and merchandising manager of a major manufacturer — will make him a valuable addition to the entire Wilson organization.

**MISTPROOFS EYE GLASSES**

"You can't hit it if you don't see it," is the motto of the Mist-Proof Products Co., 165 west End Ave., Brooklyn 29, N.Y., manufacturers of I. R. X. Lenstick, a new formula in handy stick form which when applied to eye glasses, mistproofs the lens and helps the wearer to avoid blurred vision caused by humidity, cold, heat vapors, perspiration and changes of temperature.

**DYNACIDE, DUAL PURPOSE COMPOUND**

The Wm. Stieh Co., 20 Vesey St., N. Y. 7, N. Y., has developed Dynacide, a new dual purpose soluble phenyl mercury compound for killing crab grass and checking certain types of fungus growth such as dollar and copper spot. One lb. of "Dynacide" in wet or dry application covers 1,000 sq. ft.

**NEW INSECTICIDE COMPOUNDS**

Two new insect toxicants known as Compound 118 and Compound 497 have been discovered and are being introduced by the Julius Hyman Co., Denver, Colorado. No. 497 is similar to DDT in action with laboratory tests showing effectiveness to be 40 times greater against the common housefly and approximately 200 times greater against the German cockroach. No. 118 in preliminary tests

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**LOOK AT THE SAVINGS YOU GET WITH**

**THE "HENRY" GOLF BALL WASHER—**

**HENRY'S "TENTH" YEAR OF STURDY SERVICE**

**HEAVY GAUGE PRESSED "STEEL"**

Rigid, Strong, Unbreakable, Rust Proofed

Saves players' clothes and tempers because it is slipp-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover point of balls because it has no scouring bristle brushes. Saves frequent replacement costs because its cleaning units won't rot and warp.

Attractive — stays tidy — easy to drain and refill — Allen Set Screws make them theft-proof

**PRICES F. O. B.**

**GOLF & GARDEN EQUIPMENT CO.**

**BLUE MOUND ROAD, ELM GROVE, WISCONSIN**

---

**CREEPING BENT STOLONS**

Old Orchard Turf Nurseries

R. R. Bond, Prop.

Box 350

Madison 1, Wisconsin

The Greens Are the Foundation of All Successful Golf Courses

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**POWER SEEDER**

Sows Seed or Fertilizer

Up to 20 Acres Per Hour

Fits Any Tractor

INDUS CORPORATION

431 N. Holmes — Indianapolis

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C. D. Wagstaff & Co.
GOLF COURSE DESIGN
AND CONSTRUCTION
Glenview, Ill. Phone 181
Chosen to design and build new championship
course for the University of Illinois
Notable Courses for 25 Years.

IN OKLAHOMA IT'S...
BOB DUNNING-JONES, INC.
Personalized Service
The Most Complete Line of
Golf Course Supplies in
Oklahoma
1402-12 S. Lewis Box 4082
TULSA, OKLAHOMA

PRIVATE BRAND
Golf Balls
15 Dozen Minimum Order
Write for Prices
BOSTON GOLF BALL CO.
7 MAPLE ST.
Stoneham 80, Mass.

laboratory and field tests shows effectiveness comparable to Chlordane with greatest insecticidal activity on Flour Beetles, Squash Bugs, Milk Weed Bugs and Grasshoppers. Applications of No. 118, however, should be limited to experimental use.

AUTOPIC BALL PICKER
Eastern Golf Co., 244 W. 44th st., New York, 18, has a new aluminum tubular ball retriever which holds 20 balls. It's handy, light and sturdy in picking up practice balls.

DUNLOP CATALOG TELLS '49 LINE
New, attractive catalog showing "The Dunlop line for '49" being distributed by Sports Div., Dunlop Tire and Rubber Co., 500 Fifth Ave., N. Y. Illustrated are gift boxes containing six Dunlop Gold Cup golf balls suitable for event prizes or gifts, eye-catching counter display card which holds 12 ball carton and an attractive folder which tells the story of the Gold Cup ball. The latter two are supplied free.

GOLDFIELD
NORTHERN HAS A COMPLETE STOCK OF:
Golf Balls, Clubs, Mats, Putters, Tees, Etc. For Driving Range & Miniature Course
Write for 1949 Prices
NORTHERN BALL CO.
3441 N. Claremont Ave., Chicago 18, Ill.
and can be obtained by writing to the above address.

**MIXING TOP DRESSING WITH A ROYER**

A Royer Compost Mixer has been found to be just the thing for blending assorted top dressing materials for direct application to the surface of golf course greens, according to R. H. Thode and Burt Janis, greenkeepers, respectively at the Jackson Park and Lincoln Park courses in Chicago.

Shown here is a Royer machine which has been in service for more than fifteen years at the Jackson Park course. It is manufactured by Royer Foundry & Machine Co., Kingston, Pa.

**SPALDING DISPLAY CARD FOR PROS**

This interesting display card with two merchandise "helps" is being sent to all Spalding Golf Pro customers; where information has been secured, the card will have the Pro's name instead of the lettered "Your Pro" as shown on the above sample. The smaller cards shown at the left are suitable for use in either golf ball or golf club display boxes. If you do not receive a set, contact the Spalding district office servicing you.

Scalding Hot one minute ... Ice Cold the next! What this shower needs is a POwers Thermostatic Shower Mixer

That's right. Surest way to end shower bath complaints and possibility of accidents is to use POwers thermostatic shower mixers. They're SAFE both ways ... give sure protection against scalding or jumpy shower temperatures caused by pressure or temperature changes in water supply lines. Circular H48 describes the safest shower mixer made. Write for a copy. THE POWERS REGULATOR CO., 2720 Greenview Ave., Chicago 14, Ill. Offices in principal cities.
JUSTICE PLUG EJECTOR

The perfect tining tool. You may now add your soil conditioners without compacting the greens; unbelievable speed at low cost. Promotes root development, internal drainage, soil improvement and aeration. Improves old greens without rebuilding.

For your nearest dealer contact
501 S. W. 44th St., Oklahoma City, Okla

NEW PLASTIC GOLF BALL SUITED FOR PRACTICE IN LIMITED SPACE

A new practice golf ball named PEE GEE BEE, light in weight, resilient, yet extremely durable and shape retaining which can hit windows, screens, etc. without causing damage is well suited for back yard practice for golfers who like to practice wood and iron shots but have only a limited space. PEE GEE BEE's are packed three in a package and one dozen in an attractive counter display carton. Cosom Industries, Inc., 420 Portland Ave., Minneapolis, Minn. is the manufacturer.

ROTARY SOIL MACHINE

MIXES and SCREENS
BETTER PREPARED SOIL
write for bulletin
F. S. CONVERSE CO., INC.
Manufacturers
JOHNSON CITY, NEW YORK

HUGGER "COLDFIRE" CAPS MAKE PRO SHOP DEBUT

Something new in sports caps has arrived this spring to make its sales appeal profitably felt in pro shops throughout the season. It's the Hugger Cap - a brand new line in an exciting new material never before offered in sports headwear. Comfort and smartness keynote the cap's design, but it's the fabric that headlines its selling story. The fabric, known as fluorescent Coldfire, is a high quality, luminous rayon...
satin, developed during the war for flyers, with a glow that is visible two miles away in daytime. The attractive visor has a green undercloth that shades the eyes; a feature that will appeal to golfers and all other outdoor sports participants. Hugger Caps come in four brilliant sports colors, Saturn Yellow, Signal Green, Fire Orange and Neon Red. Full particulars may be had from the manufacturer, Portis Style Industries, Hat Division, 320 W. Ohio St., Chicago, Ill.

INTENSIVE AD CAMPAIGN POWERS WILSON’S “ISOTROPIC” CAMPAIGN

Opening with a broadside in the May 14th issue of the “Post”, Wilson Sporting Goods Co., is releasing the details to the public of its new Isotropic methods of golf ball construction. The result of long and exhaustive research, Wilson regards their new Isotropic construction as one of the revolutionary advances in golf ball manufacture. Without advertising an unknown by name, distribution of Isotropic balls was made to the pros last fall. Due to the lateness of the season it was decided to withhold advertising until the 1949 season began. Now, according to Wilson’s ad mgr., Joe Risolute, the public will get the story in one of the biggest ad programs the golf field has seen. Preliminary ads in GOLFDOM are carrying news of the Isotropic balls and the strong advertising campaign behind it to the pros.

Wm. F. King, gen. sales mgr., wants the pros to know that the Top-Notch balls they now have in stock are Isotropic construction, and are the same balls as they will receive on future orders. However, because their present boxes are without Isotropic identification, appropriate, easy-to-attach stickers with the wording, “Isotropic construction”, will be furnished for affixing to the boxes. King stresses, “One of these stickers should be prominently placed on every dozen box of Top-Notches now on display and in stock. It is of utmost importance that this be done, so that when the consumer-advertising breaks and players ask for ‘those new Isotropic balls’,
they'll know they're getting what they ask for." After Apr. 1, all boxes of Top-Notch Isotropics will be properly identified.

**WORTHINGTON’S NEW FRONT DRIVE, REAR STEER TRACTOR**

The Worthington Mower Co., Stroudsburg, Pa., has introduced a completely new tractor for gang mowers. Front wheel drive, all mowers in front of the operator, rear wheel steering and greatly improved balance are the highlights of this gang mower tractor development. Seventy-five percent of the tractor's weight is on the front wheels, resulting in increased traction and full utilization of its engine power. The Model F Chief takes 9 gangs where seven were used, 7 where five were used, etc. Added visibility permits closer cutting to obstructions and cuts down on overlap. It will take from one to nine mowers, either balanced on both sides or unbalanced on one side.

**NEW PLASTIC COLORED FLOORING**

New Vinyl Plastic Colored Flooring and Runner material in five attractive colors is now available for the golf & country clubs for service as heavy duty runners, according to L. E. Warford, pres. and mgr. of MELFLEX PRODUCTS Co. of Akron, suppliers of non-slip, durable Safety Products for underfoot safety and security.

This new Vinyl runner material will be supplied in Brown, Black, Blue, Green and a good fast Terra Cotta Red and in the standard 36" width and in lengths up to
COLDFIRE the NEWEST CAP under the FASHION SUN
GLOWS BY DAY

HUGGER CAPS • 320 West Ohio Street • Chicago 10, Illinois
Buyers' Service

Check off your Supply & Equipment Needs. Tear out and mail this sheet to Golfdom, 407 S. Dearborn St., Chicago, Ill., or use convenient card. You'll get prices and literature direct from the sources of supply.

**Golf Course**

Aerifiers: fairway □ green □  
Architects (course — house) □  
Arsenate of lead □  
Ball washers □  
Bent grass stolons □  
Brown-patch preventives □  
Compost mixers □  
Compost spreaders □  
Crabgrass eliminator □  
Cultivators: fairway □ green □  
Drinking fountains □  
Electric Plant (Portable) □  
Fencing □  
Fertilizers □  
Flags (greens) □ Flag poles □  
Flood lights □  
Fungicides □

**Pro Shop**

Bag towels □  
Bags: canvas □ leather □  
Bag carts, for players □  
Balls: Regular □ Range □  
Ball cleaner (individual) □  
Ball markers □  
Bandages, adhesive □  
Battering motors □  
Caddie badges □ uniforms □  
Corks, for shoes □  
Caps and hats □

**Club House**

Air conditioning equip. □  
Athletes foot preventives □  
Bath mats □  
Bath slippers □  
Bors □  
Bingo cards □  
Charcoal cookers (outdoor) □  
Coolers (food & beverage) □

Send information to: Name □  
Club □  
Address □  
Title □  
Town □  
Zone (□□□) State □

April, 1949  
107
Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below so we can get them "on the beam".

--- FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO —

GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

<table>
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<tr>
<th>Name of club:</th>
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<td>Zone ( ) State</td>
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President's:
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Secretary's:
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Manager's:
name
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name
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Greenkeeper's:
name
Add: Town: State:

Professional's:
name
Add: Town: State:

--- End of Form ---
sixty lineal feet. This new colored runner material is made to withstand the severe traffic of cleated shoes in the locker rooms, aisles, etc.

Exhaustive tests show this new Vinyl Runner Material will not oxidize, crack, curl or tear with age. It is unaffected by oil, grease, fats, gasoline, kerosene, alkalis or any ordinary acids. Ink, iodine, paint quickly removed. It can be quickly, easily and most economically cleaned, and it does not require waxing at any time. This new Runner Material is now available for immediate shipment from MELFLEX of Akron.

TORO'S NEW POWER GREENSMOWER

The new 1949 Toro Power Greensmower is now ready for delivery, according to the Toro Manufacturing Corp. of Minneapolis, Minn. The new mower has many major improvements including a new 1.3 h.p. four-cycle Briggs & Stratton engine with a heavy duty gasoline pump; a highspeed eight blade reel that takes over four clips per inch, eliminating all corrugation and ridges; low-slung perfectly balanced weight; and a shorter handle with independent controls to reel and traction.

GOLF AWARDS

Featuring
Better Value
Top Quality
Quicker Service
Order Now For
Spring Tournaments.
Free Delivery on
Prepaid Orders.
Send for free catalog.
Sports Awards Co.
37 S. Weboah Ave.
Chicago 3, Ill.

"You can't Hit it, if you don't See it"

PRO SHOPS

Are your patrons handicapped by blurred vision, due to foggy and misty eyeglasses or sunglasses, caused by the weather, humidity, perspiration and mist?
The distressing problem has been solved, by the “I.R.X. LENSTICK”, which comes in a HANDY beautifully enamelled metal container. One year's supply, and is not a liquid. Fully guaranteed.
Display card holding one dozen is artistically illustrated with Golfer, Hunter, Fisherman etc. Fast and profitable seller. Write for literature.
MIST-PROOF PRODUCTS CO.
165 WEST END AVE., BROOKLYN 29, N. Y.

Sell your members these easy-to-understand ILLUSTRATED RULES OF GOLF At a Glance

(as originally published singly in GOLFING Magazine)

Legal language avoided; rules explained so every golfer can understand them. Separate diagrams for eight zones of play — (1) Tees; (2) Sand Traps; (3) Through-the-Green; (4) Hindrances to Play; (5) Greens, Match Play; (6) Greens, Stroke Play; (7) Water Hazards; and (8) Multi-Ball Matches — plus official wording of U.S.G.A.'s rules, including latest 1949 changes. All cross-referenced.
Road-map folder style; four charts to each side; printed attractively in two colors; enclosed in protective wallet envelope.
An excellent pro-shop novelty item. Golfers will want it to study; to tuck in bag pocket or locker; to settle arguments. By far the handiest analysis of the Rules ever published.
Sold to golf professionals in packages of 20 folders for $3.00 (15c each); sell to golfers at 25c each. Estimate your season's requirements and order today. Please remit with order; sorry, no COD's. Immediate shipment, post paid.

GOLFING INC., 407 S. Dearborn, Chicago 5, Ill.
Send me packages (20 folders each) of "Illustrated Rules of Golf at a Glance," at pro price of $3.00 per package, for which I enclose $__________

__AFFIX THIS COUPON TO YOUR LETTERHEAD__

April, 1949
THE BEST GOLF RANGE FLOOD-LIGHT ever invented — and a World War had to do it.

It is Pre-Focused — A 27" (Diameter) Lens

Bausch & Lomb Reflector throws a light beam of 80 ft. wide and 400 yds. long — Weighs 112 lbs. — will go on a 3 in. pole easily.

War surplus Flood-light No. A 9 V made by Westinghouse Electric.

$125.00 each — C.O.D. or Check with order

Golf Professionals Driving Range Equipt. Co.
11000 S. Green St., Chicago 43, Ill.

NEW IMPROVED GOLF BALL

PICKER-UPPER

1. REINFORCED BOXES.
2. IMPROVED DISC PROCESS FOR LONGER WEAR
3. IMPROVED LIDS.
4. RUBBER CUSHION TO ELIMINATE RATTLES.

A “Must” for every range.

Write for Literature and Prices.

FONKEN Manufacturing Co.
435 W. Palmer
Glendale 4, Calif.

amazing new automatic tee!

— that's COMPACT (2½ inches x 7½ inches x 13 inches)
LIGHT (9 lbs.)
SIMPLE (Just plug in)
GUARANTEED

—and sells for $49.50

E-Z-T CORPORATION
43-43 34 St., Long Island City, N. Y.

• BENT GRASS •

Stolons and Sod. Washington — Cl — and other recommended strains.

HIRAM F. GODWIN
22366 Grand River Ave., Detroit 19, Mich.

HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1” at bottom to ¾” at top, and fitted with flanged aluminum ferrules to fit standard 1½” cup. Sanded finish with prime coat of lead and oil and finished coat of finest white enamel. Available in 2 or 3 color combinations. Immediate delivery.

Your inquiries and orders will be referred to a nearby distributor.

LEAVITT CORP. EST. 1895 URBANA, ILL.

Builders of “Knockdown” bleachers for all sports