The best-looking golf car also has the best warranty.

At Cushman, we build golf cars to be beautiful and dependable. And we back up what we say by paying for all parts and labor for a full year should a new Cushman golf car be defective in any way. We know of no other manufacturer who offers the same warranty. Maybe that's because no other manufacturer builds golf cars the way we do.

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We've been building top performance into Cushman small vehicles for a quarter of a century. Today we're one of the world's largest manufacturers of small vehicles of all kinds. It's a record we're proud of, and one you can depend on.

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READER SERVICE CARD Mar.-74 Circle numbers corresponding to items mentioned in the advertising and new product columns in this issue. To help GOLFDOM continue to serve you promptly and effectively, please be sure and fill in all the information requested on the card. Inquiries from this issue will be honored until May 31, 1974.

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TITLE
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ADDRESS
CITY STATE ZIP
A.C. TEL. EXT.

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I. IS YOUR GOLF COURSE
A. □ Private G. □ Company Owned
B. □ Semi-Private H. □ Par 3
C. □ Municipal J. □ Military
D. □ Resort K. □ Pitch & Putt
E. □ Public L. □ Driving Range
F. □ Schools

II. SIZE OF COURSE
1. □ 9 holes
2. □ 18 holes
3. □ 27 holes
4. □ 36 holes

III. ACREAGE OF GOLF COURSE
A. □ under 100
B. □ 101-200
C. □ 201-350
D. □ 351-500
E. □ 501 + over

IV. Has your course opened in the last six months? Yes □ 1 No □ 2

V. Is your course due to open in the next six months? Yes □ A No □ B

GLA-4

GLA-3

101 137 173 209 245
102 138 174 210 246
103 139 175 211 247
104 140 176 212 248
105 141 177 213 249
106 142 178 214 250
107 143 179 215 251
108 144 180 216 252
109 145 181 217 253
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XM74-4
There has been a need in the golf industry for a directory that brings together, in a single volume, supplier information on the vast array of products necessary to operate a golf club or golf course. The enormity of such a task has often frustrated plans for this necessary tool. With this March issue, GOLFDOM has taken up the challenge.

The information-gathering process for so massive a project obviously must begin many months before actual publication. What you see on the next pages is the culmination of work that began early in 1973. Although GOLFDOM has attempted to be as accurate as possible in the listings, it is likely that some changes, particularly in personnel, may have occurred since the various companies filled out our information forms. We ask our industry readers to notify us of any changes in information.

Although we contacted thousands of companies for information, there may be others that would like to be included in next year's directory. We ask also that officials of these companies notify us of their desire to be listed.

By providing information you can help us to improve and expand our directory each year.

Please send all communications regarding the directory to: GOLFDOM Magazine, Editorial Dept., 380 Madison Ave., New York, N.Y. 10017.

—THE EDITORS

How The Directory Works

GOLFDOM's 1974 Buyer's Guide & Trade Directory has been structured to permit quick and easy use. It consists of four major sections: 1) Buyer's Guide, 2) Supplier Index, 3) Trade and Brand Name Index, and 4) Product Page Index.

The Buyer's Guide has been broken down into three sub-sections, each covering a basic area of golf club or course operations — course maintenance, pro shop and clubhouse. Each product guide contains the product categories pertinent to the particular operation. Under each category is a list of companies handling the product.

The product guides are cross-referenced to the Supplier Index, which lists all suppliers alphabetically by company name. Each entry includes the firm's headquarters address, telephone number, products, and the names and titles of key executives.

The Trade and Brand Name Index is designed to aid someone who may be familiar with a product by its trade, brand or model name, but does not know or recall the manufacturer. The index alphabetically lists each such trade name accompanied by the supplier that makes it. Pertinent information on the supplier then can be found in the Supplier Index.

If a reader is uncertain as to which of the three product guides contains a particular product category, he can turn to the Product Page Index, which lists alphabetically all product categories and the page number in the Buyer's Guide.

In addition to the four major portions, the directory contains information on major golf associations and a list of major reference sources devoted to certain product categories covered.
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Our N282 Spikeproof Carpet

You couldn't make a better investment for locker rooms, pro shops, golfers' grilles than this woven Wilton carpet.

- Wears so well, retains its fresh look so long that the cost per year is less than for other carpets, regardless of initial cost. Many club installations almost 15 years old show hardly any wear signs.
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Please send free spikeproof carpet sample and brochure listing clubs using it.

Name________________________
Title________________________
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City, State, Zip________________

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COURSE MAINTENANCE PRODUCT GUIDE

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H. V. CARTER COMPANY
DEDDES INDUSTRIES
HAHN
HOWARD ROTAVATOR COMPANY
HYDRO SYSTEMS
JACOBSEN MFG. COMPANY
R. D. KEEPS MFG. COMPANY
LAWN AND GOLF SUPPLY
POWER SPIKE
R & R PRODUCTS
ROBINSON'S LAWN & GOLF COURSE SUPPLY
RYAN
TURFAID
UNIVERSAL TRACTOR

ALGAEICIDES
AGCHEM-DECCO DIV.
ALFCO ROKEBY COMPANY
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ALFCO ROKEBY COMPANY
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EASTERN GOLF COMPANY
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A-34 is the only bluegrass that grows vigorously in SUN and SHADE and is "Performance Proven" from coast to coast to be the best all-round turf for most all conditions. It recovers fast when injured.

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