

“. . . so I make a \$7.80  
profit and all  
he started to buy was  
3 Titleists”



**“YES, SIR, \$7.80! . . .** First he decided to take a dozen Titleists instead of three. Then he picked up that windbreaker and two pairs of socks! Not bad for a rainy Wednesday . . . what?”

“How come? . . . Well, about two months ago I began reading the Acushnet ads. Says he never quite realized before how important it was to support his Pro.

“And the day I sold him his first Acushnet he brought ninety for the first time. Boy, he was happy a lark . . . still is . . . and me, too.”

★ ★ ★

Every month Acushnet's national advertising is telling millions of golfers to patronize their Pros. Of course, we want them to do this because we want them to buy Acushnets and, remember, your Pros are the only fellows who can sell them.

But our advertising is doing more for you than just selling golf balls. Every time a member comes into your shop he sees everything you have to sell—clubs, shoes, sweaters, bags. . . . And *you've* got a chance to sell *him*, not just balls, but your other merchandise, too. Acushnet Process Sales Company, New Bedford, Massachusetts.



SOLD ONLY THROUGH PROS

**ACUSHNET** *GOLF BALLS*

# EXTRA

## Season of extremes in weather conditions proves value of extra features in mowing equipment.

This has been a season of "show-down" weather for equipment used in golf course maintenance. Extremes in growing conditions have ranged from weeks of excessive moisture to prolonged periods of hot, dry weather. Under the most trying conditions in recent years, greenkeeping superintendents and green-chairmen have had ample opportunity to witness the advantages of mowing equipment especially designed to deliver the utmost in performance regardless of weather conditions.

### **EXTRA! Light Rollers Provide Unequaled Traction**

A wet spring, continuing well into the playing season, spurred fairway turf to unusually rapid growth. Constantly confronted with the problem of mowing wet, soft turf plainly revealed the necessity of the widest possible mower traction surface to prevent mower slippage with its ugly turf scars and to assure clean cutting of grass blades.

Under such adverse conditions the Roseman Fairway Mower, especially designed to give the widest possible traction by means of light, hollow rollers, proved unequalled in their performance.

### **EXTRA! Hollow Roller Mowers Prevent Turf Damage**

As for the hot days that followed, the gentle rolling of these same light rollers of the Roseman save no end of turf damage by preventing air pockets from separating turf roots from their soil bed. Likewise heat cracks, so common when surface soil dries quickly, were prevented.

### **EXTRA! You Can't Scalp With a Roseman**

The same light hollow rollers always keep the bed knife clear of contour irregularities—you never scalp with a Roseman.

### **EXTRA! Roseman Action Improves Turf As It Mows**

On the courses without watered fairways the Roseman Hollow Roller Mower further proved the value of its gentle rolling as it mowed. Keeping the turf roots in undisturbed contact with the soil helped retain moisture over a longer period. The fine condition of the fairways on unwatered courses wherever Rosemans were used made this plain during the hot weeks of July and August.

Rosemans have convinced many a thrifty course maintenance operator that both growth and playing condition of his turf can be improved at the same time the grass is being cut.

### **EXTRA! Hollow Roller Features Exclusive With Roseman**

Wet turf or dry, Roseman Hollow Roller Mowers will do more towards improving your turf than any other mower made. The hollow roller feature that delivers this plus-performance is exclusive with Roseman—no other fairway mower has it.

Strange, too, isn't it—when practically all of the putting green mowers in use today are the hollow roller type? Remember how they were pooh-poohed when first introduced—yet, how quickly they replaced the old fashioned side wheel putting green mowers—because they improved the turf and playing surface?

### **EXTRA! The Perfected Combination Rough and Fairway Mower**

The Roseman mower is the perfected combination rough and fairway mower that will handle your rough mowing under every condition. The wide traction rollers prevent jumping up in the rear or skidding when the going gets tough.

### **EXTRA! Roseman Mowers Given Unequaled Long Service**

It is not unusual for Roseman mowers to deliver satisfactory performance after 15 years of use. It is a mower you can hardly wear out and that means, of course, low depreciation, with a minimum of upkeep and service costs.

### **EXTRA! Roseman Receives Largest Mower Order**

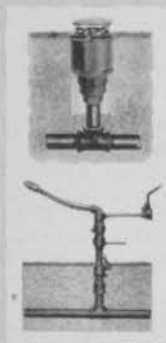
Roseman 1941 Model Hollow Roller Mowers, years ahead in design and construction, recently received the largest single consumer order ever placed for gang mower units. It was for 210 combination rough and fairway units of our roller design. Naturally, before an order of this size was placed, a most thorough investigation covering design, construction and performance had been made.

If your club is contemplating the purchase of a gang mowing machine, let us tell you how, where and why Roseman 1941 models are years ahead.

**ROSEMAN TRACTOR MOWER CO.**  
RIDGE, CENTRAL and CRAWFORD AVENUES EVANSTON, ILLINOIS

**WATERING  
EQUIPMENT  
FOR**

*Concealed*



## **IRRIGATION SYSTEMS**

*THAT ARE REALLY OUT OF SIGHT*

• Out of sight and out of the way. • They present no hazard to persons on the lawn, mowers pass over them as though they were not there, yet every square foot of ground is completely covered. • Ask for catalog. • It will help you solve your irrigation problems.

### **BUCKNER MANUFACTURING CO.**

7658 So. Calumet Ave.  
Chicago, Ill.

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7280 Melrose Avenue  
Los Angeles, Calif.

## **TIME TO KILL CRABGRASS and TURF WEEDS**

**FALL TREATMENTS  
MOST EFFECTIVE**

### **SILVER-SAND**

For Broadcast Treatments

### **DRY SODIUM ARSENITE**

For Spray Applications

*Write for Special Bulletin on  
"Weedless Lawns and Turf"  
and "Directions for Use"*

**NIAGARA SPRAYER AND CHEMICAL  
COMPANY, INC.**

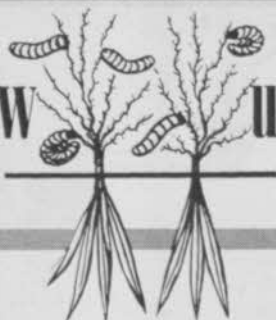
MIDDLEPORT, N. Y.



## **GOLF DIVOTS OF THE MONTH**

**H**ELLEN HICKS HARB can see no sense in having different tees for men and women. Says Helen: "The more I think of it, the more I'm convinced that different tees are foolish. Why? Because the difference in distance ranges only from 10 to 20 ft., usually not that much of a maximum. How can 5 yards make any difference in the whole series of shots from tee to cup? There still are the other shots to make. . . . Clubhouse at the Lincoln (Calif.) GC was completely destroyed by fire August 4; loss was unusually severe because the club carried no insurance. Ironically, the fire was caused by fire precaution. The members had burned the dried grass around the building earlier in the day because of fear of fire in the dry season, and after watching it for some time and believing all sparks completely out, came to town feeling they had done a good job. They were called back shortly when fire broke

# if grass grew upside down—



you could actually see the damage done by grubs and worms. When GRASSELLI or NuREXFORM Lead Arsenate is applied at regular intervals it settles into the ground and the pests chew it as they feed on the tender grass roots. Protect your greens, tees, fairways and lawns with GRASSELLI or NuREXFORM Arsenate Lead. Your golf supply dealer can fill your needs. Write for folder telling how to protect your golf course.

**GRASSELLI or  
NuREXFORM  
LEAD  
ARSENATE**



**E. I. DU PONT DE NEMOURS & Co.**

INCORPORATED  
**GRASSELLI CHEMICALS DEPARTMENT**  
WILMINGTON DELAWARE

out—but lack of water prevented any salvage.

The Pittsfield (Mo.) CC caddie strike was settled recently by Pro Gil Middleton, who left a sick bed to straighten out the affair. The boys failed to get the increased fees demanded, but they will get a drinking fountain, benches, and permission to play golf at regular times. . . . Everett Nelson is the new pro at the Bainbridge (Ga.) CC. . . . Harry Frankenberg took up the pro duties at the Paw Paw Lake (Mich.) course in mid-August. . . . A fairway watering system will be installed for use next summer at the Hieland Lodge G&CC, Kankakee, Ill.

Arthur J. 'Chappie' Chapman, Wheeling (W.Va.) CC pro, after 45 years of golf finally sank a tee shot. The shot was made in late July at the No. 17 hole of the Wheeling course. . . . Fred J. McDermott, pro at Tippecanoe Lake CC, Leesburg, Ind., recently shot a record 61 on that course. Fred's round was 9 under par,

## FALL SEEDING

No other investment brings greater member satisfaction than the fall sowing of seed. Good healthy turf boosts club memberships, and keeps the members club boosters.

### GREENKEEPERS O. K. IT . . .

Experienced greenkeepers agree fall seeding is best. Weather and working conditions favor it. You save, too, because dormant weed seed and fall rains mean more turf for seed sown, and seed prices this fall are low.

We're equipped to provide, promptly, the finest seeds—for fairway, tee, green and rough—at the lowest prices. Let us quote on your requirements.

Send for the Davis catalog—the buying guide of the Midwest's most complete line of seeds, supplies and equipment. It will show the best way to do a thrifty job of fall maintenance.

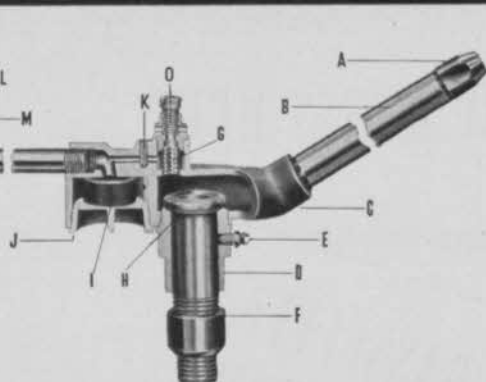
**GEORGE A. DAVIS, Inc.**  
5440 Northwest Highway, Chicago

## LITTLE THINGS THAT COUNT

The high standard of Roto Spray distribution, permanent dependability, fineness of spray and slow, steady, efficient performance is unquestioned. Thousands in actual operation verify this. But here are just a few important details which give satisfaction plus.

(See Cut)

- I—Vibrator ring—the only fast moving part—rubber tired. Does away with wear.
- K—A by-pass valve. Controls speed of vibrator at effective point regardless of pressure on sprinkler.



Skinner Roto Spray Sprinkler

- C—Self cleaning, removable strainer. Can be flushed under pressure. Doesn't blow out of your hand.
- J—Single, heavy, removable cap opens up vibrator chamber.

Just a few exclusive SKINNER FEATURES. Send for catalog.

**THE SKINNER IRRIGATION CO., 415 CANAL ST., TROY, OHIO**



### WORMS ARE BREEDING NOW get after them with DIWORMA

Now is the time to eradicate worms. And the way to do it is with Diworma. Just sprinkle it on the ground, and up come the worms to die. No dead worms left in ground to attract ants. Two and a half gallons of Diworma in solution will cover 5,000 square feet.

#### Controls brown patch, too

Fortify your greens against Brown Patch with Diworma. Sprinkle at intervals, and Brown Patch won't get started. Arrests and retards patches that are already started.

Send for our 48-page manual "Ground Maintenance." It gives you much valuable information on all sorts of ground maintenance problems.

*The C. B. Dolge Co.*  
Westport, Conn.

and included a 27, 8 under par, on the last nine. . . . J. Cameron Maiden, son of James C. Maiden and nephew of Stuart Maiden, noted golf professionals, is following in their footsteps in turning out winners. Maiden is coach of the Glen Cove (L. I.) high school golf team which won 6 out of 6 matches this spring, and since 1933, when it was first organized, the team has won 27 out of 34 matches. It was North Shore champ in 1936-37-38-39.

The Dempster Golf Club, popular fee-course in the Chicago district, opened up an additional 9 holes on August 17. This makes a total of 18 holes now open for play. The new nine has large grass tees and watered fairways. Russ Ruh is mgr.-pro of the layout. . . . Equipment barn and water tower at the Bristol County Public Golf Course, Taunton, Mass., were completely destroyed by fire August 2. Firemen had a tough battle keeping the flames from spreading to the house of Manuel Braga, greenkeeper, and the clubhouse was scorched. . . . Ground was broken August 12 in

# THINKING OF MOVING?

If you're in the golf business, and are not satisfied with your present location, why not investigate what 'Golf Headquarters' has to offer — which means, of course, the

## LYTTON BUILDING

Golf manufacturers, wholesalers, publishers, and others who serve the golf trade find that it pays in dollars and cents, to locate their offices and display rooms in the LYTTON BUILDING . . . a modern 18-story structure located at State Street and Jackson Boulevard, in the heart of Chicago's loop.

A list of LYTTON BUILDING tenants looks like "Who's Who in Golf" because here you will find names famous wherever golf is played . . . P. G. A. . . . NATIONAL GOLF FOUNDATION . . . WILSON . . . BURKE . . . KROYDON . . . YOUNG . . . and many others who are "cashing in" on the extra drawing power and the extra business volume resulting from this strategic location.

The LYTTON BUILDING is one of the finest office buildings in Chicago's retail shopping district. Standards of occupancy and building maintenance are of the highest. A limited number of desirable spaces are now available on the upper floors . . . with unobstructed light and air . . . at rentals that are exceptionally attractive.

## The LYTTON BUILDING

*Golf's Most Famous Address*

14 EAST JACKSON BOULEVARD

CHICAGO, ILLINOIS

## HENDERSON'S

FAMOUS  
GRASS SEED

MIXTURES . . . For:

Putting Greens...Tees...

Fairways . . . Bunkers

. . . Rough.

*Write for details*

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

beginning construction of the new 30,000 clubhouse at South Side CC, Decatur, Ill. . . . Work is progressing rapidly on the new Briar Hill GCse at Sullivan, Ind.

A. R. Albert is the new manager at the Allegheny CC in the Pittsburgh district. He succeeds C. J. Cepicka. . . . The Turkey Creek GC, Gary, Ind., is now operating as a private club and has substituted the word 'country' for 'golf' in its name. . . . Mark Fry, pro at California's Sequoyah club, has a

## FOR EXTRA FINE GREENS AND FAIR- WAYS NEXT SPRING Feed Them Now!

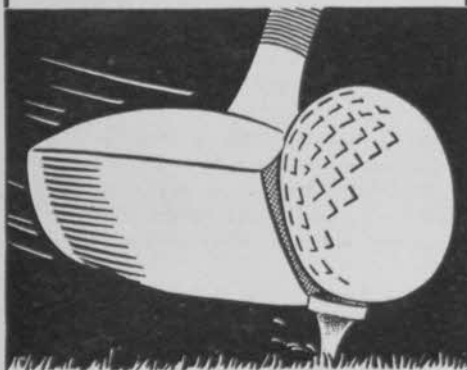
Fall is the *best time* to start preparing greens and fairways for your *next year's* play . . . by giving them a good square meal with Swift's Special Golf Fertilizers and Vigoro.

Hot summer weather and constant play takes grass for an awful beating. By feeding it in the Fall you get a strongly re-established root growth that can withstand the rigors of frozen soil and buckling ground. Your grass will have a head start on weeds when it comes in in the Spring.

Swift's Special Golf Fertilizers and Vigoro are scientifically balanced, *right* for any type of soil. Remember to use them when you feed in the Fall!

**SWIFT'S SPECIAL GOLF  
FERTILIZERS and VIGORO**

*How well this ball will travel depends a great deal on how it is hit. . .*



Similarly how well your greens fare depends on how well they are protected.

For maximum turf protection at minimum cost, many greenkeepers prefer **MERCK 2-1 MIXTURE**. It is effective, dependable, economical. It can be applied by either wet or dry application. It is of special fineness ensuring thorough and even distribution.

★ *Other Merck Products* ★  
*for the Greenkeeper*

**TURFCALOMEL**—A complete turf fungicide that is unusually popular with many practical greenkeepers.

**CORROSIVE SUBLIMATE**—Conforms to U.S.P. requirements. It is quick-acting. It is highly efficient as a remedy and preventive for large brown patch.

**CALOMEL**—Preferred when long protection is desirable and rapidity not essential.

MERCK & CO. Inc. RAHWAY, N. J.  
*Manufacturing Chemists*  
NEW YORK PHILADELPHIA ST. LOUIS  
In Canada: Merck & Co. Ltd., Montreal and Toronto

son, Bob, who shows unusual promise. The younger Fry, only 15, frequently shoots rounds in the low 70s. . . Val Flood, pro at the Shuttle Meadow club in Connecticut for the past 21 years, was honored recently with a testimonial dinner in recognition of Val's 75th birthday. . . . Caddiemasters in the Baltimore district have formed what they believe to be one of the first groups of its kind. The purposes of the association are: to better conditions for all the boys caddying at their clubs; to train more and better caddies; to encourage closer cooperation among the caddiemasters and clubs in the Baltimore district.

One of the Midwest's outstanding amateur golfers, Ralph O. Carlson, was killed in an airplane accident August 19, when the plane he was flying at the naval training station at Pensacola, Fla., went into a spin and crashed into a barn. Carlson was Illinois junior champion in 1935, and in 1939 was runnerup for the Illinois state amateur championship. . . . Rains, general over most of the country in mid-August, besides nip-

**SCOTCH and RUM**

**LOCH FYNE**

A BLEND

**GLENFYNE**

LIQUEUR 10 YEARS OLD

Both 86° Proof

are products of

**The Glenfyne Distillery**  
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**SIEGERT'S BOUQUET RUM**

90° Proof

TRINIDAD, B. W. I.

Sole Agents for these distinguished products:  
**GREIG, LAWRENCE & HOYT, Ltd.**  
347 MADISON AVENUE NEW YORK CITY

ping what appeared to be a serious danger to crops from drought, did a marvelous job of bringing back much golf course turf that was rapidly assuming that 'burnt-up' appearance.

Hugh Smith, of Thomasville, Ga., won the national negro open championship held during late August at the Palos Park (Ill.) forest preserve course. Smith's score for the 72 holes was 295. Clyde Martin, Atlanta, was runnerup with 297. . . . A new golf course is practically assured Plentywood, Mont., with the city sponsoring a WPA project. The plan calls for the construction of a 9-hole municipal course. . . . William L. Leeney, Arthur Noble and Fred W. Drake have invented a new kind of golf game that has the warm support of the Red Cross. Playing what they call "Red Cross Golf" at the Westchester (N. Y.) CC recently, the three contributed enough to buy coffee for a lot of war unfortunates. The game works this way: the individual players agree in advance as to their average strokes for each hole, and in each case where the average is exceeded, a dime goes to the Red Cross. It's a game for pros or beginners, and no matter how much you lose, Europe's children are benefited thereby.

The owners of the Bridgman (Mich.) CC, R. O. Bauman and A. Lindberg, have done a grand job of building the club up during the last year. A beautiful new clubhouse was added to the 18-hole course's facilities this past spring. The clubhouse is built in log cabin style, with the interior in knotty pine. House equipment includes new bar, show-case, refrigerating equipment, chairs, tables, etc. Greenkeeper and manager of the course is M. E. Baker. . . . One of the top candidates for 1940's "hard luck" honors is Denny Shute. Having recovered sufficiently from a wrist operation earlier this year, to take part in the National PGA at Hershey—his first competitive event since the operation, Denny was stricken with an attack of appendicitis during the second day of the qualifying round, and was operated on that evening. Denny finished out his round before giving up, however, and had qualified easily with a 151. We're glad to report that Denny is recovering nicely.

# WHY SEED IN THE FALL

?

Turf authorities have long agreed that Fall is the ideal seeding time. Nature established the idea first.

Grass roots deeper in the Fall . . . takes advantage of cool nights and soaking rains to get a head start on weeds, which are going dormant.

Sowing pure seed is equally important. Avoid hazards by sowing Scotts. It is carefully selected and thoroughly cleaned.

We can also furnish creeping bent stolons from our own nursery. Ask for prices.

**O. M. SCOTT & SONS CO.**  
Marysville, Ohio

*Scott's*

SCOTTS SEED *makes* BEAUTIFUL TURF!



"33 to 1" <sup>\*</sup> IS SURE WINNING A LOT MORE  
PABST BLUE RIBBON BOOSTERS  
AT THIS CLUB!



PLEASING  
PARTICULAR  
PEOPLE IS A  
SPECIALTY WITH  
BLUE RIBBON!

Beer drinkers everywhere are saying...

\*"BLENDING 33 TIMES SURE MAKES ONE GREAT BEER!"

• Beer lovers everywhere are talking about Pabst blending... as they discover that it's the *blend* that betters the beer!

Yes, it actually takes 33 separate brews... not one, or five, or twelve... but 33, from 33 separate kettles, to make a single glass of delicious Blue Ribbon!

Expensive to brew? You bet! It's like blending champagne or tobacco to produce the finest.

The result? *America's premium beer*... with a smoothness that is unsurpassed, a grand flavor that *never varies!*



... WITH A  
BLUE RIBBON  
ON IT!

First in the homes of  
America—and the Largest  
Selling American Beer in  
the Rest of the World!

Copyright 1940, Pabst Brewing Company, Milwaukee

IT'S A MARK OF BETTER  
SERVICE TO FEATURE  
AMERICA'S PREMIUM BEER

Pabst Blue Ribbon

SEPTEMBER, 1940

# There's Plenty to Do in Late Season

By A. L. Brandon

**T**O many golfers the arrival of Labor Day signifies that the end of the golf season is practically at hand. Just how this conclusion is reached we have never been able to understand. Fall, with delightfully cool, comfortable days, provides some of the finest golfing weather of the year and Mother Nature reaches her climax in providing the golfer with a back curtain of colored splendor.

Conditions for course maintenance are also ideal. Heat waves become a matter of history. Drought and the one hundred and one maintenance problems that bedevil the greenkeeper during the summer, fade, but leaves him a wiser and more humble man.

## It's Change Time

Yet in this more or less open season for poets and artists, the greenkeeper and staff find themselves facing an active season. Work at this time often falls into many classifications other than routine maintenance, but for a matter of record can roughly be grouped into two general classifications — course alterations or changes which have been suggested by the players and committees and which will result in a better and more enjoyable round of golf. Second, changes that the greenkeeper through observation and

study, plans to put in effect. These changes are mainly correction changes, such as drainage and items which will decrease maintenance charges and increase efficiency, and add to the playing value of the course.

## Get Expert's Aid

And to keep the record clear, it is my opinion that in case of major course alterations, it is generally advisable to consult a capable architect. By calling in the architect the responsibility doesn't rest entirely upon the committee and greenkeeper. With a third party in the scene the proposed changes can be more frankly discussed and should result in better design with the club ultimately getting more dough and satisfaction to all concerned.

Obviously, some of the suggestions coming from the players and committees will have to be culled, for in the final analysis they will not stand the test for providing a better and more enjoyable round of golf. In this culling process the participants should be the green-committee, meeting with the greenkeeper. After careful consideration the green-committee should report to the board or governing officers of the club, its recommendations and estimated cost of the proposed improvements. These estimates should be made by the

One of the events that's getting a great play as a dinner-business attraction at golf clubs is mixed putting contests. Many of the women more than hold their own on the practice putting green with the men.

greenkeeper and based on the work being done by the regular maintenance staff.

Not so many years ago, a course was judged largely on the quality of its putting greens. Through research and experience, much has been learned in greens maintenance so today greens are uniformly excellent. Course standards today are judged on fairway turf in addition to greens and tee surfaces. Through the demands of the golfer, perfect lies from tee to green are essential for the well conditioned layout. With this in mind, plans for fairway fertilization should be formulated. By budgeting and planning these fertilization programs can be provided for yearly. Weed control in fairways and rough have also become essential. On the long range program this should likewise be worked out and budgeted.

#### Fall Seeding Is Best

Fall is nature's time for seeding. For some reason or another, the American public have purchased about five pounds of seed in the spring to one in the fall. Fall seeding is generally more successful and convenient. The greenkeeper in this instance should likewise figure out a policy of fall seeding. Generally such seedings should be made before September 15, this of course depending on the geographical location of the club.

Landscaping should also be considered. Today's golfer is conscious and appreciative of a well-landscaped hole and club grounds. Thought should be given to a tree and shrub nursery. Again a long range plan should be instituted for the planting and growing of this material. Material planted should be carefully selected and should fit into the scheme of things. Usually native plant materials will be most satisfactory.

Flower beds should also be scattered about the golf course. Fall is the time to plan and prepare these beds. To keep uniformity to the planting of shrubs, trees and flowers, some master plan should be created. By means of this master plan the chances of a hodge-podge landscape will be avoided and a progressive set-up can be arranged for the years to come, as finances permit.

Today, modern club activity is based and planned for the entire family. Winter

sports should also be considered as it will do much to continue interest in club activity throughout the year.

Skeet and trapshooting fit in admirably in the fall and winter schedule. Fall is the time to condition the shooting grounds; remember, neat appearing grounds are appreciated and any painting or other touching up should be done.

The success of a well maintained course depends on a good maintenance staff. Although almost every golf club has different conditions to operate under, I think they will find it wise if they will arrange their work so that at least a reasonably-sized skeleton staff can be maintained throughout the winter months.

Maintenance work, and with the specialized equipment that is being made today, requires men who are especially trained in this work of turf maintenance. To break in new men each year is not only expensive, but a great deal of efficiency is lost through the training period.

The club should also become interested in its maintenance staff as individuals, not only as employees. If this attitude is maintained one of the major problems in turf maintenance is overcome.

All in all, fall is the ideal time to plan and execute work which will result in better and more enjoyable rounds of golf for all of your players.

**Golfers Build Own Course**—Put a couple of golfers to work at a gas compressor station in east Texas, and they'll graduate from a couple of tin-can holes to a real-for-sure golf course in very little time. Experience has proved this, because that's what happened at the Latex compressor station of the United Gas Pipe Line Co. where starting via the tin-can route in 1934, the club now has 9 good grass greens, fairway and tee markers, mowing equipment, and money in the bank. The club also boasts a swimming pool, baseball diamond, and other typical club features, including club dues.

The dues don't amount to much, however, for a total payment of \$9.00 covers membership in the club for a year with full privileges for two. Membership in the club is 26, and visitors are welcome. Guest green fees are 15c. Olan Wright is the current holder of the club championship. M. V. Cousins was the first chairman of the board, serving until 1939 when he was succeeded by the present chairman, W. H. Roberts.