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By **JOE DOAN**

Philadelphia never has been advertised as a particularly exciting city, but it must have an attraction for golf course supts. Enough of them came in for the GCSA's 35th international turf show early in February to shatter the attendance mark that was set in 1962 when the convention was held in Miami. Close to 2,750 were registered at the 1964 conclave. This figure includes supts. as well as their wives, representatives of supply and equipment manufacturing firms and other convention visitors.

As with any convention, it is difficult to put a finger on any happening that was significant at the Philadelphia show. More than 30 speakers ground out perhaps 150,000 or 200,000 words and by the time the six education sessions were concluded, those who sat in on the entire proceedings had to be a little weary of the human voice. But they must have carried a good deal of learning back home with them because the speakers, as they usually do at a GCSA show, generally gave an excellent account of themselves.

## First Session

### ***Recreation — Our Third Most Important Industry***

Unser Paul Weis, Sr., supt. of Lehigh CC, Allentown, Pa., was chairman of the first assembly, which had as its theme the not too imaginative "The Liberty Bell Rings Again", even considering that the scene was Philadelphia. James W. Brandt of the Danville (Ill.) CC gave the invocation. Mayor James H. J. Tate was scheduled to welcome the GCSA delegation, but it turned out that he was playing golf in Miami and Robert W. Crawford, Philadelphia's recreation commissioner, filled in for him. Roy Nelson, outgoing president of the supts' organization, gave a response to the message the mayor didn't deliver. Gene C. Nutter, the GCSA's executive director, delivered the keynote address, and Wayne Eads of the Scientific Training Institute in Richmond, Va., supplied the inspirational nourishment, which is standard fare at the first session of any convention and apparently is intended to get everybody toned up to the extent that they'll be able to go the distance.

Quoting Pennsylvania Dutch proverbs,



G. Brinkworth



Mike Britton



Joe Duich



Don Wright



Harry Wills (l), supt. at Brookside in Worthington, O., and Audrey Whitmore of Plum Hollow CC, Detroit, grab a few minute's rest in lounge near convention hall. Supt. in the center is unidentified.

some of which he may have improvised as he went along, and mercifully minimizing the biographical notes on the speakers who he treated with terse wit, Paul Weiss stole the play in the first act, proving that brevity still beats 10,000 or more words.

The major speeches of the morning were given by Crawford and Eads. The former was late in arriving, being delayed by a two-inch Philadelphia snowstorm that snarled traffic for 30 miles in every direction, and prompted many a hardy Northern supt. to wonder what they'd do along the Schuylkill if the stuff ever piled up beyond the kneecaps.

#### Romans Could Have Used It

Crawford struck a responsive note by stating that cultures flourish or flounder because of recreation, pointing out that the Romans ate, wine and wenched themselves out of condition when they should have invented a game such as golf that would have enabled them to stay physically fit and continue to rule their empires.

The Philadelphia commissioner made a plea for the preservation of open space. He said that we'll undoubtedly have a 25-hour week by 1980 and a 7-hour week 100 years from now, and if satisfactory leisure outlets such as golf courses aren't provided for future generations, chaos will result. In fact, Crawford added, the recreation situation today is critical and cities should immediately start doing more about it. In Philadelphia, for example, there are 200,000 retired persons, not more than five or ten per cent of whom have any opportunities for enjoying recreational

pursuits. The city's juvenile picture is probably even worse.

If these arguments aren't convincing enough, Crawford called attention to the fact that recreation now is our third largest industry, ranking only behind manufacturing and agriculture. Providing for it is slowly being recognized as being as essential as supplying food, shelter and clothing. Finally, Crawford predicted, future mass movements of Americans won't be made with the intention of seeking better employment opportunities, but with the intent of going where there are adequate recreation facilities.

#### There's A Message Underneath

A speaker such as Wayne Eads probably is too patently professional to inspire much more than admiration for the way in which he puts over the pitch, but underneath his free flowing delivery there is a message if a person wants to take it home with him. It comes out "enthusiasm". Eads, a sales psychologist, deals in epigrams such as (1) People are the greatest schoolmasters; (2) Many unsuccessful persons are overburdened with talent; (3) Knowledge isn't power until it's



Fredericksen



Love



Hoffman

put to use; and (4) Everyone has enthusiasm, but unfortunately it isn't always tapped. All these are more than just pithy statements; but they have to be believed and occasionally called to mind if they are going to be of any use.

If you don't find a message in the above paragraph, maybe you'll find one here: Eads told of a tomcat who was de-sexed. The cat continued to prowl after dark — but only as a consultant.