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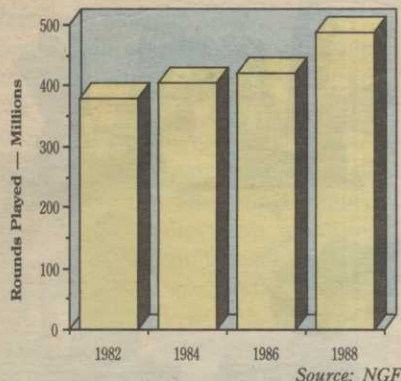
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Seed industry wins time

Search heats up for long-term solution to controlling disease

BY MARK LESLIE

The Oregon seed industry has won a reprieve from frightening legislation to ban field-burning, and researchers have recharged efforts to find long-term answers to the issue.

"It's status quo for 1989," said Dr. William C. Young, Extension agronomist at Oregon State University.

The Oregon House voted 34-26 against a bill that would reduce the number of seed-producing acreage that could be burned. Field-burning is the basic means the state's

800 seed growers use to purge their fields of weeds and disease and prepare the land for the next crop.

The case is crucial to the nation's golf courses because Oregon's 70 seed companies provide all U.S.-produced ryegrass, bentgrass, Chewings and creeping red fescues seed, half the U.S.-grown tall fescue seed, and about one-fourth its bluegrass seed.

Growers have burned their fields for decades, and in 1971 the legislature enacted a bill that would phase out the burning. But

the lawmakers in 1979 stopped the phaseout at 250,000 acres. A renewed move to ban the burning altogether was galvanized last year when one farmer was burning a field and the wind changed direction, blowing smoke onto a major highway and causing a seven-death, 37-car pileup.

"Intense" is how Dave Nelson, executive director of the Oregon Seed Council, described feelings surrounding the debate in the state House and Senate.

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Hyundai set to make its move

BY MARK LESLIE

Hyundai Precision and Ind. Co., Ltd. will make its long-awaited entry into the American golfing arena when it exhibits its new golf car at the PGA's West Coast Golf Show in August.

Kwang-Heum Um, sales manager for Hyundai Precision in the United States, said the four-wheel-drive gas-or-electric-powered golf car will be displayed at the Long Beach, Calif., Convention Center on Aug. 19-21 and he hopes to have it on the marketplace nationwide next February.

"We hope to find good dealers and distributors for our product at the West Coast show. We will show our product to them then," Um said, adding that Hyundai is not negotiating with any dealers now.

He said Hyundai also will start developing

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The 6th hole on the Valleys Course, designed by Pete Dye, is the signature hole for Blackwolf Run Golf Course in Kohler, Wis.

For more on Blackwolf Run and other new courses see pages 12 and 13.



Sod suddenly making sense

BY MARK LESLIE

Sodding a golf course, an idea that once seemed a staggering expense, is worthwhile today to some people.

While Arizona State University has the luxury of allowing one year for its new Pete Dye-designed Karsten Golf Course to grow in from seed, many developers want—even need—to get players on the course much sooner to start paying back on their investment.

Developers selling property around a course want to tell customers they can play golf right away, not wait the three to six months it normally takes for grass seed to grow in. And the sooner the

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Hyundai

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a utility vehicle it hopes to introduce at the end of 1990.

Finding a distributor is a key to Hyundai's future in the United States.

"Our dealership is open to anybody," Um said. "We don't have any specific agreement with John Deere or anyone else." But he said no dealers have been ruled out either.

He did, however, nix the idea of using Hyundai auto dealerships to sell the golf car. The golf community and car dealers are too different," he said. "They're quite distinguishable. It wouldn't work."

A Hyundai official in New Jersey mistakenly reported in January that the car

would be introduced in the second quarter of this year. The company's Chicago officials in February moved that date to the third quarter of the year, but reported that the car already was being sold in Korea.

A senior manager in the Chicago office said Hyundai would concentrate on selling in Korea until it was ready to distribute in the United States.

Now Um says sales in Korea are going "pretty well."

"Actually in Korea the situation is quite different," he said. "They haven't had any golf cars; they've used personal caddies."

Hyundai's golf cars, then, came onto the marketplace at a good time, he said.

He said that for the car, which for the foreseeable future will be built in Seoul, Korea, is a source of pride for his company.

"We took the most advantage of things from other golf cars and put them into ours," he said. "We are very proud of our design interior and appearance, and we're proud of its comfort, its smooth ride."

He said the Hyundai car is quiet, has good "climability" and will be competitively priced.

"We'll start advertising it probably in October," he said.

Ron Rogginger, vice president of Backer, Spielvogel, Bates Inc. in Irvine, Calif., said his firm has a verbal commitment to handle advertising for Hyundai Precision.

Bentgrass sod

Continued from page 17

France is using wood fiber. Others have tried peanut shells.

"Several guys are experimenting to grow it faster, and with containerized growing. Those are beyond the experimental stages but not in wholesale distribution."

Fender said only about 20% of the country's sod growers lay their product, and those that do "may not want to take on a golf course—it's so big."

"Eighty percent is sold to landscape contractors who install it, and most sod growers feel they would be competing with their best customers (if they laid it)," he said. "Some, however, are making installation an option in the bidding process."

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