



If wives went to Toronto with expectation of resting, they were in for a surprise. There were all kinds of extracurricular activity planned for them. These included teas, parties, the annual banquet, shopping tours, cocktail hours, a tour of the city and a visit to the famed Casa Loma castle which many women considered the highlight of their stay in Toronto. The above photos were taken as the women prepared to see the city's sights.

explain that Canadian turf problems are very much like those encountered in the northeastern part of U. S., and that most research work is concentrated in developing even further the winter hardiness of bents, fescues and bluegrasses.

The final speaker on the Monday morning roster was John Fisher, lawyer, newspaperman, Canadian Tourist dept. rep., and the kind of an orator who probably could have talked right through the lunch interval without alienating anyone in the audience.

The dynamic Fisher made these points: More than 50,000,000 Canadian and U. S. citizens crisscross the border every year, so the traveling urge is going to prevent relations between the two countries from ever becoming seriously strained;

Canadians spend 10 times as much per capita in U. S. as our citizens spend in Canada;

The recent dividend tax that Canada levied on funds going to the U. S. wasn't

an unfriendly act; the Dominion had to take desperate measures to stop the flow of money out of the country;

Canadian mounties never sing 'Rose Marie' and you'll never see one on a horse. But keep your eye on the squad cars!

Second Session

Emphasis Is on Self Expression

"Selling Yourself" was the theme of the Monday afternoon program. Fred V. Grau of Hercules Powder Co., was the moderator. The speakers lineup included Bob Williams, Bob O'Link CC, Highland Park, Ill.; Bob Shields, Woodmont CC, Rockville, Md.; Fred N. Lightfoot, Dale Car-



Lunch for fathers and sons and sons-in-law, that was enlarged to include brothers who work as supts., was held for the fourth year by *Golfdom*. These photos were taken in the Manitoba Room where about 60 persons were guests of Joe and Herb Graffis, publisher and editor of the magazine.

negie Inst. of Toronto; R. N. Elliott-Bateman, Toastmasters Int., Toronto; Elmer G. Border, Fersolin Corp., San Francisco; and James W. Brandt, Danville (Ill.) CC. A paper prepared by John R. Henry, Brook Hollow GC, Dallas, was read by Grau.

This session could be described as the inspiration interlude, taking its cue from the fact that a Dale Carnegie representative was among those who spoke.

Bob Williams, who has had the good sense in the 20 years he has been a supt. to mix the Carnegie philosophy with the technical information he absorbed in Prof. Dickinson's seminars at the U. of Massachusetts, outlined five criteria by which a greenmaster should weigh his success, or lack of it, in his job. They cover self discipline, management ability, attitude, relationship with people and technical knowledge.

Williams enlarged on these points by stating that a supt. lives up to his trust by giving his club an honest day's work, declining to take any kickbacks, and running the course, and handling the paperwork involved in its operation, with the

same dedication he would have if he personally owned the course.

Artistic Satisfaction

Williams declared that a supt. is in position to derive more artistic satisfaction from his handiwork than persons in almost any other occupation. As for relationship with people, he advised supts. against becoming involved in feuds with either members or the employees under him, and said that making concessions to both is not necessarily an indication of weakness. Speaking of the technical aspects of the supt's job, the Bob O'Link greenmaster said that too much emphasis probably has been put on the growing of turf alone. He thinks that both the clubs and supts. would profit if the latter were to school themselves to become as proficient in the art of business management as they are in turf maintenance.

Bob Shields, the Woodmont supt. and onetime paratrooper, agreed with Williams on the latter point. He feels that his fellow tradesmen are a little too reluctant in letting members know what is going on in the maintenance dept, and suggested that they put more effort into publicizing the work they do. "Club publications, bul-



John A. Weall (l) of Ontario Agricultural College gave chalk talk on landscaping, and Jesse A. DeFrance, now a Scott's seed consultant, discussed handling of chemicals on education program.



Grass roots turfmen, who spoke on practical aspects of growing grass, included (from l) Andrew Salerno, George Lanphear, Andy Bertoni and Art Twombley. Twombley was the leader of this panel.

letin boards and verbal explanations," said Shields, "should be widely used in informing members why it is necessary to aerate and apply topdressing and why poa annua probably will go out in the heat of late summer." So that the supt. isn't perpetually kept on the defensive, Bob suggested that it isn't a bad idea for him to call the attention of the members to improvements that have been made, and to the beauty of the course when it is in full bloom.

Stepson Complex

John Henry's paper (read by Fred Grau) also emphasized the value of publicity. "Since we're located so far from the clubhouse and the center of activity around a club," said Henry, "we've developed a kind of stepson complex. There isn't any reason why we shouldn't occupy as much of the limelight as the pro or the club manager because certainly our job is just as important as theirs."

Henry went on to say that many of the necessary operations of the maintenance dept. such as spraying, aerating and even mowing are poorly timed so far as most members are concerned. The only way to counteract the "Why do they have to do that now?" attitude of many golfers is to inform them in advance of the operations that must be carried out, and why they must be performed at certain times. "It isn't a bad idea," Henry concluded, "to let the players know that greens can be just as temperamental as some of them and will quickly fade out if properly timed steps aren't taken to prevent this."

Public Speaking — It's Wonderful!

Both Fred Lightfoot and R. N. Elliott-Bateman were introduced to the program to give the audience a break from the constant drumming on the turf theme and to prove that a course in public speaking can bring wondrous things. Lightfoot, a

Carnegie prodigy, and Elliott-Bateman, a Toastmasters phenomenon, didn't disappoint their listeners.

Lightfoot, dwelling on the promotion possibilities of speaking effectively, told several success stories of truck drivers, bookkeepers, etc., who moved quickly to the vicinity of the front office when they cultivated the art of public speaking. He left the audience on the note that technical knowledge takes a man only about one-fifth of the way down the path of success, and that the rest of the journey is covered by his ability to express himself. Whether club officials are aware of this isn't known.

Elliott-Bateman, a onetime British subaltern with accent to match, made one point that a supt. or anyone else would do well to keep in mind. "There's only one thing that prevents a person from becoming a fluent speaker," he said, "and that is the mind. You could prepare the finest paper ever written on turf management, but when it came time to deliver it, you could stumble all over the auditorium if you didn't have the self-confidence to put it across. Self-confidence in a speaker," Elliott-Bateman added, "is a condition of the mind that is only acquired through exposing yourself to audiences."

The Detached View

Elmer Border, for many years a supt. and now a chemical salesman, pointed out that he now is in a position to take a more detached view of the supt's strong points and shortcomings. The latter, he said, become more evident to him each day and, for the most part, involve the inability of most supts. to sell themselves and their programs to the clubs for which they work. Whether it is because of poor preparation or diffidence, Border didn't say, but he did emphasize that it is hurt-



Interview for local TV sports program is filmed and taped on floor of the exhibition hall.

ing many fellows from both a budget and salary standpoint. Elmer's panacea: "Rid yourself of the notion that you're a country club farmer and think of yourself as a manager. If, to do this, it takes more education, especially along business lines, there is absolutely no reason why you can't acquire it."

Living Example

Jim Brandt, the handsome turfmaster from Danville, Ill., was presented as a living example of what a series of sessions at the Toastmasters' Club can do for a man. Brandt conceded that he was something of an introvert, interested only in keeping the grass green and the rough mowed at the proper height, when a member at his club suggested that his abilities would receive proper recognition if he were more outgoing. So, Jim enrolled with the local oratorical society and the self-confidence he gained gave him a new outlook on life and his job. His most striking observation: "A supt., more often than most people, finds himself in the position where he has to explain himself. If he has valid reasons for doing certain things, but can't explain them to his members, he's accused of being indifferent or

inefficient. It's here that self-confidence and his ability to express himself carry him over the rough spots."

Third Session

Researchers Discuss Chemicals, Cautions

The Tuesday afternoon meeting was largely devoted to technical discussions in which the following speakers were featured: J. A. DeFrance, consultant, O. M. Scott Co.; Richard R. Davis, Wooster (O.) Agricultural Exp. Station; Joseph M. Duich, agronomist, Pennsylvania State U.; William H. Daniel, agronomist, Purdue U.; and Gene C. Nutter, executive dir., GCSA.

After tracing the evolution of fertilizers, fungicides and herbicides and bringing the supts. up to date on the latest developments in these chemicals, J. A. DeFrance warned supts. to practice certain precautions in the handling, buying, application and storage of some of the products they use. These include: