

NEWS OF THE INDUSTRY

VICTOR GOLF ANNOUNCES ANNUAL VARDON CUP PRESENTATION

MORTON GROVE, ILL.—The Vardon Cup, professional golf's newest award, will be presented annually to the Club Professional Player of the Year, it was announced by James T. Butz, president, Victor Golf, sponsor of the cup.

"The club professional's playing ability has not received the recognition it deserves," explained Butz. "We plan to provide that recognition by annually presenting the Vardon Cup."

The recipient will also receive an additional prize of \$1,000 and all expenses covering his trip to receive the cup at the annual PGA Meeting.

Unlike the Vardon Trophy, which is awarded a touring professional for excellence, the Vardon Cup will be presented to the club professional who compiles the best combined performance in the Club Professional Championships and National PGA Championship. This automatically means the recipient holds his PGA sectional title, a prerequisite for qualifying for the Annual PGA Championship.

The cup was created by silver designer, William Fredericks of Chicago, and is the brain child of Ken Devine, Victor Golf's vice president, marketing. The cup measures 10 inches high, is made of cast stainless steel and silver and is set in a rosewood block. The cup is to be the winner's permanent possession.

NGF TO BUILD NATIONWIDE CORPS OF TEACHERS AT STAFF SEMINAR

CHICAGO—This year's National Golf Foundation Educational Consultant Staff Seminar will be used as a vehicle for building a nationwide "cadre" of PGA-LPGA and school teaching consultants, it was announced by Don A. Rossi, executive director of the NGF.

The major purpose of the seminar, to be held July 28 to August 2, at Hueston Woods Lodge and GC at Oxford, Ohio, will be to strengthen NGF's teacher training service to improve the quality of golf instruction in United States schools and colleges.

The seminar program will evolve in three phases:

1. An advanced teaching knowledge phase. Noted PGA educators, Jim Flick, Bob Toski, Bert Yancey, Bill Strausbaugh and Gary Wiren, with special guest, LPGA professional Marilyn Smith, will guide the consultant staff and candidates through an in-depth study of principles and teaching methodology;
2. An NGF workshop session-centered phase. Members of the existing consultant staff will present simulated NGF workshop sessions covering all aspects of school golf instruction for the benefit of observing candidates. The windup will involve candidates and staff exchanging and presenting techniques for teaching a specific skill;
3. A consultant service program-centered phase. The mechanics of the foundation's consultant service will be interpreted so that candidates will better understand their role as area consultants in meeting school workshop requests, as well as the framework in which these requests are coordinated by the foundation headquarters.

Rossi emphasizes that "the 1974 seminar is strictly a staff training seminar, and therefore, will be closed to outside teachers. Seminars held in future years, however, will be on an open invitation basis."

SIMMONS INTERNATIONAL ANNOUNCES MAJOR EXPANSION

LOS ANGELES—Simmons International Corp. has leased an industrial building at 1048 E. Burgrove St., Carson, Calif., in an expansion move, it was announced by Pat Simmons, president of Simmons.

Established in 1969 as a manufacturer of private label putters only, the firm has expanded its line of precision-made Golf Tech products to accommodate more than 7,000 pro shops. In addition to its line of Excalibur Plus, GT Crown and Honeycomb and a family of utility irons and putters, Simmons International has been appointed the exclusive distributor for the Jantzen Open line of golf, tennis and related sportswear.

TORO TO BUILD ASSEMBLY PLANT IN WISCONSIN

MINNEAPOLIS—The Toro Company plans to start construction this summer of a 164,000 square-foot assembly plant in Tomah, Wis., it was announced by David T. McLaughlin, Toro president.

McLaughlin said that Toro has agreed to purchase 25 acres in Tomah Industrial Park, a 350-acre development created eight years ago to attract new industry, and jointly owned by the city of Tomah and Forward Tomah Development Corp. The Toro assembly plant is tentatively scheduled to be completed early in the summer of 1975, depending on the outcome of several studies now underway to affirm the adequacy of transportation facilities and the availability of energy sources. The facility would open with an initial work force of about 50 and would build over the following three years, he said, to between 300 and 350 employees, making Toro the largest employer in the industrial park.

McLaughlin estimated the total cost of the new facility will be more than \$3 million.

