

BUSINESS NEWS

P.J. Enterprises authorized for dealership in ParCars

Columbia ParCar Corp. has authorized P.J. Enterprises as its dealership for southern Wisconsin, and Boone and Winnebago counties in upper Illinois.

Bill Strobusch, owner of P.J. Enterprises, purchased this business two years ago, and it has grown to include four full-time and four part-time employees.

P.J. Enterprises is a full-service ParCar dealer stocking an inventory of new and

used ParCars, offering a rental tournament fleet, service to county fairs, parades, and servicing courses and individuals.

Prior to his purchasing of P.J. Enterprises, Strobusch owned and managed a temporary help service, Terra Temporary Services, from 1984 to 1988.

Strobusch continues to own part of Terra Temporary Services with his wife, Mary, managing the business.

Hyundai begins choosing distributors for golf car

Golf Cars Ltd., a Sun City, Ariz., distributor of gas and electric golf cars and utility vehicles, has become one of the first companies in the United States chosen to distribute the new Hyundai golf car.

"Our marketing research has identified 50 potential areas for us to pursue to distribute our product in the United States," said K. H. Um, senior manager/representative for Hyundai Precision and Industries Co. Ltd., one of the major Hyundai Group companies. "We are carefully reviewing potential distributors and currently have 20 in place."

Jack Pohle, president of Golf Cars Ltd., felt the timing of the Hyundai introduction was opportune considering the booming

golf and retirement industries.

"We believe that the addition of the Hyundai car to our fine existing line of products will be an excellent augmentation that will enable us to expand our marketing potential and increase our business significantly," Pohle said. "The Hyundai golf car is a superbly engineered product combining the finest qualities of the best the market has to offer in both the mechanical and cosmetic aspects of the vehicles. The Korean-based Hyundai Group, a giant industrial complex, brings outstanding technology and production skills to the golf car industry. We are proud to represent them."

According to Um, Hyundai saw the American boom in the golf industry four years ago and began initial design on a golf car. Hyundai Precision and Industries Co. Ltd., a manufacturer of heavy equipment and machinery, was a logical choice to pursue the design because of related products in the division and their engineering capabilities.

"At that time, Hyundai Precision wanted to diversify into the consumer market," said Um. "We always thought that golf cars were an interesting product and with the golf industry being so active right now, we saw this as an outstanding opportunity."

Several hundred of the Hyundai golf cars are in use in Korea and have also been introduced in Europe, Australia and Guam.

Filtration Irrigation formed as rep for manufacturers

Filtration Irrigation & Fertigation Co. has been formed as a manufacturers' representative organization, it was announced by President Jerome Gutman.

The Reseda, Calif., company was established to provide distributors and dealers the best available products from various represented manufacturers as well as specialized service.

"FIF will optimize the best improved values for the needs of each customer," Gutman said.

Until recently, Gutman had been president of Amiad U.S.A., Inc., manufacturer of filtration and fertigation equipment. He organized and opened its U.S. sales and marketing in 1981, expanding the company nationally. Gutman holds an MBA degree and is a graduate of the University of San Francisco. The FIF office is located at 18155 Elkwood St., Reseda, Calif. 91335; 818-705-0215.

Artistic Arborist sole distributor for injection items

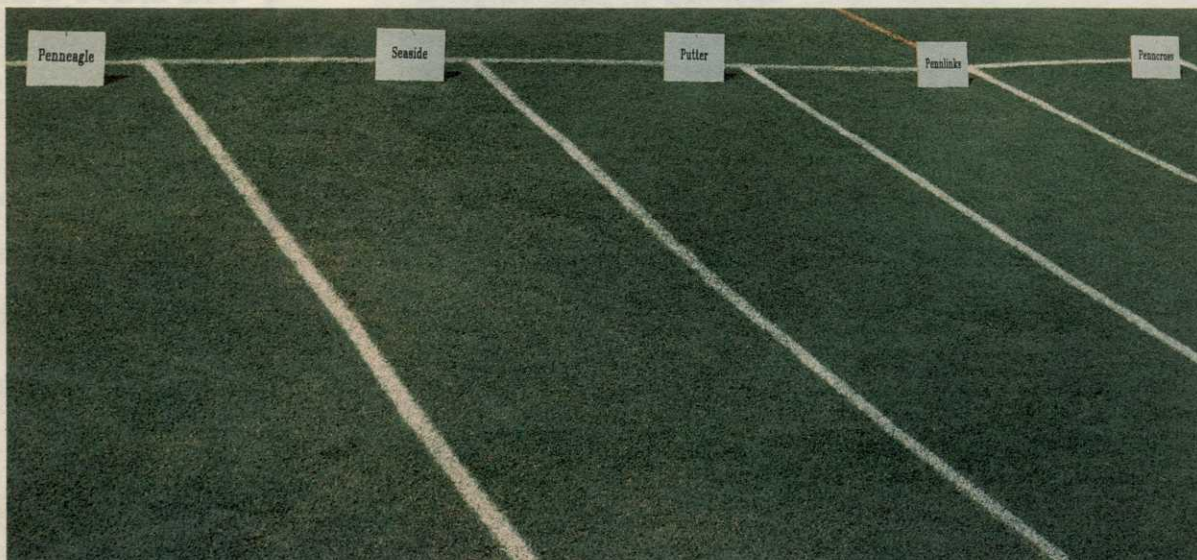
Artistic Arborist, Inc. of Phoenix, Ariz., has become the sole distributor of the Mauget Tree Injection products in New Mexico. Since 1979, Artistic Arborist, Inc. has been the sole distributor of the products in Nevada and Arizona.

The Mauget Tree Injection Process is a method of injection used to correct nutritional deficiencies or to control insects or diseases of trees.

Established in 1978, Artistic Arborist, Inc. is a plant health management company that provides products and services nationwide for government, public and private industry. The company provides training for arboricultural and landscape industries and other interested individuals through educational seminars, consultation, diagnostic services, lectures and training workshops.

Putter[®]

Creeping bentgrass



Tested side by side with some of the best-known bentgrasses, Putter exhibited superior color and excellent growth habits. Upright growth, and fine, consistent texture, give a true-line putting surface.

Putter, the world class grass for world class greens.

Putter was developed at the Puyallup Research & Extension Center of Washington State University by Dr. Stan Brauen and Dr. Roy Goss. After years of searching and hundreds of tests looking for a superior creeping bentgrass, Putter finally met Jacklin's criteria for a superior variety.

The rich, dark, bluish-green color is irresistible to every golfer. With excellent turf vigor, fine-leaf texture and improved resistance to take-all patch disease, Putter is exciting news for golf course maintenance staffs. Quality features include a dwarf growth habit and high-shoot density. It's highly aggressive against *Poa annua*.



Note the uniformity of Putter plants in the center row as compared with the wide variants within competing varieties on either side of Putter.



Developed and tested by Dr. Stan Brauen and Dr. Roy Goss, Putter achieved high ratings in overall turf quality in tests for color, density and improved resistance to take-all patch disease at the Western Washington Puyallup Research Station.



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