

GOLF COURSE NEWS

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-reading 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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Publishers of specialized business and consumer magazines

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Golf Course News is published 12 times a year by United Publications, Inc., PO Box 767, 38 Lafayette Street, Yarmouth, ME 04096. The newspaper is distributed without charge to qualified golf course superintendents, greens committee chairmen, club presidents and owners, as well as golf course builders, developers and architects. Correspondence should be addressed to Golf Course News, P.O. Box 767, Yarmouth, ME 04096

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BPA Audit applied for 3/89.

COME SEE OUR TRIPLE FEATURE

Now showing. The new and improved Ransomes Motor 180 TR15B. Built with star quality. 150 years of reel-mowing expertise. And three great new ideas that make it the most versatile, compact triplex rider today.

Standard hydraulic cutter lifts. A smooth, powerful Vanguard V-twin engine, for easier-than-ever power up long grades. Optional three-wheel drive, for greater traction.

Plus the usual Motor 180 turn-ons: Low, ground-hugging design. Maneuverability in and out of tight spots. Hydrostatic single-foot drive. And Ransomes famous durability. The new Motor 180 TR15B. It just might be the most entertaining triplex rider on the big green.

To get the big picture, see your Ransomes distributor. Or call Ransomes, Inc., One Bob Cat Lane, Johnson Creek, WI 53038 (414) 699-2000.



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