

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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edStates."

The changes will come in the projected major expansion into the European market, she said.

But Cushman's Staples said duplication exists between the Ryan and Salsco product lines. "At this point it's too early to tell where Salsco versus Ryan and Cushman products will affect everyone."

Staples said Ransomes bought the Salsco line in case it couldn't negotiate the Cushman purchase.

There is "not a lot of duplication" in the two companies' product lines, so none of their products will be discontinued, one official said.

Cushman has already broken ground on a plant that will double capacity of the Edgewater, Fla., facility.

Stuckey added that Cushman bought manufacturing space in Lincoln, Neb., and land next to its present plant.

"The intent of these two purchases is to increase our capabilities. How those resources are going to be used will depend on the demand on our new relationship with Ransomes," he said.

Asked if management changes are forthcoming, Staples said, "We're a \$100-million company; Ransomes is in the \$150-million range. I don't think they're overloaded with (management) people. When you take on a company this size you need all the talented people you can get — at least at first — and that gives people a couple of years to prove their worth."

Concerning a possible merging of departments between the two companies, Stuckey said, "Not at this juncture. It's pretty much business as usual, but as we move along we will look at how (to change things) from a marketing standpoint, see how we can get the job done best."

He said, "We have a dealer organization we feel is one of the best in the U.S. The plan is to maintain that distribution and work with dealers on what we have developed..."

"This offers Cushman the opportunity to operate at the same modus as under OMC."

When OMC announced earlier this year that it wanted to sell the Cushman group, several potential buyers came forward.

Reportedly, chief players in the talks were Toro, Ransomes, Textron and Club Car.

The negotiations reportedly narrowed down to Toro and Ransomes before the British firm won the bidding sweepstakes.

Staples said that if Toro had bought Cushman, changes in operations would have happened "overnight."

EQUIPMENT NEWS

RedMax wins industry award for innovation

The Innovative Products Award at the 1989 International Lawn, Garden and Power Equipment Expo in Louisville, Ky., was presented to the RedMax Reciprocator.

The award was based on design, safety and innovation, with the judges examining RedMax's configuration, researching its specifications and testing it in the field.

RedMax President Hiroo Taguchi and Senior Vice President John Kelly accepted

the award for the product, which uses two reciprocating blades, each containing 20 teeth, and cuts through heavy weeds and brush, can be submerged to trim under water, and stops immediately when the engine is switched off. The blades eliminate kickback and the danger of debris becoming projectiles.

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

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