

Rolling ads on golf cars?

■ A campaign to place advertising on golf cars has been launched in Florida, Southern California, Arizona and other major golf markets.

The Rollad Corp. of Louisville, Ky., will pay a \$50 a year commission to the fleet owner for each golf car on which ads are placed. Also part of the Rollad plan is the creation of a scholarship program for the junior golfers who help service the Rollad fleet.

The "Rollads" are 8½-inch square all-weather stick-ons which can be peeled off.

"This medium could provide advertisers with one of the longest, most intensive exposure factors in the ad industry, and it provides another source of income for course operators," says Michael A. Cox, a golf industry communications consultant who is assisting the Rollad startup.

In mid-August, the Rollad fleet was at 4500 cars; the company expects to reach 20,000 cars by the end of the year.

Golf course boom to continue

■ Why is the demand for municipal golf courses so strong?

Ken Killian, president of the American Society of Golf Course Architects notes first that, since high interest rates choked development for several years, the country is now "playing catchup" during the current period of lower interest and bond rates.

Even more importantly is the fact that about one-third of the nation's golfers are now women, according to the National Golf Foundation.

Killian also feels that the general trend toward better conditioning and more exercise has helped contribute to the demand for more high-quality golfing facilities. "Also," Killian adds, "there are more people in retirement than ever before, and many of them are avid golfers."

He adds that municipal golf courses no longer are second class citizens in the world of golf. "Some of the best new courses being designed are municipal layouts, and that trend will continue as city and recreation department personnel recognize that courses are appreciated by the general public and generate substantial income," he contends.

Rental equipment more popular

■ Changing conditions in the construction industry will force construction equipment users to take a harder look at equipment rental in the coming decade, says Marv Zoromski of JI Case.

Four major trends will influence the shift, Zoromski says: smaller projects, proposed tax law changes, increased contractor sophistication and increased competition in the rental industry.

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