

The Battalion

Section B

Friday, September 5, 1986



Commonly Known As

The recently renovated Commons Snack Bar has a new name and a new face to match. The snack bar, which is now called the Commons Denominator, started renovation at the end of Spring '86, and the work was finished during the second summer session.

Photo by Mike Sanchez

Palmer now a golf course designer

FORT WORTH (AP) — Aside from his legendary successes as a player, Arnold Palmer is coming well known for his development of golf courses.

Included in the approximately 75 projects he's developed are the PGA West at La Quinta, Calif.; Kapalua in Maui, Hawaii; and Bear Creek in Fort Collins, Colo.

He also is designing courses in Japan and other overseas locations.

However, with the scheduled opening next spring of The Golf Club at Fossil Creek, golfers in the Dallas-Fort Worth area soon will have their first opportunity to play an 18-hole championship layout designed by Palmer.

The 6,960-yard course, located just west of

Haltom City at the intersection of Loop 820 and Interstate 35-West, is the focal point of a 1,150-acre community known as Fossil Creek.

Depending upon the severity of the winter, Fossil Creek could be ready as early as March, according to golf director Claye Atcheson.

"Ed Seay, Palmer's principal partner, walked the course the other day, and he liked what he saw," said Atcheson, who added that Palmer has checked the progress at his course every other month.

"This is a critical stage, so his people are out every two weeks," he said. "We won't seed the bent grass greens until September, but if we have a mild winter like last year, we should have a mature course by early spring."

The course is primarily for the residents and

business owners of the Fossil Creek community. Those with annual memberships, along with guests at the planned 400-room Marriott Hilton, will have the first privileges for the course.

It will then offer limited resort or guest fee play on an available tee time basis. Atcheson expects the green fee and cart package to be \$40.

Palmer worked to take advantage of the property's terrain, two creeks and a lake to give it a unique look and play. Water will come into play on 15 of the 18 holes, including the peninsula green on No. 13. There also will be holes called The Scottish, The Serpent, The Cliffs and The General.

Palmer, who has 61 tour victories and career PGA earnings of almost \$2 million, is scheduled to be on hand next spring for the grand opening.

Du Pont cooks up crawfish bait

ORANGE (AP) — Crawfish, the small, lobster-like crustacean that is tempting the taste buds of many Americans, is becoming part of a new business for Du Pont.

The company, with the help of two enterprising workers at the Du Pont Sabine River Works, is manufacturing and selling bait that attracts the little critters into traps.

But while other companies also manufacture and sell bait, Du Pont's formula creates a new long-life bait that does not deteriorate in water and lasts 5-7 days in the trap.

The start of a million-dollar business frequently is accomplished with a single idea. Jay Daigle's idea, combined with Mal Smith's laboratory experience, launched the new business for the company in record setting time.

"The secret of this was the idea that we could use a polymer to accomplish what we needed," Smith says. "It was the recognition that the industry wanted this and there was a need for it. Once the idea was generated, we already had the technology within Du Pont to create it."

Daigle, then a part-time lab analyst, went to Smith with the idea that a polymer could act as an adhesive and hold the bait together without disintegrating in the water. A polymer is a chemical product that is used for a variety of consumer products, such as plastic food wraps, eyeglass frames and even the covering of golf balls.

Since Du Pont already produced a polymer that was not water soluble, the development consisted of creating a formula of the usual bait materials — fish meal, fish byproducts and fish oil — that could be held together by the polymer until the crawfish consumed it.

"There was a need for it," says Da-

igle, a crawfish farmer for five years. "I have my own crawfish pond and was tired of working with the messy fish all the time. I needed something that would last longer."

Fish scraps that are used as crawfish bait deteriorate in the water, leaving a residue in the traps that must be removed daily, he explained. Artificial baits also disintegrate after 12 hours in the water, making it necessary for the crawfisherman to rest the traps every day.

"The bait initially costs more than other bait, but the overall cost is less because it lasts longer and lowers the labor costs," Smith says.

Working on their own time at first, and later with Du Pont's stamp of approval, the two men developed the bait in about two years, compared with the standard product development time of about 10 years.

Other company executives the men talked to about the project thought they were joking about crawfish. As the project progressed and the demand for time and money increased, they had to get approval from more company executives.

"There would be this long silence on the phone whenever I would first talk to anyone about developing a crawfish bait," Smith says.

Now the company is ready to go into full-scale commercial production with the winter bait. The company had limited the marketing of the summer bait as a test. The winter bait marketing plan is gearing up for a big November push.

"We will be a major force in the winter bait market because the main competition is fish, which is very expensive then, and the other artificial baits are ineffective in cold weather," said Daigle, who now is promoted to a marketing specialist for the crawfish venture.

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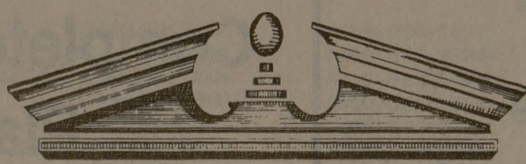
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