

## TREES from page 20

d. Shademaster — A symmetrical selection with a straight, strong trunk. It is disease-free, fairly drought-resistant, and has a mature height of 40 feet.

e. Skyline — A pyramidal form with leathery leaves and a mature height of 45 feet. The seeds are not a problem, since generally male flowers are borne.

f. Sunburst — A tree with bright yellow foliage on branch tips, along with thornless, seedless character. Mature height of 30 to 35 feet.

### American Sweetgum

*Liquidambar styraciflua*: Young trees are generally pyramidal but become broader with age. The fall color and growth habit are quite variable on species. This tree is generally considered problem free and reaches a mature height of 55 feet. Improved introductions:

a. Burgundy — A cultivar with deep red to dark purple fall color which colors later but persists longer than other types. The mature height is 60 feet.

b. Festival — A narrow upright cultivar with light fall colors of many shades of red and yellow, achieving a mature height of 60 feet.

### European Hophornbeam

*Ostrya virginiana*: This a suitable selection able to withstand dry city conditions. This spreading tree reaches a mature height of 50 feet and has an excellent yellow fall color.

### Bloodgood London Planetree

*Platanus acerifolia* — *Bloodgood Strain*: This cultivar is fairly resistant to anthracnose and has a growth habit similar to the species.

### Sawtooth Oak

*Quercus acutissima*: This is an excellent wide-spreading tree with chestnut-like foliage which is very glossy. It is usually as broad as high, which is about 45 feet at maturity.

### Shingle Oak

*Quercus imbricaria*: Mature trees have oblong leaves, dense foliage, and broad spreading habit. A very hardy tree which needs a wide tree lawn. It grows to 75 feet at maturity.

### Pin Oak

*Quercus palustris*: This is a commonly used species with pendulous lower branches, which limit its street tree use. Mature height is 75 feet. Improved introductions:

a. Sovereign — A selection with only horizontal or ascending branches, making it very desirable for street tree use. Mature height is 75 feet.

b. Crownright — A similar selection to Sovereign, but perhaps even narrower and more upright.

### Upright English Oak

*Quercus robur fastigiata*: This is a columnar selection with small dark green foliage, growing to 70 feet at maturity.

### Shumard Oak

*Quercus shumardi*: Although not a new introduction, it makes a good street tree. It has few disease and insect problems. The mature height is 75 feet.

### Littleleaf Linden

*Tilia cordata*: This species is highly variable in growth habit if grown from seed. This irregularity of form has limited its use as a street tree. It grows to a mature height of approximately 50 feet. Improved introductions:

a. Chancellor — A selection characterized by a straight trunk, dense foliage, and a compact narrow upright growth habit. It is a symmetrical cultivar, growing to 50 feet at maturity.

b. Greenspire — A rapid growing selection with a narrow-oval form, straight trunk, and small leathery foliage, in addition to small fragrant flowers in spring. The mature height is 50 feet.

c. June Bride — A new, narrow, upright selection with very attractive yellow flowers in spring. The mature height is 50 feet.

d. Select — A special budded selection with an upright form, straight trunk, and very heavy dark green foliage. Mature heights reach 50 feet.

e. Rancho — A narrow upright selection with small foliage. This is a vigorous grower. Heights are 50 feet.

### Elms

*Ulmus*: Improved introductions:

a. *Ulmus hollandica* Groene-

veld — A selection which has the general shape of English elm, but has good disease resistance.

b. *Ulmus parvifolia* — Chinese Elm — A very hardy small tree (to 30 feet) and a round oval form. It has dark green foliage which holds late in the fall and then becomes reddish in color. In addition, it has attractive flaking bark on older trees.

c. *Ulmus carpinifolia* Christine Buisman — A slightly irregular grower, but it is resistant to Dutch elm disease and phloem necrosis. Mature height is 60 feet.

### Japanese Zelkova

*Zelkova serrata*: This is a species with a general vase-shaped habit similar to the American elm. It is, however, highly variable from seed which has limited its use. At maturity it will reach 60 feet. Improved introductions:

a. Parkview — A selection with the consistent vase-shape form, good foliage, and disease resistance, with heights similar to the species.

b. Village Green — A vigorous straight trunk with the desirable vase-shape form. It is a rapid growing selection, disease resistant, and very hardy. Mature heights are similar to species.

### Flowering Crabapples

*Malus*: Unless otherwise specified, the types mentioned are resistant to apple scab and fire blight. Improved introductions:

a. American Beauty — An upright growing type with large double, red flowers. The foliage turns from a bronze to a bronzy green with maturity. The fruit is small and red and only sparsely produced. This selection is moderately susceptible to scab.

b. Coral Burst — A dwarf type growing to only 8 feet at maturity. The flowers are a double rose-pink. This tree has an upright habit with an overall oval form. It has moderate to light scab susceptibility.

c. Golden Hornet — An upright selection growing to 20 feet at maturity. This tree has white flowers with small persistent golden fruit.

d. Kilbele — A dwarf selection growing to 8 feet at maturity. This compact grower is noted for its purple red foliage and attractive red fruit.

e. Liset — A selection with pur-

ple red flowers, dark red fruits, and purple green foliage. The mature height is approximately 12 feet.

f. Mary Potter — A cultivar with pink to white flowers and small red fruits. At maturity it will reach 15 feet.

g. Red Jewel — An excellent red-fruited, white-flowered selection. The small fruits are glossy red and very persistent. The foliage is a good, glossy green. This plant has a compact habit with horizontal branching. At maturity it will reach 15 feet.

h. Red Splendor — A cultivar with foliage purple red to dark green. This plant has pink to rosepink flowers. It is moderately susceptible to fire blight.

i. Royal Ruby — A narrow upright selection which grows to 15 feet at maturity. It has large, double, cup-shaped flowers which are often 2 inches in diameter. This vigorous grower has glossy, dark green leaves with very few fruit produced. In addition, it has moderate to light scab and fire blight susceptibility.

j. Snowdrift — A single white flowering selection which is pink in bud. This selection has tiny orange red fruit which is quite persistent. It is noted for its straight trunk and upright branching habit. At maturity it will reach 20 feet.

k. White Angel — A heavy flowering single-white selection, noted for good red fruits persisting until spring. This plant flowers abundantly when young and has good glossy green foliage.

l. Winter Gold — A small, yellow fruiting selection with white flowers and good green foliage. It reaches a height of 20 feet at maturity. It has slight fire blight susceptibility.

m. Zumi Calocarpa — This cultivar has white flowers with bright red fruits persisting until spring. It has a dense upright growth habit with dark green fruit. The mature height is approximately 15 to 20 feet.

### Columnar Sargent Cherry

*Prunus sargentii Columnaris*: This is an excellent columnar type with deep pink flowers, polished red bark, and a good red fall color. It is very hardy and maintains its narrow habit through maturity, which is approximately 40 feet.

### Rancho Sargent Cherry

*Prunus sargentii Rancho*: This selection is similar to Columnaris, with the same narrow habit and sharply ascending branches.

### Kwanzan Oriental Cherry

*Prunus serrulata Kwanzan*: This selection has double pink flowers and a compact, upright, spreading habit of growth. Very formal in character and subject to salt damage and winter frost cracks in exposed areas. At maturity, this tree will reach 25 feet.

### Gallery Pear

*Pyrus calleryana*: This species grows to approximately 30 feet and is very tolerant of city conditions and heavy soils. It has good, glossy green foliage, abundant early white flowers, and a good reddish fall color. Its thorns are a limiting factor in its use as a street tree. Improved introductions:

a. Aristocrat — A selection similar to Bradford in hardiness character, but more ovate in shape and with slightly larger leaves. In addition, the branches are at right angles to the stem.

b. Bradford — A thornless selection with all the good qualities of the species. It has a broad oval form at maturity, to 40 feet, usually fruitless, with ascending branches and a crimson fall color.

c. Chanticleer — A good, sharply pyramidal selection narrower in form than Bradford, with an excellent yellow fall color.

d. Fauriei — A dwarf selection growing to 15 feet, with a round form at maturity similar to Bradford but smaller.

e. Rancho — A cultivar with good red fall color and white flowers similar to other types.

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## TOPSOIL<sup>from page 37</sup>

monly a very costly item. Good topsoil is often unavailable; and it is difficult to specify and control quality. It is rare that good topsoil does not contain weed seed. This leads to the danger of introducing serious weeds that were not present on the site. Where there is a great difference in texture between the subsoil and topsoil, this may prevent good movement of water and roots into the sub-

soil. While this may be offset quite generally by blending of the two layers, this is often not attempted or accomplished. Topsoiling a turf site before turf establishment may lead the amateur into believing the soil has enough fertility that subsequent liming or fertilization is unnecessary. Once such inertia in maintenance develops, it is difficult to overcome.

### What are some considerations that may influence the decision on the use of topsoil?

Certainly, availability and cost of topsoil are very important factors. If consistently good turf is required, topsoil becomes more important. A landscape site that is below grade may require fill; and the use of topsoil, where this condition exists, adds another useful function. While it may not seem too professional, some use topsoil to cover stones and small rocks. If the topsoil layer is not too shallow, this may not be undesirable. If topsoil is used, can the objectional cleavage layer with the subsoil layer be avoided? This becomes a very important consideration on slopes and areas receiving high use or maintenance.

Also, the alternatives to topsoiling might be considered before proceeding. Organic matter of the correct type generally improves most poor soils whether they be sand, clay or infertile. Where sufficient time exists green manure crops can be grown or various forms of natural or organic residues can be incorporated. Local environmental wastes may be available and these can be put to use and serve the community. Some concerns with these materials could be pH problems, metal residues or short-term biological uncleanness. Except for the metal residues, these problems can be overcome.

### What is the proper decision on topsoiling for establishing turf?

Where topsoil exists give it proper care and put it to good use. Store topsoil on well-drained sites in such a fashion that large, tightly sealed piles are avoided. Keep weeds under control. Manage a minimum of handling and tillage to preserve the physical condition of the topsoil and avoid loss of organic matter. Avoid spreading and tillage of topsoil when it is wet. In closing, rarely is it desirable to dissipate and waste topsoil. □



## We want you to meet the new, 1974 Greens King.

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# NEWS OF THE INDUSTRY

## Depositions Filed in 'Pro Only' Suit

Depositions have been filed and both sides were waiting at presstime for a preliminary hearing date in the \$8.4 million, United States District Court suit against 14 well-known golf equipment manufacturers.

The suit, filed by Morris and Laurence Mages, operators of Chicago sport shops, alleges manufacturers and members of The Professional Golfers' Association of America conspired to deny the Chicago firm access to "pro only" lines of golf equipment.

Stanley P. Sklar, co-attorney for the plaintiffs, said two depositions have been submitted to Judge Bernard M. Decker, of the U.S. District Court for the Northern District of Illinois, Eastern Division. A deposition is the written testimony of a witness under oath.

Henry L. Klein, the second co-attorney for the Mages is representing Golf City in New Orleans in a similar but comparatively smaller suit. The Golf City case comes to trial in October.

## New USGA Technical Man Works on Distance Standard

A new staff position and a new man to fill it at the United States Golf Association are involved with USGA's thoughts about a new "Rule of Golf to stabilize the game."

Frank W. Thomas of Wyndmoor, Pa., is the new technical director of USGA, charged with an initial project concerned with an overall distance standard. In a statement, USGA explained that it is contemplating a new rule which would regulate the overall distance a ball may travel and the overall distance provided by a club. At the present time, the distance characteristics of the ball are controlled only by a regulation which governs the ball's initial speed; that is, its speed over the first few feet of its flight. There is no present regulation governing the performance of clubs.

The Association says one of its paramount aims is "to protect the game of golf from further diminution of the skill element through development of equipment which provides more distance." And the appointment of Thomas in the position as technical director, USGA says, was

made to assist the Association in this regard.

Thomas, who came to USGA from Shakespeare/Plymouth Company, will conduct all USGA programs relating to the control of golf equipment, and maintain liaison with golf equipment manufacturers. At Shakespeare/Plymouth, he was chief product design engineer and national professional sales manager. His achievements include design and development of graphite shafts produced by Shakespeare.

## Archery Sales, Study Shows, Are Fastest Growing in '74

Archery equipment, a new study sponsored by the National Sporting Goods Association indicates, probably will be the fastest growing sports product line in 1974. The survey sampled 32,000 families — connecting annual incomes to sporting goods purchases. While archery equipment sales (increasing about 35 percent this year in the survey estimate) were sports leaders in 1974 . . . tennis was the overall increase leader since 1972 (30 percent annual growth of sales of tennis gear, according to the survey).

## MacDonald: 'Bright Future, But Future With Problems'

The outlook for golf business is bright, but it is not an outlook without problems, according to National Golf Foundation president Paul R. MacDonald. He is vice president sales, Dunlop Tire and Rubber Corp. Sports Div., and has been NGF president since April 30.

Responding to questions from GOLFDOM about the future of the golf business, MacDonald listed three major areas of concern: First, all associations and groups involved in the business should get together in a concentrated effort to "conquer the cancer" of slow play. It simply is taking competitors and players away from the game, he said. Second, MacDonald believes in strong emphasis on the building of more courses of a municipal nature. And third, he believes the business must concentrate on the survival of many existing clubs suffering under the weight of inflationary pressures.

MacDonald was elected president of NGF at the organization's annual spring meeting in Tarpon Springs, Fla.

## Association Leaders Attend Golf Foundation Meeting

Executive Director Don A. Rossi last month organized an industry oriented program for the National Golf Foundation's summer meeting which proved to be an appraisal of golf industry pluses and problems for the coming few years. The session was held at the Rolling Green Country Club, Arlington Heights, Ill.

On the program — and in a single meeting for the first time on record — were executive secretaries and directors, and industry representatives of practically every major golf industry organization. Participants included: Carlo McCue and Charles Eckstein of the Chicago District Golf Association; Glenn Hartung of Rolling Green Country Club; Tom Ondeck of the National Club Association; Mark Cox of the Professional Golfers Association; P. J. Boatwright of the United States Golf Association; William Knoop of the Golf Course Superintendents Association of America; Dr. James Watson of The Toro Company; Louis Szep of Cherry Hills Country Club, Denver, Colo.; Horace Dun-

can of the Club Managers Association; Jerry Marlatt of the International Association of Club Executives; John Bowles of FHA, and the following men from the National Golf Foundation: Rossi; Robert D. Rickey; Joe Much; Harry Eckhoff, Mike Sheridan, Buddie Johnson, George Kerr, Jerry Claussen, Fred Stewart, and Larry Smith.

### Course Builders, Architects Meet in Vegas for 'Summit'

Golf course builders and architects have held what is being billed as the first "summit meeting" ever between top officials of the groups representing these areas. In Las Vegas, the summer meeting of the Golf Course Builders of America was being held when officers of the American Society of Golf Course Architects flew in for a meeting. President of the Architects, Robert Muir Graves of Walnut Creek, Calif., and Architects treasurer, Arthur Jack Snyder of Phoenix, came in for the meeting.

Builders president, Frank Underwood of Bowie, Texas, welcomed Graves and Snyder as a milestone in better relations between builders and architects. Graves said the Architects now have 30 committees working on architectural and construction problems. And he and Underwood discussed creation of a special committee of representatives from the two associations to work on mutual problems.

### Phillips: 'No Wind, Rain'

Exhibitors are happy about accommodations for next January's Professional Golfers' Association Merchandise Show. And — comments Wally Phillips — they won't have to worry about the wind and rain as in past years when the show was held under canvas.

Phillips is president of the Golf Manufacturers & Distributors Association and is vice president of Charles A. Eaton Company. Responding to questions from GOLF-DOM about the show, Phillips said exhibitors want a permanent site, of course, but are pleased with accommodations set up in Disney World. The show is January 26 through 29 at the Contemporary Hotel on Disney World property, near Orlando, Florida.

### Top Names Teach Teachers At Hueston Woods Seminar

At presstime, consultants with the National Golf Foundation's Educational Service Program were "learning more about teaching" as they attended a type of graduate school of golf teaching in Ohio. The week-long meeting was the Fourth Educational Consultant Seminar, at Hueston Woods State Park Lodge (College Corner, Ohio), and Miami University (Oxford, Ohio).

The "students" are actually teaching consultants — 40 new people this year to join 30 with the program last year. It's all a part of the Foundation's expanding program of providing educational service for schools and colleges.

At Hueston Woods, the program is loaded heavily with top instructors and top names. Lorraine Abbott, as director of the Educational Services Division of the Foundation, was in charge. And, here is an example of the scheduled guest appearance list: Mrs. Peggy Kirk Bell, LPGA teaching and touring professional, Pine Needles Country Club, Southern Pines, N.C.; Dean C. Neale Bogner, School of Education, Miami University; Herb Graffis, co-founder, National Golf Foundation; Miss Marilynn Smith, LPGA Tour-

ing Professional, Tequesta, Fla.; Bob Toski, PGA, Executive Director of Golf, Palmetto Dunes Country Club, Hilton Head, South Carolina; Dr. Gary Wiren, director of education, Professional Golfers' Association, Lake Park, Fla., and Bert Yancey, PGA Touring Professional, Haverford, Pa. A guest of honor: Mrs. Opal Hill, Honorary LPGA Teaching Professional, Kansas City, Mo.

### Sporting Goods Association Prepares for 'Early Show'

Some 200 exhibitors are expected for the Chicago Regional Market of the National Sporting Goods Association, September 21-23. The session, now in its third year, will be held at the Hyatt Regency O'Hare hotel and convention center. The Association says this meeting is an "early show" for ordering and planning for '75 spring sales. The annual "Fall Market" will be held Oct. 18-20, at the Anaheim, Calif., convention center. And the Association's largest show is the annual convention (in its 46th year). It will be held at the Houston Astrodome and Astrodome, January 23-26, 1975. Some 1,350 exhibitors and 32,000 visitors are expected.

## New Study: Easier Winter Green

New perennial, fine-textured ryegrasses such as Pennfine and Manhattan — a California study shows — can be successfully substituted for annual ryegrasses for year-round green in bermudagrass plantings.

Scientists at the University of California at Riverside say their tests show fine-textured perennial ryegrasses will live through hot summer months in bermudagrass with proper, frequent irrigations. Trials in progress at the University of California South Coast Field Station at Santa Ana demonstrate that the common Southland practice of overseeding bermudagrass with a cool-season grass during the fall to maintain green in winter can be improved by substituting perennial for annual ryegrass. The result can be green turf the following winter without the renovation and yearly costs of overseeding with an annual ryegrass.

The key to preservation of cool-season grasses such as annual and perennial ryegrasses in hot summer as competitors of bermudagrass, scientist say, is frequent, cooling irrigations. The shallow root systems of these cool-season grasses can't be permitted to dry.

Roots of the cool-season ryegrasses generally grow only a few inches deep. Bermudagrass roots penetrate downward two to six feet into the soil. The soil surface must be kept moist to promote growth in the shallow-root grasses, which in not the case for bermudagrass.

"Maintenance of the new perennial ryegrasses in bermudagrass during our hottest months here," researcher Stanley Spaulding says, "has not required use of any more water than would be used for bermudagrass alone. The difference in management is to apply the water more frequently. When the temper-

ature rises above 90 degrees Fahrenheit, we'll irrigate our perennial ryegrass-bermudagrass plots every morning at the station, three times weekly in the 70's and 80's, and once or twice a week when the sky is overcast."

Cool-season grasses such as the new perennial ryegrasses can survive the summer along the coast generally with one or two irrigations a week and with daily irrigation inland, according to Spaulding. "We aren't far enough along to talk about their survival in our desert areas," he added.

Spaulding is probably most intimately involved in the station's turfgrass research the past ten years as staff research associate for Dr. Victor M. Youngner, UC Riverside professor of agronomy and turfgrass expert.

Most of the some three acres in turfgrass plots at SCFS are a part of Youngner's research projects. Others are cooperative studies being conducted by him with other UC researchers and Cooperative Extension

specialists and farm advisors with turfgrass responsibilities.

Some past SCFS turfgrass developments, Spaulding notes, are much in evidence today in Southern California. There's the Santa Ana variety of bermudagrass, a tough, smog-resistant, salt-tolerant turfgrass used on athletic fields, playgrounds, golf-course tees, and other heavy-use areas. It's in demand today. Southland turfgrass nurseries have more acreage in this SCFS-developed variety than any other bermudagrass, according to Spaulding.

More recently, he adds, a new strain of dichondra has been released. Containing four individual dichondras, two medium height and two low height, it can be mowed short or left uncut. Current dichondra plot work at the station also is focused on disease and pest problems.

The station's turfgrass nursery, started in 1950, today has a worldwide reputation as a source for pure propagative materials, according to Spaulding.

He has a lot to say about all of the turfgrass research going on at the station. Discussing the Zoysiagrass plots, he noted that an evergreen Zoysia will be available for coastal areas, one that equals Santa Ana bermudagrass on color retention during cold months and which is smog-resistant, like the Santa Ana variety.

Bentgrasses developed at the station for saline soils — a problem in many Southern California areas — now are being tested under actual use conditions as golf course putting greens.

And Spaulding is enthusiastic about the new UC strains of tall

fescue. The present stock from commercial sources, he explained, has the appearance of pasture grasses. The UC strains have finer leaves, are thicker, and are more cushiony than presently available tall fescue.

He sees new tall fescues as practical substitutes for bermudagrass in many Southern California turfgrass applications. One such application could be school athletic fields, if top-quality turf is desired. "Bermudagrasses are a high-maintenance grass," Spaulding explained. "Unlike tall fescue, they are dormant or inactive during most of the months when the schools and their athletic fields are in use."

## Turfgrass Meeting, Oct. 7

Members of the New Jersey Golf Course Superintendents Association are holding their annual turfgrass supplies and equipment field day, October 7. It will be at Montclair Golf Club, 25 Prospect Ave., West Orange, N.J.

## PROMOTION from page 25

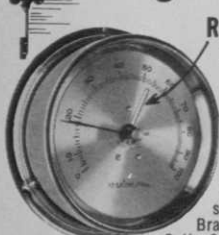
fits rather than individual shirts and slacks. And don't be afraid to include sports jackets. One hint about color-coordination. Buy one outfit from the same manufacturer, because the dye lot will be the same. Items with a high profit margin require less sales to make more money. That's an obvious point, I grant you, but many shops concentrate only on the staples and don't ever explore the possibilities of related merchandise.

Always keep the tastes of your members uppermost in your mind. Note carefully what they've purchased down South and what they wear on informal occasions off the golf course. If you want to get more technical, you should note also their body shapes and buy clothes that enhance their appearance.

Put a little of your capital into experimentation. If worse comes to worse, you can offer this merchandise as part of a "package sale" as previously mentioned.

In the long run, attractive, carefully-selected and well-displayed merchandise should be able to "move" itself. But promotion gives it a chance to get to the customer before the customer comes to it. And that spells s-a-l-e-s. [

## How High the Wind?

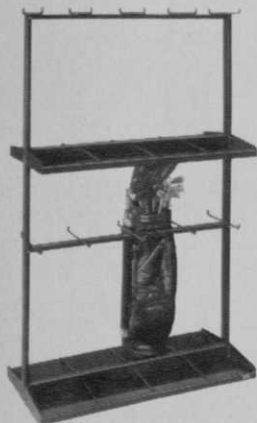


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(from page 18)

to at least 50 percent. Coffee and bakery goods have gone up five different times; potato prices have doubled; some clubs are avoiding garnishing sandwiches and fruit plates with lettuce. As for the salad dieters, they are benefiting doubly — from the non-caloric content of the lettuce and the fact that portions have been reduced.

On top of these no-so-healthy food price increases, the clubs have the added burden of paying higher wages to waitresses, bus boys and other help, as the result of the recent increase in the minimum wage.

To try to play to scratch with ballooning costs, most clubs are making no bones about cutting back on service. It has brought about some grumbling on the part of the patrons, but most managers say that when members grasp what the management is trying to do, they accept it. At one club the waitress staff reduces by one, and each waitress was assigned one more table than normally. This resulted in more than a slight delay between courses, at which no diner took umbrage. At Flossmoor CC, all noon meals are being served buffet style and more evening dinners are being served the same way. The latter is not the most popular innovation the club ever has introduced, but it is not being challenged by boycott. Another nicety that clubs are being forced to give up or reduce are gourmet dinners. Most managers really don't like to see this. It does away with an elegance that sets a club apart. As one manager says, "I always enjoyed getting ready for and serving a gourmet dinner. We didn't make much money on it, but the whole staff liked the idea of doing something different."

The economies that came in last fall — switching off lights and cutting back on heat — were still in effect this spring largely because they had become habit forming. A few clubs postponed buying new furnishings this year and some deferred renovation programs, but three of the 12 managers who were interviewed revealed that their clubhouses were extensively remodeled. One of these was Biltmore. Butter-

field made some improvements to its clubhouse and built a new pool and tennis courts as part of a continuing program that has gone on for five or six years. Glen Oak spent nearly \$200,000 in re-doing a lounge and dining room, overhauled its landscaping and, in addition, put \$220,000 into an automatic watering system, something that would have cost \$175,000 if it had been done two or three years ago. Some managers say there is no point in delaying improvements. Where costs of remodeling and additions, such as irrigation systems, used to go up 4 or 5 percent a year, they are now skyrocketing by thrice that. Along with Butterfield, three clubs added from two to four courts to their tennis facilities, and one built a new pro shop for the tennis pro.

There has been no widespread increase in dues this year. Of the two clubs that reported doing so, one upped its fee by \$10 a month and the other added a \$200 a year extra charge. According to one manager, the new idea seems to be wait until the end of the year and make the necessary assessments to wipe out any deficits that are incurred. If the club's cash flow is large enough to take care of current bills, wages and so on, and money doesn't have to be borrowed at present high interest rates, this policy makes it easy on everyone. But if a fairly large amount of money has to be borrowed, the interest paid on it may cause the member to pay a surcharge on an assessment. One manager suggested that putting assessments on a semiannual rather than annual basis might ease the financial strain at many clubs and, at the same time, make it easier on the member. Regardless of the status of dues and assessments, club memberships at Chicago area clubs are at quota strength and most have waiting lists.

About two out of three managers agreed that they had less trouble in finding clubhouse employees this spring than at any time in the past. One reason for this is that a large nucleus of most club staffs is being given 10 or 11 months employment a year. More and more, managers are attempting to recruit within families in the vicinity of their clubs. If a mother is working as a waitress, she is encouraged to try to persuade her daughter to come to work at the

club. A few clubs are paying their employees referral bonuses as an incentive to help out in the recruiting program. Practically all are providing one-way or two-way transportation for women who work in dining rooms or kitchens.

And there isn't any doubt that the inside or clubhouse labor situation was eased this spring when the minimum hourly wage was increased from \$1.60 to \$2. Women who were reluctant to work at the old rate gave the matter a second thought when the minimum scale was raised 25 percent. The additional cushion plus the prospect of earning good tips proved to be the needed incentive in quite a few cases.

If there were doubts about 1974 business before the season began, they were quickly dispelled as soon as the clubhouse doors were reopened this spring. It rained on 13 of the first 20 days in May, almost completely knocking out golf, but still the members came out. That caused the club managers to wonder where they were going to put them as soon as the weather got straightened out.

## EAST

"Better this year than it has been for the past few years," Turf Valley CC, Ellicott City, Maryland.

"Business wise we're doing real well. Membership, we're holding our own," Cypress Lake CC, Ft. Myers, Florida.

"We've got about a 20% increase this year. A fantastic April, May and June," Whitmarsh Valley CC, Philadelphia, Pennsylvania.

In these and other typical commentaries the Management third along the East Coast has added its voice to the anticipations for an excellent season.

Variances in membership numbers, occasionally dropping below previous totals, have been offset by more active members. More people seem to be playing golf, according to Dick Welch at the Turf Valley CC. He said recently, "We've set a goal of 400 A members, 450 B members and 250 Social members. Every year our A memberships stay within 20 of the 400, the B's always fill up but this year we find our social memberships have dropped off."

Vanderpohl at Whitmarsh

(from page 12)

Valley, in spite of a raise in dues on the first of the year to \$1,000 and an initiation fee of \$5,000 that resulted in a loss of 75 members, has already picked up 40 new members.

Tom Raber, club president and management spokesman at Cypress Lake CC in Ft. Myers, reports a minimum waiting list with membership virtually up to capacity. This season stock was raised but the 350 membership capacity has not been affected.

As Joe Makara indicates in the spread on the pros, more active members have replaced those less active at the Manchester CC in New Hampshire, too.

Dining room and bar revenues are 20% higher than last year at Cypress Lake, according to Raber, and Vanderpohl at Whitmarsh Valley reports, "I've had the best dining room and bar operation that the club has ever had."

At Whitmarsh Valley in particular it is felt a continuation of the gasoline shortage would probably have helped business. The club has many affluent members who go off on trips who might have stayed closer to home if the embargo had not been lifted. Conversely, the gasoline shortage affected banquet business for Dick Welch at Turf Valley. Several large functions were cancelled in February and March and splintered into smaller, local area gatherings. Regardless, Welch still maintains he'll do his best year in the seven he's seen at Turf Valley.

At Turf Valley an extensive pool renovation costing \$48,000 was undertaken this spring. The state's largest pool at 50 meters is 14 years old and seam separation due to settlement threatened its usage. Relining and crack repairs cost \$22,000, \$18,000 was spent for concrete and another \$8,000 for plumbing and electricity.

The mood is decidedly up among those we were able to talk with. The only "trend" apparent in mid-season might be the recruiting of active members to replace those less active. If the trend proves to be true and if it continues management may have every right to expect a near record year.

Active golfers usually make active customers. The trick will be to spot the trend and be prepared to handle the increased business.

looks very much like the area's golf shop proprietors are going to play to a standoff. Not bad, considering that as late as the first week of June everyone was wondering if the rain ever was going to stop and if anyone ever was going to get the chance to play golf again.

There were 22 days of rain in May. The weather continued perverse through the first ten days of June. Over this 40-day span, from five to eight playing days were completely lost, and as many as half of them kept all except the most determined golfers off the courses. Clubs in the northern section of the Chicago district suffered a little more than Westside and Southside clubs, losing two or three more full days on the average than the latter, and probably not enjoying as many days in which there was at least partial play.

The pattern of sales pluses and minuses in comparing 1974 with '73 is fairly definitely defined where the weather was poorest. Shops in the Waukegan, Arlington Heights, Barrington Hills sector apparently didn't fare as well as those in the Oak Park-Riverside and farther South section. Yet, a blanket statement can't be made that business wasn't as good at all clubs in the north as in the west and south due to the drainage situation at different clubs and also because of varying golf car policies. At several locations, restrictions on the use of golf cars when turf is suited for not much more than foot traffic, have been loosened in the last two or three years.

At clubs where volume was off, practically all of the loss was attributed to irretrievable glove and ball sales. To give an idea of how weather curtailed play, only 1,850 caddy rounds were recorded at Glen Oak through May 25th when normally 3,000 would be expected. And, Glen Oak probably wasn't as hard hit as clubs farther north. At Skokie, a Northside club, there were only five days in May suitable for lesson giving. Still, the distress flags weren't flying over more than one-third or one-fourth of the shops. The reason was that capital equipment — clubs,

bags, shoes, sportswear, etc. — was selling about as well as it ever did.

What saved the pros on the heavy goods was the enormous amount of traffic in the clubhouse during the spring, heavier this year than ever before. Due, of course, to the fact that so many club members aren't planning on travelling this summer as much as they did in the past. The windfall due to the cutback rebounded to the club restaurants and bars and to a lesser extent to the pro shops. A lot of people bought playing equipment in anticipation of the rain and cold weather eventually abating.

The situation from the standpoint of weather, and that is about all that preoccupied the pros until the early part of June, is well summed up by Bill Heald of the Riverside Club. "I'm about as confused by my business this year as I have ever been," he says. "On the basis of weather we should be having an awfully lean season. But since the latter part of April people have been milling around the club. Sooner or later they strayed into the shop and started buying. As a result, our business this year is as good or a little better than it was in 1973." Another thing that has made the current season profitable for Heald is that none of his big events has been rained out.

Paul Lemke of Oak Park estimates that his volume is close to 15 percent higher than it was last year. Possibly half of the increase is due to inflated prices. Sales at Oak Park were only fair until the end of May but they picked up noticeably at Memorial Day and continued strong through June. The ball and glove business he lost due to rained-out rounds was more than compensated for by other items. One thing that has helped the Oak Park pro is that his club's policy on golf cars is not as stringent as elsewhere. Club officials have decided that damage done to turf by the cars is easily repairable and there is no point in being over fastidious as to their use. Of course, it takes cooperation from members in making this policy valid. They have to use good judgment in deciding where they can drive on rainy or soggy days.

Possibly the only club that is outdoing Lemke in volume increase is Medinah. Business has never been better than it is at this location, which has a 'supermarket' pro shop.



The reason for the surge, estimated at nearly 20 percent over 1973, is that Medinah is going to play host to the U.S. Open in 1975 and people are clamoring to join the club. It now has a full membership, whereas a year ago it was down more than 10 percent. Around 1900 bags are stored at Medinah, which has three courses. If the range ball count can be accepted as a business barometer, volume has blown off the roof of the pro shop. The inventory this year is 9,000 versus 4,000 in 1973 and since just before Memorial Day the practice area has been teeming. Medinah's range is rather inconveniently located in relation to the clubhouse and pro shop complex, but as the pro, John Marschall, observes, when early season playing dates are wiped out and the desire to play becomes pent-up, golfers will go to the moon, if necessary, to get their games in shape. Since lesson business goes hand in hand with range exercise it is not surprising that Medinah's teaching pros were simultaneously eating and teaching all during June.

If you wonder what the top selling items are at a big club like Medinah, here is a rundown furnished by Gene Moore, the No. 1 assistant: Wilson and Lynx have been Nos. 1 and 2 among the clubs; Wilson LD and Titleist DT pushed by the TopFlite are the best selling balls; and the Izod brand is the sportswear leader. Contrary to experience at most clubs, there is fairly strong demand for the graphite shaft at Medinah. At other places, only the pros who are clubmakers are doing much with graphite. At most clubs, five or six graphite shafted drivers are made available to players for practice or testing and sales are contingent on reaction to the club. So far, it hasn't been enthusiastic, with only occasional sales being made. The consensus is that graphite either isn't helping the average player's game to any great extent or he is waiting until that \$125 price per club comes down.

At Olympia Fields, Medinah's big club counterpart on Chicago's Southside and always a criteria for measuring golf shop business in the area, genial John Spiropolous after prefatory allusions to all the rain he had seen this spring, conceded that he had no kicks. For him, it was the year for selling clubs and golf bags, which means there will be something of a famine in these items in 1975. It's that two-year cycle

phenomenon. But what John stored up on the heavy equipment side was tempered by lost ball and glove sales due, by his count, to 13 days in May when little or no golf was played. Soft goods sales to men at Olympia have been excellent this year, but only fair among the women patrons. Lesson business boomed after the weather gave way, keeping three men busy on the teaching tee all through June. The Wilson LD ball has edged TopFlite and Acushnet's two leading balls.

Some general impressions gleaned from Golfdom's spring survey of pro shop business: This is definitely not a year of change... There is nothing that is daringly innovative in the design of balls, clubs or sportswear... But in the estimation of most pros, what can be done?... Add dimples or subtract them?... The Hogan Director model club offered a weight toward the toe selling point, but it was hardly original... Still, pros who handle the Hogan line, are high on the Director.

In sportswear, there was a strong trend away from double-knits in favor of a lighter woven polyester-cotton combinations... Also cotton and rayon... Cotton has made a strong comeback this season... There is no in-between in slacks fashions... They're either wildly pastel or somber... Several pros beat inflation by stocking predominantly in \$23-30 slacks and cutting back on \$35-40 models... Cardigans seem to be going out, replaced by pullovers.

Women's wear still presents a dilemma... About one out of three shops find its sale are from fair to good, but the others are dragging... Most frequently mentioned brands are Mulligan, Voyager and Hadley... There is a lot of brand switching as pros search for the line that will catch women's fancy in the individual shop... Their conclusion is that designers become pretty patented in their approach, but most pros agree that probably everything imaginable has been tried in fashioning shirts, blouses, shorts, slacks, etc.

The Burton lightweight bag, which retails for \$32.50, caught on in a rather big way at three or four of the 15 shops surveyed... Men as well as women are buying them... They had an especially big sale at Glen Oak, where girl caddies were introduced for the first time... If you're curious about this, 65 girls

from 14 to 16 were signed up and at least 25 show up every day... One of the club's 14 caddies certified for the Western Open was a girl, but she didn't make it... In the opinion of the Glen Oak caddiemaster, the young ladies are doing a fine job... Quick to learn and paragons of courtesy.

Getting back to inflation... Increases in golf ball prices have been pretty minimal... One manufacturer raised his price per dozen only 25 cents and another suggested a \$16.95 per dozen retail price versus \$16.00 last year... Proving that in a highly competitive field, prices have to be held down even though there is a terrific squeeze due to higher wages and material costs... Increases in club prices seem to have bounced all over the lot in the 3 to 10 percent range, but pros agree that this is holding the line about as well as is being done in any industry... Generally, the fact that overall price increases in pro shops haven't been higher have left most players pleasantly surprised... Undoubtedly this is the reason why, in spite of prolonged poor spring weather, as many as two out of three pros are doing as well this year as they ever did.

## EAST

Optimism is the prevailing mood in East Coast pro shops in mid-1974. In spite of a slow May and June in the Northeast due to wet weather, the professionals fully expect to catch up before the end of this season. Their Southern cousins, ranging South from Maryland, are even more optimistic. There are already indications of percentage increases over last year. Inevitably, however, comparisons are being drawn against 1973's almost disastrous washout. Particularly in the Northeast. 1974 profit margins will have to show extremely healthy figures to offset 1973's deficits. Most professionals feel financial solvency will be a reality this year. Depending, of course, on the vagaries of the weather.

Ladies soft goods are generally slow up North. The gals were still in slacks through most of June. Graphite clubs are moving slower than anticipated and the consensus seems to be that their high cost was keeping purchases down. Customer desire to experiment with the new clubs is apparently not strong enough

to offset the high prices. Most pros feel some of their golfers will swing to graphite but only if there is a substantial price reduction, which they don't see happening this season.

Some gambles on ordering last fall have failed to pay off as the season gets into full swing, mostly in the elusive soft goods "guessing game" of what may or may not move in the Spring. Even so, spirits are not dampened.

The gasoline shortage, now fading into a grim, dim image, may have had a reverse effect on pro shop business. More golfers did less long range traveling and more spending at home courses than in prior years. Tony Evans at Highland CC, Fayetteville, No. Car., guesstimates a 10% increase over last year that he can trace to members staying at home.

Evans reports about 5 or 6 percent of his membership playing Shakespeare or Aldila graphite but says, "Graphite is doing fairly well. It hasn't overwhelmed us." He feels price is definitely the factor that needs to change and is confident it will. Evans is doing well in the shoe line in spite of the fact that he doesn't stock a great many styles. He said recently, "I don't stock a great number of shoes but about three styles and a pretty good run in sizes in men's and one style in ladies' and then I do most of my other shoe business by special order." Evans avoids buying "one shot" items like real heavy style changes and high fashion offerings, tending rather to stick to basics. "We are what you might call a conservative club. Conservative in dress too. More so than many other clubs," he offered as an explanation.

Joe Makara at the Manchester, New Hampshire CC reports heavy traffic following a sketchy beginning this year. Rain, felt throughout the Northeast, did not seriously affect play at this 51-year-old Donald Ross layout. "We used to be on the quiet side but we've picked up some new members to replace those who were never very active. Our membership isn't any bigger but it's more active," Makara said recently.

By and large Makara feels he has been successful in gauging his clients

needs. Misjudgement, at this time, would appear to be only in women's apparel. Makara said, "They're always changing styles. We used to go into certain dresses and then there is no call for them later on. Of course we haven't had the weather for the women, they've been wearing slacks up until a few weeks ago. And of course you can't get replacements, you have to order in October. Partial stuff comes in even though you've ordered in October. It seems silly but that's the way they operate." Makara adopts a philosophical attitude which he sums up this way, "It's a different business today and you've got to keep up with it."

Seven years ago the old Griswold Hotel in Groton, Conn., a famed watering place dating back to the turn of the century, was sold to the Pfizer Chemical Co. and its equally famed golf course, Shennecosett, became a municipal layout. A typical seaside links bordering on Long Island Sound, Shennecosett was designed by Donald Ross and opened in 1898.

Walt Chaney, Professional and Manager at Shennecosett, like his counterparts up and down the coast, is optimistic. "We hope to overcome May and June deficits by the end of the season and I think we will," he said recently. Chaney also reported a drop of 30% in soft goods, attributable to the bad weather in May and June.

Green fee traffic was heavy the last weekend in June, according to Chaney, which he felt might be the beginning of the good Summer he looks forward to. "We've had several outings and I hope to encourage more groups during midweek when we're not so busy," Chaney said. "We rely on a big tourist trade in this area and if our weather holds now we'll see one of our best seasons."

As far as the gasoline shortage goes, it apparently fizzled out at Shennecosett. The club switched to gas cars last season and has had no problems to date.

Sports Director and Host Professional Larry Wheeler is enjoying one of his biggest Springs ever at the Golden Horseshoe, Williamsburg, Va. "We're up about 20% over last year," he recently reported. Wheeler handles all sports activity including tennis and the pool at the famed tourist mecca. Business is booming

and he and his two assistants, Gary Smith and Ralph Johnston, are kept hustling.

Wheeler commented on his involvement with graphite. "The clubs are not moving too well but we have done a lot of shaft replacement. We do a big business in club repair and we're currently using the Skeptor shaft from California which at \$40 is half of last years Aldila price."

The direction at the Golden Horseshoe is forward. Wheeler fully expects a record year with a minimum of problems.

Frank Moxon, Professional and owner at the Pontoosuc Lake GC on the Northern outskirts of Pittsfield, Mass., is moving ahead with all his plans. This in spite of a slow start this season. "May was so darn wet that we're really behind but it's slowly coming into its own. Play has been pretty good. We didn't raise our prices this year, we managed to keep them down, so I'm still getting a good play," Moxon explained. Limited memberships are up to capacity too but transient play is a big factor in this prime vacation territory.

Recent innovations have included beefing up the car fleet by eight new vehicles and the continuance of a program started a few years ago to lift the old flat greens. This fall Moxon plans on regrassing his tees through seeding.

Before shutting down last season in November all the underground tanks were filled so going into Spring operations this year caused little concern about fuel shortages.

Frank and his brother Bruce, who runs the grounds end at Pontoosuc Lake, inherited the course from their father, Charles, who was a fifty-year member in the Eastern New York Golf Association of the PGA.

The mood is decidedly optimistic along the East Coast. Upward sales trends are predicted. Perhaps they may be slightly erratic at this mid-season juncture but by season's end the optimism may have paid off.

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