

should meet on equal grounds with the membership at large. There should be no special privilege. Employees should understand that all members should be served alike. There should be no preference in attention to any one member. In short, there should be no discrimination in any form in any department of the club.

Upon the course, constant effort to increase comradeship should be made. The "lonesome" or single player should be invited to join teams. To force a member to play alone is hardly pardonable. He may be an inferior player yet a splendid gentleman and good company. His ability as a golfer is second to his character. This should not be confused. Should he prove to be a "dub," then greater patience and consideration should be extended to him. He no doubt seeks pleasant recreation in the midst of sociability and among gentlemen, and has a right to expect it in his club.

The guest at the club deserves courteous consideration. He may be a future member and his appraisal of the club will be influenced by the hospitality accorded to him. It should be the aim of members to have the guest carry away with him a lasting, favorable impression of his club.

A member having favorably passed the scrutiny of the investigating committee, has the endorsement of that committee and should be received into the membership of the club with warmth. He may prove a pillar to the organization. He should at once breathe the air of good fellowship, and with it will come that pleasant association that bears club success.

MUCH of the costly work in maintenance is the result of ill-considered construction. When building or revamping, don't lose sight of the maintenance work that will have to be done.

IS your cost system this year really going to mean something as a guide and guard, or be simply a collection of figures showing how much you spent?

ADDRESS WANTED

Information as to present address of Wm. E. Moore, formerly with Golf Course Exchange, 721 N. Michigan Ave., Chicago, will be appreciated by C. L. R., care of GOLFDOM, 236 N. Clark St., Chicago.

The Sawco Turf Plugger AND Ant-Hill Remover

Patented by Mr. Emmet

*Quickly removes weeds,
ant-hills, bare patches and
coarse grasses from
putting-greens and lawns*

A slight pressure with foot pushes Turf Plugger into the sod; then remove Plugger and it will bring out a circular disc of turf 2½ inches in diameter and exactly 1½ inches thick.

To replace the turf, cut good turf from your turf nursery, or from edge of putting-green or lawn.

Because discs fit exactly, and are of uniform thickness, they will graft at once into the green.

If your dealer cannot supply you, Turf Pluggers may be secured direct from us.

Price \$7.50, Six for \$42.50

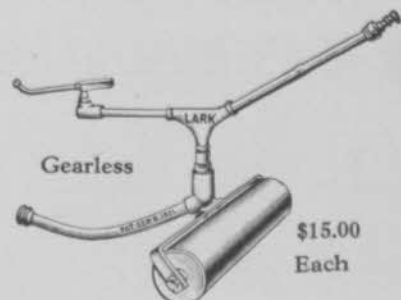
Illustrated pamphlet sent on request



Stumpp & Walter Co.

Implement & Golf Course Equipment Dept.
30-32 Barclay St., New York

"LARK" SPRINKLER



Sprinkles Evenly up to 150 Feet

YOU WANT volume and large coverage; you want even distribution; and you want a sprinkler that is always ready for business when you are ready for sprinkling.

The Answer is
"THE LARK--THIS SEASON"

A trial sprinkler postpaid, returnable in 15 days at our expense if not satisfactory.

L. R. NELSON MFG. CO.
PEORIA, ILL.

KEWANEE Counsel to Clubs is FREE!

Put your water supply, light and sewage disposal problems up to our engineering experts. KEWANEE counsel on any private utility costs you nothing.

KEWANEE PRIVATE UTILITIES COMPANY

414 S. Franklin St.

Kewanee, Ill.

KEWANEE

WATER
LIGHTSEWAGE
DISPOSAL

Dealer Correspondence Invited.

RUSTIC EQUIPMENT

Made by the

MICHIGAN CEDARCRAFT COMPANY

(Trademark)

produces just that distinctive
effect you desire.

Benches	Gate & Arbor
Birdhouses	Golf Covers
Bridges	Rose Arbors
Chairs	Settees
Fencing	Sun Settees
Ferneries	Summerhouses

made from Michigan Cedar

*Your inquiry is cordially
invited.*

Greenbush (Alcona County) Michigan

Big Job Cut Out for General Manager

BY R. S. RICHARDSON

Manager Kanawha Country Club

MOST successful enterprises today have as a recognized head an executive who knows the business in all of its departments and whose experience and training is such that he can personally do the actual work of a subordinate, should that be necessary. Thus he is capable of supervising and instructing the men of his organization in all the details and ramifications of the business. A modern banker is usually a man who has had experience in every line of work that is essential to good banking. He is capable of organizing a new bank and taking complete charge of its operations, establishing its systems, selecting and directing its personnel, and in the end turning over to the directors a smoothly running institution. It has become more and more the practice of placing at the head of our great railroads men who have come up from the ranks and who know every angle of railroading. The same thing is true of great industrial enterprises, as well as the smaller units of manufacturing and merchandising.

Golf has come to be a real business. Country clubs are safely established on a permanent basis. Millions upon millions of dollars are invested in them and this investment comes from men who stand first in the business and social life of the country. Because of its recreational character the same keen thought and judgment has not been given to golf, as a business, that would naturally enter into the channels of manufacture and trade. Club management is frequently in the hands of a caterer; too frequently in the hands of men who do not know golf. One reason, perhaps, is that it is difficult to find men trained and equipped in all the departments of golf and club management. A man who has a knowledge of accounting, who is experienced in club or hotel man-

POSITION WANTED — Greenkeeper with extensive and successful experience with first class clubs in central states, desires eastern position. Best of references. Address M. C. Care of GOLFDOM, 236 North Clark street, Chicago.

Please mention GOLFDOM when writing advertisers

agement, who knows something of greens-keeping, who plays a good game of golf and loves to play it, who has perhaps taught golf as a professional—such a man would be invaluable to the modern country club.

Engaged in the business of golf are men who achieve success as clubhouse managers, men who are good golf professionals and instructors, who know grasses and soils and are good greenkeepers, men who are clubhouse architects and golf course architects. Many of them, as a rule, know simply their own line of work and are not efficient in other departments. I have seen a good many country clubs—north, east and south—and as a general thing the professional knows nothing of club management, and in many cases the club manager does not know how to play golf.

I have seen many country club buildings designed by famous house architects. They are beautiful and imposing, but it is clear that some of the architects do not understand golf nor the needs and comforts of the golfer. It is no adverse criticism of the architect to say that because of his ignorance of the game he inevitably misses the little things that count so much in a golfer's life, especially when he is off his game and the world seems hard anyway. I know one such golf club where, for example, there is no way to get from the locker room to the golf shop without going around the building, and the golf shop is on the side of the house away from the first tee. A country club should not only look well to the outside observer, but the members want service, comfort, and convenience, and the building should be arranged to give them what they want. It is my conviction that an architect who does not play golf is unable to design a building as well as one who plays and loves the game.

A new country club of today usually employs a course architect, a clubhouse architect, and then employs a manager to open the club and put it in running order. If they would first employ a man who could superintend the building of the golf course, superintend the building of the clubhouse, and then open the club, establish the systems, and turn over to the executives a smoothly running club, I am positive they could save a great deal of money and derive greater satisfaction from their expenditure. A man of this kind must have a great deal of experience, but

STANDARD EQUIPMENT for GOLF COURSES THE WORLD OVER

THE PERFECT GOLF SPRINKLER COVERS GREATER AREA THAN ANY OTHER TYPE



GOLF KING SPRINKLERS and SNAP VALVES

—make an ideal hoseless irrigating system. We are national distributors for both products. No other investment will pay as large a dividend as a hoseless system. Write for literature.

BUCKNER MFG. CO., Fresno, Calif.

Golf Course Needs



Trojan Aluminite Hole Rim—A real improvement in cups. Maintains a true circumference and drains water quickly in wet weather. Of solid aluminum or cast iron.

Write for literature on Trojan Aluminite Products—including all types of signs—Bag Racks—Flag Poles and Hole Rims.



Trojan Aluminite Tee Marker and Bag Rack adds greatly to the beauty of any course. A needed convenience and highly appreciated by players. Furnished with or without Bag Rack.



STANDARD MFG. COMPANY
Cedar Falls, Iowa

A Splendid Conditioner of GREENS

Greenkeepers who speak from experience, say that for a conditioner of greens, there is nothing better than

IMPORTED GRANULATED **PEAT MOSS** TORF MULL

It protects the roots from the burning sun and draws moisture from the night dews and even in driest weather affords needed moisture to the grass roots, but does not make the turf soft. Saves money in labor and water bills. The longer it is used the better the turf becomes.

INEXPENSIVE

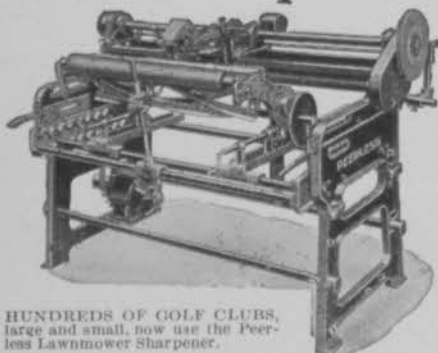
and wonderfully effective in keeping a luxuriant carpet of grass.
Send for sample, literature and price. Every Greenkeeper should be posted.

This trade mark on every bale.



ATKINS & DURBROW, Inc.
—Burling Slip—near Front Street
New York, N. Y.

The Peerless Lawnmower Sharpener



HUNDREDS OF GOLF CLUBS, large and small, now use the Peerless Lawnmower Sharpener.

The Peerless Lawnmower Sharpener is the only machine that sharpens all makes of Power, Horse and Hand Mowers *scientifically—quickly—perfectly*—does the work as nothing else can. Operated by H. P. Motor—attach it to your lamp socket. Special Grinding Wheel for sickles, scythes, etc. Skate sharpening attachment included. Will save its cost the first season. Write for catalog and list of users.

THE FATE-ROOT-HEATH CO.
888 Bell St., Plymouth, Ohio

it is possible, and men are being trained today for such work.

If a good golfer who knows accounting should become a golf professional and teach the game successfully a few years, and then act as assistant to some well known golf architect, studying carefully the building of the course, the building of the greens, the drainage, and noting the different grasses that are used in different climates and soil; and then get into the managing and secretarial end of the business where his accounting experience would help him in criticizing the systems and the service already established; this experience, together with his keeping up with the growth of the game by reading the excellent advice derived from the United States Golf association and the articles in the good golf magazines of today, would qualify him for the general work outlined above.

The country club business is growing and it is time that all men connected with its management should try to improve their knowledge of all departments so that when they have a title of General Manager, they will be General Manager in reality.

Martin's Picture Book Is Players' Aid

DODD, MEAD & CO. have published *Pictorial Golf* by H. B. Martin. It is one of the simplest worthwhile golf instruction books we have seen. The book consists of the clearly illustrated golf pointers picked up by Martin during the last fifteen years' observation of many leading players. Much of it has appeared as newspaper syndicated material and "went over big" in the daily papers. Martin has done an excellent job of clarifying baffling points in golf instruction and in vividly illustrating vital playing details so they will be more easily imitated and retained by the average player.

The book strikes us as one that will do a whole lot more than its cost in good to the game of the average player. While it is by no means as elaborate as Bob MacDonald's photographic classis of golf instruction, the new Martin book is a remarkably practical piece of work. Its cost is \$2.00.

IF you must do spring seeding, get it done as early as soil and weather conditions will permit.

Increase Dining Room Trade With Children

IT IS not possible for a club to serve meals as cheaply as a corner lunch counter. The item of overhead is always larger, the service must be better, and the food must be of finer quality; and yet the number of meals served may be very small. All of these factors boost the cost. In some clubs it is extremely difficult to compete with dining rooms even at local hotels, let alone lunch counters. The best that most clubs can hope for is an even break. A steward who can manage the department so there is no loss for the year is a valuable man and has done his job well.

The difference between profit and loss depends in no small measure on the number of meals served. Popularize your restaurant and the cost per meal drops enough so that even a slight profit may be made.

One way to increase the volume of business done is to serve a meal for the children at about half the charge for adults. Members with large families and only average incomes appreciate this and will often stay at the club for dinner where, if they must pay the full price for each youngster, they will be much more liable to leave the club early in the evening and eat when they get home.

The club loses no money on these children's meals. Portions are smaller, there are fewer courses than in the adult meal, and the items served are staples that all youngsters like rather than the more expensive delicacies that may or may not appeal to their taste. Soup, roast beef, mashed potatoes, milk, ice cream and cake is a typical menu and will satisfy the young people.

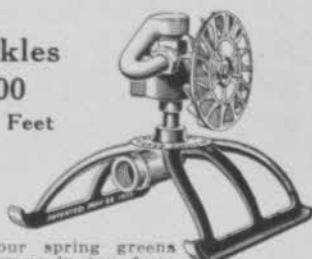
The children's meal is particularly valuable on week-ends and holidays when the dining room facilities are taxed, since a la carte orders, which slow up the kitchen, are not ordered for the youngsters when a regular meal at a reasonable price is available.

MORE women are playing golf each year. This means the manager has to play to the feminine element in his operations with a deft emphasis. House business is better when the wives, being parties to the deed, don't kick on the families' club bills.

DOUBLE ROTARY SPRINKLER

Next Best to Rain

Sprinkles
5,000
Square Feet

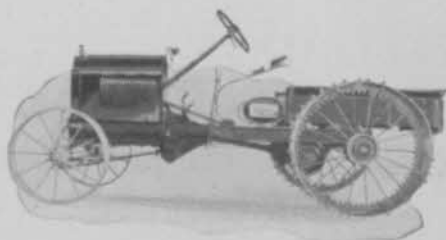


Put your spring greens and fairways in top form quickly with the Double Rotary Sprinkler. Gives you a gentle shower whenever you want it. Does not wash or pack newly planted grass. Puts new life into the sod.

The Double Rotary irrigates a larger area. Needs less attention. Lowers maintenance cost. Constructed of best materials for years of service. Thousands in successful use.

TRY 10 DAYS—If not satisfactory, return sprinkler at our expense and money will be refunded. Price \$12.50 postpaid. Illustrated literature on request.

Dealers: Write for special proposition.
DOUBLE ROTARY SPRINKLER CO.
106 Coca Cola Bldg. Kansas City, Mo.



WORLD'S LOWEST PRICED
GOLF COURSE TRACTOR

STAUDE GOLF COURSE TRACTOR

PRICE ONLY \$420, f. o. b.
Fully Guaranteed

In universal use, weight 1625 pounds, easily pulls mower cutting 142 in. swath, etc.

Write today for full information

E. G. STAUDE
MAK-A-TRACTOR CO.

2696 University Ave. *T. PAUL, MINN.

Leonard Macomber, Inc.

GOLF ARCHITECTS AND BUILDERS
664 NORTH MICHIGAN AVE
TELEPHONE SUPERIOR 9160
CHICAGO

At Present Constructing the Following Courses:

Mission Hills C. C.	Libertyville, C. C.
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Now Available

Barter's
TESTED SEEDS

Worm Eradicator

(in Sealed 100 lb. Bags)

Sole Importers

COLLINS SEED SERVICE CO.

60 Congress St., Boston, Mass



30 in. MOWER
\$115.
\$78.

Prices marked
show retail and
wholesale
costs for past 8
years. We now



30 in. TRIPLE X
\$165.
\$125.

offer you wholesale prices because we proved last year that true wholesale dealings with Golf Clubs showed minimum selling costs, tremendous sales increase, and most profit to all.

NATIONAL MOWER CO.
2418 University Ave. Minneapolis, Minn.



30 in. FAIRWAY MOWER
\$140 - \$55.

The finest type Fairway Mower built with double sets of tempered steel cut gears in oil tight cases.



30 in. TRIPLE X
\$165 - \$125.

Write for literature.

**Cast iron pipe
lasts
forever**



And only McWANE makes it small enough to give you a complete watering system in rust-proof pipe. 1½ in. up. Joints included.

McWANE CAST IRON PIPE COMPANY
Birmingham, Ala.

Reddys Span "Nut Notion" to Necessity in Few Years

PROS who are getting the welcome, effortless and constant profit of patented tee sales get a sharp reminder of the comparatively recent growth of this added revenue when they run across the dope that less than seven years ago Dr. William Lowell, a New Jersey dentist, whittled out the grand-daddy of the first Reddy tee. A



These are the Reddy Tee Lowells; upper left, Dr. Wm. H., at the upper right is E. E., and lower right is Wm. Lowell, Jr.

little later on he experimented with a top of the tee made of dentist's cement and then there were about a dozen other types he worked on until he finally developed the Reddy tee as it is today. An interesting detail of the Reddy tee exhibit at the International Golf Show was the array of various models in the Reddy tee's history. It was significant to note that the present model in a great many respects shows close adherence to the doctor's original hunch.

There was a great deal of kidding shot at Dr. Lowell when he began using his tee, and the fellow club members and other friends he got to use it also were targets for the wise-crackers. But instead of kidding Lowell out of faith with his idea they worked him up to a "steam ahead and damn the torpedoes" state. He sampled the tees among everyone who might "click" on the new stunt. Star pros, and amateurs and rank dubs, if they happened to be in the line of fire, got the works from the doctor. One of the first cash sales was made to John D. Rockefeller. Walter

Please mention GOLFDOM when writing advertisers

Hagen and Joe Kirkwood were about the first notable pros to use them.

In putting the Reddy tee across, Dr. Lowell poured money into sales promotion until the pioneering expense started to look like the German national debt. But after he'd done his preliminary investigating and sales work he dug into his jeans again and started advertising. Then the tide turned strongly his way and has kept on favoring him until Reddy tee sales per year are at a figure that would make you gasp. Now the golfer who uses sand to tee the ball is in the rapidly dwindling minority, approximately less than 15% of the golfing assembly.

Today the doctor is chairman of the board of the Nieblo Mfg. Co., manufacturers of the Reddy tee. His boy, E. E. Lowell, is president of the company, and his other son, William, Jr., is vice-president. The company's factory is at Norway, Maine, in the heart of the white birch country. The Reddy tee is made of carefully selected, air-dried white birch. The manufacture, coloring and finishing of the tees is done with equipment especially designed for the work, and employing material that is the best the Lowell family can find in the market.

WILSON-WESTERN sends **GOLFDOM** three of the lively colored display cards that this company is furnishing the pro trade this year as dealer helps. One card features the Wilson balls, another the Wilson matched woods and the third the Wilson Inter-Related irons. It makes fine stuff for the pro to put in a spot near his merchandise where it will do some good silent selling work.

Always remember style is one of the main springs of selling. Capitalize the style element every chance you get in your merchandising.

Exclusive merchandise is one sure way to pro selling success. If the shop is "first with the latest" it's highly interesting as a market place for the members.

HICKORY SHAFTS, FIFTEEN CENTS

For both iron clubs and wood clubs. The Shafts are second growth hickory, air-seasoned for two years, returned to professional size, straight, beautiful, fairly stiff.

THIS OFFER IS SINCERE. I WANT EACH PRO TO GET HIS SHARE

Postage prepaid where remittance accompanies order. C. O. D. shipments sent collect.
Send \$3.75 for 25 shafts, postage paid.
Send \$7.50 for 50 shafts, postage paid.
Send \$15.00 for 100 shafts, postage paid.

JOHN W. WEIS, 650 New York St., Memphis, Tenn.

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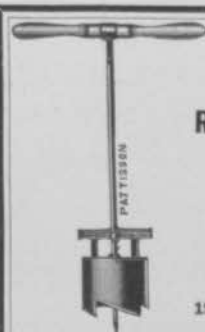
LANGFORD & MOREAU, L. T. D.

MID CITY CLUB HOUSE, 2405 Grace St., Chicago
Winter Branch Office - Lake Worth, Fla.

The DESIGN
and CONSTRUCTION
OF GOLF COURSES AND
COUNTRY CLUB GROUNDS

Landscape
Engineering

Construction
Management



Established 1834

Hovey's
Reliable Golf Course
Grasses and
Equipment

Send for copy of our
latest Illustrated Catalog

Hovey & Company
19 & 20 South Market St.
Boston, Mass.

Write for Catalog and
30 Day Trial Offer

KEMP

Power Soil

SHREDDERS

Kemp Mfg. Company

Dept. C, 2001 Peach St., Erie, Pa.

CLUB MANAGEMENT MADE PROFITABLE—

"If a club needs a thing in its business, it is likely to cost more **NOT** to supply the need than the thing itself would cost!"

To foster healthy club management and profitable growth or expansion, and to prevent failures due to lack of system, this organization renders a complete service to club managers and executives throughout the United States.

Write for Free Details

Business Systems Corporation
210 Transportation Bldg., Los Angeles, Calif.
Specialists and Designers of Accounting Systems
for any line of business.

APRIL, 1928

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Labor Turn-Over a Cost to Be Cut

Labor turn-over in any business is costly. In the golf field this fact seems to be pretty generally disregarded so far as club managers are concerned. During the last three months changes in our mailing list indicate that a surprisingly large number of managers will not be back at their 1927 clubs.

This means new men will have to be broken in and even with maximum speed in getting the run of things they will have to do some needless experimenting with their clubs' money.

Considerable of the changing seems to be of such a character that it might be eliminated. There are some inevitable changes due to conditions, performance or the desire of a manager to get a better position, but it is our observation that the majority of managers resign or their contracts are not renewed because of some comparatively trivial cause.

The presidents and house chairmen who can pick and keep good managers are contributing substantially to the efficient and thoroughly satisfactory operation of their clubs.

The Links

By ROBERT HUNTER

An invaluable treatise on sound golf architecture

This is the first American book on golf architecture and has been pronounced a classic by leading golf architects.

It plainly and profitably presents the factors that determine first class course design, and cites in type, views and diagrams, the outstanding model holes of courses in the United States and abroad.

The Links is an essential to the library of the golf architect, green chairman, greenkeeper and pro.

\$4 a copy, post paid.

GOLFDOM

236 N. Clark St., CHICAGO

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.

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Architects—Course;
Landscape

Awnings

Bags (golf)

Balls

Ball markers

Ball washers

Benches, tee

Bent stolons

Beverages

Bird houses

Brown patch preventives

Buffing motors

Caddie badges

Caddie time clocks

China

Cigars, Cigarettes

Clubs

Club racks

Compost distributors

Compost mixers

Confectionery

Coolers, water

Dish washers

Display cases

Drags

Drainage engineers

Dryers

Dump carts

Electric systems

Fencing

Fertilizer

Fertilizer distributors

Flexible steel mats

Fire extinguishers

Flags

Flag poles

Fountains—Drinking

Furniture—Clubhouse,

Grounds, Porch

Garbage incinerators

Gum

Handicap racks

Handicap cards

Harrows

Heating Systems—Clubhouse,

Water

Hedge trimmers

Hole rims

Hose

Hosiery

Indoor putting surfaces

Kitchen equipment

Landscape material

Laundry equipment

Lawn sweepers

Linen

Lockers

Maintenance equipment

Mole traps

Motion picture outfits

Mowers—Fairway, Green,

Rough, Tee

Mower overhauling

Mower sharpeners

Organizing service

Pipe—Drainage, Water

Playground equipment

Plumbing supplies

Pumps (shallow—deep—)

Putting cups

Rakes

Refrigerators

Refrigerating Machines

Rollers—Fairway, Green,

Spiked

Score cards

Seed—Fairway, Green

Seeders

Shoes

Showers

Shrubs

Silverware

Sodcutters

Soda fountains

Soil screeners

Soil testers

Sprayers

Sprinklers

Sprinkling carts

Swimming pools

Tanks—Elevated, Gasoline,

Underground

Tea room equipment

Tee boxes

Tee markers

Tee umbrellas

Tees—Patented

Telephone systems

Tennis court equipment

Tile—Drainage

Time recorders

Tractors

Trophies

Waste receptacles

Water softeners

Water systems

Water wells

Weed killers

Weed stingers

Worm eradicators

(PLEASE WRITE SIGNATURE AND ADDRESS PLAINLY)

Club.....

By.....

Position.....

Address.....

Date.....1928

15,100 COPIES OF APRIL GOLFDOM GUARANTEED

Vol. 2

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Editor
HERB GRAFFIS

Eastern Representative
ALBRO GAYLOR
20 Vesey St., N. Y. City
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