



GOLF SCORES: NO GENERATION GAP

Last year the handicap scores of 31,098 members of the Chicago District Golf Assn. clubs averaged between 91 and 92.

A golf magazine in 1900 estimated that more than 90 per cent of American golfers scored higher than 90.

So, after 72 years, millions of golf lessons, better playing equipment and course conditions and the Professional Golfers' Assn. of America's concern with instruction, one has to ask why more progress hasn't been made in the scoring of millions of golfers who pay for playing the game and who pay others for specializing in playing golf.

The PGA should be giving a lot of serious thought to this matter instead of being overly concerned about where 25 per cent of its members might play at low prices and at preferred starting times in Florida during January and February.

CDGA figures should be typical of private club averages nationwide, except perhaps in the South and Southwest where the climate permits more play, hence better scores.

What is the average score of the largest group of golfers—the pay-play golfers? Who knows? Our somewhat educated guess would be that it is higher than that of private course players.

The average scores of the tournament professionals, who specialize in playing golf, have shown tremendous improvement in 72 years.

What's the difference?

To over-simplify: The ordinary amateurs are "taught." The experts "learn." Pro golf instruction hasn't yet discovered how to teach pupils how to learn to teach them-

selves. The secret of success of every respected golf teacher whom I've known in more than 40 years covering the golfing scene is that they all teach the pupil to teach himself or herself.

The CDGA handicap figures have immense significance to professionals who want to be good teachers: CDGA handicaps are: Class A, up to 12, 8021; Class B, 13 to 18, 9557; Class C, 19 to 24, 7901, and Class D, 25 to 36, 5619.

The breakdown by clubs is very interesting and deserves more study by competent, thoughtful members of the Illinois PGA than it probably will get.

The present habit of giving half-hour lessons is obsolete, ineffective and unsatisfactory for pupils and clubs and is not doing any good to the able professionals with reputations as instructors.

If you couldn't lift your glass at the club bar, and a doctor was called in to examine you, he wouldn't need a half hour to figure out that your arm was broken. A golf professional, likewise, doesn't need a half hour to tell any normal pupil how to work out the cure for slicing, hooking or topping.

Too much of that half-hour lesson time is wasted in confusing the pupil or in not showing him the way to self improvement. That situation isn't the professional's fault. He has inherited an ineffectual system, and neither the professional nor his club seems to be able to break loose and give value to the pupil.

Look at the small, diminishing lesson revenue in February's GOLFDOM, in the Marketing and Survey issue (p. 68), then do some thinking.

Shinnecock Hills GC at Southampton, N.Y., was the first golf club in the United States in which

the golf course and clubhouse involved extensive planning and expense. It was incorporated on September 22, 1891.

So, September 22, 1891, is the recorded date of the birth of the business of golf in the United States. Earlier dates in this country record golf as a game, not as the beginning of a gigantic business.

In the past few months in this the 82d year of American golf business, there has been news that clearly indicates drastic changes ahead. If your career and money are invested in the golf business, you had better regard thoughtfully the significance of these changes, although some of them may seem at first to be merely routine.

For instance, you might think seriously about MacGregor Hunter's resignation as professional at the Riviera CC in suburban Los Angeles Pacific Palisades after 23 years. This isn't just another pro job change. Hunter becomes golf consultant for his employers, the executives of the Los Angeles Athletic Club, who see big changes coming in club business.

Hunter has been averaging more than one-third of a million dollars a year for 10 years in pro shop sales at Riviera.

Hunter's views make sense. He now is 43, having been born into the golf business. His father, Willie, 1921 British Amateur champion, became Riviera's professional, and his sons began learning golf there as members of the junior classes.

Hunter's mother, his wife and a charming and competent woman, whose name escapes me, did one of the earliest, biggest and most attractive jobs I ever saw of merchandising women's and men's apparel in a pro shop. Their work was so profitable, it quickly had

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DR. JAMES B. BEARD



TURFGRASS RESEARCH REVIEW

NEMATODES: A PROBLEM ON COOL-SEASON GRASSES

Nematode problems associated with cool-season turfgrasses. C.W. Laughlin. 1972. 42d Annual Michigan Turfgrass Conference Proceedings. 1:16-17. (from the Department of Entomology, Michigan State University, East Lansing, Mich. 48823).

This paper summarizes the parasitic nematode survey and chemical control research being conducted in Michigan. Bentgrass and Kentucky bluegrass turfs affected by parasitic nematodes showed the following above ground visual symptoms: (a) varying degrees of chlorosis (yellowing) of the leaves, (b) possible dieback of the young foliage and (c) increased proneness to wilt during periods of heat or moisture stress. An invasion of weedy grasses frequently occurs as the turf becomes progressively weakened and thinned. Investigation of the roots frequently reveals stunting and the presence of root lesions, root knots or excessive root branching.

Observations made on numerous golf courses throughout Michigan revealed that the sheath and ring nematodes frequently occur in high numbers, but their pathogenic potential on the cool-season turfgrasses appears to be much less significant than several other nematodes. The stubby root nematode occurs in substantially lower populations than the two previously mentioned nematodes, but can cause serious turfgrass injury at moderate populations. Stubby root nematode is a very active parasite of young turfgrass roots that causes severe stunting of the root system. Fortunately, they are relatively easy to control compared to most other species.

Two nematodes have recently

been discovered in Michigan. One is the northern grass root knot nematode, which was seriously damaging Toronto creeping bentgrass putting greens in eastern Michigan. This particular nematode was probably introduced from Canada on stolons. The other recently discovered nematode was associated with a seriously thinned Merion Kentucky turfgrass turf in western Michigan. The grass cyst nematode was found to be actively involved in thinning Kentucky bluegrass.

Detailed studies were conducted with the stunt nematode on both Toronto creeping bentgrass and Merion Kentucky bluegrass. The parasitized plants exhibited a suppression of lateral stolon growth, short internodes and increases seed head development. There was a general reduction in both root and shoot growth. The parasitic effects of the nematode were most severe at soil temperatures below 70° F.

Application of a nonfumigant experimental nematicide to areas infected by the above mentioned nematodes resulted in grass with a distinctly darker green color, more vigorous shoot growth and increased turfgrass density. Split applications of the nonfumigant nematicide made in the spring and fall were more effective in suppressing nematode populations than a single application in the spring.

Comments: Nematodes are microscopic animals that live in water and soil. Many nematode species are beneficial because they feed on fungi, bacteria and insects that are potentially damaging to turfgrasses. However, there are a small number of nematodes that can be potentially damaging to turfgrasses due to their parasitic activity. The nematodes are usual-

ly concentrated in the upper six inches of the soil profile, generally in the vicinity of the host root system and underground stems. Lateral movement of nematodes in the soil is limited to less than one foot. Thus, dissemination usually occurs on soil or vegetative plant parts carried on equipment, irrigation water, animals, dust and flood or drainage waters.

The above ground symptoms of parasitic nematode activity, as reported in this article, are usually the result of a restricted, nonfunctioning root system. Visual symptoms of nematode injury are most commonly observed (a) during stress periods such as heat or moisture stress, (b) in association with fungal infections or (c) on turfs maintained at excessively low fertility levels.

It is very difficult to reliably identify a nematode problem based on visual above ground turfgrass symptoms. If the symptoms and associated conditions suggest a nematode problem, it would then be appropriate to have a soil nematode analysis made. This will give an indication of the specific species and numbers of parasitic nematodes present in the root zone. However, one should keep in mind that high populations of certain parasitic nematodes may not necessarily be associated with turfgrass injury. The only way to confirm that this is the case is by the application of a nematicide to control the parasitic nematode population. The final evidence of a nematode problem would be confirmed by enhanced turfgrass growth and appearance on areas treated with the appropriate nematicide.

Nematodes have been recognized as a problem on warm season turfgrasses for a number of years. This is particularly true in Florida. The

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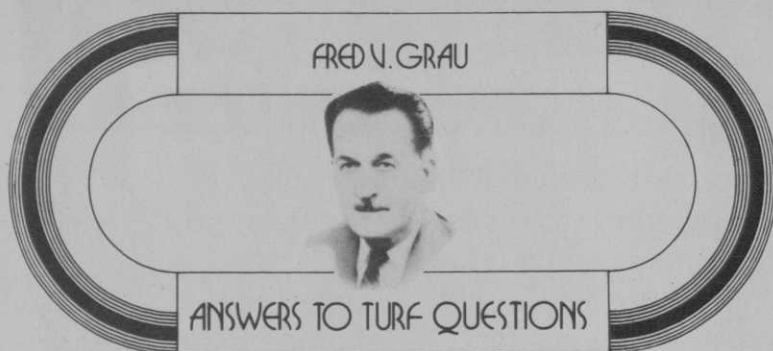
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COMMUNICATIONS: WHERE'S THE GAP?

The turfgrass industry is fragmented—let me make that crystal clear. By comparison, the mushroom industry is simple and straight forward. They produce one product; we have many. That one product is grown under controlled conditions; our products are subject to the whims, vagaries and vicissitudes of nature. The producers of mushrooms are few and far between. Turf is grown by 11,000 golf courses, no one knows on how many cemeteries (23,000 in Pennsylvania alone), millions of home owners, thousands of schools, universities, parks, airfields and highways. (Georgia mows 400,000 acres of roadside turf a year.)

Now, it is less difficult to visualize the extent of existing communications gap. Research in turf voices its findings and recommendations to a considerable degree through the cooperative extension service. A valiant effort has been expended by the extension to get the latest, accurate information to those who need it. Admittedly, the extension service is handicapped by shortage of manpower and funds. But try to imagine the nearly insurmountable task of providing the right information for each segment and each individual in the turf industry. It boggles the mind.

Research and practical information is sought eagerly by many firms serving the industry through traveling representatives who sell seeds, fertilizers, chemicals, equipment, irrigation systems and services. With information being gleaned from many sources, it is easy to see how differences arise. Sometimes a firm's advertising message carries recommendations, some of which are heavily oriented toward one specific product—theirs. They cannot be

faulted for this, but there is the implication "caveat emptor." ("Let the buyer beware.")

A tremendous amount of practical information is exchanged at meetings of various turfgrass and golf superintendent associations. There is a chance here for a gap, when all factors are not taken into account. The considerations for cemetery turf are vastly different than those for athletic fields, school playgrounds or golf course tees, fairways and greens.

Several publications are doing an excellent job of bridging the communications gap. One problem, though, always seems to be with us: Do those who need the information read it when they need it? Many let the magazines pile up until they have the time to read—mainly in the off-season. Here, then, is a serious gap.

Turfgrass councils in several states are working hard to coordinate all available information and to distribute it to everyone through the extension service, newsletters and by way of local and regional turf schools. One existing gap is membership. Very few outside the membership receive the mailings simply because they are not known. The gap is closing, but, oh, so slowly.

Few segments of turfgrass can make it on their own. A continual input is essential for a viable industry. A complete criss-cross and coordination of information is basic to success in bridging the communications gap. We are making progress!

Q—*Over the years, the fairways on our golf course have become infested with Poa annua until we now have no more than 1 to 3 per cent permanent grasses. We have tried arsenic of different formulations and have succeeded only in creating deserts where no grass will grow. We have everything at our disposal, but*

we seem to lack the expertise to proceed in the right direction. What can you suggest? (Canada)

A—In your situation, one way to go is to try to maintain what you have with frequent, light watering during the summer along with judicious applications of fungicides to provide the membership with the best playing conditions possible under the circumstances. Now, because the winter has reduced your *Poa* population to a mat of brown straw, you have another problem. You may obtain considerable relief and better playing conditions by using a modern scarifier-seeder to establish a blend of the new turf-type perennial ryegrasses.

Looking forward to a permanent population of perennial grasses that can resist *Poa annua*, I would suggest that you select two or three important fairways for a program of burning with arsenicals in August and reseeding with the scarifier-seeder using a blend of the turf-type perennial ryegrasses along with the best blend of bluegrasses. At the moment, it is impossible to go into detail on a fertilizer program, but it should be based on zero-phosphorus combination to encourage the permanent grasses and discourage the *Poa annua*. After the bluegrasses are well established, a program using tri-calcium arsenate can be instituted to keep the *Poa* in check and to encourage the permanent grasses.

Of very great importance is the irrigation program, which should be done using the very minimum amount of water at infrequent intervals. The permanent bluegrasses will require generous fertilization preferably with slow-acting, long-lasting synthetic, organic fertilizers. It will feed the grasses as they need it.

A very important consideration is that of fully informing the entire membership of how serious the situ-

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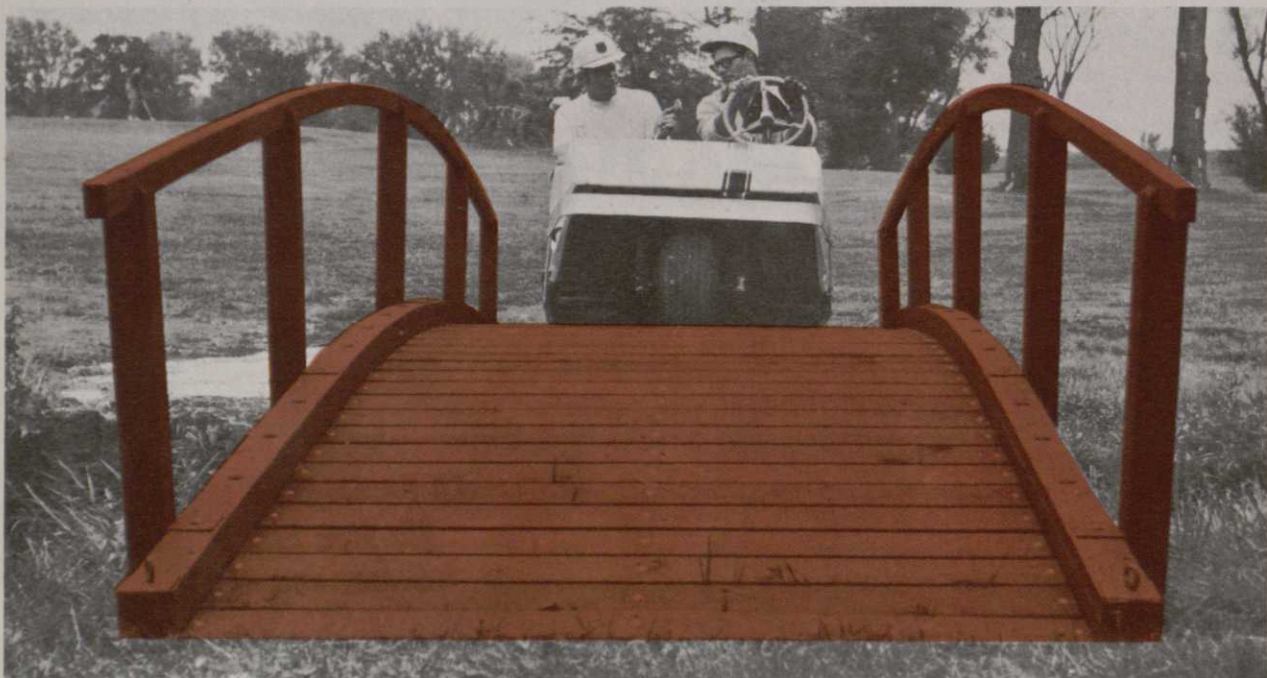
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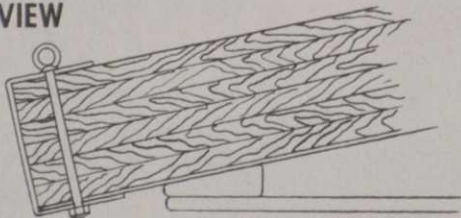
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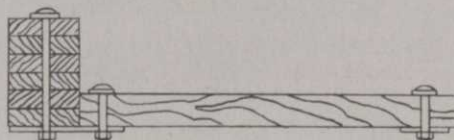
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NGF BROADENS SCOPE OF SERVICES

PALM BEACH, CALIF.—In summarizing the *National Golf Foundation's* broadened scope of services at its annual meeting held here, NGF president, Robert D. Rickey of MacGregor/Brunswick, stressed three areas of development among many. They were: special emphasis on daily fee and municipal facility development; the strengthened golf-teacher training workshop program, and new and revised instruction and planning publications, including "Planning and Conducting Junior Golf Programs" and "Competitive Golf Events," with "Planning the Pro Shop" scheduled for revision in a new edition. "High priority," says Rickey, "will be given to the development of a brand new golf instruction film."

In his report on headquarters and field staff operations and their achievements, Don Rossi, executive director, presented a digest of 1973 project planning and announced the addition of Mike Sheridan and Joe Much to the NGF Golf Facility Development Staff. Rossi also introduced Ben Chlevin, former executive director of the Golf Course Superintendents Assn. of America, as the new director of public relations.

NGF's Sponsor Members, it was announced, have now topped the past total for this class of membership, with four new golf car manufacturers—Taylor Dunn, Westcoaster Div. of Otis Elevator Company, Club Car and Midwest International, Inc.—joining Cushman Motors, E-Z-Go Car Div. and Pargo, Inc., in the sponsor membership classification.

As authorized representative of this group of seven, Vaughn Border of Cushman Motors has been allotted one vote as a board of directors member.

Another membership record was set by Associate Members (golf clubs) in the wake of a \$5 increase in dues.

It was reported also that golf facility growth from October 1972 to March 1973 showed 61 new regulation courses and 22 additions opened for play, with 77 new and 33



additions started construction. Seven new executive courses and five additions opened for play, with 18 new and five additions started construction. Eight new par-threes opened for play and three additions, with nine new courses started construction.

The four incumbent officers, Robert D. Rickey, president; E.R. Woolley, vice president; Arthur Goettler (Sporting Goods Manufacturers Assn.), secretary, and Mark Cox (Victor Golf Div., Victor Comptometer Corp.), treasurer, were re-elected.

Two other members, besides Border, were elected to the board of directors: Earl L. Collings of Faultless Golf Products and James Hansberger of Ram Golf Corp.

NEW INSURANCE: AN AID TO OSHA COMPLIANCE

LOS ANGELES—There is now available to employers, who have been living under the OSHA specter since 1970, insurance designed to (at least in part) cover compliance with the Occupational Safety and Health Act.

James W. Torre, president of J.W. Torre and Company, Inc., exclusive agent for the coverage underwritten by Lloyd's of London, said that the OSHA compliance cover was specifically designed to meet the needs of the industry at large in the OSHA area. "It provides protection," said Torre, "for employers during that period in which they are trying to achieve voluntary compliance with Federal standards. The coverage will pay the insured for his increased costs to comply with these standards in the event an OSHA citation is issued."

Limits of the coverage, Torre pointed out, are set at \$100,000 at

the outset, although some excess limits will be made available as need dictates. The coverage features a minimum deductible of \$500 or 5 per cent (\$5,000 on a \$100,000 policy), whichever is greater. The coverage is most useful to insured companies with annual net retained earnings ranging from \$100,000 to \$500,000, he said.

"A company that makes a profit of \$500,000 can ill afford a \$100,000 loss to bring its facility into compliance with OSHA, should it be cited for a violation," added Torre.

"If the company had to borrow the \$100,000 to meet OSHA standards, the 6 to 8 per cent bank interest would far exceed the premium for the insurance," he continued. "It's an interim coverage while the owner brings his plant into compliance," said Torre, "but we do not pay the fines."

It should be noted that this coverage is not designed to bring the policy holder's facility into OSHA compliance subsequent to a citation unless the inspection and resulting citation are provoked by some "fortuitous event" or accident.

The policy defines accident as "any sudden event which results in bodily injury or property damage neither expected nor intended from the standpoint of the named assured or its employees, but shall not include any bodily injury or property damage which results from a continuous or repeated exposure to conditions."

Torre emphasizes that each policy is individually rated by submission of an application that will reveal everything about the facility to be insured.

The OSHA compliance coverage serves to the immediate advantage of the insured as well as the Federal agency seeking prompt attention to the infraction. If there is an accident or a death to which the OSHA inspector responds, the coverage goes into immediate effect to correct the situation. Thus, the facility insured and the Government are spared rectification delays, which could issue in the absence of such coverage.

It should be noted that the cover-

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Photographed at Mission Lakes Country Club, Desert Hot Springs, California

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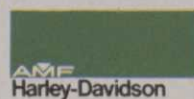
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BUILDING BLOCKS TO



BIGGER MEMBERSHIPS

Club presidents and owners feel it in the pinch of diminishing revenues and rising costs; managers note it in decreasing clubhouse traffic; professionals see it in the unsold merchandise in the pro shop and superintendents encounter it in tightening budgets—the malady that is spreading to many clubs throughout the country—unfilled membership quotas.

In its annual formal survey of the three administrative employees and club presidents and owners, lack of new members ranked high on each group's list of current problems. As noted in *GOLFDOM*'s April issue ("What's Plaguing the Pros?" p. 35), professionals particularly point out the effects this has had on their merchandise sales and lesson business. And the problem of deficient membership may become a bigger monster as time passes, because some professionals say they feel threatened by their clubs and courses. The hard-pressed facilities, some professionals note, are beginning to look more closely at the arrangements between club and professional in certain income areas traditionally held by the professional. One does not have to be clairvoyant, therefore, to predict what might occur at a club if the malady goes unchecked for an extended period of time. The initial and direct impact is financial, but as pressure builds, it can break down relations among key people and create hostility. And at that point, any rational, concerted attempt to deal with the problem of deficient membership becomes impossible.

It is not our intent here to sound like the voice of doom. In contacting numerous clubs on the matter of membership, many indicated that they have not experienced a problem, and others reported that they had already instituted programs to remedy the situation. Many did admit that the membership problem had worsened and that they didn't quite know how to deal with it. And this is not surprising.

It is an unfamiliar situation, because most clubs in the past have had the luxury of being able to fill any openings from a long waiting list of qualified people. Now, only 30 per cent of the clubs have such a list to fall back on, according to a *GOLFDOM* survey of club presidents and owners. The same survey revealed that 60 per cent of the respondents' clubs have programs under way to bring in new members. The techniques noted, in order of frequency, were: 1) offering associate or other types of limited membership, 2) offering incentives to present members to bring in new members, 3) waiving for a period of time certain initial costs, 4) offering memberships only for specific activities and 5) offering house memberships.

In putting together our special section for this issue, we were not so presumptuous to think we could offer an absolute solution to such a complex problem. Rather, it was our hope to call attention to the extent of the problem and stimulate some action by using, as examples, clubs that have had success with various membership programs. *GOLFDOM*

does not hold out these examples as the route every club should take. Any program must be adapted and tailored to the precise needs of a particular club. But the cases cited in this section should, at least, plant the seeds for ideas.

The section is designed for all clubs. For those that have not experienced the problem of decreasing memberships, *GOLFDOM* offers some preventive medicine—suggestions for maintaining their continued health. For the clubs already trying membership build-up programs, there are additional ideas that could be incorporated. For those in the midst of the problem, but without a program to deal with it, the section may be a starting point and clearly points out the necessity to *act now*.

The first step toward a solution is recognition of the problem—it is not something that can be swept under the carpet. Too many club administrators and officials who admitted they were experiencing a membership problem also expressed a belief that "it will pass with time." The likelihood of time curing the malady is extremely improbable, and to count on it is to flirt with disaster. The problem must be met head on with imagination and perseverance.

In future issues, *GOLFDOM* will continue to offer suggestions for solutions. In addition, we ask our readers to write us about any successful membership programs instituted at their clubs, so that we may pass the ideas along to others through our editorial pages.

VINCENT J. PASTENA
EDITOR

PAY AS MUCH AS YOU PLAY

John Gerring has proven that an idea can sell. Holly Tree CC was only that in the spring of this year—it had no golf course, no swimming pool, no tennis courts and no members. Yet within one 48-hour period, Gerring and his partners convinced enough people of the soundness of the Holly Tree concept that \$1.2 million was invested in residential lots around the course, then under construction. Fifty-seven of the 76 lots put on the market were gobbled up by Greenville golfers.

What could cause this kind of enthusiasm when many country clubs today are losing members? The primary reason given by many of the prospective Holly Tree members was their faith in the kind of golf operation that John Gerring could provide. Potential members mentioned also the low cost. Another reason given was the assurance that Holly Tree would be invitational and the fact that George Cobb would design the course.

Gerring's high reputation with Greenville golfers was won through two separate tours, starting in 1963 as head professional of the exclusive Green Valley CC in Greenville. A professional since 1958, after graduating from Wake Forest College, Gerring went from Green Valley to Myers Park CC in Charlotte, to Deerwood CC in Jacksonville and to Norwood Hills CC in St. Louis, then back to Greenville.

During those years Gerring learned how first-class clubs operate and what ingredients make them successful. These lessons he will apply to Holly Tree.

One of those is that the club will be owned not by the members but by Holly Tree Plantation Corp. The four principal figures in the creation of Holly Tree are Gerring; Dr. James McNamara, a Greenville physician; Jack Shaw, a builder and architect Cobb.

The concept of Holly Tree CC attracted members through a unique pricing plan based on usage

by DAN FOSTER

SPORTS EDITOR
GREENVILLE NEWS, GREENVILLE, S.C.



"The ultra-rich member is not . . . the best revenue producing member."



". . . couples in their 30s and 40s . . . will use these facilities the most."



"I would like to try having committee men serve three years."

Gerring is a general partner in the corporation along with McNamara and Shaw. He also is general manager of Holly Tree "and golf professional," emphasizing the latter role, "because I want to stay in the golf end. Golf is my business."

TAKING OFF

The group did not conceive of the idea of Holly Tree until 1972, and only announced their plans on November 6, 1972.

Prices were mentioned in two mailings. The first was sent to people who had been personally recommended by someone known to at least one of the three partners. More names were produced by responses to the first mailing. In all the names of 1,800 heads of families were produced. All had professed an interest in joining Holly Tree or had been recommended by someone who had.

The two most fascinating numbers in those mailings were these: \$100 dues annually for membership and \$20 a month for the use of the golf facilities. Some prospective members looked no further. Those who did find more bargains: tennis fees, \$10 a month and swimming, \$15 a month for five months a year.

"Those who join the club for one activity may use the other facilities on a per use basis," explains Gerring. "An example would be \$1 per outing for swimming and \$2 a day for tennis. Golf would be \$3 on weekdays, \$5 on weekends. For guests, golf fees are \$5 and \$7, respectively.

"Another category of membership is the man who pays \$150 a year and has no other dues. He will be billed each time he uses a facility; those will be the only bills he receives other than his annual \$150."

That particular membership category should appeal especially to people who belong to other clubs, but who still want access to Holly