

1977-78 BUYERS GUIDE

In March 1974, GOLFDOM, the forerunner of GOLF BUSINESS magazine, published a "buyer's guide and trade directory" as a service to the industry. In the 3½ years since then, there has been no new guide published that would tell the golf businessman where to buy all of the products he needs to run his golf course, pro shop, or clubhouse. There may have been some individual efforts to provide a guide to one segment or another of the business, but never all three together in one place. Until now.

Most of the magazine you now hold in your hands is made up of the GOLF BUSINESS 1977-78 Buyers Guide. It comprises four major sections: course maintenance, pro shop, and clubhouse product guides,

plus a supplier index.

The Buyers Guide is easy to use. Product categories are arranged alphabetically within each product guide. Suppliers of each type of product are listed alphabetically under that category. All suppliers included in the three product guides are then listed alphabetically in the supplier index. Supplier listings include the full address and, in most cases, the phone number and the person to contact for further information.

The 1977-78 Buyers Guide includes some 650 companies, providing a reference source that is comprehensive, but not complete. We know there are other suppliers whose products have, for one reason or another, not been included this time. Next year we would like to include them, so if you work with or for one of those, please send us the necessary information — including types of products. Address all correspondence regarding the Buyers Guide to: Editor, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

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