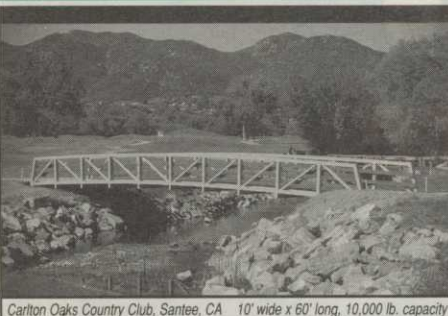


# Golf Course Marketplace

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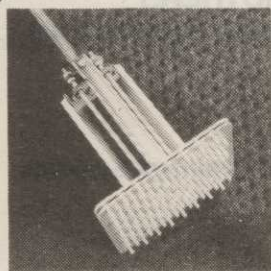
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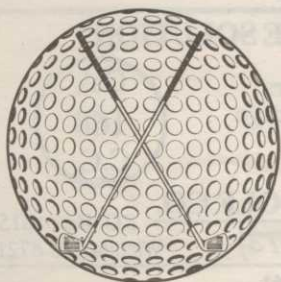
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CIRCLE #154

## NEW PRODUCTS

### Yamaha unveils the Ultima

Yamaha began production of its new golf car, the Ultima, on Sept. 1.

Available in gas and electric models, the Ultima features a comprehensive wrap-around Sentry Body Protection System with 5-mph bumpers front and back; a worm gear and pitman pin steering system that emulates power steering; a suspension system similar to that found on automobiles; wider and deeper seats; a textured steering wheel; and self-adjusting, reduced-maintenance brakes.

For more information call Yamaha USA at 800-843-3354, ext. 440.

CIRCLE #302

### Rake with hydrostatic drive

Smithco's new Sand Star bunker rake features a hydrosatic drive specially designed for high performance and low maintenance.

The hydrostatic system drives the two rear wheels through an Eaton transaxle and is linked directly to the engine throttle to automatically increase speed to meet all power demands.

The rake is powered by a Kohler Command gasoline engine with 12.5-hp, overhead valves and a 2.5-gallon fuel tank. Along with its silent-type muffler, the Sand Star provides low-noise operation.

Among its feature are a tough, fiberglass body; 40-inch, front-mounted plow; 72-inch, three-phase finishing rake; 61-inch, center-mounted cultivator assembly; and a hydraulic lift assembly for operation of the implements.

For more information contact 215-688-4009.

CIRCLE #303

### LESCO adds three new seeds

LESCO Inc. has added three new turfgrass seeds—Wildwood Kentucky Bluegrass, PennPro Kentucky Bluegrass and Brittany Chewings Fescue.

Wildwood Kentucky Bluegrass yields a very dark green, relatively low, compact plant with excellent resistance to leaf spot, dollar spot and other major turf diseases.

PennPro Kentucky Bluegrass has a medium-green color, moderate-to-fine-texture leaf blade, excellent density and wear tolerance.

Brittany Chewings Fescue is a moderately dark green, very dense, fine-textured selection. It exhibits good disease and traffic tolerance and is excellent in areas that are shaded or under moderate drought stress. For more information telephone LESCO at 216-333-9250.

CIRCLE #305

### Fiddler's Elbow open for play

FAR HILLS, N.J. — Fiddler's Elbow Country Club's new 18-hole golf course, designed by Rees Jones, opened July 1. Addition of the par-72 Forest Course expands Fiddler's Elbow to 54 holes of golf, making it the largest in the state.

The Forest Course incorporates 200 acres of the 700-acre Fiddler's Elbow complex. Built on the highest land on the property, it offers panoramic views of Scholey's Mountain to the north and the Cushetunk Mountains to the southwest.

The first four holes play down and back up over open fields that have been transformed into mound-lined fairways, accented by strategically placed bunkers. Of the more than 100 bunkers on the course, 19 of them are on the par-5 3rd hole.

There will be four sets of tees on every hole, which will allow the course to play from 5,154 to 7,128 yards.

"I was fortunate to be working with a naturally beautiful site, one of the best I've ever had to work with," Jones said. "The rolling terrain is just about perfect...not too severe, but steep enough to provide a variety of gentle uphill and downhill shots. When you're playing through the woods, you feel like you're in a nature sanctuary, it's so quiet and peaceful."

### Slow-release from ParEx

In the past, polymers have been used to coat potassium nitrate or potassium sulfate, and sulfur used to coat potassium sulfate potassium chloride. Sulfur-coated products were unpredictable and often failed to provide extended longevity or caused damage. Coated products also have been relatively expensive because fertilizer materials used for polymer coating are costly and often are not round and smooth, resulting in additional expense.

Determined to find a solution to this dilemma, the research team at Vigoro Industries, Inc., recently developed new technology which provides a coatable potassium chloride substrate which gives a safe, slow-release form of potassium. It is now available as a component in Vigoro's Par Ex turf-grade fertilizers, and soon will be made available in other formulations.

For more information, contact Vigoro at 1-800-767-2855, extension 241.

CIRCLE #301

### Thompson rings for Commanders

Thompson Manufacturing Inc. has introduced a new stabilizer ring made of a bolt-on, high-strength plastic compound for its Commander series Rotor.

It is offered as a retrofit item for heads in the field, and will be offered as an option on new rotors. The ring is designed to keep the rotor at grade for a longer period of time, even with the heaviest of turf equipment driving over it, and still allow the small profile of the Commander on the field.

Installed just below grade, the turf still grows up the rotor. Its design makes it easy to install and offers an economical alternative to raising heads every couple years. For more information contact Thompson Manufacturing Co. Inc., 5075 Edison Ave., Chino, Calif. 91708 or telephone 909-591-4851.

CIRCLE #304

### Parkway's new Algae Rid

Parkway Research Corp.'s latest product, Algae Rid, is a liquid aquatic algacide that is both effective on a broad range of aquatic algae and safe to animal life.

Algae Rid is also compatible with Parkway's lake colorants Blue Lagoon and Blue Lagoon WSB.

To receive a brochure or samples call 800-442-9821, or write Parkway Research Corp., 13802 Chrisman Rd., Houston, Texas 77039.

CIRCLE #306

### Hot spots: Fact or Fiction

Continued from page 54

you've got a lot of flat flood plains."

Norton and the NGF have tried to move would-be developers away from hot spots and into more practical analyses. The NGF offers an executive summary which includes questions to ask when conducting market research and feasibility studies. For example, when segmenting a market, developers should realize:

- Green fees vary with every market. High-end fees in Boston are \$40-45, while the same golf experience will cost you \$20-25 in Nebraska. Do the research before you decide which market to enter.

- With feasibility studies on rounds played, evaluate the market based on competing green fees and the support (rounds played) you expect. This sounds basic, but you would be amazed, Norton said, how many developers fail to do it.

- Green fees are an approximation of amenity level. But an approximation of green fees (in a business plan) can't be made until amenities at competing facilities are examined. Again, a simple but oft-overlooked factor.