

# 1974 BUYER'S GUIDE & TRADE DIRECTORY

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 suppli-

er 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.