

We've got a reason to smile, again.

We are proud to announce that *Golfdom* magazine was named a winner in the 2003 Folio: Editorial Excellence Awards.

The Folio: Award, one of the highest national honors in publishing, is awarded to magazines that are judged outstanding in achievement of their editorial missions. *Golfdom* was named the top national business-to-business magazine in our category for the second time in three years!

Please join us in congratulating our entire editorial and design team.

Golfdom

The Company Line

■ PRODUCTS & SERVICES

Aerator

The Toro Co. offers the new ProCore 648 walking aerator for greens and tees. The innovative design of positioning the rear wheels within the coring path of the machine eliminates running over the freshly aerated turf. Smashed cores and turf ruts are a thing of the past. The ProCore 648 features a wide 48-inch aeration swath. It aerates to a depth of 4 inches to relieve compaction, improve root growth and enhance overall turf health.

For more information, contact 800-803-8676 or www.toro.com.

Herbicide

PBI/Gordon now offers SpeedZone Broadleaf Herbicide for Turf in 30-gallon drums. SpeedZone is Gordon's proprietary formulation containing carfentrazone-ethyl in combination with phenoxyes and dicamba.

More than 150 potential formulations were tested to obtain the optimum ratio of components to balance performance with cost to the end-user. "It's a precision product, not a tank-mix," said Doug Obermann,

product manager for the herbicide, which was released in 2002.

For more information, contact 800-821-7925 or www.pbigordon.com.

Replacement blade

Wood Bay Enterprises offers the dynaBLADE, a tungsten carbide-tipped replacement blade for verticutting. It features long-lasting tips that remove more thatch to produce a smoother and faster putting surface, according to the company.

The dynaBLADE's fins vacuum thatch into the catchers, reducing cleanup time and equipment wear. Wood Bay says the blade fits most triplex mowers.

For more information, contact 800-661-4942 or www.greensiron.com.

Granular surfactant

Aquatrols has received registration approval for Primer 604 Granular, the first granular surfactant formulation to be registered for sale in Canada.

Primer 604 Granular is a convenient spreadable formulation that helps superinten-

dents ensure course uniformity by managing water repellency and optimizing soil moisture content, according to the company.

For more information, contact 800-257-7797 or www.aquatrols.com.

Lightweight fairway mowers

John Deere introduces the 3225 and 3235 C-Series lightweight fairway mowers. The 3225C is equipped with a three-cylinder, 38.5-horsepower, liquid-cooled diesel engine, and the 3235C is equipped with a three-cylinder, 48.5-horsepower, liquid-cooled turbo-charged diesel engine.

For more information, contact 800-537-8233 or www.JohnDeere.com.

Verticutter

Locke Turf's TVM-3077 and TVM-5130 series of Verti Cut Mowers remove dead plant material and thatch, and allow more accessibility for nutrients and water. A few simple adjustments allow for gentle grooming or a more aggressive cut.

For more information, contact www.lockemower.com.



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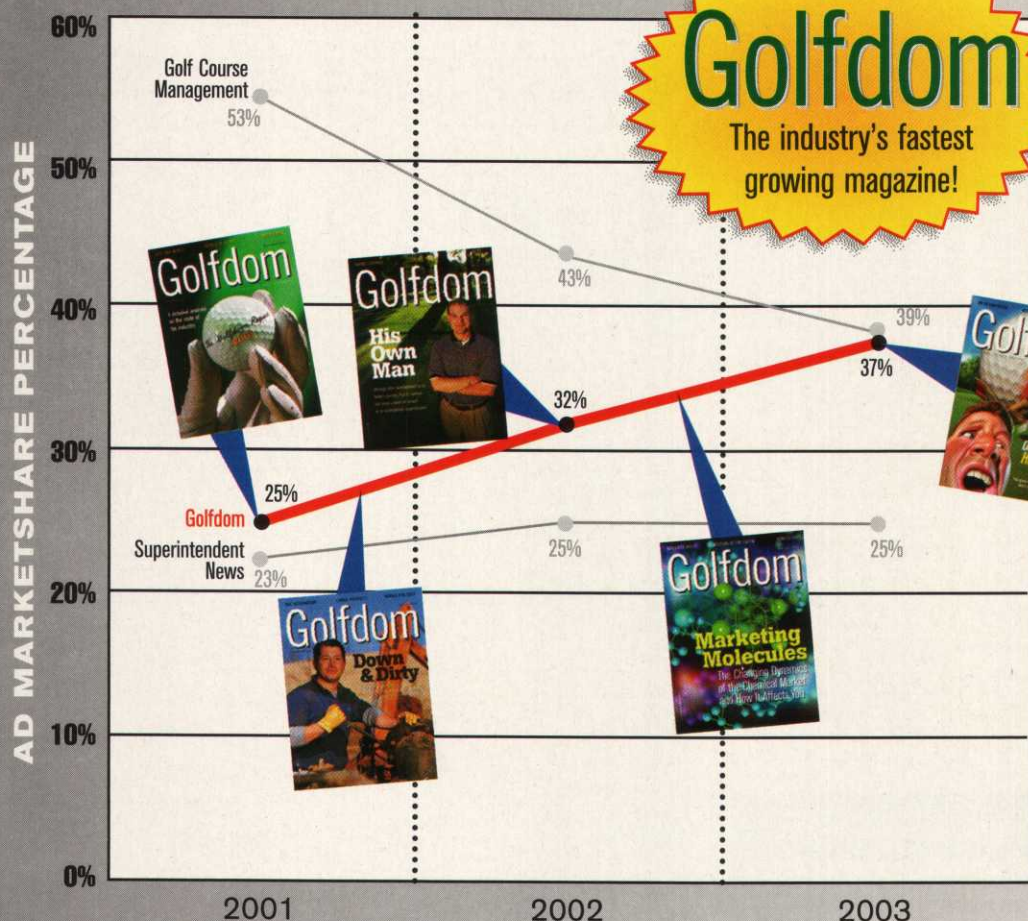
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SOURCE: Inquiry Management Systems, 2001-2003 Analysis of Industry's Top 3 Books in Terms of Share of Display Ad Pages.

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— PUT CLASSIFIEDS TO WORK FOR YOU! —

A golfer and his buddies were playing a big round of golf for \$200. At the eighteenth green the golfer had a ten foot putt to win the round, and the \$200. As he was lining up his putt, a funeral procession started to pass by. The golfer set down his putter, took his hat off, placed it over his chest, and began to wait for the funeral procession to pass. After it passed, he picked up his putter and returned to lining up his putt. One of his buddies said, "That was the most touching thing I have ever seen. I can't believe you stopped playing, possibly losing your concentration, to pay your respects." "Well," he said. "We were married for 25 years."

Golfdom's



Out of Bounds

■ SOMETHING COMPLETELY DIFFERENT

pinball

"You see, I just got tired of hanging out in those dusty arcades banging those pleasure machines."

— Bruce Springsteen

"4th of July Asbury Park (Sandy)"

Since its crude beginning in the early 20th century, pinball has been viewed as a cultural escape for ruffians, gamblers and greasers.

In 1942, New York City Mayor Fiorella La Guardia not only outlawed the games, claiming they were bad influences and tied to the Mob, but was also photographed smashing pinball machines with a sledgehammer.

I can hear uptight mothers in the 1950s and 1960s decrying the games as outlets for hoodlums in leather jackets.

But for all of the negative baggage that once attended the game of flippers, bumpers and plungers, there remains the simple fact that playing pinball combines skill and chance in a way unlike any other entertainment.

Now, I was never a greaser nor ruffian, but I did spend time banging pleasure machines in all types of spots — truck stops, all-night convenience stores, campgrounds, mall arcades, bars and in a bathroom (really) at a Kansas City coffee shop. And, while I am not literally deaf, dumb or blind, for nearly 30 years I have been playing — at times — a mean pinball.

I started as a precocious 5 year-old,

DESPITE THE
DIFFICULTY OF FINDING
TOP MACHINES, THE
GAME IS STILL A POPULAR
PASTTIME AMONG AMERICANS

BY MARK LUCE

sitting on a barstool at Daisy Mays in Salina, Kan. pumping quarters into machines while dad and his dudes did whatever they did at the bar.

Back in Salina as a fifth-grader, it was \$5 from Pops and a trip to the nine machines at Pinball Alley for more silverball action. As a college kid I headed to the bowling alley for my freshman flipper fix. As a graduate student, the bar I worked at featured seven machines. I had the keys to all of them and played and played and played. Over all this time, I have determined that there is no better, cheaper or less-destructive way to let off steam than flipping away your

troubles for an hour or two.

Sadly, it's becoming harder to find new machines, as the pinball industry isn't anywhere near the \$2.8 billion behemoth it was in 1990. Now there is but one pinball manufacturer — Stern — and purists will tell you its tables simply don't stack up to the classic Bally-, Williams- or Midway-built games of the 1970s and 1980s.

So what's the attraction? Unlike video games, pinball is always different and takes a combination of prowess and good fortune to perform well. More importantly, you can actually win something in pinball if you're good or lucky. That potential of earning replay has held nearly seven decades of American pinball players in its thrall, with players working for that unmistakable "crrrrackkkkk" that signals to everyone that you have not only whupped the machine, but you have something to show for it.

Mark Luce, a Golfdom contributing editor in Lawrence, Kan., dreams of owning a pinball machine.



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