SHOPPING CENTER — Supts. cover lower exhibit level, looking over new equipment, deciding on replacement needs for 1958. Manufacturers grew more optimistic the longer they stayed at the convention.

Mr. Superintendent Goes to Washington

These shots at the Shoreham of activity at the 29th GCSA turfgrass conference were caught by Warren Bidwell, Absecon, N. J. supt., who also is a commercial photographer.

WHAT'S THIS — The lady isn't lost. She's a West Point Product sales mgr., the only woman in golf who holds such a position. Her name is Mrs. Betty Hullyhauser.

OFFICIAL HUDDLE — New pres., Bob Williams, discusses plans for 1958 with Elmer Border, his veep.

SALES CONFERENCE — From l to r, Marvin Elsted, Toro sales service mgr., Frank Shuman, Philadelphia Toro sales mgr. and L. L. Stirling, Du Pont Semesan div. sales mgr., discuss the golf supply outlook.

March, 1958