

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 roach. No. 118 in preliminary



dollars worth of fertilizers, fungicides with this small investment. Have real playing Greens this year.
Unbreakable spikes. Alemite oiling. Easily operated by hand or power.
Write for literature.
McClain Brothers Co. - Canton, O.

McCLAIN SPIKER AND PERFORATOR

Loosen up and aerate your turf. Make it easier for water and oxygen to get down to grass roots... easier for fertilizer and top dressing to build up your greens... and harder for Brown Patch diseases to bother you.
Get this fine inexpensive machine. Save hundreds of



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

POWER SEEDER

Sows Seed or Fertilizer
Up to 20 Acres Per Hour

Fits Any Tractor

INDUS CORPORATION

431 N. Holmes — Indianapolis

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 slop-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover paint 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.
ELM GROVE, WISC.

Manufactured by
GOLF & GARDEN EQUIPMENT CO.
BLUE MOUND ROAD, ELM GROVE, WISCONSIN

BALL WASHER . . . \$12.75
Tee Data Plate . . . \$ 1.25
Waste Paper Cont'n'r \$ 2.35
Complete Tee
Ensemble \$16.35
HENRY TEE ENSEMBLE
includes Ball Washer, Tee
Data Plate and Waste
Paper Container.
Send score card when
ordering Tee Data Plates.



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
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Exclusive Distributors

MILORGANITE

In the New York
Metropolitan Area

SEED — SUPPLIES — FERTILIZER
MATERIALS — ALL AGRICULTURAL
CHEMICALS

Warren E. Lafkin
Golf and Lawn Supply Corporation
Mamaroneck Avenue at Rosedale
White Plains, New York
Phone—White Plains 9-0180

SPECIAL for MINIATURE COURSES

Two way putters with all steel shaft,
rubber grip and bronze head \$1.75 ea.
Also available in children's sizes \$1.75 ea.
Miniature golf balls, colored or
striped \$2.40 per doz.
Miniature golf balls, plain
white \$2.20 per doz.
Pencils Gros—\$1.65
Mats, 12x12 inches \$2.00 ea.

WITTEK GOLF RANGE SUPPLY CO.
5128 W. North Ave., Chicago 39, Ill.

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 effective-
ness 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

GOLF BALLS & EQUIPMENT

NORTHERN HAS A COMPLETE STOCK OF:

GOLF BALLS,
CLUBS, MATS,
PUTTERS, TEES,
ETC. FOR DRIVING
RANGE & MINIA-
TURE COURSE

Write for 1949 Prices



NORTHERN BALL CO.
3441 N. Claremont Ave., Chicago 18, Ill.

For
VELVETY GREENS
and Tough Turf

SOW **WHITNEY'S** **SUPER-REFINED**
SEED Tested and proved mixtures for every golf course need. Special prices. Write for full information.

WHITNEY SEED CO., INC. Buffalo 5, N. Y.

For YEARS of SERVICE
No let-down or breakdown.
MURDOCK Outdoor Drinking Fountains and Hydrants
Self-Draining. Anti-Freezing.
The Murdock Mfg. & Sup. Co.
Cincinnati 2, Ohio

MURDOCK

OUTDOOR DRINKING FOUNTAIN
ANTI-FREEZING HYDRANT
ANTI-FREEZING HYDRANT
ANTI-FREEZING HYDRANT
ANTI-FREEZING HYDRANT

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

DAVE W. JUSTICE

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 backyard 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.



POWER

MOWERS

HUGGER "COLD-FIRE" 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

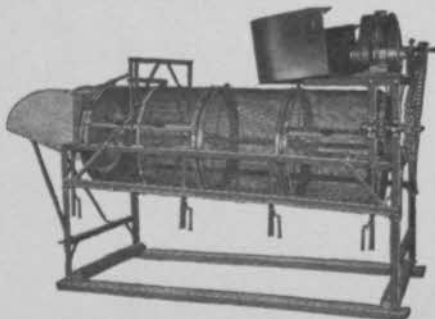
ROTARY SOIL MACHINE

MIXES and SCREENS
BETTER PREPARED SOIL
write for bulletin

F. S. CONVERSE CO., INC.

Manufacturers

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**For the finest turf
PLANT
HENDERSON FORMULAS**

Putting Green Mixture Tee Mixture
Fairway Mixture Rough Mixture
Bunker Mixture
Special Mixture made to your own
formulas

Write for our special catalog today
PETER HENDERSON & CO.
Dept. 65
35 Cortlandt St., New York 7, N. Y.



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

SKINNER



sprinklers of every type for
golf courses

Individual units or complete "tee to green" systems keep your course at its best. Write today for specifications.
The Skinner Irrigation Co., 415 Canal St., Troy, O.

SKINNER SYSTEM OF IRRIGATION

Pioneer and Leader in Irrigation for Nearly a Half Century

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 Riolute, 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',



LIQUA-VITA

The complete Liquid Fertilizer for Golf Greens

No burning in hottest weather — applied with fungicide — cuts labor costs to a minimum.

200 greenkeepers used LIQUA-VITA in 1947; over 500 in '48
There will be a lot more users in '49.

"There's a Reason"

Write for particulars

AMERICAN LIQUID FERTILIZER CO., Inc. Box No. 267, Marietta, O.

ALFRED H. TULL
Golf Course Architect

209 E. 49th Street
NEW YORK 17, N. Y.

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

**Golf Course
Architect**

20 Vesey Street
Tel: Rector 2-2258
NEW YORK, N. Y.

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 bal-

ance 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

WILLIAM F. GORDON
Golf Course Architect

Member
American Society of Golf Course Architects

Doylestown,
Pennsylvania

ROBERT BRUCE HARRIS
Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.
CHICAGO 11, ILL.

Phone: Whitehall 4-6530

HUGGER CAPS in FLUORESCENT COLORED

GLOWS BY DAY

HUGGER CAPS •

320 West Ohio Street •

Chicago 10, Illinois

COLDFIRE *the* **NEWEST** *the* **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: f'way green
- Drinking fountains
- Electric Plant (Portable)
- Fencing
- Fertilizers
- Flags (greens) Flag poles
- Flood lights
- Fungicides

- Fungicide applicators
- Golf Course Const'n Engineers
- Hedge trimmers
- Hole cutters
- Hose, 3/4" 1"
- Humus
- Insecticides
- Leaf rake & pulverizer (power)
- Miniature Course Const'n
- Mole Traps
- Mowers: putting green
 - whirlwind tee
 - fairway rough hand
- Mower grinders
- Peat Moss
- Playground equipment
- Pumps
- Putting cups
- Refrigerators
- Rollers (water filled)
- Scythes (motor driven)
- Slicing machines

- Seed: fairway green
- Sod cutter
- Soil cond. material
- Soil screeners Soil shredders
- Sprayers: power hand
- Spikers: greens fairway
- Sprinklers: f'way green
- Sweepers (power or hand)
- Swimming pool architects
 - equipment filtration
 - purfy. chemicals paint
- Tee markers
- Tennis court surface material
- Topdressing
- Tractors
- Tractor tires
- Tractor wheel spuds
- Turf Pluggers
- Turf trimmer, border
- Water systems, fairway
- Weed chemicals

Pro Shop

- Bag towels
- Bags: canvas leather
- Bag carts, for players
- Balls: Regular Range
- Ball cleaner (individual)
- Ball markers
- Bandages, adhesive
- Buffing motors
- Caddie badges uniforms
- Calks, for shoes
- Caps and hats
- Clubs: Woods Irons
 - Putters
- Club display racks

- Club head covers
- Club repair supplies
- Club separators for bags
- Cushion-sole Inserts
- Detachable cleated shoe plates
- Dressing for grips bags
- Golf gloves
- Golf Grips: Leather
 - Composition
- Golf Practice Devices
- Golf Practice Glove
- Golf shoes
- Grip preparation for hands
- Handicap boards
- Handicap racks cards
- Insoles
- Lens cleaner (eye glasses)

- Mechanical Golf Ball Retriever
- Movies of Golf Subjects
- Pencils
- Portable motor tool
- Practice driving nets
- Preserver for leather
- Score cards
- Shoe spike wrench
- Sportswear: Shirts Socks
 - Sport jackets Rain jackets
 - Windbreakers Slacks
- Sprayer for Paint, etc.
- Tees (wood) plastic
- Tee mats
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Tennis nets
- Trophies

Club House

- Air conditioning equip.
- Athletes foot preventives
- Bath mats
- Bath slippers
- Bars
- Bingo cards
- Charcoal cookers (outdoor)
- Coolers (food & beverage)
- Disinfectants
- Fire protection equipment

- Floor coverings
- Folding Table (Banquet)
- Furniture
- Heaters: club house
 - hot water
- Kitchen equipment:
 - Dish washers
 - Frozen food storage
 - Ice cube machines
 - Ovens Food warmers

- Ranges
- Linens, dining room
- Link Type Mats
- Lockers
- Runners for aisles
- Rugs
- Showers Shower mixers
- Shower clogs
- Step treads
- Towels: bath face
- Uniforms

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

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. Wabash 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.

*Profits
 to Pros!*

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 bandiest 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 —

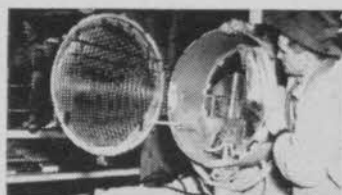
THE BEST GOLF RANGE FLOOD-LIGHT
ever invented — and a World War had to do it.

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 Equip. 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**

EZT E-Z-T CORPORATION

43-40 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 1 1/8" 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

The cutting height is 3/32" to 7/8". This new machine is equipped with the same type clip-on transport wheels, nap-eliminators comb, baffled grass basket, chain and V-belt drive, and "drop-out" roller drum



and reel that were used on the 1948 Toro Power Greensmower.

First showing of the machine was made at the 1949 Greenkeepers' Convention in Los Angeles, as the main Toro feature.

DEVELOPMENT OF NEW FUNGICIDES

John B. Rowell is the author of a paper on the "Development of Fungicides for Turf Diseases in 1948" which may be obtained by writing the Rhode Island Agri. Experiment Station for Plant Pathology-Entomology Report 1948:2. The experiments and tests reported in the paper include treatments for various turf diseases