scraper or apartment building architect is not qualified to draw plans for and supervise the construction of a most satisfactory, convenient and economical club house. It appears to the writer that golf clubs have squandered a proportionately large amount of money in building club houses. The locker rooms are not satisfactory, the arrangement is poor, the showers are inadequate, the kitchens are too small, the pro shop is seldom adequate, the heating plants have not received proper attention and the laundry facilities are especially poor. Just as the expert golf course architect is required to produce a satisfactory golf course so must the club house plans be drawn by an architect who has devoted a period of years to the requirements of a golf club membership if he is to produce a good looking exterior and at the same time arrange for economical and satisfactory facilities inside.

A golf course should be built complete in one operation before play is permitted that there may be no alterations or continual spending of money year after year, correcting deficiencies in construction. The club house also should be built so that each unit works out satisfactorily with its corresponding department, and the membership is satisfied that their money has been judiciously expended.

This same idea applies on remodeling a course. If you do not hire a good architect you will get a botch job to be remodeled again by the next greens committee.

GOLFDOM is sent FREE each month to every golf club president, greens chairman, professional greenkeeper, manager in the United States. If these men in your club are not getting GOLFDOM regularly, see that we are supplied with their names and addresses. If you know of any other club whose 5 executives listed above are not getting GOLFDOM you will be doing them and us a favor to send us the name and address of the president of the club.

GOLFDOM'S annual subscription price to any other than the above club executives is $5.

GOLFDOM,
236 N. Clark St.
CHICAGO, ILL.

WHEN a par on the 18th will beat your best previous score, go after it hard with a brand new Silver King. The psychology of playing the best ball made means a great deal when you've got to make a score or break an opponent's heart. There's a big advantage in playing the best.

Imported by
JOHN WANAMAKER
Wholesale Golf Distributors
NEW YORK   CHICAGO   BOSTON   MEMPHIS   PHILADELPHIA   LOS ANGELES

(*) Reg. U. S. Pat. Off.)
Why Worry About Broken Course Records?

What is the price of two strokes difference in course records? Two tournaments that get much of the sharpshooting talent, the National Open at Oakmont and the Shawnee invitation affair at Shawnee-on-Delaware, Pa., recently raised this question in a way that may have some influence on greens committees anxious to make their course as "tough" as possible, considering this feature, when correctly attained, the final word in golf architecture.

The lengthened and tournament-groomed Oakmont was treated to a record performance of 69 during the last day of the Open when Al. Espinosa went in a low scoring spree. "Wild Bill" Melhorn, during the last eighteen, shot a marvelous 32 for the first nine. These performances were made despite the fact that Oakmont is generally conceded to be the most difficult of courses upon which American Open championships have been played.

At Shawnee, where the leading American and foreign pros have played in its annual invitation event, the course record is 67, established by John Farrell. Shawnee, nestling in the scenic Delaware Water Gap, looks to be the ordinary gently rolling terrain found at hundreds of places in the country. Of necessity it could not be a "wearing" course upon the player for it gets heavy play from the guests at the resort hotel of which it is a feature.

Now here are two courses, one upon which money and genius have been spent without stint in winning for it an international reputation as a "tough" course and the other, one that looks at first glance like any of many scores of the nation's better golf courses, built and maintained on a notably thrifty basis. Is the difference in cost worth the two strokes difference in the course records to the usual type of first class club?

From the gallery at Oakmont many greens chairmen and club presidents probably went back to their clubs with the firm determination to make their courses the Oakmonts of their respective territories. Minus the patience and genius of the Fownes, father and son, the masterly thoroughness of Loeffler, the Oakmont greenkeeper, and the unity and affluence mirror Oakmont is a well nigh hopeless task. Their clubs may not be able to boast of a corresponding number of low handicap players to match those who have developed their games on that magnificent course, with its array of situations calling for every shot in the bag, perfectly played. But what of it? Designed to furnish something besides trials and terrors for the average player whose steady play keeps the club a vigorous and flourishing enterprise, a course still can be difficult enough to maintain the dignity of a fairly high course record. This "course record" is, we think, too much of a factor in needless revamping of substantially sound designs.

Tricky Traps

Particularly with the British players did the famed furrowed traps of Oakmont cause comment. Their general opinion was that the deep furrows allowed only one shot to be played—a "hack" to get out. Their contention was that any average player could play the one possible shot as well as the expert who could play a number of shots to suit the circumstances. The Americans had little to say their idea apparently being, "in the trap, out of luck." But all were unanimous in say-
ing that Oakmont was rich in demonstrations of the wisdom of following the “straight and narrow.”

The exacting Oakmont design is meticulously correct in the detail of placing the traps, so authorities agreed, and if the right shots were played there need be no controversy about the way in which the traps were furrowed.

There was question about the par figure of 72 on the official score card. As Joe Davis, the veteran golf scribe, pointed out, on the card the eighth hole, 253 yards, had par 3; the tenth, 461, par 4; the twelfth, 621 yards, par 5; and the eighteenth, 457 yards, par 4. According to the U. S. G. A. official par measurements which, of course, shows arbitrary par measurements, the 6,965 yards of the Oakmont course would have a par of 76, not taking into consideration the eighth which is only three yards over the official limit for a par three hole.

Those factors of lengthening and trapping to make a course defy the scoring ability of a championship field, have their effect on many clubs whose active officials make it a point to never miss any of the major tournaments. It’s a dangerous undertaking to attempt imitation of Oakmont in these respects for the development in this case probably has been given more time, more careful and calculating thought with the idea of championship play reconciled with that of the club’s members than would be devoted to the proposition by any other golf club in the country.

If you hope to entertain tournaments with especially “classy” fields and fear the humbling of your course record, take your time in making changes.

At Shawnee they took years in getting the present trapping. Close observation of play showed where traps should be to punish wild shots. The majority of the holes were laid out as natural hazards, among them being an invulnerable rough, which would exact penalties for hooked balls, these being the most frequent misplays. The traps were so designed to have speedy

---

FOR SALE

We manufacture and offer full line of good Golf Clubs at low prices. Woods $2.50; Irons $2.00; also Shafts, Heads and Grips.

I. R. Longworth Co., Somerset, Ky.

---

"LARK" SPRINKLER

For

Golf Greens and Fairways
Parks and Large Estates

Gearless

It Sprinkles Evenly Up to 150 Feet

The Main Stream Soars far out, revolving very slowly and covering a broad outer circle.

The Small Rotor turns at moderate speed, completing the even distribution to the center; its vibrating impulse, a patented feature, makes possible the perfect control of the main stream at slow speed, the far throw of the main stream and its scattered rain-like distribution.

The Elimination of Gears and Complicated Wearing Parts means Long Life, without constant repair.

Price $15.00 Each

L. R. NELSON MFG. CO., Peoria, Ill.

---

TRACTOR

WHEEL SPUDS

The R. H. (Wear Well) Spud

SQUARE SHOULDER
SPUD EASILY REMOVED
Wears Like Horse Shoe Calks
Sample Spud and Circular on Request.

State Make of Tractor Used

R. S. HORNER
MANUFACTURER
GENEVA OHIO

---

Attention Country Clubs and Employees

Do you know that the Chicago Hotel Employment Agency is headquarters for golf club managers, professionals and other employees.

LARRY A. MURPHY, Manager

Telephone Harrison 3100-1206

417 South Dearborn Street CHICAGO

---

USED GOLF BALLS PURCHASED
Highest Prices Paid. Cash. Care GOLFDOM,
20 Vesey Street, New York
and complete drainage as well as to prevent "sneaking" to the green.

Yardage on the Shawnee course is 3397 out and 2962 in, with 37 out and 35 in, making the course's par of 72. When you consider that the leading lights of professional golf have shot at that figure for years and only once made it bow to a five stroke humiliation, you may reflect that if you also will take your time, think it all over carefully, and then do your altering, you need not worry about your course being "burnt up" by the most brilliant field of players.

A Pro for a Day

By "NINETY NINE"

Here is something that was sent in to Golfdom by the president of an eastern golf club. He is a nationally known sales manager so what he has to say about professional merchandising may do the boys some good.

I WOULD like to be a professional for just one day. At the end of that day I would undoubtedly be "canned," not discharged with all the nice formalities that expression implies, but promptly and firmly "canned."

But in the meanwhile I would show what could be done with a professional's shop and I also would show our members what the professional has as his due from them, the latter being the reason why I would be so quickly out of work.

Until this year I thought that being a pro was the easiest possible way of making a living. Nothing to do but play golf and take orders—not sell, because most of what I thought a pro moves out of his stock was simply that for which his members asked. The latter part, I thought, would be easy because my store would have no rent, no delivery charges and no credit risks, and what merchant could ask for a better set-up.

Then, by some curious twist of fate, I was elected president of a golf club. There was no reason for this as I am jubilant when I cut one stroke off of a hundred, but I have lived in our community for a number of years and lately have reached that happy position in life that allows me the enjoyment golf affords to the man who no longer is harrassed by business affairs.

One of the first problems that confronted me as I was ushered into the presidency of our club was the matter of helping to get a good professional. During the last five years we had three pros and none of them satisfactory. This year we were fortunate in getting a young fellow who is on his first job as a pro, having been assistant for one of the well known professionals for five years prior to making his connection with us.

The golf committee chairman, the directors and I are taking an interest in this
boy and he looks like the answer to our prayer. In keeping closely in touch with him I have made up my mind what I would do if I were a pro, even if for only 24 hours.

Right at the start I would have the shop cleaned out so it looked like a place for the sale of high quality merchandise. I would spotlight in my display space some of the items that I was most anxious to move. The balls, wooden tees and other quick selling necessities I would locate so that when players came in to buy them they could not help but see some of the other supplies I was anxious to sell.

I would make a good display of the advertising material supplied me by the manufacturers whose goods I had for sale. I would keep this display fresh for there's no business man so heedless of the power of national advertising that he doesn't try to cash in. I would set my assistants a good example of courteous and interested attention to everyone who even remotely looked like a possible purchaser. I'd make the atmosphere of the shop such that people would like to tarry and "shop around." I would keep my eyes on what my members had as their playing equipment and tactfully suggest, when the opportunity permitted, that I had something they needed. When some new clubs came in, I would ask my members to look them over. Lots of times the sight and the feel will do all the selling work necessary, and there's no harm or expense to asking. So much for my own efforts.

Here's the Rub

There's one thing that is common in many clubs, and was in ours, that I'd hop on right away if I were a pro and that is beating me out of sales by frantic efforts to take advantage of discounts.

Many of our members used to make use

Lake Geneva Nursery
LAKE GENEVA, WIS.

The U. S. Golf Association recommends to the exclusion of all others, WASHINGTON STRAIN creeping bent. We have that strain only. That's all. We plant, supervise and guarantee perfect putting surfaces.

A. J. "BUCK" EWING
Lake Geneva, Wis.
P. C. LEONARD, Proprietor

Leonard Macomber, Inc.
GOLF ARCHITECTS
Designers and Builders of Golf Courses
(Seventeen years' experience)
At present constructing the following courses:
Mission Hills Country Club Old Orchard Country Club
Euclid Hills Country Club Orland, Illinois
Poland Country Club Youngstown, Ohio
Maple Crest Country Club West Hills Golf Club
Kenosha, Wisconsin Canton, Ohio
30 No. Michigan Avenue
Dearborn 3590
CHICAGO

GEORGE DAVIES
GOLF COURSE ARCHITECTURE and CONSTRUCTION
Advice Given On Your Troubles
Headquarters: BIG SPRING G. C.
Home Address: 220 STILL Z AV.
Louisville, Kentucky

GOLF COURSES
DESIGNED AND BUILT COMPLETE
"BY MEN WHO KNOW"
STANLEY P. PELCHER
JAS. J. PRENDERGAST
Golf Architect
Consulting Engineer
Write for our economical plan of procedure
UNITED STATES GOLF ARCHITECTS, INC.
310 So. Michigan Ave., Chicago

HICKORY GOLF SHAFTS
Well seasoned stock. All grades Orders promptly filled from store rooms, in quantities ranging from one dozen to one car load. Prices right. Write us your wants.

OZARK HICKORY CO.
SWAIN, ARK.
Eastern Address: 40 Park Place, Newark, N. J.

American Park Builders
GOLF COURSES PLANNED and BUILT COMPLETE
201 E. Ontario St. Chicago, Ill.

FRANK P. MACDONALD
GOLF ARCHITECT
First National Bank Building Chicago, Illinois
of connections where they could get balls, clubs and bags at wholesale prices. Our other pros, I see now, used to watch business get away from them on these discount deals, never make a murmur to headquarters, and finally get disgusted and lose all interest in the job.

Now, if I were a pro for a day, the first time I saw evidence of this I'd probably go right straight up in the air for I would see how hopeless it was for me to try to make a decent income out of my job unless I had a good shop profit. What I'd probably do is ask some discount-buying member what he'd do if he took a job at only a nominal salary with the understanding that he would make a respectable income out of the reasonably exclusive privilege of selling supplies to the group for which he was working. If he would reply that he'd quit the job, I'd tell him that's what I was doing, and if he asked me what business that was of mine, what I'd tell him would get me fired.

As a matter of fact, I should be fired, for where I should make my complaint is to the president or any other official who hired me. But in this short space of time I have had fairly close contact with a pro shop I believe this to be the most thoughtless treatment to which the pro is subjected. I attribute a good part of the satisfaction we now are enjoying from our professional to the prompt action we took in appealing to the members' fairness and putting a stop to this discount buying practice. We only had to send out one general letter to the membership and it did the work.

If I were a pro I'd see that my own house was in order first and then tackle this outside buying matter with some justification for my complaint. The pro who is putting forth diligent and sensible selling effort will find very few clubs that won't be glad to give him plenty of support and cooperation. The members, as business men, appreciate business-like methods and many a pro would do well to make this the keynote of his work.

Pros may be criticised for poor business methods until the imps are skating, but why "ride" them and not say anything about the lack of wisdom of the architects who design and locate so many of the pro shops? It's a fortunate club and a lucky pro who can get to the architect's ear about the pro shop design before the clubhouse is built.
Golfdom Buyers' Guide

Check this page and mail it to GOLFDOM, 236 N. Clark St., CHICAGO

Notify GOLFDOM of your club's requirements for course, clubhouse and pro shop, and you will get prompt and complete details from leading manufacturers. Check, on list below, items that interest you. Add your name and address at bottom and mail to GOLFDOM, 236 N. Clark St., Chicago, Ill.

Announcement boards  Furniture—Clubhouse, Grounds, Porch
Architects—Course, Garbage incinerators
Landscape  Gum
Auto trucks—bus  Handicap racks
Bags (golf)  Handicap cards
Balls  Harrows
Ball markers  Heating Systems—Clubhouse, Water
Ball washers  Hedge trimmers
Rent stolons  Hole rings
Beverages  Hose
Bird houses  Hoselery
Brown patch preventives  Indoor putting surfaces
Huffing motors  Kitchen equipment
Caddle badges  Laundry equipment
Caddle (time clocks)  Lawn sweepers
China  Linens
Cigars, Cigarettes  Lockers
Clubs  Maintenance equipment
Club racks  Mole traps
Compost distributors  Motion picture outfits
Compost mixers  Mowers—Fairway, Green, Rough, Tee
Confectionery  Mower overhanging
Coolers, water  Mower sharpeners
Dish washers  Organizing service
Display cases  Pipe—Drainage, Water
Drags  Playground equipment
Drainage engineers  Plows
Dryers  Plumbing supplies
Dump carts  Pumps
Electrical systems  Putting cups
Fencing  Rakes
Fertilizer  Refrigerators
Fertilizer distributors  Rollers—Fairway, Green, Spiked
Flexible steel mats  Sand
Fire Extinguishers  Seed—Fairway, Green
Flags  Seeders
Flag Poles  Score cards
Fountains—Drinking  Showers
By  Shrubs
Position  Silverware
Address  Societies
Date  Sprinklers
.................  Sprayers
.................  Sprinkling carts
.................  Tanks—Elevated, Gasoline, Underground
.................  Tennis court equipment
.................  Tile—Drainage
.................  Time recorders
.................  Tractors
.................  Trophies
.................  Waste receptacles
.................  Water softeners
.................  Water systems
.................  Water Wells
.................  Weed killers
.................  Weed stingers
.................  Windmills
.................  Worm eradicators

(PLEASE WRITE SIGNATURE AND ADDRESS PLAINLY)

Club
By
Position
Address
Date—1927

MAIL TO GOLFDOM, 236 N. CLARK ST., CHICAGO
<table>
<thead>
<tr>
<th>Editorial Contents</th>
<th>Advertisers’ Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fertilization of New Fairway</td>
<td>American Park Builders</td>
</tr>
<tr>
<td>Seeding—By O. J. Noer</td>
<td>Bayer Co., Inc.</td>
</tr>
<tr>
<td></td>
<td>Bent Grass Co.</td>
</tr>
<tr>
<td>Mid-Summer Pointers on Maintenance—By C. A. Tregillus</td>
<td>Billig, Hal.</td>
</tr>
<tr>
<td></td>
<td>Buckner Mfg. Co.</td>
</tr>
<tr>
<td>A Longer Term for Greens Chairmen—By C. B. Mills</td>
<td>Calculagraph Co.</td>
</tr>
<tr>
<td></td>
<td>Caterpillar Tractor Co.</td>
</tr>
<tr>
<td>Getting the Greens You Want—By Frank W. Currier</td>
<td>Chamberlain, Ernest</td>
</tr>
<tr>
<td></td>
<td>Chicago Hotel Employment Agency</td>
</tr>
<tr>
<td>Hot Weather Hints on Course Care—By James Foulis, Jr.</td>
<td>Chicago Tackle &amp; Iron Co.</td>
</tr>
<tr>
<td>Golf Club vs. Country Club in Small Towns—By George</td>
<td>Davison, George</td>
</tr>
<tr>
<td>Davis</td>
<td>Dickinson Co., The Albert—Back Cover</td>
</tr>
<tr>
<td>Two Sand Green Cup Ideas</td>
<td>Faye—Root—Heath Co.</td>
</tr>
<tr>
<td>&quot;Ask Me Another&quot;—By Noah Lott</td>
<td>Felton, S. A., &amp; Son Co.</td>
</tr>
<tr>
<td>Check Up on Your Club’s Insurance—By Jack Fulton, Jr.</td>
<td>Fulname Co.</td>
</tr>
<tr>
<td>Pro Training a Big Job for Leaders—By Alex Pirie</td>
<td>Golf Ball Supply Co.</td>
</tr>
<tr>
<td>Fairway Irrigation Is in Maintenance Spotlight—By Ed</td>
<td>Graphic Score Book Co.</td>
</tr>
<tr>
<td>Dearie, Jr.</td>
<td>Horner, R. S.</td>
</tr>
<tr>
<td>Greenkeeping Record Sheets Offered</td>
<td>Johnson, Inc., J. Oliver</td>
</tr>
<tr>
<td>Talking It Over Between Ourselves</td>
<td>Lake Geneva Nursery</td>
</tr>
<tr>
<td>Indoor Country Club New Field for Pros</td>
<td>Leesley Grass Co., Robt. P.</td>
</tr>
<tr>
<td>“Back of the House” Keeps Club Out of Red.</td>
<td>Longworth Co., L. R.</td>
</tr>
<tr>
<td>Cotton-Seed Hull for Putting Greens</td>
<td>MacDonald, Frank</td>
</tr>
<tr>
<td>Cleveland Has Unique Caddie Plan</td>
<td>Macomber, Inc., Leonard</td>
</tr>
<tr>
<td>Advises a Course Doctor—By Duer Irving Sewall</td>
<td>Maddox Const. Co., Chas E.</td>
</tr>
<tr>
<td>Pick Your Architects with Care or Repent</td>
<td>Maillyckett Chem. Works</td>
</tr>
<tr>
<td>Why Worry About Course Records</td>
<td>Miller, Wendell P.</td>
</tr>
<tr>
<td></td>
<td>McWane Cast Iron Pipe Co.</td>
</tr>
<tr>
<td></td>
<td>National Mower Co.</td>
</tr>
<tr>
<td></td>
<td>Nelson Mfg. Co., L. R.</td>
</tr>
<tr>
<td></td>
<td>Ozark Hickory Co.</td>
</tr>
<tr>
<td></td>
<td>Peckham, A. N.</td>
</tr>
<tr>
<td></td>
<td>Pioneer Golf &amp; Landscape Co.</td>
</tr>
<tr>
<td></td>
<td>Powers Regulator Co.</td>
</tr>
<tr>
<td></td>
<td>Premier Poultry Manure Co.</td>
</tr>
<tr>
<td></td>
<td>Reade Mfg. Co.</td>
</tr>
<tr>
<td></td>
<td>Roseman Tractor Mower Co.</td>
</tr>
<tr>
<td></td>
<td>Sewall, Duer Irving</td>
</tr>
<tr>
<td></td>
<td>Staude Mak-A-Tractor Co., E. G.</td>
</tr>
<tr>
<td></td>
<td>Stump &amp; Walter Co.</td>
</tr>
<tr>
<td></td>
<td>U. S. Golf Architects, Inc.</td>
</tr>
<tr>
<td></td>
<td>United States Rubber Co.</td>
</tr>
<tr>
<td></td>
<td>Wanamaker John</td>
</tr>
<tr>
<td></td>
<td>Worthington Mower Co.</td>
</tr>
</tbody>
</table>

Circulation: A personally addressed copy of GOLFDOM is mailed free, each month, to the president, green chairman, greenkeeper, manager and professional of every golf club in the United States, Cuba, Mexico and Hawaii. Please notify us at once of any changes in above offices, sending us the new names and addresses.

Editor
HERB GRAFFIS
Advertising Manager
JOE GRAFFIS

Copyright 1927.
Telephone State 3160-1
Published the 1st of each month
236 North Clark St.,
Chicago, Ill.

Forms close 25th of month preceding date of issue. Address all communications to home office, Chicago.
To Golfers
who want durability without sacrificing distance

Now for the first time it is possible to buy a golf ball that is both tough and long-flying.

Since the first appearance of the Long Flash just a few short months ago, golfers everywhere have responded to the merit of the ball.

"For this," they said, "is not only a new brand of golf ball—it's an entirely new type of ball."

And they are right! Golf history is being written in the manufacture of the Long Flash—for now for the first time it is possible to buy a golf ball that is guaranteed tough and long-flying.

In the first place, the Long Flash is a ball of wonderful endurance.

Last winter before the Long Flash was put on sale it was placed for two weeks in two New York golf schools in competition with four well-known standard brands to see whether it would live up to the faith its makers had in it.

Look at the photograph below! This Long Flash ball alone came through the grueling weeks without having its cover cut through.

Such an amazing showing did the Long Flash make that even the most skeptical were convinced that here was a new meaning for the word durability applied to golf balls. In fact, such a showing did the Long Flash make that there were those who questioned whether a ball as tough—a ball as durable—could ever give real distance from the tee.

To answer this the Long Flash was immediately entered in the first important driving contest of the season—held at Hot Springs, Arkansas, on February 9, 1927. Look at the result! The Long Flash finished ahead of 117 out of 120 drives.

1st Silver King 330 yds. 2'5"
2nd Special "pro" ball 321 yds.
3rd The Long Flash 318 yds. 9"

The durability of the Long Flash comes from the unique method of attaching the cover. It "inter-mingles." It is a unit—tougher than any ball hitherto made.

But, the long flight of the Long Flash is accounted for by the new patented oil-rubber center which gives a flight that no previous "hard-cover" ball could give.

Guaranteed? Certainly it is!

We have such confidence in this Long Flash ball that we unconditionally guarantee it. If you cut through the cover of this ball in ordinary play, you get a new one. Can anything be fairer?

The Long Flash
—the 75¢ companion to the famous Silver King

John Wanamaker
Wholesale Golf Distributors

New York Boston Philadelphia Chicago Memphis Los Angeles