

NEWS OF THE INDUSTRY continued

The current harvest of grapes is the state's third-largest crop ever — estimated at 3.8 million tons. Many wineries, instead of reducing prices, however, are taking advantage of the big 1974 crop to improve the quality of their wines while holding prices steady.

Toro Expects Over 200 Will Enroll in Turf School

The Toro Co. expects more than 200 persons will take advantage of its offer of free tuition for courses in turf equipment maintenance and operation during the first season of its new Turf Products Service Training Center.

James Maloney, national service manager for turf products in Toro's



Golf is big business, and no better example exists than the growth of Taylor-Dunn from a \$4,000 investment in small basic electric carts for use in local agriculture over 25 years ago, to the multi-million dollar electric vehicle manufacturer it is today, including its Tee-Bird golf car. Pictured are the original plant (left) and the new plant today on the original site in Anaheim, Calif.

Outdoor Power Equipment Group, said a total of 15 classes, with sessions ranging from 2½ to nine days each, is planned during January, February, March, April and June.

The basic course in the program will cover theory of reel mowing, turf equipment applications, turf equipment operation, reel and rotary mower sharpening, turf products adjustment, trouble-shooting and

repair and basic hydraulic systems maintenance.

Toro has mobile service units operating in eight distributor territories and plans to expand this program during 1975. Maloney said there will be no tuition fee for the school, but that each student or his employer will be responsible for transportation, motel and morning

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and evening meals. The training center will be in a new building under construction in the Minneapolis suburb of Eden Prairie.

Standard Golf Company Marks 50th Anniversary

To mark its 50th anniversary this year Standard Golf Co. has changed its name from Standard Mfg. Co. and added a new trademark. Its plant and offices remain at 220 E. 4th St., Cedar Falls, Iowa.

The company actually started business in 1910 by making steel gates, wagon tongues and farm-related equipment. In 1925, Standard began making a few wood poles, flags and steel cups for the golf industry. Three years ago, Standard sold their farm-related product division and now spends full time in the golf course accessory field.

Although W. K. Voorhees is retired, he still serves as a consultant

to his two sons, Robert and Maynard. Robert is president of the company and Maynard serves as vice-president and sales manager. Today, Standard is one of the world's largest manufacturers of golf course accessories. Each year, it has introduced new products designed and engineered to make golf course maintenance quicker, easier and less expensive. At the same time, these new products have added color and design to the best courses in the world. Standard distributes its products world-wide. Over 200 distributors handle the complete line of Standard golf course accessories.

500 Club Pros Take Aim At \$20,000 Disney Purse

More than 500 golf club pros will attempt to qualify for the ninth annual PGA-Victor/Etonic Match Play Championship set for Jan. 23-27 at Walt Disney World in Lake Buena Vista, Fla.

Victor Golf's PGA Div. had been sole sponsor of the Championship

since its inception. The addition of the Charles A. Eaton Co. as co-sponsor this year will hike the purse to over \$20,000, largest ever for the event.

The Match Play Championship is one of the more grueling tests of golf during the PGA's winter program. This year's finalists will play six 18-hole rounds over the last three days of the tournament.

Qualifying rounds set for Jan. 21 will reduce the field to 128 contestants. This group will engage in head-to-head matches over Disney World's demanding Palm, Magnolia and Buena Vista courses with the quarter and semi-finals both scheduled for Jan. 26. The Palm Course will be the setting for the 36-hole finale on Jan. 27.

Philadelphia Country Club's Joe Data, who picked up \$2,500 in prize and bonus money for his winning effort last year, is exempt from qualifying and will advance directly into the first round competition. Data defeated Dennis Tiziani of Madison, Wis., to capture last year's



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