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June 27, 1952

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Gentlemen:

This is the third time I have had the George S. May Company do work for our company. I asked you to come in this time due to the fact that our expenses were getting out of control and I am not sorry that I called you because now your company has set up for us a Profit and Expense Control which is based on the dollar volume of business we do each month. We are bound to make money as long as our department heads keep within the budgets that have been set up by your company.

Your company has also done a splendid job of making a new Planned Management Chart so that each person in the office and each head of the different departments have all their duties specified to them in writing. This will certainly enable our company to avoid many arguments and should enable me to carry on the business and do more business.

We thank your company for sending the representatives you did, who we find to be friendly, intelligent and efficient and we appreciate the manner in which your representatives have handled this assignment and we take this opportunity to recommend your firm to other business organizations.

Yours very truly,

JAMES MURPHY COAL COMPANY
F. C. Murphy
F. C. Murphy
President

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OVERALL WEIGHT	SWING WEIGHT		CLUB LENGTH	GRIP SIZE
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Reproduction of form used by clinic professionals to check suitability of player's clubs.

three different lines and are routed to stations on the tees where each tees up and hits a number of balls with his woods under the observation of one of the panel who checks his grip and his swing with the woods. After that he hits some long irons and his instructor makes some recommendations and notations in the booklet which serves as a permanent record.

The golfer passes on to the next station where another authority calls for some pitches and chips to a series of nearby practice greens and thus checks his short

pointers which should be distinctly helpful, but handling 150 people in one evening, even with careful planning, does not provide the extended time that a course of lessons gives an instructor to work on him as an individual and mold a correct swing. It does provide a special opportunity under favorable circumstances for him to meet some of the famous names of golf and have them take a little personal interest in his game and that in itself makes it a memorable occasion.



Bill and Don Bendix are two promising young L. A. golfers who are being backed by the assistance program recently inaugurated by Walter Keller, left, at Sunset Fields Fairways.

game. He finally arrives at the putting green where a pro awaits to discuss his putting. When he is through he has some sound advice from several top professionals. Some of these men have been winners of the U.S. Open, the British Open, the PGA and all are highly rated on the coast as fine players and outstanding instructors and Mr. Golfer goes home with personal notations of these men's suggestions on how to improve his game.

Certainly no golfer gets through this examination without receiving some

Fall Turf Field Day Schedule Heavy

National Turf Field day conducted by the USGA Green Section at Beltsville, Md., for the past several years will not be held this year. Green Section points out that state and regional conferences now are so numerous that Beltsville sessions aren't as necessary as they were prior to establishment of the Green Section's decentralized program.

The Green Section staff was kept busy at the Sixth International Grassland Congress, held at Pennsylvania State college, Aug. 17-23, showing visitors from the U.S. and other nations the American developments in fine turf.

Turf field days scheduled for the rest of the year, and chairmen of these affairs:

September 24: Field Day. Greater Cincinnati Golfers League and Cincinnati Golf Course Superintendents. Taylor Boyd.

October 6-7: Turf Conference, University of California, Los Angeles, Cal. V. T. Stoutemyer.

October 9-10: Turf Conference, University of California, Berkeley, Cal. John J. McElroy.

October 13-14: Turf Conference, Washington State College, Pullman, Wash. Alvin G. Law.

October 22-24: Third Turf Conference, Central Plains Turf Foundation and Kansas State College, Manhattan, Kans. William F. Pickett and L. E. Lambert.

November 17-21: American Society of Agronomy Meetings, Netherland Plaza Hotel, Cincinnati, Ohio. L. G. Monthey.

December 1-3: Texas Turf Conference, Texas A. & M. College, College, College Station, Texas. James R. Watson.

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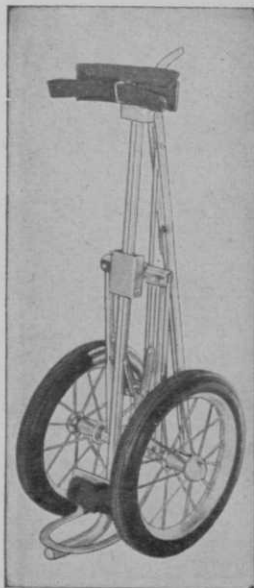
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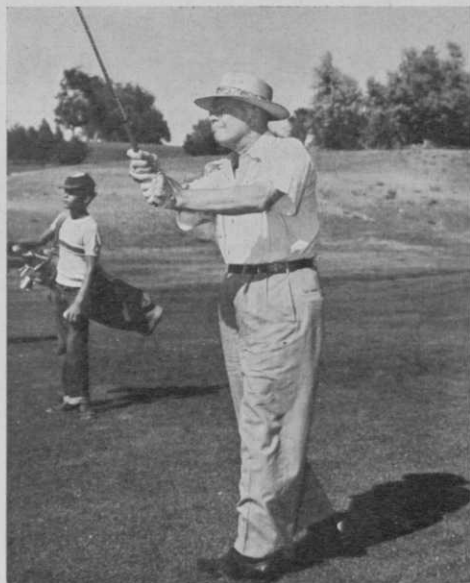
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(United Press photos)

PLAYING FOR THE TITLE

For the first time in American history two enthusiastic golfers are competing for the presidency of the United States. Adlai Stevenson and Dwight Eisenhower both are better-than-average businessmen golfers. They'll go around in the low 90s and once in a while, when lucky, will get into the 80s. Neither of them gets much time to play. Ike delights in playing the Augusta (Ga.) National course where he's a member, when he can get time off in the spring. He got in training for campaigning playing around Denver. Steve is an intermitten week-end golfer at Springfield, Ill., or at Chicago when his duties as Illinois' governor gave him a chance. He also plays at Pinehurst, where his sister lives, when he has had a rare chance for a vacation.

So. Calif. Turf Conference at UCLA, October 6, 7

Dates for the 1952 Southern California Conference on Turf Culture on the Los Angeles campus of the University of California have been set for Oct. 6 and 7, according to Vernon T. Stoutemyer, professor of floriculture and ornamental horticulture at the University.

The annual event is presented by University of California Extension and the U.C.L.A. College of Agriculture, in cooperation with the USGA Green Section.

Conference sessions will be held at the Riviera CC, west of the campus on Sunset Blvd. The conference will open with a 9:30-11:30 a.m. inspection of the University of California turf plots at 300 Veteran Ave. in West Los Angeles, and registration from 12:30 to 1:30 p.m. at the Riviera Country Club.

Some of the well known speakers scheduled to address sessions are Robert W. Hodgson, Dean of the U.C.L.A. College of Agri., who recently returned from a year's residence in Egypt; John J. McElroy, dir. of programs, Agri. Ext. Service, University of California, Berkeley; Kenneth

Smoyer, dir., Agri. Ext., Los Angeles County; William H. Daniel, agronomist in turf research and Extension, Purdue University, Lafayette, Indiana; Charles G. Wilson, reg. dir., USGA Green Section, Davis, Calif.; O. J. Noer, agronomist, Milwaukee Sewerage Comm., and Boydie E. Day, assistant plant physiologist, division of plant physiology, Citrus Exp. Station, University of California, Riverside.

A similar conference will be presented at the Northern California Turf Conference in Berkeley, California, October 9. Information may be obtained from Mr. John J. McElroy, Agricultural Extension, College of Agriculture, University of California, Berkeley 4.

Mississippi Open Assn. Headed by Cochran

Mississippi Open Golf Assn., recently organized to promote closer relations between amateurs and pros in the state, promote all golf activities, give junior golf a big boost, to handle amateur-pro events, schedule monthly tournaments and stage state cup matches between professional and amateur teams.

Amateur membership annual fee is \$5.

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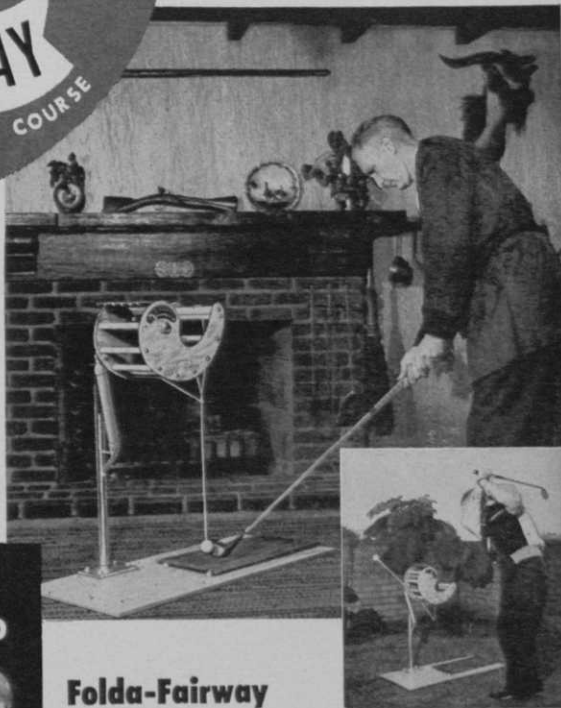
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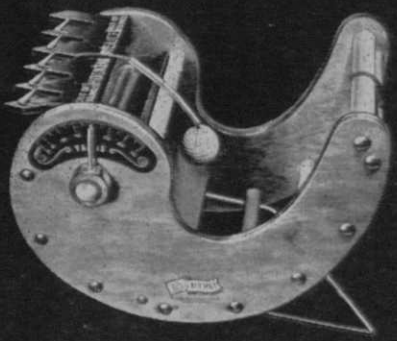
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The \$2000 prize money for the State Open Aug. 14-17 was a good start for the organization.

Johnny Cochran, pro, Greenwood (Miss.) CC, was elected pres.; Gene Williams, pro, Laurel (Miss.) CC, was elected sec.-treas.; Dave Campbell, Canton (Miss.) CC, is vp; Jody Lyle, Philadelphia (Miss.) CC, honorary vp; Dr. Bob Watts of Indianola (Miss.) CC and Paul Tiblier, Jackson (Miss.) were named to handle publicity, and L. V. Lukes, pro, Clarksdale (Miss.) CC, is tournament chmn. The organization represents 3 years' work by Cochran before the idea caught on and got rolling.

Dickinson Tells Plans for U of Mass. Turf Sessions

The perennially energetic and immeasurably valuable Lawrence S. Dickinson, associate prof. of agrostology at the University of Massachusetts, Amherst, says that he has big plans for the annual Mass. turf conference, March 12-14, 1953.

"Dick" also advises that the nationally-famed Mass. winter school classes will start on Jan. 5 and end March 13.

Dickinson, who pioneered practical technical training in golf course maintenance at state schools, has been in fine turf education work for 30 years. Among the many ideas that he strenuously urged

that have since become standard practice in fine turf work is aeration.

This year Dickinson's great program at the U of Mass. suffered a loss when Geoffrey Cornish resigned to go into the building of pitch and putt courses. Demand for the continuance of the valuable program resulted in the school deciding to get a man who would give half time to teaching and the other half to turf research.

63 Companies Send Teams to Midwest Industrial Tourney

A total of 79 four-man teams representing 63 companies from six midwestern states participated in the 1952 Midwest Industrial Golf Tournament played Aug. 16 and 17 on Milwaukee County's Whitnall Park and Grant Park courses.

The team representing Westinghouse Electric Co., Mansfield, Ohio, were the winners with a team score of 591 for the 36 holes. Wright Field, Dayton, Ohio, and Studebaker, South Bend, Ind., tied for second place with team totals of 608. Firestone Tire and Rubber Co., Akron, Ohio, and Abbott Laboratories, North Chicago, Ill., placed third and fourth.

Armco Steel Co., Middletown, Ohio, will be the host for the 1953 tournament which has been scheduled for Aug. 15 and 16.



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Florida, California Dominate USJCC National Junior Event

Tommy Jacobs, 17-year-old son of Montebello (Calif.) GC manager, Keith Jacobs and protege of professional Zell Eaton won the 7th annual USJCC national junior championship at Eugene (Ore.) CC, Aug. 16 with a 72-hole total of 290. Jacobs, the 1951 USGA junior champion, also won medalist honors with a 2-under-par 142 to nose out Don Bisplinghoff, Orlando, Fla., the current USGA junior champ, by one stroke.

The state team title went to Florida in the play-off after the California and Florida teams tied at 610 for the regulation 36 holes.

A special match between the top boys from the United States, Canada, Hawaii and the Dist. of Columbia was won by Kevin Riley, Vancouver, British Columbia. This is the first junior world's championship to be staged by the Jaycees.

Credit for success of the week long event goes to the Eugene (Ore.) Junior Chamber of Commerce, members and officials of the Eugene CC and the businessmen and townspeople of Eugene who made possible free housing, meals, entertainment and transportation for the contestants.

The 1953 tournament will be held on the University of Michigan course at Ann Arbor, August 17-22.

A LESSON BOTH PUPIL AND TEACHER ENJOY



Little Mimi Wollenberger is one of the youngsters in the Monterey (Calif.) Bay area developing under the tutelage of Shirley Spork, who is devoting her work this summer to the golfers of tomorrow. Shirley says the encouragement and assistance being given the boys and girls at each club one day each week holds a bright future for golf and the professional who overlooks this important segment fails not only in his responsibility to youth but to himself and the future of his profession.

September, 1952





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Lu Coleman, Spalding VP, Dies in New York



Luther E. Coleman, vp in charge of sales, A. G. Spalding & Bros., Inc., died Aug. 2 at Presbyterian hospital, New York City, following a long illness that he refused to allow to get him down until shortly before his death. A few days prior to his death he played golf and a couple of weeks before the end he attended Spalding sales meetings.

Lu Coleman was all man, and one of the best of the species.

He was born Nov. 24, 1888 at Keytesville, Mo. He graduated from Central College, Fayette, Mo., where he was a three-letter man and coached baseball.

He got into the sports goods business as a stock boy with Webb and Freyschlag at Kansas City. A Wright & Ditson-Victor representative saw Lu's way of working and hired him as a salesman in 1912. In 1918 he became eastern mgr. for the company and held that position when A. J. Reach and Wright and Ditson merged in 1927. From 1934 thru 1938 he was an executive in the Spalding Sales Corp. and directed the Reach, Wright and Ditson div. In 1938 he was elected vp in charge of sales, which included promotion, advertising and management of stores of the sales corporation. He held that position until his death.

His 40th year with Spalding was observed at a dinner at Springfield, Mass., July 29 this year.

He was a member of the Garden City (LI NY) GC and for several years was pres., Golf Ball Manufacturers' Assn.

Lu is survived by his widow, Mrs. Merle Whitney Coleman; his daughter, Mrs. Elizabeth Byrne; his son, Charles W. Coleman; his father, J. P. Coleman of Fayette, Mo.; and three sisters, Mrs.

Jessie Talbot, Mrs. Nancy Anderson and Miss Mary Coleman.

Funeral services were attended by many of prominence in the sports goods industry who came from all parts of the country, and by many who were not headliners but who, in having the friendship of Lu Coleman, had enjoyed one of the most pleasant rewards anybody could get walking through this part of the cosmic system.

How Good Is Delta Bluegrass?

By FRED V. GRAU
Director, USGA Green Section

A heavy demand and a short crop renders the Merion bluegrass market a "bullish" one. Delta bluegrass is being promoted in some quarters as a "substitute" for Merion and consumers are being led to believe that it is "as good as" Merion.

Delta bluegrass is a pasture bluegrass. It is a good seed producer. It is very susceptible to the leafspot disease which periodically ruins common bluegrass. It grows tall and can not tolerate close mowing. In all reports to date received by the Green Section it is clearly evident that Delta bluegrass is only a good seed-producing strain of common bluegrass. It exhibits all the characteristics of common bluegrass. It produces the same thin, open turf as common bluegrass which is destroyed by close mowing.

In all fairness, Golfdom should tell its readers to expect common bluegrass performance if they purchase Delta bluegrass seed.

OVERSEEDING WITH BENT

(Continued from page 46)

ft. during the latter parts of April and the month of May as a preventative spray at 10 to 14 day intervals.

Brown patch damage begins in much the same way as dollar spot, but it occurs during warm periods from June to the last of August. Brown patch is evidenced by irregular patches of brown grass, usually starting in the low spots on the greens, each spot ranging in size from 6 inches to 6 ft. in diameter. As a preventative use Tersan at 1 lb. per 9000 sq. ft. mixed with 3 oz. of Calo-Clor every 10 to 14 days. For a curative spray, double the rates, and use as often as necessary for either disease. Fungicides should be applied with enough water to wet the foliage only at a pressure of at least 400 lbs.

A worm attack on a green is usually preceded by the presence of millers or small gray moths. These millers lay their eggs in the grass and the eggs hatch into larvae or worms and immediately begin feeding on the succulent grass. A relatively sure way of detecting the presence of worms is the appearance of birds on

the greens. These birds are feeding on the larvae.

Sod web worm damage usually occurs from the first of May and will be evident off and on throughout the summer. As a preventative spray schedule, use 40% Chlordane at the rate of 1 lbs. per 3000 sq. ft. and 1 pt. of Evergreen, mixed in 50 gals. of water every 4 weeks. Apply additional water to wash this material into the soil to the depth the worms are feeding. The pyrethrins contained in the Evergreen spray will bring the worms to the surface so the Chlordane can more easily kill them. This same type of spray schedule will control white grubs also.

The maintenance schedule briefly outlined above will tend to weaken the bermuda grass and make the bent grass stronger. It is our belief that within two seasons grass will be predominantly bent grass and the headaches of top-dressing, seeding of rye grass and the spring transition from rye to bermuda will be ended. If severe conditions exist during the summer months that cause complete loss of the bent, the bermuda is still present and can be used as a putting surface the rest of the season.

Suggested Schedule

1. First part of September
 - A. Aerify greens
 - B. Apply 20% Super Phosphate at 20 lbs. per 1000 sq. ft.



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2. First part of October
 - A. Remove nap by brushing and double mowing
 - B. Spike disc greens
 - C. Seed at the rate of 3 lbs. per 1000 sq. ft.
 - D. Top dress, using no more than 1½ yards per green.
 - E. Water area and keep soil moist until seed germinates
3. Middle of October
 - A. Alter watering schedule to three deep waterings a week
4. Last of October
 - A. Fertilize with 10-5-5 organic-base fertilizer at 20 lbs. per 1000 sq. ft.
5. Middle of November
 - A. Fertilize with 10-5-5
6. First of December
 - A. Fertilize with 10-5-5
7. First of February
 - A. Fertilize with 10-5-5
8. First of March
 - A. Aerify greens
 - B. Fertilize with 10-5-5
9. First of April
 - A. Fertilize with 10-5-5
10. Last of April
 - A. Spray F-531 or Cadminate for prevention of dollar spot
11. First of May
 - A. Aerify greens
 - B. Fertilize with Milorganite at 30 lbs. per 1000 sq. ft.
 - C. Spray 40% Wettable Chlordane and Evergreen for worms
12. Middle of May
 - A. Spray with F-531 or Cadminate
13. First of June
 - A. Spray with F-531 or Cadminate
 - B. Spray with Chlordane and Evergreen
14. Middle of June
 - A. Spray with Tersan and Calo-Clor for prevention of brown patch
15. First of July
 - A. Spray with Chlordane and Evergreen
 - B. Spray with Tersan and Calo-Clor
16. Middle of July
 - A. Spray with Tersan and Calo-Clor
17. First of August
 - A. Spray with Chlordane and Evergreen
 - B. Spray with Tersan and Calo-Clor
18. Middle of August
 - A. Spray with Tersan and Calo-Clor
19. Last of October
 - A. Begin fertilization schedule and maintenance program again

Dates listed above necessarily will change to coincide with weather conditions. Dates listed are approximate and will vary slightly.