

and I find an example at the third hole of this famous course—a course which caters for the Open and Amateur Championship tests. At this, "The Cardinal," men are given a hard task to secure the perfect four, as the drive must be long and accurate before the "Cardinal Bunker" can be carried with the second shot. (The Prestwick Club does not open its doors to women, so there are no women members, but certain playing privileges are extended to the weaker sex. I mention this point in passing to show that women use the men's tees when playing the course.) The architecture of this hole is such that it becomes an equally perfect five for a woman player of low handicap. Innumerable cases could be given which would emphasize the suitability of the older style of golf course architecture to women's golf as compared with the more modern style of construction.

Women's golf and men's golf are two entirely different forms of the game despite what may be said to the contrary.

During the past year I have played over several, to me, new courses, laid out on modern lines, and the thing which was most noticeable was the lack of holes of the "drive and approach" length. There appears to be a tendency nowadays to make a hole either very long or "one-shot," with the result that the moderate player has an excess of wooden-club play and recovery work.—*Golf Illustrated, London.*

TO YOUR OWN CLUB BE TRUE—

and it will follow that before ordering Charge Checks, Score Cards, Guest Registers, Caddie Cards and other forms used by country clubs you will first see our line of standardized printed matter.

John H. Vestal Co., Printers
793 South La Salle Street - - Chicago

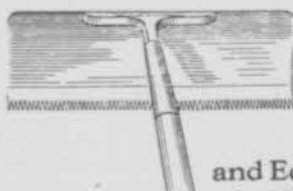
FRASER'S INTERNATIONAL GOLF YEAR BOOK

55 W. 42nd St. New York City
6th ANNUAL EDITION

Lists all U. S. A. clubs, pros, greenkeepers, and answers anything anywhere about golf.

SUBSCRIPTION PRICE \$2.50

WATERWEEDS removed easily and effectively from any lake, pond or river. Write for particulars. Aschert Bros., 399 East 36th St., Los Angeles, Calif.



Est. 1834
**Hovey's
Reliable
Golf
Course
Grasses
and Equipment.**

Send for a copy of our latest illustrated catalog

The Hovey Rake "a very efficient worker"

Hovey & Company

19 and 20 South Market St.

Boston, Mass.

The Peerless Mower Sharpener

The Peerless Lawnmower Sharpener grinds all makes of Power, Horse and Hand Mowers in 20 to 30 minutes, with razor-like edge, giving any desired clearance or bevel. Mowers run easier, less power required, hence more speed. One owner reports they have dispensed with one man. Another writes: "The Peerless Sharpener saves us \$700 to \$800 annually." Write for Catalog and list of users.



The Fate-Root-Heath Co. 885 Bell St.,
Plymouth, O.

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

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.
Northbrook, Ill.	Libertyville, Ill.
Euclid Hills C. C.	Maple Crest C. C.
Orland, Ill.	Kenosha, Wisc.
Breakers Beach C. C.	Poland C. C.
Northbrook, Ill.	Youngstown, Ohio
Waukegan Willow C. C.	West Hills C. C.
Techny, Ill.	Canton, Ohio

Greener Greens--Better Fairways

PREMIER POULTRY MANURE

A NATURAL GRASS FOOD AND STIMULANT

—without moisture—pulverized—easily distributed—quickly absorbed into soil. Being more soluble than other manures it is more available. Applied with minimum labor and expense.

Write for descriptive literature and name of nearest dealer.

PREMIER POULTRY MANURE COMPANY

308 W. Washington St., Chicago, Ill.

JUNE, 1928

Editorial Contents

Away with Works. By B. R. Leach	9-12	Tackle Favorite Brand Problem...	41
Woes of the Pros. By Herb Graffis	12-16	Ball Maker Gets Pro Help in Price Protection	42-44
Cost-Cutting Ideas. By J. H. Lowrey	16	Rising Standards Mean Rising Costs	44
Puts "Snap" Into Meadowbrook...	17-20	Methods That Work O. K. By Everett Hoover	47-51
Fairway Watering Jobs. By Wendell Miller	21-24	Charlotte's Policies Get Results. By H. M. Wade	52-55
Fertilizer Character and Use. By O. J. Noer	26-30	Specialties and Pies Good Menu Features	55-56
Cotton-Seed Hull Greens. By Seth Williams	30	California Park Golf on High Plane.	57-59
Demonstration Programs Held....	32-36	Old Layout Fairer to Women. By Miss Cecil Leitch	59-61
Mountclair's Caddie Plan. By Rod-erick MacDonald	37-40		

For Index to Advertisements see page 64



CLIP ON YOUR EYE GLASSES NEW PROFIT FOR THE PRO.

The De Luxe Shading Lens clips over any eye glasses and changes blinding sun glare into soft, restful light. Do not impair vision. Easily carried in the pocket.

You can sell them at a good profit in your shop. They eliminate the severe eye strain of golf in brilliant sunlight. Write us for our special pro-shop proposition. Mail orders promptly handled.

DE LUXE SHADING LENS CO.

654 N. Talman Ave.—Tel. Brunswick 8/18. Chicago, Ill.

FEATHEREDGE Shower Mats

meet your need

Featheredge Sponge Rubber Shower mats are non-skid, easy on the feet, sanitary and wear long. They are available in five colors and are truly economical.

Many well managed clubs of every size highly endorse the Featheredge mat as ideal for shower bath use.

Big demand due to ideal satisfaction of Featheredge shower bath mats brings a 25% price reduction this year. Featheredge price NOW is 95c a square foot.

Write for samples today so you can have Featheredge mats in your showers this year.

FEATHEREDGE RUBBER CO.

346 West Huron St.

Chicago, Ill.

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
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
Landscaping material
Laundry equipment
Lawn sweepers
Linens
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

16,000 COPIES OF MAY GOLFDOM GUARANTEED

Vol. 2

JUNE, 1928

No. 6

Advertisers' Index

Aschert Bros.	61	Macomber, Leonard	61
Atkins & Burbrow, Inc.	58	MacDonald, Frank P.	60
Bayer Co.	29	MacGregor-Compact Dist. Co.	50
Beckley-Ralston	43	McWane Cast Iron Pipe Co.	52
Bent Grass Co.	6	Mallinckrodt Chemical Works.	2
Berger Mfg. Co.	Outside Back Cover	Fred Medart Mfg. Co.	4
Bronson Golf Shoe Co.	43	Merck & Co.	46
Buckner Mfg. Co.	53	Miller, Wendell P.	57
Calculagraph Co.	60	Mitchell Mfg. Co.	53
Carrier, Lyman	51	Mitten, L. F.	54
Caswell Mfg. Co.	59	Morley Button Mfg. Co.	39
Collins Seed Service Co.	60	National Mower Co.	60
Cushman Mower Works	47	Nelson Mfg. Co., L. R.	6
Davis, George A., Inc.	7	Nieblo Mfg. Co.	35
Dayton Globe Iron Works.	58	Par-Tee, Inc.	42
Dayton Irrigation Co.	57	Peckham, A. N.	27
Deluxe Shading Lens Co.	62	Pennsylvania Lawn Mower Wks.	27
Dillon & Co., J. H.	40	Philadelphia Seed Co.	51
Double Rotary Sprinkler Co.	54	Piper & Co., Warren	31
Edgewater Beach Hotel	55	Premier Poultry Manure Co.	62
Fate-Root-Heath Co.	61	Reade Mfg. Co.	48
Featheredge Rubber Co.	62	Reading Foundry & Supply Co.	56
Flossmoor Nurseries, Inc.	49	Roseman Tractor Mower Co.	8
Fold-O-Lock Corp.	38	Sewerage Commission	54
Fraser Publ. Co.	61	Staude, E. G., Mak-A-Tractor	52
Friend Mfg. Co.	56	Stumpp & Walter Co.	55
Fulname Company	41	Toro Mfg. Co.	5
General Timber & Lumber Co.	44	U. S. Golf Architects	6
Great Northern Hotel	42	U. S. Rubber Co.	1
Hardie Mfg. Co.	2	Vestal Co., John H.	61
Hornor, R. S.	60	Vulcan Golf Co.	37
Horton Mfg. Co.	33	Wagstaff, C. D. & Co.	3
Hovey & Co.	61	Wanamaker, John	38-45
Hyper-Humus Co.	59	Wei, John W.	60
Ideal Power Lawn Mower Co.	Inside Back Cover	Whistler Blade Co.	36
Johnson, J. O'iver, Inc.	3	Wilson-Western Sporting Goods Co.	36
Kemp Mfg. Co.	55	Worthington Mower Co.	23-25
Langford & Moreau	61	Young, L. A., Co.	40
Lee, Harry C.	61		
Leesley, Rob't F., Grass Co.	50		

Front cover: Chicago Country
Club, Valparaiso, Fla.

Editor
HERB GRAFFIS

Eastern Representative
ALBRO GAYLOR
20 Vesey St., N. Y. City
Tel.: Whitehall 0326

Golfdom
The Business Journal of Golf

Copyright, 1928
Published 1st of each month
236 North Clark St.,
Chicago, Ill.
Tel.: STAt 3160-1

Advertising Manager
JOE GRAFFIS

Western Representative
DWIGHT H. EARLY
5 N. LaSalle St., Chicago
Tel.: CENTral 4158

Pacific Coast Representative, HALLETT COLE, 2320 Mar Vista, Pasadena, Calif.

Forms close 25th of month preceding date of issue. Address all communications to home office, Chicago

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.

Cut the cost of changing the course!

Many presidents and green chairmen are confronted each year with a problem of course alteration. If you must make changes be sure that they are sound golf architecture and do the work so further alteration is unnecessary.

You can be sure of your ground when you have studied

GOLF ARCHITECTURE IN AMERICA

Its Strategy and Construction

By George C. Thomas, Jr.

370 pages

170 Illustrations

It is the working classic on golf architecture. It is invaluable to the green chairman, the greenkeeper, the pro and the president who play safe with the club money. Leading golf architects consider it the masterpiece of all golf architectural literature.

Get your copy now. It will save at least a hundred times its cost for most of the clubs that are considering any course alteration, or new course design and construction.

The price is **\$5** postpaid

Golfdom

The Business Journal of Golf

236 N. Clark St.

CHICAGO



IDEAL **Bulldog** MOWERS

will save your club money

- because of their big capacity and clean, fast work.
- because they can be used with any golf tractor and are economical to operate.
- because their sturdy simplicity eliminates all necessity of complicated parts.
- because they will stand more grief than any mower built.
- because, under equal conditions, they require less upkeep expense than any mower on the market—bar none.

When your club needs new mowers investigate these "Bulldog" gangs. We invite comparison.

Get the New 1928 Ideal Golf Catalog.

Complete line of Ideal grass cutting equipment together with a complete assortment of golf tools. Write for your copy today.

IDEAL POWER LAWN MOWER CO.

446 Kalamazoo St. Lansing, Mich.

237 Lafayette St., New York, N. Y.

161 Vester St., Ferndale (Detroit) Mich.

413 W. Chicago Ave. Chicago, Ill.

