

## NEWS OF THE INDUSTRY continued

### Tea Prices on the Climb; Frozen Orange Juice Drops

On the heels of a year when prices of tea rose on the average of 24 percent, club managers can expect another year of increased prices for the beverage. Good news on the beverage front is that the price of frozen orange juice is on a down-swing.

Until last year, tea was a notable exception to the relentless climb in food prices; in 1973, for example, tea rose just two percent in price, compared with a 15 percent climb in all food prices. After last year's monumental leap, experts generally feel prices will continue to climb this year, but are reluctant to pinpoint the extent of the advance.

Widespread inflation, including higher petroleum prices that have boosted production, packaging and transport costs, have contributed to the recent tea price increases, an

Agricultural Dept. spokesman told GOLFDOM. Poor crops in Sri Lanka, one of the largest producers, and stepped-up buying by Mideast nations are further price stimulants, the spokesman said. And future crops are threatened by tight supplies and higher costs for fertilizer, which increasingly is being diverted into food production and away from tea and other less-vital uses.

Record orange production due to favorable weather in Florida has led to the prediction that the juice will drop in price. Rising production has helped to keep prices of juice constant over the past three years.

### 50 Years in Irrigation Celebrated by Miller

A. J. Miller, Inc. is celebrating 50 years of service in the sprinkler irrigation industry. Miller Sprinkling System Division of the company is one of the largest installers of golf course irrigation systems in the Great Lakes area of the country.

Sprinkler Irrigation Supply Co. division distributes leading brands

of turf and agricultural irrigation equipment in this same area. Both have offices in Royal Oak, Mich. and Addison, Ill. Irrigation Design Associates Div. provides design service for architects and engineers in this irrigation specialty field, with offices in Royal Oak.

### Bluegrass Varieties Good Turf Specialist Says

There have been recent published reports and discussion over the number of Kentucky Bluegrass varieties available. Some say there are too many to deal with. Dr. Jack Butler, extension turfgrass specialist with Colorado State University says "the more the better."

"People have been writing in magazines complaining that there are too many varieties," Dr. Butler told GOLFDOM, "but even though it causes the superintendent to work harder, I think he needs the options to pick the best for his situation. If we do not have a large choice, we are stuck with two or three varieties, and until we get a near ideal bluegrass, this is not a good situation.

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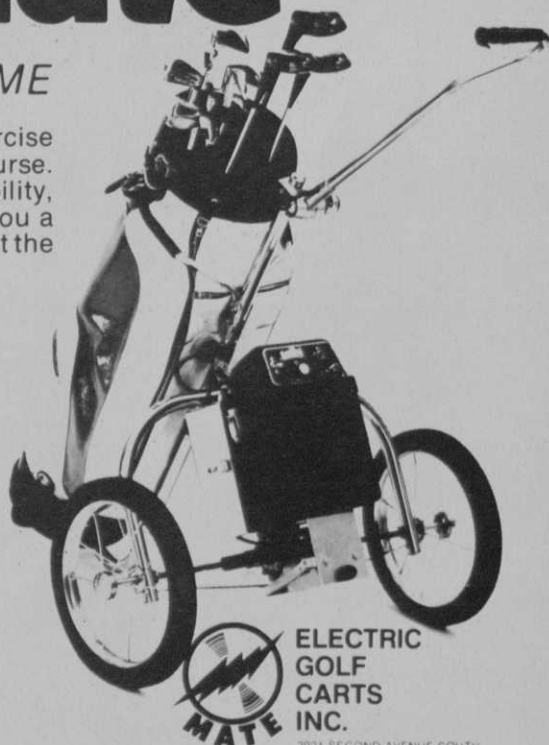
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