

TORO-PACIFIC OPENS SANTA ANA BRANCH

GARDENA, CALIF.—A new branch operation, carrying a full line of Toro irrigation equipment, has opened in Santa Ana, Calif. by *Toro-Pacific Distributing*, Los Angeles, one of five major distribution centers owned by The Toro Company of Minneapolis.

Roy T. Baril, vice president and general manager of Toro's Distributing Division, said the new facility, occupying 4,000 square feet at 2010-D Eastwood Street in Santa Ana, has been established as a convenience to irrigation equipment installers and contractors in the area.

"It reflects," he said, "the rapidly growing market for Toro automatic underground irrigation equipment in the southern California area."

It is the second irrigation equipment branch outlet for the Gardena-based operation. The other is in Riverside, where Toro's Irrigation Division has its headquarters. A third branch, in San Diego, carries all of the Toro lines ranging from consumer and institutional mowing equipment to automatic irrigation systems.

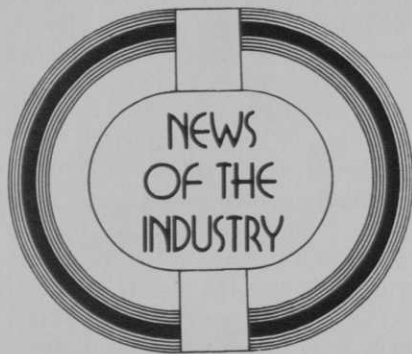
CUTRINE OK'D BY EPA

MEQUON, WIS.—*Applied Biochemists, Inc.*, has been granted Environmental Protection Agency registration for Cutrine Granular, a copper complex algicide specifically formulated to control chara, nitella and other forms of bottom-growing algae.

The product is simply a granular form of Cutrine, which is registered for use in potable water reservoirs; fish, fire and farm ponds; lakes and fish hatcheries. Cutrine Granular drops rapidly to the bottom and then releases the copper ions directly around and onto the algae.

Chara is particularly difficult to control with liquid algaecides. It is a hardy plant, most often encrusted with lime, thus the common name of "stonewort." By applying Cutrine Granular, the active ingredient can be put in direct contact with the plant.

Cutrine Granular is applied at the rate of 100 pounds per surface acre



of water to be treated, and can be dispersed by using a dry spreader or by hand. The material will also be effective against filamentous algae at the time the plant is developing at the water bottom.

PRO GOLF SERIES FIRST EVER SANCTIONED BY PGA SECTION

CRYSTAL RIVER, FLA.—Professional golfers will vie for \$640,000 in a series of tournaments that began here May 11 and 12 at the Plantation Hotel and Sports Resort.

It is the first time that a PGA Section has sanctioned such a program for golfers who do not regularly participate in Tournament Players Division events.

"Most important," said Les Frisinger, president of the approving Florida Section, "it's currently the only opportunity in the country for hundreds of talented golfers to sharpen their skills in pressure-packed big money competition under the direct supervision of a PGA section."

In addition to strict supervision of all tournament rules and regulations, the Florida Section officers will create a series of seminars and discussions on PGA orientation for tournament players. Included are special programs on pro shop management, merchandising, constitutional interpretation, maintenance and other important areas that will provide a more thorough knowledge of all aspects of golf.

The Florida Section's 16-week program will be conducted in two eight-week series of 36-hole events. Weekly winners will pocket some \$7,000 with approximately \$33,000 divided among the next 49 finishers each week.

The tournament is open to all

Florida Section PGA members, those in the apprentice program and golf professionals who are not affiliated with the Section or the PGA. Pro golfers who won over \$10,000 on the 1972 PGA tour will not be eligible to participate.

Entry fee for each eight-week series is \$3,000 for which the player receives housing on tournament days at the Plantation Hotel, breakfast, club cleaning and storage, use of the golf course, electric cars on tournament days, use of the driving range and a supply of golf balls for each tournament.

Home course for the 16 events is the par-72 Plantation GC. Designed by Florida architect Mark Mahannah, the layout stretches nearly 7,000 yards for championship play. "Mark did a fantastic design job with the 160 acres allocated for the course," said Danny Bertine, general manager at Plantation.

"From the white tees our residents and resort guests enjoy a most pleasurable test of their golfing ability," he said, "but from the blue markers the pros will find water coming into play on 11 different holes. Many of the 50 bunkers and large, mature pines and oaks become much more hazardous when approached from the back tees."

Bertine pointed out that even though all 16 events will be contested on the same layout, the combatants will have little opportunity to get accustomed to the best strategy of play.

"Variations in weather conditions make a whale of a difference at Plantation," said Bertine. "Prevailing breezes are from the south but we're so close to the Gulf that winds can swirl in almost from any direction."

Plantation Hotel and Sports Resort is located in the heart of Citrus County, 70 miles north of Tampa. The complex is on the headwaters of the famed Crystal River, which travels seven miles northwest to the Gulf of Mexico. The hotel itself overlooks Kings Bay, home of the giant manatee and a scuba diver's paradise known the world over for its warm, clear waters. More than three million gallons of fresh water per hour rise

from the caverns and caves in the river's "Big Spring."

In addition to golf, the resort boasts a 100-room Georgian-style Colonial hotel, swimming pool, saunas, shuffleboard, four tennis courts and a fully covered marina and docking facility from which top local guides lead charters for salt and freshwater fishing.

CHARLES A. EATON PROVIDES

CINDERELLA'S SLIPPERS

BROCKTON, MASS.—The *Charles A. Eaton Company*, manufacturers of Etonic golf shoes, is lending its support to this year's new Ladies Professional Golf Assn. Golf Classic. Christened the first "Cinderella" tournament by Hughes Sports Network President, Richard E. Bailey, this colorful television sports event is being aired over network television stations for 13 weeks beginning January 28. The tournament, taped under ideal Florida weather at Port St. Lucie, includes 32 of the LPGA's finest golfers.

Each winner in this \$50,000 tournament will receive a unique trophy featuring a ceramic representation of Cinderella of fairy tale fame. Accompanying the trophy is a pair of "glass slippers," actually clear plastic golf shoes, complete with spikes, custom crafted by the Etonic Division.

Through its "Cinderella" nickname, the tournament seeks to highlight the rapid rise to wealth and fame of women's professional golf. Played on an alternate shot basis, each match presents more than its share of thrills and golfing mastery.

CONSTRUCTION BROCHURE AVAILABLE

HOUSTON—"Everything You Ever Wanted to Know About Building* But Didn't Know Who to Ask" is the intriguing title of a 12-page brochure by *Stran Steel Corp.*, a 35 year old manufacturer of metal building systems. The brochure can assist a business manager in determining if he should lease, rent or build. It also covers where and how to obtain financing, choosing a building site, planning for future building needs, keeping construc-

tion costs down, controlling maintenance costs, the importance of appearance and choosing a contractor. The brochure will be beneficial also to the club manager looking into new or additional facilities. For this free booklet, write: Stran Steel Corp., Department 72 E 445, P.O. Box 14205, Houston, Tex. 77021.

QUESTOR SALES, EARNINGS UP IN FIRST QUARTER

TOLEDO—First quarter net earnings reported by *Questor Corp.* showed an increase of 10 per cent to \$2,158,000 or \$.22 per share on sales of \$83,078,000. In 1972, first quarter net earnings came to \$1,964,000 or \$.20 per share on sales of \$75,715,000.

Commenting on the first quarter results, R.R. Hessler, vice president-finance, noted that the increased sales continue to reflect a strong demand for Questor's traditional or branded products and the host of new products introduced last year.

Questor is the parent company of the Spalding Division, Chicopee, Mass., which makes golf equipment, as well as other sporting goods equipment.

BUY A HOME, GET A COUNTRY CLUB

LOS ANGELES—*Sunrise Corp.* is developing a \$40 million golf course condominium community in Rancho Mirage, which will be one of the largest building projects ever proposed for the Palm Springs area. The major attraction for a potential buyer is that a purchase of a condominium at Sunrise CC automatically provides the buyer full ownership in the club and use of its facilities, according to William Bone, president of Sunrise.

Among the many alluring features of the proposed community is an 18-hole, 4,300-yard, par-65 executive golf course designed by Theodore Robinson, who has designed a total of 60 golf courses in the Palm Springs area.

Plans call for the construction of 768 condominiums, with approximately 85 per cent of them opening directly onto the golf course and the remainder overlooking lakes or greenbelts. The one, two

and three-bedroom units, all single story, will range in price from \$29,995 to \$59,995.

In addition, there will be 24 swimming pools conveniently situated throughout the project, a 13,000-square-foot clubhouse, nine championship tennis courts adjacent to the clubhouse and a major recreational complex for children.

"So far we've had an excellent track record in being able to anticipate specific demands on the Palm Springs area," said Bone "and I believe we have all the ingredients for another outstanding success in Sunrise CC—well designed housing in a good price range, exceptional golf and recreational facilities and ownership of them with a purchase of a condominium," he added.

Not including the country club project, Sunrise Corp. has built or currently has under construction in the Palm Springs area a total of 600 condominiums with an approximate value of \$25 million. Its first two projects, Deepwell Ranch and Sunrise, have been completely sold out. Sunrise Alejo and Sunrise East, both opened within the past six months, are good sales successes according to Bone.

ALEXANDER TO LEAVE GCSAA

LAWRENCE, KAN.—*Paul Alexander*, director of education for the Golf Course Superintendents Assn. of America, stated to GOLFDOM that he will be leaving the association on June 29 to become associate vice president for golf operations of Sea Pines Corp. at Hilton Head Island, S.C. In his new position, he will coordinate the technical aspects of future golf course development for the renowned resort.

Coming to the GCSAA in early 1970 as its first educational director, Dr. Alexander performed a variety of special services; he was administrator of the GCSAA Scholarship and Research Fund, served as science reviewer and established seminars on a variety of turf topics.

An association spokesman indicated that Alexander would be difficult to replace and that the announcement of his successor will come this month.