

THE ASSOCIATES' CORNER

by Gordy Miller, R. L. Gould Company

St. Paul's R. L. Gould Company exemplifies the tremendous growth in the turf industry since the early part of this century. The original company was located next to the Farmer's Market and known as the M. J. Smith Fruit & Produce Co. The name changed to R. L. Gould in 1907.

Originating as a produce company, Gould's had continuous contact with the truck gardener and soon recognized his need for a supply source.

These gardeners were shortly making a headquarters out of Gould's for seed, fertilizer and self-powered equipment like the Planet Jr. cultivator. The path had already been set for Gould's when the 1930's saw the development of a turf industry. They were set to evaluate the equipment and materials coming from numerous manufacturers and with an ear to the Golf Course Superintendent, they made their decisions. The first Turf Equipment Division at Gould's was a one man operation and his name was Paul Miller. Two generations, Gordon and Dan, are following in the department which has subdivided into sales, service and parts; each with its respective managers and staff.

Gould's preoccupation with the Golf Course Industry could be traced through its association with the Minnesota Golf Course Association. Paul joined in 1937 and was out there in the early years stumping for members. Gordon became a member in 1949, Dan in '79 and mention should be made of Allen Gerdin, long standing member of both Gould's turf division and of the Minnesota Golf Course Superintendents' Association.

This totals out to many years of association between Gould's and the M.G.C.S.A. And Gould's enthusiasm is in no way diminishing. They are arranging for the flight to Atlanta for the thirteenth time!

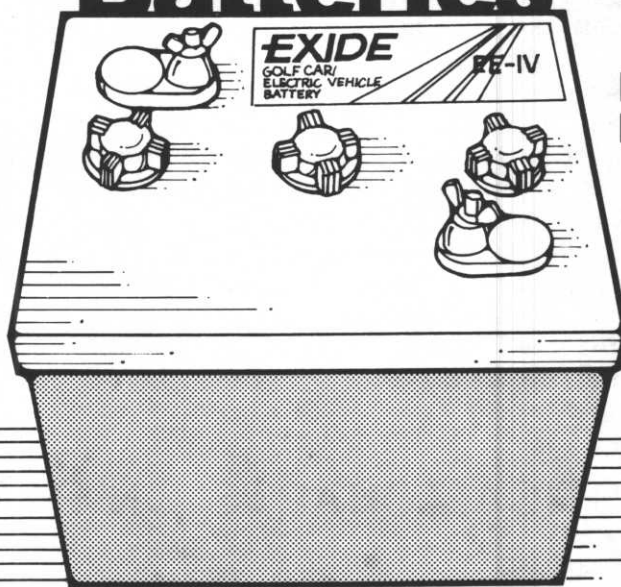
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