



**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 turgrass 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. Stirland, Du Pont Semesan div. sales mgr., discuss the golf supply outlook.