Product feature series opens

Golf course mowers, tractors and related products showcased

The July issue marks the first in an ongoing series featuring various products and services that will be of interest to you. The plan is to provide you with a wealth of information from a product or service category in an easy-to-read format that will help you in your purchasing decisions.

The first category we feature is Mowers, Tractors and Related Products. Admittedly, we may have selected a category that is so complex and varied that we will miss several important products in our listing.

In the future, the plan is to break down this large category into more specific divisions that will serve you, our readers, and your suppliers in the most effective manner. Please take some time to evaluate this new format (which appears on pages 16-17) and the product showcase (pages 26-29). The chart on pages 16-17 can be pulled out of the newspaper and tacked onto a wall.

If you're interested in a specific product, use the reader reply number and mail in the reader service card enclosed in the newspaper to receive more information from the manufacturer.

I would also like to hear your comments on this type of feature! In the June issue I outlined the list of features we will be reporting through December, with the exception of November. The decision has been made for November to provide our readers an up-to-date listing of all the architects and builders who are challenged with this exciting industry.

Golf Course News is proud to let you know that the July issue has grown to more than 20 paid advertising pages. This is a major goal in our publishing plan to be the newspaper for the golf course industry.

Continue to enjoy Golf Course News.

Sincerely,

Charles E. von Brecht
Publisher

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