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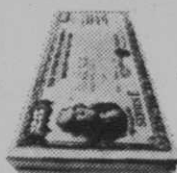
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LOFTS SEED TO MARKET EXETER, JAMESTOWN

BOUND BROOK, N.J.—*Lofts Pedigreed Seed Company, Inc.*, has reached an agreement with the Exeter Bentgrass Growers Assn. of Oregon and the University of Rhode Island to be the world-wide marketing agent for the university's two new varieties of golf course seed—Exeter Colonial bentgrass and Jamestown red fescue.

Turf Seeds, Inc., Hubbard, Ore., will participate in the marketing of the two varieties in the western part of the country. Lofts' Stover Seed Company will handle Southern California. Pick Seed, Richmond Hill, Canada, will handle the marketing in Canada.

Exeter Colonial bentgrass is used primarily on tees, fairways and aprons. Jamestown red fescue is an improved chewings type fescue. It is extremely dark green, is vigorous and can be mowed closely.

WITTEK SUPPLY CATALOGUE AVAILABLE

CHICAGO—*Witte Golf Range Supply Company, Inc.*, has available its 1972 supply catalogue, which shows the company's complete line of golf range, golf course and miniature golf course supplies and equipment. The free 56-page catalogue is available by contacting the Wittek Golf Range Supply Company, Inc., 3650 Avondale, Chicago 60618. □

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the facility is \$750,000.

For the executive 18, you can probably do the job with 75 acres. Land cost would be half as much in a comparable urban area. If the same 150 acres were purchased, the remaining 75 acres could be sold or developed at a profit.

In construction, quality should be equal, but quantity is different. Because the area is smaller for the executive course, you should save at least 25 per cent in earthwork and 40 per cent in clearing, irrigation and seeding. You can also save approximately 10 per cent for equipment and maintenance. Total investment in an executive course, plus clubhouse, would be about \$520,000 versus the \$750,000 for the regulation course. Plus you still have the profit from development of the extra land. Either might be built for less, of course, with lower quality construction, partial irrigation systems and smaller clubhouses.

Operationally, a good executive 18 in a metropolitan or resort market should net more than a full-size course. Green fee charges for a good layout can be as high. More players can move around faster. Result: More rounds per day during peak periods, more green fee income, more time for golfers to hit practice balls and patronize the pro shop and clubhouse.

Maintaining the shorter course is cheaper, easier and faster. Greens and tees need the same care as on a regulation course, but there may be only 50 to 60 per cent as much fairway to water, fertilize and mow. That requires less labor, water and supplies. The executive course maintenance budget ought to be at least 20 per cent lower. They may still hire Golf Course Superintendent Assn. of America members to keep the course in top shape.

Most other operating budget items won't change much. But one notable exception is property taxes. Less land used means lower taxes, a major expense for most regulation courses.

Many golf business authorities have recently offered endorsements of the executive course and its advantages. Don Rossi, executive director of NGF, says, "This is

a developing trend that will have an impact on the industry. Shorter courses require less land; construction and maintenance costs are lower, and then there's the big factor of less playing time. More players shoot in the 70s and 80s on these courses, a big boost to their morale. Their feelings of satisfaction and accomplishment couldn't be achieved on a regulation course."

Richard Phelps, golf course architect, Phelps-Brauer & Associates, says, "The executive course fills a real need in many new recreational developments. Land costs mean some owners can't or won't give enough space for a regulation course. With more par-three holes, we can possibly use rougher sites to build on. Most golfers like more par-three holes—they can see the green and know they have a better chance to reach it and make par."

William Roach, past president of the National Club Assn. and developer of The Mill River Club, Oyster Bay, N.Y., says, "Aside from the attractive economics of construction and maintenance costs, the per-capita cost of operating a private club can be considerably reduced. Faster rounds mean heavier play and thus larger memberships and better support of bar and dining facilities. They also tend to be 'walking courses' and could very well restore the game's status as an exercise and health-giver."

"The vast majority of private or semi-private clubs have financial problems that can be corrected by getting away from the outmoded premise that the course must be long and tough," Jim Lamont, editor of the Florida Golfer, says. "Financial support comes from an average golf age that has little or no enjoyment in playing par-four holes that require three shots to hit the green and par-five holes that run over 500 yards."

So the case for the executive course is strong. For the ownership—cheaper to build, more profit potential. For the golfer—faster play, lower scores. Golf needs such progressive ideas because it is now big business and belongs to the masses. Look for the executive course trend to grow in the 1970s and beyond.