

CCA

ADVERTISERS

NBPA

## GOLFDOM • AUGUST, 1948

Acushnet Process Sales Co. ....	2nd Cover	L. A. Processing Company .....	67
Allied Golf Corporation .....	68	Langford, William B. ....	79
American Agricultural Chemical Co., The ..	70	Leavitt Corporation .....	79
American Chemical Paint Co. ....	8	Lewis Co., G. B. ....	25
Armour Fertilizer Works .....	21	Long Sales, Chester A. ....	69
Balanced Golf Bag, Inc. ....	57	McArthur & Sons, Inc., Geo. ....	67
Bancroft, Inc., Hugh .....	63	McGovern, J. B. ....	75
Bean Manufacturing Co., John .....	20	MacGregor Golf, Inc. ....	46, 47
Berk & Co., Inc., F. W. ....	12	Mallinckrodt Chemical Works .....	15
Berner Company .....	74	Melflex Products Company .....	70
Boston Golf Ball Company .....	74	Merchants Tire Company .....	66
Bradley Washfountain Company .....	23	Modern Manufacturing Company .....	16
Buckner Manufacturing Company .....	4	Mozel Golf Enterprises, Joe .....	62
Buel Machine Company .....	14	Murdock Mfg. & Supply Co., The .....	72
Burke Golf, Inc. ....	39	Myers & Bro. Co., The F. E. ....	25
Chamberlin Metal Products .....	51	"Na-Churs" Plant Food Co. ....	10
Chicago Wheel & Mfg. Co. ....	71	Nelson Mfg. Co., L. R. ....	6
Colby Pioneer Peat Company, Inc. ....	78	Nutria Peat Sales Company .....	75
Colorado Fuel & Iron Corp. ....	25	Ny-An Company .....	63
D B A Products Co. ....	72	Old Orchard Turf Nurseries .....	78
Davis, Inc., George A. ....	24	Onan & Sons, Inc., D. W. ....	24
Des Moines Glove & Mfg. Co. ....	64	"Over-Spin Putter" Company .....	69
Dodge Company, The C. B. ....	16	Page Fence Association .....	22
Dow Chemical Company .....	11	Parker Pattern & Foundry Company .....	72
Dubow Mfg. Co., Inc., J. A. ....	64	Pennsylvania Lawn Mower Div. ....	3rd Cover
Dunning, R. C. "Bob" .....	73	Phillips, Inc., F. C. ....	68
DuPont Semesan Company .....	7, 19	Powers Regulator Co., The .....	23
Durable Mat Company .....	73	Roncco Products, Inc. ....	17
Eastern Golf Company .....	74	Royer Foundry & Machine Co. ....	10
Ederer Company, R. J. ....	59	Sani-Tread Co., Inc. ....	66
Faulkner, Fred J. ....	75	Scoggins Golf Co., Howard .....	61
Godwin, Hiram F. ....	78	Scott & Sons Co., O. M. ....	20
Golf Cart Supply Company .....	51	Sewerage Commission .....	6
Golf Enterprises, Inc. ....	74	Skinner Irrigation Company .....	73
Golf Prof. Driving Range Equip. Co. ....	73	Smith, Kenneth .....	65
Goodyear Tire & Rubber Co., Inc. ....	5	Snow-Proof Company, The .....	68
Gordon, William F. ....	76	Spalding & Bros., Inc., A. G. ....	30, 31
Hagen Golf Division, Walter .....	36, 37	Stumpp & Walter Company .....	22
Hardie Manufacturing Company .....	18	Trophy & Medal Shop .....	67
Harris, Robert Bruce .....	76	Tull, Alfred H. ....	76
Henderson & Company, Peter .....	14	United States Rubber Company .....	4th Cover
Hillerich & Bradsby Company .....	26	Vestal Company, John H. ....	67
Horner, R. S. ....	71	Wagner & Sons, H. L. ....	4
Ideal Power Lawn Mower Company .....	9	Wagstaff & Co., C. D. ....	75
Johnson Seed Co., J. Oliver .....	12	West Point Lawn Products .....	13
Jones, Robert Trent .....	76	Wickwire Spencer Steel Division .....	25
Justice, Dave W. ....	8	Wilson Sporting Goods Company .....	42, 43
Kaddy-King Incorporated .....	55	Wogan, Eugene "Skip" .....	79
Kesl, Inc., B. J. ....	71	Woodruff & Sons, Inc., F. H. ....	18
Kosar's Golf Development Laboratory .....	62	Worthington Ball Company .....	33
		Worthington Mower Company .....	53

GOLFDOM, The Business Journal of Golf. Published monthly, except November and December. Subscription rate—\$2.00 per year, Canadian and Foreign \$2.50. Herb Graffis, Editor; Joe Graffis, Advertising and Business Mgr.

Publication Offices—407 So. Dearborn St., Chicago 5; Phone Harrison 5941. Eastern Representative—Albro Gaylor, 20 Vesey St., New York 7; Phone Cortland 7-1668. Pacific Coast Representatives—Roy M. McDonald & Co., 639 S. Wilton Pl., Los Angeles; Phone, Drexel 2590 . . . 564 Market St., San Francisco; Phone, Yukon 6-0503 . . . Terminal Sales Bldg., Seattle, Wash.; Phone, Main 3860. Printed in U.S.A.

*Front Cover: Nature's handiwork provides perfect backdrop of scenic beauty for golfers who play this course pictured here through open door of the Ojai Valley Inn, (Calif.).*

Study Women's Buying as Key to Bigger Pro Business	By Jerry Glynn	27
Maintenance Procedure for Putting Green Turf	By R. R. Bond	29
Yardage Balance Equalizes Competition	By William B. Langford	34
Good Office Space Necessary for Pro Shop	By John Budd	38
How Southern Greenkeeper Solves His Problems	By Hugh Moore	41
Schoolboy Tournament Event Stimulus for Golf	By John M. Brennan	45
Manager's Job Made Easier by Help From Members	By Bruce Herd	49
Good Appearance is Good Advertising	By Carl E. Sabray	56
High Schools Acclaim Golf as Intramural Sport	By Rex McMorris	58
News From the Manufacturers		72

**Alphatron, New Radioactive Substance,  
Holds Promise for Turf Benefits**

As a result of a program of crop experiments recently announced by the Atomic Energy Commission of the U. S. Dept. of Agriculture, the possibility of using atomic energy in developing more and better turf has aroused lively interest in the field of golf turf management. Over the past quarter century experimenters have reported that radioactivity stimulates plant tissue growth. Research was started in France 25 years ago by Boris Pregel and continued in this country. Now president of the Canadian Radium & Uranium Corp., Pregel points out that emanations and rays of radium and other radioactive elements have a demonstrable beneficial effect in small doses. While results of demonstrations offered evidence of the potentialities of utilizing radioactive material in crop growth, it is only in recent years that proper compounds of Alpha-radioactive quantities have been determined.

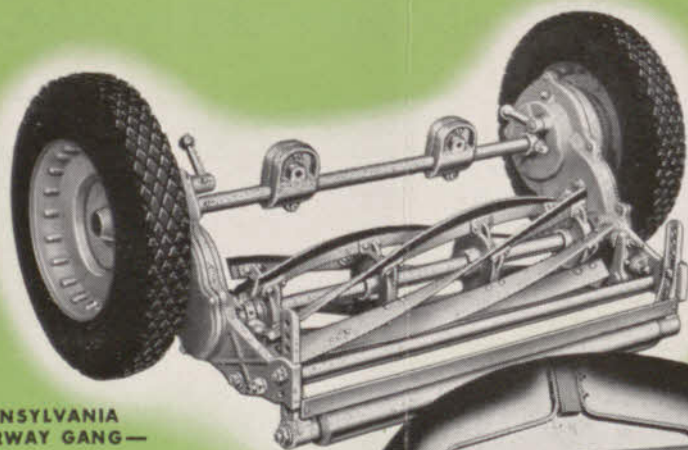
Scientific Soil Products, Inc., a Pregel company, currently is experimenting in adding radioactivity to various types of soil, having developed the precise formula which is known as Alphatron. It contains

1/10,000 of an ounce of Alpha ray material per 10 lbs. For crop growth 10 lbs. per acre the first year, 5 lbs. the second year and 2½ lbs. per year thereafter is believed to be the rate of application to the soil.

In American tests conducted by Pregel in which different combinations of fertilizer were used, results showed that weak Alpha radioactive compounds added to an active fertilizing agent brought plants to maturity early and, in all but one instance, increased the yield. Radioactive materials are not fertilizers by themselves.

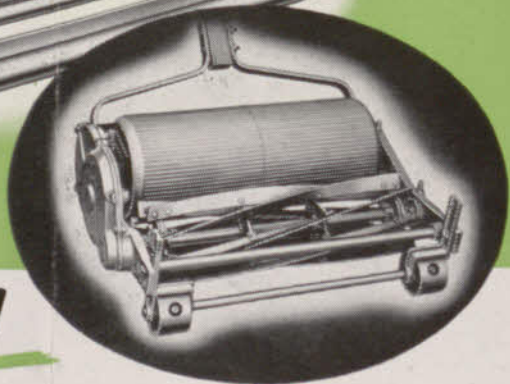
Experiments with cucumbers conducted for a large food processing and canning company showed an increase of 51% in number and 60% in increased weight in treating cucumbers. In May, the Atomic Energy Commission and the Agricultural Dept. announced that a series of controlled tests would be conducted with the Commission supplying the funds and the Bureau of Plant Industry, Soils & Agricultural Engineering providing the scientific work.

Several greenkeepers are starting experiments with Alphatron to determine its possible benefits to turf culture, using Alphatron both in powder and liquid form, both of which are safe to handle.



**PENNSYLVANIA  
FAIRWAY GANG—**  
3, 5, or 7, 30-inch units  
—with pneumatic tires  
optional

**SUPER-ROLLER GREENS MOWER—**  
8 blades—18-inch swath  
—geared for high speed



# YOU **KNOW** THEY'RE DEPENDABLE GRASS CUTTERS

● Whether you invest in a FAIRWAY GANG, with its unbreakable malleable iron construction — an aluminum and steel SUPER ROLLER Greens Mower or any of the conventional hand mowers—if it is PENNSYLVANIA-built it is a dependable grass cutter. PENNSYLVANIA has made mowers—and only mowers—for over 70 years, and the name has always meant high quality—in terms of good grass cutting, easy operation, long life and low maintenance cost.

*Other  
Pennsylvania  
Quality  
Mowers*

**PENNSYLVANIA JR.  
GREAT AMERICAN  
METEOR**



# PENNSYLVANIA

QUALITY LAWNMOWERS SINCE 1877 **ACCO**

PENNSYLVANIA LAWNMOWER DIVISION  
AMERICAN CHAIN & CABLE • Camden, N. J. • Bridgeport, Conn.

