

EXHIBIT

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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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