

NEWS OF THE INDUSTRY

continued

Back-to-Basics Classic Look Returns to Female Fashions

Pro shop managers will take note the classic look of quality has returned to female fashions.

"These days, there is more feeling for quality," says Neal Fox, general manager of Bergdorf Goodman in New York. Renee Helga Howie, president of an exclusive retail shop in San Francisco, agrees that the class look is back. "When the economy is bad, women want good clothes; they want something that lasts."

It is not just the economy that is affecting fashion, however. "People get tired of the more shocking stuff — we went through a period of pretty wild or less expensive fashions — and they are trying to get back to the more conservative stuff," says James Nordstrom, executive vice president of Nordstrom, Inc., Seat-

tle, as reported in the Wall Street Journal. A spokeswoman for I.Magnin, a San Francisco department store, says women seem to have "calmed down" about having to be trendy and are more concerned about clothing quality and durability.

Women appear to be willing to pay more for clothes that will not fade quickly from style. Says one executive, "People are willing to spend more money because of the quality."

Glade Cultivar of Bluegrass New Rutgers Turf Release

The Glade cultivar of Kentucky bluegrass is a new turf release from Rutgers University, according to agronomist Doyle Jacklin.

Jacklin said Glade spent 10 years in Rutgers' proving grounds after a discovery in an Albany, New York lawn by Dr. Reed Funk. It has been consistently acclaimed for rich color, low growth, and better tolerance to diseases apt to be troublesome in shade.

The Vaughan-Jacklin Seed Co., Spokane, Wash., has further verified the reliability of Glade through widespread test plantings in all parts of the country, Jacklin said.

GCSAA Citations Awarded To Jackman, Miller, Henry

Three members of the Golf Course Superintendents Association of America have received "Citation of Performance" awards from the national organization.

Receiving awards were Jack Henry, host golf superintendent for the U.S. Amateur Championship held this year at the Country Club of Virginia, Richmond; John Jackman, host superintendent for the U.S. Open held at Medinah Country Club, Illinois; and Peter Miller, host superintendent for the PGA Championship at Firestone Country Club, Akron, Ohio.

Henry joined the club's staff only one week before the club was announced as the site and began immediately to prepare the course.

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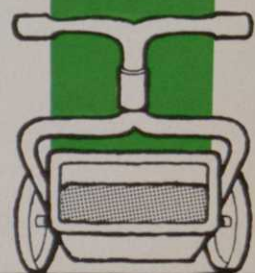
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