks and to make the leaders in the club management field receptive to the presentation of quality liquors' sales stories.

Liquor profits, so prominent managers pointed out to Brin, play such a big part in club operation today that the manager who is handling his job thoroughly has to keep conversant with developments in the high class liquor market.

A N old-fashioned trading trick recently caught some Eastern golf course supply dealers napping. Several golf clubs sent to dealers long lists of equipment and supplies on which quotations were desired. Dealers were anxious to make the total amounts of bids add low enough to provide competitive advantage so quoted minor items at below cost in several instances.

The shoppers bought the minor items at the loss-prices quoted by dealers, but didn't buy anything else, for the quotations neglected to specify that prices applied only in case of blanket orders. Dealers who got caught promise they won't be suckers again for the same fast one.

Wood a Picker—You have to hand it to Craig Wood in his choice of assistants. Craig brought Paul Runyan and Clarence Clark into big time tournament golf as his assistants and now the genial Jersey blond has Ben Loving on his staff. Ben finished in a tie with Maurice O'Connor at 287 for third spot in the recent New Jersey Open. Craig and Vic Ghezzi tied at 278—10 under par—for the event. Vic's 69 nosed out Craig by a stroke in the play-off. Art Straub was in the second spot with 285.

PROOF OF

Proper Brown Patch Treatment!

When you use *Special SEMESAN*, its distinctive persistent chlorophenol odor and the greener, healthier condition of the turf furnish you with convincing proof that you have done the job RIGHT! And at the same time, **ECONOMICALLY!** Special SEMESAN gives more coverage, saves in labor, doesn't injure the spray rig. Five lbs., \$7.00; 25 lbs., \$33.00; 100 lbs., \$129.00. Write for free turf disease pamphlet.



BAYER-SEMESAN CO., INC.,
Also manufacturers of Regular Semesan and Nu-Green
DU PONT BLDG., WILMINGTON, DEL.

THE WICHITA COMPOST GRINDER



"Begins where other devices leave off," say users. The "Wichita" grinds, shreds, chops and mixes to any degree of fineness—any material—any condition.

Mixes perfectly and does not separate heavier materials from the lighter ones. No tallings with the "Wichita"—every particle is used. Write for NEW illustrated catalog and low factory prices.

W-W GRINDER CORP., Wichita, Kansas., Dept. E.

At CORNELL UNIVERSITY



... home of the New York State College of Agriculture experiment station, turf experts praise the performance of

ROYER COMPOST MIXERS

"The Royer . . . is continually grinding up the material into a very fine condition. This is really a forceful screening process and it is done so efficiently that very little coarse material collects around the machine. What does can be shoveled through a second time and if it does not go through then, it is pretty hard, worthless stuff.

"Moreover the Royer has an adjustment called the deflector which can be raised so that the stream of fine compost material can be loaded directly into the truck.

"We are very favorably impressed with the work of the Royer."

Practical, thrifty greenkeepers who maintain notable golf courses on wise budgets will tell you that ROYER compost mixing is the way to cut composting costs and produce uniform, properly screened material.

The ROYER handles lumps or sod—wet or dry—mixes and loads—and saves you 70% to 90% under manual compost mixing costs . . . pays for itself quickly.

SAVE as you IMPROVE this FALL

For complete details, write

ROYER

FOUNDRY & MACHINE CO.

158 PRINCE STREET

KINGSTON, PA.

GOLF'S MARKET PLACE

Fred Newman, president of Jackman Sportswear Co., 218 S. Wabash ave., Chicago, has arranged with the Manufacturers' Relations committee of the PGA to market an exclusive line of sport shirts and golf jackets bearing the PGA label of endorsement to pros who are members of the PGA.

The merchandise is of fine quality, styled with care and priced competitively to allow a good margin for resale. A large stock is available in Chicago, with additional points of distribution planned for next spring.

The PGA shirts and jackets are in addition to the regular Jackman line of golf apparel, which as heretofore will be available to all pros.

The U.S. Royal golf ball advertisement "These Things Are Golf," with which the Golf Department of United States Rubber Products, Inc., introduced a new kind of golf ball advertising designed to "sell" the game of golf to hundreds of thousands of people in the United States, caused many hundreds of golfers to "take their pens in hand" and contribute a few observations of their own.

The picture in the original advertisement showed an artist's conception of a perfect golf course. Accompanying this picture was the poem "These Things Are Golf."

"Tide," a magazine devoted to the advertising profession, said:

Lowering clouds, air that is hushed,
the rain and the thunder and the lightning.

So-called friends who trudge with you
over the course, and tell you what's
wrong with your grip, and how,
ever since they changed *their* grip,
they've been making the eighth in
par, and what are you so quiet
for anyhow, you're not letting a
little thing like a 14 on that last
hole get you down are you, why,
hell, when *they* used to play about
as badly as you—

The feel of your sweat-drenched shirt
clinging to your back, and the
yielding suck of the earth as your
foot oozes into the swamp on the
12th.

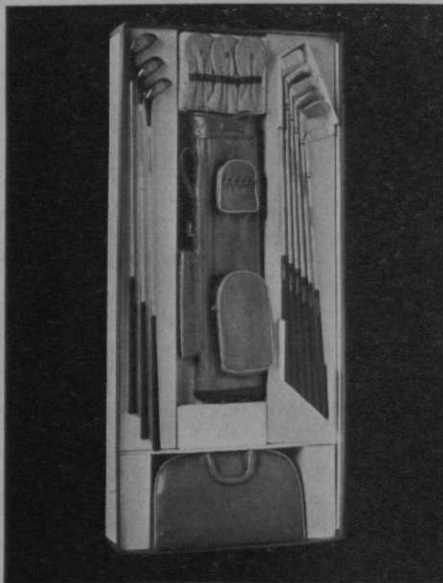
The exhortations to hurry up or those
dubs in back will be wanting to
go through, to stop waving your
can around and *hit* the ball for
godsake. To cut out those deep-
breathing exercises and remember
that this is a match, and you're
seven down besides.

The misery you get from a putt that's
wise, and the agony of a long
drive slicing into the woods.

The charley-horse you have at the end of the day, when your arches are falling and your head splitting open. The sense you have to give up the game before it gets the better of you, and the determination to give it just one more chance tomorrow . . . These things are golf too, U. S. Rubber, Inc."

There were many others. Some complimentary—others calling down imprecations on "U.S.'s" advertising department for describing so graphically the lures that bring golfers to the brink of that great emotional unknown, "going nuts."

The Kroydon Co. is offering a complete DeLuxe Golf Outfit for women. The set, which retails for \$150, is a "Study in Blue". Both club and duffle bags, the three wood-club covers, and the leather grip of each wood and iron are azure blue.



The clubs are fitted with Kroydon Rhythmic Hy-Power shafts—and even the fluting on each shaft, as well as the lettering on the back of each iron-club head are blue to match the grips. The complete outfit is boxed in an attractive, yet compact display case for the pro-shop.

The outfit is sold with the proviso it may be exchanged for men's clubs, if desired.

Lyon Metal Products, Inc., has just redesigned its entire line of folding chairs. New features include an extra wide seat curved to fit the body and located with relation to the form fitting back rest to support either a small or large person in an exceptionally restful manner.

A channel steel frame supports the cross braced canti-lever type seat. Chair has only three moving parts. Live rubber

PAGE FENCE



PRIVACY THAT PAYS

A PAGE-fenced golf course attracts the highest type of membership; develops revenues from tournaments and exhibition play. PAGE FENCE means privacy that pays.

Write for complete information about PAGE golf fence and name of nearest PAGE FENCE distributor.

PAGE FENCE ASSOCIATION

DEPT. G9
Bridgeport, Connecticut
America's First Wire Fence—Since 1883

If You're Going to SEED — and who isn't —

Experienced greenkeepers agree Fall Seeding is best—and this fall seed prices are way down! Join the hundreds who depend upon JOHNSON'S GOLF SEED to give them fine conditioned courses each year.

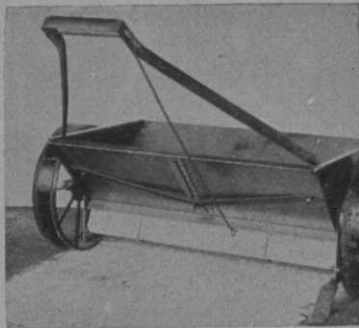
- | | |
|--------------------|-------------------|
| Kentucky Bluegrass | Recleaned Red Top |
| Chewings Fescue | Poa Trivialis |
| Seaside Bent | Special Mixtures |

BUY NOW AND SAVE—and insure a fine turf for next spring. We're stocked to meet, with quick delivery, every fertilizing requirement.

Write—wire or 'phone for quotations!

J. OLIVER JOHNSON, Inc.
World's Largest Golf Supply House
956 W. Huron St. (Monroe 6580) Chicago

ROOT



ALL-PURPOSE

Nothing even remotely compares with it for spreading top dressing, fertilizer or seed! Its patented locked feed set, finger touch control and triple agitation produce, even in the hands of the most inexperienced helper, the PERFECT spreading job. You're paying its cost many times over if you're trying to get along without it. Use it with the Root Roller Screen and you have the perfect maintenance combination!

THE ROOT MFG. CO.

1051 Power Avenue Cleveland, Ohio

See Your Dealer About

LEWIS GOLF BALL WASHERS

Insist on Lewis Washers—for years of service and constant use. Popularity with golfers everywhere has made Lewis Washers standard throughout the world.

Lewis Washers: lots of 1 to 10...\$6.00
Lots of 11 or more.....\$5.50

Complete Tee Ensemble: Washer, tee stake, towel, waste container, tee data plate, towel and ring...\$10.65

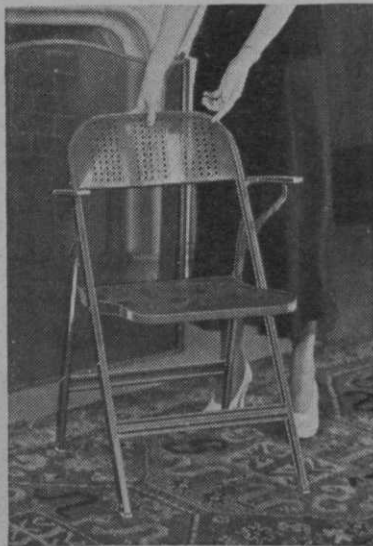
G. B. LEWIS COMPANY
Dept. 8C Watertown, Wis.



S P R E A D E R

feet on all four legs are standard and eliminate the usual clatter and bang when being moved about.

Simplified design and production methods permit any combination of seat and



back as well as any color combination in upholstery or finish which may be desired. For further information, write the manufacturers at Aurora, Ill.

Amid the applause of the membership and to the fanfare of a band employed for the occasion, President M. A. Gilmartin of the Garden City CC officially turned on the first fairway sprinkler of the club's new golf course irrigation system, Saturday, August 7th.

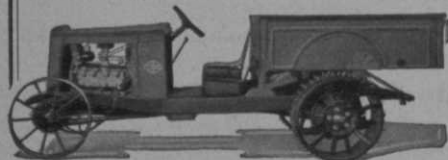
For a number of years a hoseless irrigation system has been the ambition of this club. Many plans had been considered and rejected; finally, under the leadership of Leonard Tingle, green-chairman, the irrigation program got under way.

Employing Robert Trent Jones, well known golf architect, the club decided to

STAUDE General Utility Tractor \$495 to \$795

Made continuously since 1916 and sold on a money-back guarantee. Write for description and proofs of performance.

E. G. Staude Mak-A-Tractor Co.
2696 University Ave. -- St. Paul, Minn.



GOLF GRASSES—

No investment brings greater returns in member satisfaction than the fall sowing of

HENDERSON'S GRASS SEEDS

Write for quotations

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

SUN CURED · WESTERN GROWN · *Kentucky*

BLUE GRASS

1 Low prices offer unusual economy for fall seeding. **2** Fall offers ideal weather conditions for seeding. **3** WE OFFER prompt delivery — highest quality.

THE NEBRASKA SEED CO. OMAHA, NEBRASKA

remodel a number of holes and design the irrigation system to conform to these changes. Allowances in the pipe lay-out were made to permit certain future improvements.

The new irrigation system is hoseless. Water is taken from the club's own well, which produces between 400 and 500 gallons per minute.

The project was completed on schedule without closing the course to play. On Saturdays and Sundays no ditches were left open and all construction work was suspended to permit free and unobstructed play. Two weeks after completion of the job, few if any marks of the newly laid pipe were visible on the course.

The system was designed by Jones, and the plans were checked by the engineering department of the Buckner Mfg. Co., Elizabeth, N. J., and Fresno, Calif., originators of hoseless golf course irrigation systems in the East. Construction work was done by Morrison and Bradshaw, Elizabeth, N. J., specialists in golf course irrigation.

A metal clip, holding six wooden tees and a score pencil, is being made by H. C. Cook Co., Ansonia, Conn. The device is compact and neat. It attaches to the upper edge of a golf bag, or to any other convenient location on the bag.

It's one of those things that might go very well at public course shops and at some private clubs. A dozen of the clips are mounted on an attractive display card. Retail price of the clip with tees and pencil is 25 cents. Pro price is \$2 a dozen.

The gadget really is quite a convenience and not foolish-looking as are many of the tee-holding devices. It seems to have a chance for pretty good sale.

Last year the Christmas gift golf ball package produced by A. G. Spalding & Bros., with its one dozen top-grade Spalding golf balls and a copy of Rights and Wrongs of Golf, by Bobby Jones, put a nice off-season profit into many a pro pocket and then walked off with top honor in the Irwin D. Wolf awards of the American Management assn. and the gold award for Christmas gift packaging ideas in the All-American Packaging competition.

In discussing the packages this year, Walter Roberts, New York Manager of Spaldings Golf Department, said, "We are putting out two packages, one containing one dozen balls . . . the other with capacity for six balls. Thus have we increased sales possibilities and widened the scope for pro profit. The pro now has a six-ball box to offer the mem-



Showing a solid length of Bent turf to illustrate its toughness and strength, made possible only by proper preparation of soil.

CREEPING BENT TURF

Our true Washington Strain Bent in solid turf form makes model greens. Also in stolon form. Withstands drought like nothing else. Fully guaranteed. Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. Write for prices and samples now.

ILLINOIS GRASS CO. Telephone Homewood (Ill.) 748
18455 REIGEL ROAD (Near Chicago) HOMewood, ILL.

THOMPSON & JONES

GOLF COURSE ARCHITECTS
New York Office:
45 West 45th Street, New York City

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Over 100 golf courses from Rio de Janeiro to Vancouver are our guarantee that you will receive a course of the maximum in beauty and interest at the minimum of cost.

NEXT YEAR, surely, a SWIMMING POOL

The new, inexpensive method of construction brings the swimming pool within easy reach of the most modest of clubs—

"GUNITE"

The "GUNITE" method of construction saves time, labor and materials. Heavily reinforced "Gunite" is applied with the "Cement Gun" against solid, undisturbed earth as a foundation. A new and better method that has proven far more economical—and the density and water-resistant character of "Gunite" cuts maintenance costs to a new low.

Write today for complete details

CEMENT GUN CO.
ALLENTOWN, P.A.

IT STAYS SHARP



Diamond
Steel Center
Tractor Spud

Extra hard steel center keeps spud sharp. Tapered point aerates turf. Write for information.

DIAMOND CALK HORSESHOE CO.
4702 GRAND AVE. DULUTH, MINN.

Three Styles of One-Color Score Cards

of Excellent Quality are

Priced \$21 to \$26 for 5,000

Produced by a New Process they are complete and of correct size.

Samples of these and 4 higher priced 2-color cards to clubs on request.

JOHN H. VESTAL CO., Printers
703 South La Salle Street - - - Chicago

ber not interested in the twelve-ball package. This means more sales and more profits."

The large box has been worked out in a rich red outer covering with a harmonious red and white combination on the inside. Included in the package is a copy of Spalding's Season Golf Score Record . . . handsomely bound in blue with gold trim on the cover . . . in which the owner may keep a detailed record of every game he plays throughout the entire year. This book also carries complete USGA Rules.

The smaller box, containing six top-quality balls, has been carried out in like



The large dozen-size Spalding gift box with scorebook and USGA rules.

color combination, matching the larger unit. This half-dozen ball package does not contain the Golf Score Record.

In both packages, future use has been given consideration. Both are beautifully finished and will stand the most critical eye when used on the coffee table for cigarettes, on the vanity as jewel receptacles, or in any of the numerous places in which they may find use.

This Spalding gift tieup looks like a grand opportunity for the pro to ring up extra profit right at a time of year when profits are most welcome.

● BENT GRASS ● BOTH SOD AND STOLONS

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

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

IS IT ADVERTISED?

Look through the ads first. You'll find just about everything to get and keep your course, pro-shop or clubhouse in top shape; and all these products you see advertised are from sound, reputable sources of supply. But if, after looking through the ads, you still do not find just the information you need, draw a line through items on the list below and mail to GOLFDOM, 14 E. Jackson Blvd., Chicago.

FOR THE GOLF COURSE

- Arsenate of lead
- Bag racks for tees
- Ball-Spot marker
- Ball washers
- Bent grass stolons
- Bookkeeping systems
- Brown-patch preventives
- Charcoal (soil conditioner)
- Clamps, for pipe leaks
- Compost distributors
- Compost sterilizers
- Containers, waste
- Diesel engines
- Drinking fountains
- Dump carts
- Fencing
- Fertilizers
- Fertilizer distributors
- Flags (greens)
- Hole cutters
- Hole rims (putting cups)
- Hole rims (sand green)
- Hose, water
- Humus (soil conditioner)
- Hydraulic mixers (fertilizer)
- Insecticides
- Lightning arresters
- Lime, hydrated
- Limestone, pulverized
- Mole and gopher poisons
- Mole and gopher traps
- Mowers
 - putting green tee
 - fairway rough
- Mower Blades
- Mower sharpening machines
- Peat moss (soil conditioner)
- Pipe
 - perforated for drainage
 - water
- Playground equipment
- Pumps (state capacity)
-
- Putting cups
- Putting paths (sand green)
- Resurfacer. (Skating Rinks)
- Rollers
 - fairway
 - green
 - spiked
- Sand green equipment
- Scythes (motor driven)
- Seed
 - fairway
 - green
 - rough
- Seeders
- Shelters (golf course)

- Skeet layouts
- Sod cutters
- Soil screeners
- Soil shredders
- Soil testers
- Sprayers
 - barrel pump
 - power engine
- Spike discs
- Sprinklers
 - greens
 - fairway
- Swimming pool information
- Tee markers
- Tractors
- Tractor tires,
 - low pressure
 - pneumatic
- Tractor wheel spuds
- Turf renovator
- Water systems
 - for greens
 - for fairways
- Water system engineer
- Weed burners
- Weed killers
- Worm eradicators

FOR THE PRO SHOP

- Bags
 - canvas
 - leather
- Balls
 - .35 .50 .75
- Ball marking machines
- Belts
- Bookkeeping system
- Buffing motors
 - A.C. D.C.
- Caddie badges
- Caddie uniforms
- Calks for golf shoes
- Caps
- Clubs
 - Brassies Drivers
 - Irons Matched sets
 - Putter Spoons
 - Women's
- Club racks for pro shop
- Gloves
- Grip dressing
- Grip wax
- Headcap
 - racks cards
- Hats, duck with vizor
- Leather jackets
- Leather preservative
- Movie cameras, projectors

- Practice clubs
- Practice driving devices
- Practice putting devices
- Prizes
 - cups
 - trophies
- Rain jackets
- Score cards
- Shafts
 - hickory
 - steel
- Shoes
- Shoe spikes
- Shoe trees
- Sockettes
- Sweaters
- Sweat shirts
- Tees
 - wood celluloid
 - traps targets
- Trap-shooting
 - shells targets
- Underwear

FOR THE CLUBHOUSE

- Ales
- Bar equipment
- Bath slippers
 - paper wood
- Bars
 - fixed
 - portable
- Bath towels
- Beer
 - bottle
 - draught
- Beer cooling equipment
- Cash registers
- Cheese
- Deodorants
- Disinfectants
- Fireworks
- Kitchen equipment
- Laundry equipment
- Liquors
 - gin
 - whiskey
 - wine
 - mixers
- Linens
- Lockers
- Mineral water
- Oil heaters (hot water)
- Refrigerators
- Rugs—runners for aisles
- Showers
- Shower mixers (automatic)
- Soda fountains
- Water coolers
- Water softeners

Club

By Club Position

Address

Town..... State..... Date.....

• IMPORTANT—FILL OUT FORM ON REVERSE OF THIS PAGE •

Good Turn

Do yourself, your club and GOLFDOM a good turn by tearing out this page and returning it, filled in, to 14 E. Jackson Blvd., Chicago.

GOLFDOM, which is sent free and without obligation to operating officials of every golf club in the country, gives you lively, informative coverage of latest developments in the golf industry.

Help your club take advantage of this useful information, and also help GOLFDOM maintain the accuracy of its mailing list. Send in this page NOW!

Club.....

Town..... State.....

Number of Holes..... Is Course Private, Daily Fee or Municipal?.....

If course formerly operated under another name, write OLD name here

PRESIDENT
(or owner)

Address

GREEN-CHAIRMAN

Address

CLUB MANAGER

Address

GOLF PROFESSIONAL

Address

GREEN-KEEPER

Address

Please give us this additional information for our records:

Swimming?..... How Many Tennis Courts?..... Trapshooting or Skeet?.....

SEE OTHER SIDE