Automated tee-time system marketed by Xeta Corp.

Course employees will save time and golfers won't have to dial the same number a thousand times each week to get starting times with the new automated tee time system designed by Xeta Corp. of Tulsa.

American Golf Corp. of Santa Monica, Calif., is among the first to sign a contract with Xeta Corp. of Tulsa, to provide automated tee time reservations to six American Golf-operated courses in the Houston area, including Bear Creek Golf World, Lake Houston, World Houston and Kingwood Cove.

Xeta Corp. is a pioneer in the automation of tee-time reservations. The process is relatively simple to run and golfers may telephone for tee times 24 hours a day, seven days a week by calling 713-777-1100 from any touch-tone telephone. Golfers can also cancel or confirm reservations and obtain course information and directions through the system.

Reservations may be made three days in advance but American Golf Club members may make reservations seven days in advance.

The service is free for weekdays but a 50-cent-per-player charge is added to green fees on weekends and holidays.

Ransomes

"At this point it's too early to tell where Salsco versus Ryan and Cushman products will affect everyone."
— Clarke Staples

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"It was chosen from thousands of products exhibited by 550 companies."