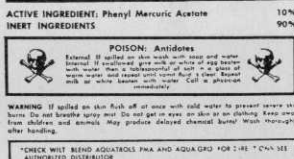


*Quality blended wetting agent*

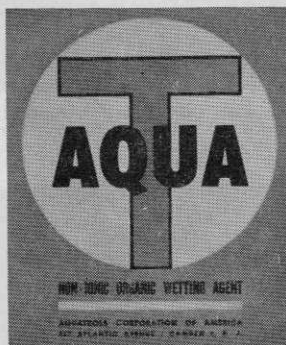


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## Superintendents exhibit scores

*New England GCSA's display of clubhouse replica, 6-hole green is true showmanship.*

Showmanship of the type that makes winning propaganda for the golf course superintendent was exhibited by the GCSA of New England at the Eastern States Exposition, Springfield, Mass. Advertising authorities are giving the New England superintendents credit for a smart, well-timed reminder that golf course managers ought to be figured into the nation's highway beautification plans.

The 1965 GCSA of New England exhibit was the association's second at the well attended annual exposition. The superintendents learned from their first display in the Massachusetts building, which was neat but didn't score. Forty members of the association took time to work on the second exhibit and to be at the display in representing superintendents to the public. The GCSA men were identified by their uniform hats.

Arthur E. Anderson, recently retired superintendent, Brae Burn C.C., West Newton, Mass., was the coordinator of personnel and Leon V. St. Pierre, superintendent, Longmeadow C.C. and GCSA of New England president, was general chairman.

The exhibit showed a section of a clubhouse and had a contoured six-hole putting green as features of a Cape Cod scene. A synthetic nylon grass with a rubber base was used for the green. It looked attractively grassy and had a quite realistic putting speed. The superintendents had learned from previous experience that live turf—despite expert care indoors—would not stand the heavy traffic for nine days, and would give off an unpleasant odor after a few days. The green was on an elevated stage which was used for a fashion show at 2 p.m. and 8 p.m.

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## EXHIBIT

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There was a preview of the exhibit staged for the nervous association officials and New England states' governors and their families the Sunday before the Eastern States Exposition opened. The gaiety of that informal putting competition gave an accurate forecast that the superintendents had a winning show ready to open.

This tastefully presented exhibit educated the superintendents as well as many hundreds of the public. The golf course men admitted they often don't realize how many of the public are not golfers and of the golfing public how many do not appreciate the part the superintendent plays in putting on the golf show.

Leon V. St. Pierre, the New England group's chief, in reviewing the results of the showing at Springfield said:

"It is difficult to measure what tangible results we achieved from this type of venture but we do know one thing surely was accomplished: we got closer to the public and won the good-will of many who'd never paid much (if any) atten-

tion to us and our work before this affair. The mere act of getting up there and shaking hands and saying 'How do you do' to the general public is a tremendous asset to us.

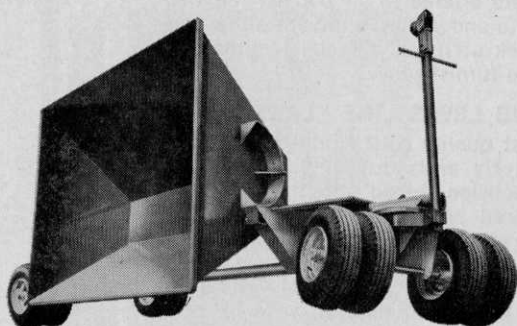
"As the people viewed our exhibit and read our emblematic sign some had no idea of what it meant, others translated it to mean that we are the head greenkeepers and still others believed that we are professionals.

"Many of those at the Eastern States Exposition were golfers. They included a rather sophisticated group who would stop to chat with us about the game or sympathize with us about what the drought was doing to golf turf in the northeast. The putting course and our background setting gave our exhibit the atmosphere of a club—and club atmosphere certainly means conversation.

"A number asked for lawn advice. There were enough of these to reassure us that the golf course superintendent is regarded as the foremost authority on fine turf in his area.

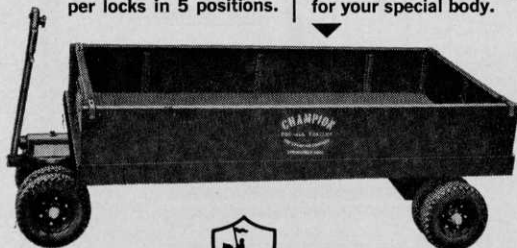
"It is not enough to have an attractive exhibit," said St. Pierre. "You need people

Continued on page 68



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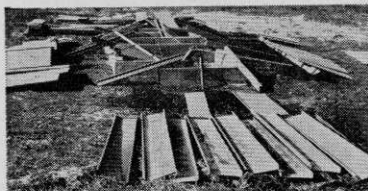
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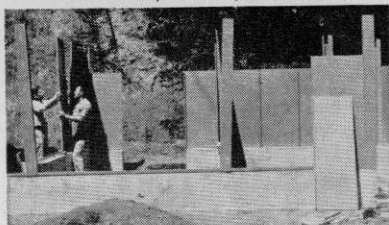
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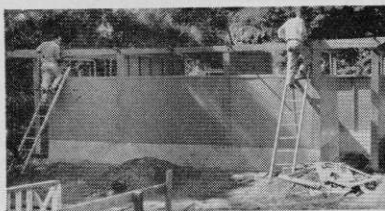
Each part is tagged and coded



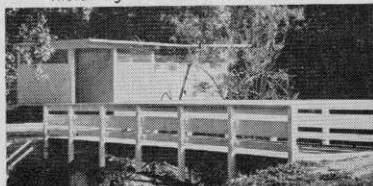
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## EXHIBIT

Continued from page 66

in active performances to put magnetism in your show. We always had superintendents or other people putting on our green (except when it was the stage for the fashion shows). This not only gave the putting golfers the feeling of active participation but got the onlookers sensing the competition and wanting to get into the act themselves.

"We had competition that kept us moving. Across the aisle there was an exhibit of the Mt. Tom ski area at Holyoke, Mass. They drew some of our crowd when they went into their skiing act on a nylon bristle ski slope. They had attractive girls standing around in tight ski pants, and why our own members didn't desert their posts of duty and go over to visit the neighbor girls I never will know. There also was an Austrian ski pro who performed on skis and played a guitar and yodeled, and even I must admit that act entertains more than watching a greens mower. The ski performers were well paid. Our members worked for free.

"I instructed our boys to be on the lookout for attractive women who seemed interested in golf and to invite them to putt for a time. Our fellows cooperated splendidly. So we usually had some fine looking women golfers winning the crowd to our side against the competition of the shapely ski maids.

"The fashion show was good but the clothes were not, necessarily, golf clothes. But that show on the stage of our green did get us a goodly share of spectators.

"Many questions were asked by those who halted at the New England exhibit. Some pertained to the background and training required to qualify one as a golf course supt. Several fathers and mothers had tried to enroll their sons in Prof. Troll's Stockbridge classes in turf management but had found no openings. Hence, their sons are going to a community college until they are accepted by the turf school," St. Pierre said.

Governors of the New England states told the Massachusetts Commissioner of Agriculture they regarded the GCSA of New England exhibit the most attractive one on the Avenue of States. They had

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## EXHIBIT

Continued from page 68

personal interests in the exhibit on account of the governors' putting contest before the show opened. Each governor was given one of the GCSA hats as a souvenir. That tie-up with the governors was another item in the clever showmanship of the superintendents.

The New England superintendents are keenly conscious of the opportunity afforded them and their colleagues by President Johnson's big push on beautifying highways and countrysides and getting orderly placement of billboards.

GOLFDOM's urging that superintendents become very active factors in the national highway prettying-up campaign has had enthusiastic response in New England. St. Pierre strongly endorses the GOLFDOM view and says, "The golf course superintendent is going to play a key role in this project so vital to preservation and development of the country's beauty. I know five superintendents who are serving on town Conservation Commissions in New England and doing exceedingly valuable work, which their

## Lema inks international club, ball contract

Tony Lema has signed an international contract to play British-made Slazenger clubs and golf balls, it was announced recently by Slazengers Ltd.

Signing the contract at London Airport between planes en route from the Ryder Cup matches to Monte Carlo, California-born Champagne Tony asked "How many British ambassadors ever had an accent like mine?"

communities recognize and appreciate. I believe the New England superintendents lead all sections in this phase of community service."

St. Pierre added that the specialized knowledge of the golf course superintendent qualifies him to be an important representative of golf clubs in community betterment. He also observed:

"The superintendent will improve his standing with club members by serving on local committees." •

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