

The Newest "News" under the Fashion Sun!

HUGGER CAPS

in FLUORESCENT COLDFIRE^{REG.}

for
Men
and
Women!

Here's the most revolutionary fabric achieved in a decade! In the most attractive colors seen in a decade! It's the exciting, water-repellent fabric that actually glows in the daytime . . . can be seen two miles away!

- The perfect cap for golf . . . tennis . . . the beach . . . every out-of-doors activity!
- Styled and made in the HUGGER tradition. Highest quality and workmanship throughout.



COLDFIRE No. 5
SATURN YELLOW



COLDFIRE No. 4
SIGNAL GREEN

COLDFIRE CAPS available in four colors for men and women: Fire Orange, Saturn Yellow, Signal Green, Neon Red.

COLDFIRE CAPS FOR MEN.
Sizes 6 $\frac{3}{8}$ -7 $\frac{3}{8}$. To retail at \$1.95.

COLDFIRE CAPS FOR WOMEN.
Sizes 21 $\frac{1}{2}$ -22 $\frac{1}{2}$. To ret. at \$2.50.

Packed solid colors—One dozen to a box.

Be the first in your town to feature
HUGGER CAPS in COLDFIRE!

ORDER TODAY



COLDFIRE No. 6
NEON RED



COLDFIRE No. 3
FIRE ORANGE

HUGGER CAPS A DIVISION OF PORTIS STYLE INDUSTRIES, INC.
320 W. Ohio Street, Chicago New York Office: 1199 Broadway

Send orders to Chicago

Turn page
for exciting
"COLDFIRE"
STYLING



COLDFIRE^{REG.}

The Story Behind the New HUGGER CAPS!

Facts taken from the
SATURDAY EVENING POST story

"The COLDFIRE BOYS"

January 1, 1949

AWAY back in the early thirties, Joe and Bob Switzer of Berkeley, California, started by making magic for neighborhood shows. At that time, Joe, whose desire was to be a magician, and Bob, the older, who was studying chemistry at the University of California, came up with a mixture of paints and dyes that glowed with "black light" under ultra-violet lamps.

After that, one success followed upon another . . . supplying glowing fluorescence paints to nightclub entertainers . . . luminous dyes to detect flaws in steel, glass, plastic, etc., in industry. Then, later, when experimenting with fabrics, the Switzer Brothers hit upon a revolutionary step in fluorescence; a combination of chemicals, colors, diatomaceous earth that would actually glow in the daytime. This blend of materials picked up so much light that it was about four times as bright as ordinary daylight.

In the beginning, this exciting fabric was employed strictly for military purposes. Today, Coldfire Fabric is used by the country's leading designers and fashioned into glowing sweaters and jackets for the high school and college crowd, startling bathing suits, and attention-getting uniforms for parading Elks and Shriners.

AND NOW HUGGER . . . NATIONALLY FAMOUS MAKER OF HEADWEAR FOR THE ENTIRE FAMILY . . . USES THIS AMAZING FABRIC FOR THE FIRST TIME IN THE MANUFACTURE OF CAPS FOR MEN AND WOMEN!

HUGGER CAPS OF COLDFIRE FABRIC to be worn for golfing, tennis, fishing, hunting, on the beach, can actually be seen two miles away . . . are destined to be the most talked about headwear in America . . . to be worn by those thousands of sports loving men and women who constantly seek the unusual in fashion.

It's a
CASE

**No Pampering
in Tough Going**



● Out where the "rough" is really rugged—where you have tall weeds, steep slopes, and rough ground—that's where the Case "VAI" tractor is especially appreciated. Here's a quick-handling tractor with a real heavy-duty engine and plenty of steady pull, even at reduced speeds. That means you can climb those banks without shifting, or throttle down for close work without danger of stalling.

Adjustable rear wheel tread provides extra stability for steep side slopes, while low-pressure rear tires afford light-treading flotation over soft ground. Hydraulic control lifts, lowers or holds the cutter-bar as desired, whether tractor is moving, stopping or standing—"no gears to shift to work the lift." Drawbar is left free for pulling reel-type fairway mowers or other equipment. See the "VAI" tractor now, at your Case dealer. J. I. Case Co., Racine, Wis.

CASE  **LONG-LIFE TRACTORS**

"QUALITY" POLES



"GOLF BALL" WASHERS

STANDARD Golf Course EQUIPMENT

THE TOP LINE FOR '49'



"ONE-PIECE" PUTTING CUPS

"TRUE-VUE" FAST COLOR FLAGS



Write for Bulletin "49" showing the complete and fully guaranteed Standard Line.

STANDARD MFG. CO. "CUTS-TRUE" HOLE CUTTERS
Box G., Cedar Falls, Ia.

Even slight reduction in building costs is reflected in most metropolitan districts by more talk and action on subdividing golf courses . . . Public course shortage getting acute with fee courses being sold for subdivision development . . . Foresighted municipal authorities now studying plans for building public courses to care for demand . . . Public golf picture brightened by golf fee revenue in many instances financing extension . . . Los Angeles one of the star exhibits in that respect.

Administration of Mayor James A. Rhodes at Columbus, O., to provide city with 27 hole munny layout for 400,000 population . . . Present inadequate municipal courses soon to be used for other urgent needs . . . Rhodes jumped ahead of procession in establishing annual National Caddy championships at Columbus, O., . . . Mayor Jim, an ex-caddy and still a good golfer when he gets time, says golf is effective preventive of juvenile delinquency . . . Jim figured out cost of punishing juvenile delinquents and concluded some time ago taxpayers save money by spending for prevention.

Battle against Loeffler lease of Washington, D. C. public courses dying down as informed, impartial investigation of Loeffler performance against promises is made . . . Loeffler operation greatly improved a bad situation without biting into public funds . . . National Capital

TURF *that Speaks for Itself!*

MILORGANITE TURF FERTILIZER

Helps Produce Outstanding Greens and Fairways

on the 3 Golf Courses at
PINEHURST COUNTRY CLUB

Frank Maples and his son Henson are a unique team. Between them they produce exceptionally fine greens and densely turfed fairways—on the Pinehurst courses—which are tops for play during the winter season. Milorganite occupies an important part in their maintenance program. It will do an equally good job for you.



For further information about this remarkable turf fertilizer write to
Turf Service Bureau

THE SEWERAGE COMMISSION, Milwaukee 1, Wis.

GOLF CLUBS
USE MORE

MILORGANITE

THAN ANY
OTHER FERTILIZER

Here's your answer to

DOLLAR SPOT

CRAG

Turf Fungicide—

proved effective on more than 500 golf greens

CRAG

Turf Fungicide—

safe for grass, even at double the suggested dosage

CRAG

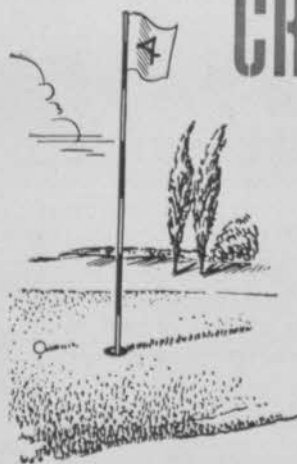
Turf Fungicide—

easy to apply as a spray or as a dust— even by inexperienced labor— without risk of skin irritation or grass discoloration

CRAG

Turf Fungicide—

non-corrosive to metal equipment



CRAG Turf Fungicide (Experimental Fungicide 531) is the modern, scientific treatment for dollar spot. It also aids in the prevention of damping off of seeds, snow mold, pink patch, green scum (algae) and large brown patch. For an average green of 5,000 sq. ft. the cost is only a little more than one dollar per application.

Start your greens back to health — Call your dealer for CRAG Turf Fungicide. Or write to:



CARBIDE AND CARBON CHEMICALS CORPORATION
Unit of Union Carbide and Carbon Corporation

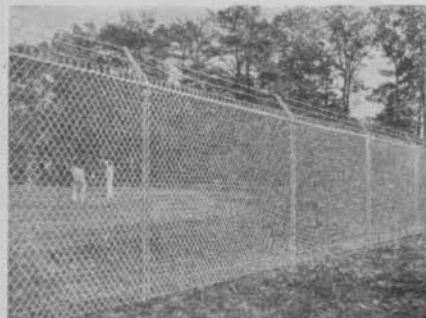


30 East 42nd Street, New York 17, N. Y.

The term "Crag" is a trade-mark of
Carbide and Carbon Chemicals Corporation

PAGE FENCE

-Since 1883
• AMERICA'S FIRST WIRE FENCE •



Want Facts about Fence?

• You know that fence protection of persons and property is good judgment. To know *what* to do about it, write us for illustrated facts. Note the several styles of Page Chain Link Fence. Then talk with our nearest member—an experienced, reliable local fence specialist who will help you pick the *right* fence and erect it expertly. We will send you his name.

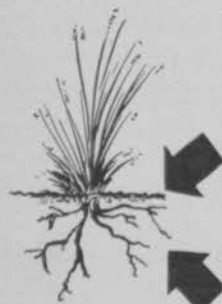
PAGE FENCE ASSOCIATION • Monessen, Pa.

Open Invitation at Washington D.C., changes name to Washington Star Invitation, identifying the newspaper sponsoring the July 1-4 event.

Cupid is the big winner among Detroit district pros . . . Among recent benedicts are Ernie Saybarac, Dan Soper and Jack Orlick . . . Congratulations boys, now you be good little fellows and we'll give you all the directions you need for getting house-broken to matrimony . . . Ed Susalla, formerly pro at Les Chenenoux (Mich.) CC, now with Tuscon (Ariz.) CC where Jimmy Hines spends the winter as pro . . . Larry Pentink, asst. to Bill Graham, Bloomfield (Mich.) CC pro, made latter part of winter circuit with Gene Cummings, caddy master at Pine Lake (Mich.) CC as traveling companion . . . Al Watrous as Michigan PGA tournament chmn. has lined up biggest tournament schedule in the section's history, headed by \$15 G events at Meadowbrook, Northville, and Cascade Hills, Grand Rapids.

George Moquin, pres., Association of Golf Course Supts. of Connecticut, represented that organization at LA NGSAs convention . . . Tom Mascaro, maker of FG Aerifier and Noer soil sampler, made wire recordings of program of Texas turf conference and NGSAs conference . . . Tom was on the road when a wedding anniversary wire was received from his wife . . . wire eventually was relayed to Tom after every guy who passed it along con-

KILL Weeds At The Roots!



DOLGE SS WEED-KILLER

Goes to the root of your weed problem. Use in economical solution where no vegetation whatever is desired. Sterilizes the soil so windblown seeds cannot normally sprout in it. Penetrates to the roots — and KILLS! This modern chemical weeding saves money and hours of backbreaking labor.

E.W.T. SELECTIVE WEED-KILLER (2-4-D)

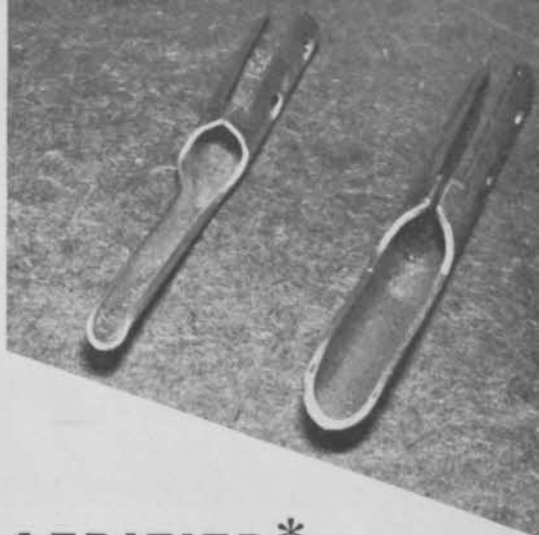
Works down thoroughly to the roots of brush, dandelions, plantains, poison ivy, ragweed, sumac and other plant pests, but will not kill most turf grasses. Best used for maintaining beauty of lawns and fairways.

Write for literature explaining these tested DOLGE products fully and giving specific directions for their use.

The C. B. DOLGE CO.

WESTPORT, CONNECTICUT

**West-pointing
the way to
better turf
everywhere—**



Fairway-Green **AERIFIER***

Cultivation and aeration of soil under turf is an important part of the maintenance program. The Aerifier is used for this work at many golf courses throughout the country. Compact soil is effectively loosened by the Aerifier. The hollow spoons remove soil cores, leaving room for surrounding soil to expand. Cavities made by the spoons are loose-walled and receptive to water.

The soil cores brought to the surface may be crumbled to provide a light top-dressing. Or, cores may be removed so new materials can be worked down into the holes.

The Aerifier has a maximum cultivation depth of 5 inches. It provides the deep cultivation which is needed to encourage deep root growth. The machine includes many features to minimize disturbance to the playing surface. Use the Aerifier to improve turf on the entire course.

*For use on fairways, tees and greens.

*Single unit or three unit gang may be used.

*Choice of large or small diameter spoons.

*Cultivation depth adjustable from 1-5 inches.

*Steel strips between discs prevent lifting of shallow-rooted turf.

*Discs revolve independently to eliminate tearing when turns are made.

Write to us for the name of your dealer.

**Patent Pending*

West Point Lawn Products,

West Point, Pa.



John BEAN GOLF SPRAYERS



GIVE THOROUGH COVERAGE FASTER

When you equip with John Bean sprayers and special 20 nozzle weed booms, ridding fairways, roughs, greens and fences of weeds is a fast, easy, one-man job. The John Bean weed boom delivers a coarse driving spray with a minimum of "drift," in controlled volume for your own spraying practice. John Bean sprayers are sturdy and reliable and are available in an output range of 4 to 60 gallons per minute. Write for the name of your nearby John Bean Dealer.

JOHN BEAN SPRAY BOOMS are ideal for spraying turf chemicals. Separate feed lines deliver equalized amounts of material to the right, left and center boom. Boom wings fold back to avoid obstacles, or for traveling and drag markers indicate areas that have been sprayed.

JOHN BEAN

Division of Food Machinery and Chemical Corporation

LANSING 4, MICHIGAN



COMPLETE RANGE OF TYPES AND CAPACITIES TO FIT YOUR NEEDS

TRUCK MOUNTED OR POWER TAKE-OFF. Your choice of engine powered or power take-off models to suit your needs and equipment.

BIG OUTPUT RANGE. John Bean sprayers deliver from 4 to 60 gallons per minute at 10 to 800 pounds pressure, depending on the model selected.

FIRE PROTECTION. For emergency control of grass or building fires, John Bean high pressure sprayers are ideal stand-by units.

ATTENTION GREENKEEPERS!

At last—a 100% soluble liquid fertilizer that will help you keep those greens and fairways in better shape, with less work, the year around.

Yes sir, "Na-Churs" Liquid Fertilizer is based on a recommended formula as developed by The Ohio State University, and it contains the proper nutrients necessary for producing and maintaining greener, thicker, healthier turf.

"Na-Churs" is easy to apply; saves time, money and labor, and can be applied with your present equipment. Leading golf courses, the country over, are using this proven liquid fertilizer. Write Dept. E today for full information and introductory offer.

"NA-CHURS" PLANT FOOD COMPANY Marion, Ohio

gratulated the bride by remote control.

Tim Gagen, Schuyler Meadows CC, Loudonville, N. Y., new pres., N. Y. Greenkeepers Assn. . . . Elected with Tim were Jim Thomson, Mohawk, vp; and Eddie Rafferty, Holmsdale, sec-treas.

Danny Parrilli, after a year's absence, has returned to MacGregor Golf's Chicago office where his nimble service gained him the title of Pronto Parrilli among a host of midwest professionals.

New Mexico Public Links Assn. being formed . . . Mission Valley GC, San Diego, Calif. makes its 2500 members acquainted by picking names at random from club roster and running illustrated biographies of the thus chosen members in the club's magazine, Mission Chimes . . . Milwaukee (Wis.) County Public Links Assn. celebrating its 15th year . . . Northern California PGA pushing industrial golf with class lessons in plants.

Goodall Round-Robin tournament, May 12-15 at Wykagyl CC (NY Met dist.) changing from match to stroke basis . . . Each competitor will meet 15 others on medal basis . . . If player leads his opponent 2 strokes for the 18-hole round they play together, leader for the round is credited with plus 2; opponent marked down minus 2.

More kid programs put on by pros this year than ever before . . . Job the pros are doing in boy and girl golfer development is

NOW YOU CAN HAVE

Weed-Free Turf

at far less cost than former weed-eradication methods

USE ONLY 1 TO 2 PINTS PER ACRE OF



Highly Effective! Authorities have found that the ester forms of 2,4-D used in Agricultural Weed-No-More penetrate weed leaves within 5 minutes or less, then begin to work instantly.

Saves Time and Money! Using the new Weed-No-More spraying method developed and proved by Sherwin-Williams Research, one man can spray as many as 100 acres in a single day. The use of Weed-No-More results in beautiful, weed-free turf.



New Movie Tells All. Committees and boards should see the *new* full-color, 16mm sound film "Agriculture's New Conquest." It tells the full story of weed control with 2,4-D on farms and large turf areas. See your dealer or write direct to Agricultural Chemicals Division, 1277 Midland Bldg., Cleveland 1, Ohio.



Acme White Lead & Color Works, Detroit
The Lowe Brothers Co., Dayton
The Sherwin-Williams Co., Cleveland

Easy to Apply! Agricultural Weed-No-More is effectively applied with a simple, low-cost spray attachment quickly assembled and mounted on tractor, Jeep, or truck. Pump can be driven by power take-off or small gas engine. Hand sprayers can be used for small areas. One to 2 pints of Weed-No-More in only 5 gallons or less of water per acre kills dandelion, plantains, buckhorn, and other turf weeds.

For full information phone your supply dealer or write direct to Agricultural Chemicals Division, 1277 Midland Building, Cleveland 1, Ohio.

PRODUCT OF SHERWIN-WILLIAMS RESEARCH

"AGRICO CERTAINLY does a BETTER Job"



Says DOMINICK IADANZO (above), of Sewane Harbor Club

"WE HAVE had such satisfactory results with AGRICO COUNTRY CLUB FERTILIZER," writes Dominick Iadanzo, Greenkeeper at Sewane Harbor Club, Hewlett Harbor, L. I., "that I want to pass the good word along to other Greenkeepers. Six years ago we tried Agrico on some of our greens in direct comparison with an organic fertilizer we had been using. Results were so much better that we have been using Agrico on our greens ever since, and we are now using Agrico on our fairways as well. Agrico makes a stronger, healthier turf, and this helps choke out weeds. We're specially pleased with the color of the greens and fairways."

Order Agrico now—it's America's premier Golf Course Fertilizer. Ask your regular supplier, phone nearest A. A. C. Sales Office, or write to The AMERICAN AGRICULTURAL

CHEMICAL Co.,
50 Church St.,
New York 7, N. Y.



AGRICO
Country Club
FERTILIZER

far ahead of anything done in any other sport and that includes baseball with major league, American Legion and Ford automobile tie-ups . . . George Lake, chmn. PGA kid promotion program, says a big factor in successful class instruction for kids is not to talk too much. . . . The kids want action.

Ardley CC (NY Met dist.) in its year-book says first woman's golf tournament in U. S. was played on its course which was "the third to be built in this country." . . . Pocasset (Mass.) GC being subdivided . . . Guy Paulson, back in Chicago district as pro at Medinah CC, where 1949 National Open will be played, gets swell biographical coverage in Medinah's "Camel's Trail" magazine.

Fred Thorpe, for years an official of Burke Golf, Inc., Newark, O., died Feb. 27 at Pittsfield, Mass., following three years illness with a heart ailment . . . He is survived by his wife, a son and a daughter . . . There was a lovely fellow, that Thorpe, who combined fine business ability with a memorably friendly and helpful personality . . . His loss is lamented by many hundreds in golf all over the U. S.

Indiana Golf Course Supts. Assn. now issuing a monthly bulletin . . . Fred Grau, USGA Green Section director, speaker with valuable

**KEEP AHEAD OF
YOUR grass!**

WITH A **WHIRLWIND**

THE ONLY POWER
MOWER WITH THE
17-YEAR SERVICE PROVED



ROTARY-SCYTHE, SUCTION-LIFT
Cutting Action

Even though rapid spring growth or heavy rains may crowd your grass-cutting schedule . . . no matter how lush and rank the grass may be, it will never be "out of bounds" for easy, clean mowing if you are equipped with a WHIRLWIND Power Mower.

Because of its patent-protected, rotary-scythe suction-lift cutting action, this mower cuts grass and weeds of any height, in any condition . . . cleanly, uniformly, rug-smooth. Mulchifies clippings for self-fertilization of turf. No need for a "grass catcher" or hand raking. Keep ahead of your grass-cutting schedule with a WHIRLWIND. Write for free literature and name of dealer nearest you. Address Dept. G-49.

WHIRLWIND, INC.

3707 N. Richards St., Milwaukee 12, Wisconsin
A Subsidiary of TORO Manufacturing Corporation, Minneapolis, Minnesota

RIGHT on the Fairway!



Esteron 44

A powerful 2, 4-D weed killer especially effective against woody plants and sprouts—also many difficult-to-kill perennial weeds, such as poison ivy. 1-gal., 5-gal. and 50-gal. sizes.

2-4 Dow Weed Killer, (Sodium Salt of 2, 4-D)

Kills a wide variety of broad-leaved weeds—saves grass. Low cost. Packed in 10-pound and 50-pound drums, ready to mix with water.

2-4 Dow Weed Killer, Formula 40

Liquid form facilitates mixing with water. 1 gal., 5-gal. and 50-gal. sizes. Follow directions on label.

Dow Contact Weed Killer

"Chemical mower" for weeds along streams, ditch banks, fences and roads. Kills most annuals. Destroys all weeds and grass above ground, leaves roots to prevent soil erosion. 10 and 50 gal. drums.

Right down the middle! Every golfer knows the thrill of seeing a well hit ball sailing away—straight for the pin. And every player responds with pleasure to the inviting prospect of a fairway unmarred by ugly weeds.

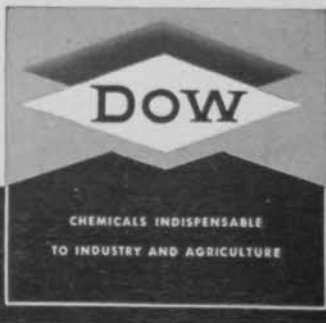
To maintain fairways free of weeds, more and more of the nation's leading courses are investigating Dow Weed Killers—the easy-to-apply chemical weed control that saves money, saves time, saves labor! Backed by The Dow Chemical Company—major producer of result-getting weed killers—every Dow product is designed to kill weeds by the million at a cost per acre so low it wins approval everywhere.

See your golf supply distributor—or write for free literature.

Cut Maintenance costs with **Dow Weed Killers**

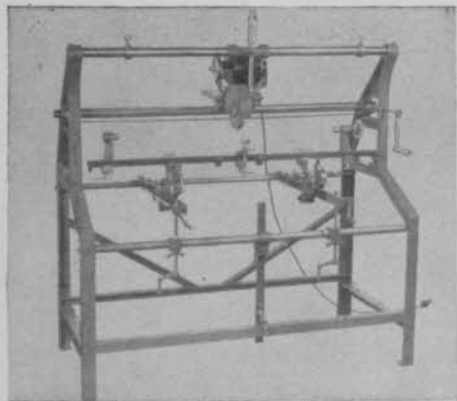
Agricultural Chemical Division
THE DOW CHEMICAL COMPANY
MIDLAND • MICHIGAN

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San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited,
Toronto, Canada



USE DEPENDABLE DOW AGRICULTURAL CHEMICAL PRODUCTS

WEED AND VINE KILLERS • INSECTICIDES • FUNGICIDES
SEED PROTECTANT • PLANT GROWTH REGULATORS
GRAIN AND SOIL FUMIGANTS • WOOD PRESERVATIVE



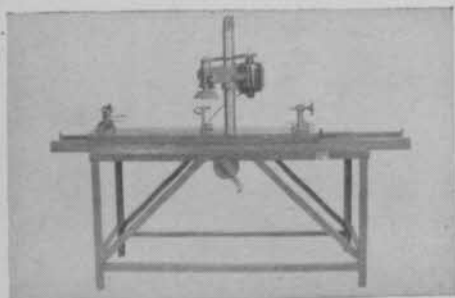
"We have run our Grinder 9 years without a repair part" says a famous Club.

CARPENTER LAWN MOWER GRINDER grinds both reels and bed knives

In its 16th season serving the nation's leading golf clubs, the Carpenter Grinder is a marvel of precision, simplicity and speedy work. Study these features. NO OTHER GRINDER OFFERS SUCH A DESIRABLE COMBINATION OF ADVANTAGES.

1. Machine is complete without accessories, no hoist or auxiliary holding device needed.
2. The one cradle holds either reel or bed knife.
3. Accommodates all sizes of mowers including the largest tractor drawn units.
4. Grinds to any desired level, following manufacturer's grind.
5. Entire setting and operation is without tools.
6. No mechanical training or grinding experience needed to operate with 100% results.
7. Mechanically RIGHT, extremely rugged. We have plenty of 16-year-old grinders in use today.

BED KNIFE GRINDER



For busy production, use this machine for bed knives and concentrate your Carpenter Grinder on reel work.

Request "BULLETIN No. 43"

GRAHAM MFG. CO. 10 Bridge Street
E. Greenwich, R.I.

slide talk, at Chicago District GA — Midwest Assn. GCS meeting March 18 . . . Grau's talk so helpful several fee club officials present expressed intention of joining USGA for Green Section service . . . Peter Hay back on job at Del Monte after successful hernia operation . . . Peter lost a lot of weight while being overhauled and now has "the new look."

Robert G. (Booty) Moore, formerly pro at Talladega (Ala.) CC now with Lowe and Campbell at Nashville, Tenn. . . . H. B. (Dicky) Martin writing golden anniversary yearbook for Garden City GC (NY Met. dist.) . . . Martin's also making a series of NY district golf course maps being exhibited in a window of Al Free's Tripler store at New York.

American Society of Agronomy annual Turf committee report says golf course turfed areas are 272,133 acres with estimated value of one billion dollars . . . Society says in 1947 there were 141 new courses built; 102 of them 9-holes . . . In 1948 there were 86 new courses built; 62 of them 9-holes . . . many new courses at military posts.

Mel Smith, pro at French Lick Springs, Ind., back from winter job in Bahamas to open 14th annual Midwest Amateur at French Lick, April 8-10 . . . Event is in 3 flights and always attracts big field from Illinois, Indiana and Missouri . . . Golf Writers Assn. voting on Richardson Memorial trophy to name one

THE CLEMSON CUTS MORE THAN THE GRASS



Time- and labor-saving features, years ahead, make the Clemson Lawn Machine today's best buy for long, economical service. Light weight . . . wider swath (17 inches) . . . simple adjustment of cutting height and reel . . . easy rolling and turning . . . non-scuffing . . . steel dust covers protect gears and bearings . . . patented handle attachment eliminates bobbing. Quality construction assures trouble-free grass cutting.

SEE-TRY the Clemson . . . at your equipment dealer's NOW!

Ⓢ 4629

CLEMSON BROS., INC.
Middletown, N.Y. U.S.A.