

UNITED STATES GOLF ASSOCIATION
GREEN SECTION
WESTERN OFFICE

P. O. Box 241

Davis, California

Telephone: Davis 2492

CHARLES G. WILSON
Western Director

Western Turfletter

Vol. 2 No. 1

January-February 1954

OFFICE AWAY FROM HOME

Many of our Regional Turf Service Subscribers have expressed a desire to know when we will be visiting golf courses in their area. This request is in addition to the regular notice of visits mailed to individual club superintendents and their green chairman.

Often minor problems arise that could be settled between regular visits by a phone call or a brief personal contact to discuss the trouble. The Southern California Golf Association believes so thoroughly in the merit of such an approach that they have graciously offered us office space for this purpose. They make a logical choice to start our "Headquarters Away From Home" list for 1954.

Los Angeles

Southern California Golf Association Office
1709 West Eighth Street, Los Angeles, California

Morning only

February 10 -- March 11 -- April 14 -- October 1

We can also be contacted on the following dates at the Biltmore Hotel.

February 8-12 & 17-18 -- March 10-11 -- April 9-14 -- Sept. 30-Oct. 4

San Diego

March 13-15, U. S. Grant Hotel

Phoenix

February 13-16 & October 7, Westward Ho Hotel

Portland

June 5-9 & August 4, Multnomah Hotel

Seattle

June 3-4 & July 30-August 3, Mayflower Hotel

Spokane

September 18-19 & September 22, Davenport Hotel

Salt Lake City

June 27-29 & September 16-17, Newhouse Hotel

Denver

June 30-July 9 & September 13-15, Olin Hotel

OFFICE AT HOME

Some clubs have also been disappointed in trying to contact us while we are "on the road". As approximately one-half of our time is utilized in travel, this is understandable. Therefore to complete the picture we list our home office dates for 1954.

Davis Office Schedule

February 22-March 6 -- March 22-April 3 -- April 19-May 1
May 17-29 -- June 14-26 -- July 19-24 -- August 9-21
September 6-11 -- October 11-23 -- November 1-6
November 22-December 4 -- December 20-31

Naturally we are always available by phone, wire or letter at Davis, as well as offering the further contact while away from home.

NOTICE OF REGIONAL TURF SERVICE VISIT

If you desire more advance notice than the two to three weeks customarily given for a Regional Turf Service Visit to your club, it can be obtained from the following parties.

Mr. Harold A. Dawson, Executive Secretary
Southern California Golf Association

Mr. John G. Clock, USGA Executive Committee
Jergins Trust Bldg., Long Beach, California

Mr. Edward E. Lowery, USGA Executive Committee
1101-1155 Van Ness Ave., San Francisco, Calif.

Mr. F. Warren Munro, USGA Executive Committee
312 Board of Trade Bldg., Portland, Oregon

Mr. Edward A. Dunn, USGA Green Section Committee
Box 149 University Station, Seattle, Wash.

Mr. James L. Haines, USGA Green Section Committee
Denver Country Club, Denver, Colorado

USGA Green Section Western Office
Box 241, Davis, California

TURF IN THE FIELD

On January 3, we had the good fortune to attend the annual meeting of the Golf Course Superintendents Association of America in Miami. The educational features were excellent, and we can't help but believe that the clubs who were farsighted enough to send their superintendents will be repaid with better turf in 1954. Members of the GCSA will of course receive the complete story in "The Golf Course Reporter". The following brief examples from some of the talks have application in the West for increased golfer satisfaction.

Enjoyable Wait on Tees -- Michigan

Andrew Bertoni, Golf Course Superintendent, Meadowbrook, C.C., Northville, Mich. sinks a few putting cups on what would otherwise be non-usable teeing space. This is done on the few tees where play tends to stack up, and quite naturally makes the delay more enjoyable while giving the players a chance to sharpen their game. It further implies that the tees at Meadowbrook are clipped at or near putting green height. The Green Section concurs with Andy that this should be done anyway from the standpoint of a firm stance, less divots and more rapid healing.

Early Season Neglect Causes Mid-Summer Problems -- Wisconsin

A perennial favorite, Agronomist O. J. Noer, Milwaukee Sewerage Commission, emphasized that many clubs start the season with too small a labor force. This means early season neglect of special maintenance practices like aeration and thatch removal. Such neglect can lead to loss of turfgrass during critical summer periods. The answer lies in careful planning to assure each superintendent the needed manpower during the spring season when such jobs should be done.

Little Things Count -- Florida

Frank Goodwin, Professor of Marketing, University of Florida, pointed out that there will never be a formula available for dealing in human relations, and that we should never underestimate the importance of the little things that count. In fact, Professor Goodwin never discusses labor relations, because they are inseparable from human relations. If we are enthusiastic, friendly and cheerful in dealing with our fellow man it becomes as contagious as the measles, and so called labor problems will in the main disappear. Three important points worthwhile remembering were brought out in Frank Goodwin's talk. They are as follows:

1. Remember Names
2. Smile
3. Speak the Fellows Language

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This Is Your

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Mr. O. J. Noer
Milwaukee Sewerage Commission
Jones Island
Milwaukee, Wis.