

Idea file

Can you do without a woman in the shop?

Pro shops in increasing numbers have latched onto the idea of having a woman on the premises. It has turned many shops around in terms of making more sales of women's apparel.

The feminine touch in the shop is important, but a woman good with bookkeeping can take care of the ordering along with inventory control. Added duties could take in displays in the shop or a purchase order system.

Male chauvinism aside, a woman in the shop is an important ally on point of purchase selling to your female clientele.

Are you drowning your own course?

George Blake of the Soil Science Department, University of Minnesota, passes along this tip to superintendents about overwatering your course. According to Blake, too much water is wasted on golf courses these days.

"Plants normally grow if watered thoroughly, but less frequently," says Blake. "Healthy roots aren't developed in wet soils. They develop during the drying out cycle."

Some overwatering problems are due to poor system design. A good shop drawing is one thing, but more often than not systems are set up without taking into consideration the contours and low ground areas on the course.

Cut down on your sprinkling time. See how little irrigation you can get away with. Adjust down till you border on the lean side. Your turf should respond with greater health and vigor.

Stock up on beef while prices low

If there is a bright spot for foodservice operations this year, it's that with beef supplies about the same as last year, prices will continue to hold. The exact opposite is occurring in seafood products, which escalate in price on a daily basis.

Cattle feeders report a reduction in the number of animals moving into feedlots for finishing due to the cost of grain and the low to moderate demand for beef products, trends which tend to keep prices down.

Clubs may wish to utilize the price advantages of beef to set up special promotions that may attract added covers.

FDA offers questions on your food storage

The Food and Drug Administration has prepared a *Food Service Inspection Report* which lists several questions that can help you make sure your foodservice operation is up to standards.

For example, packaged food can not be in wet storage. Are your portion-packaged creamers/whiteners stored in crushed ice? Unwrapped food that is potentially hazardous must not be reserved. Are lazy susan condiments not discarded after original table service? Are leftover "homemade" bread loaves from table service sliced and prepared for later use as "garlic toast?"

The government offers a number of important checklists and standard sheets to keep up on sanitation requirements.

Pesticides made easy for superintendent

If you are preparing for federal or state tests leading to certification or licensing as a pesticide applicator, a new publication may be just the thing you need to get ready.

Entitled *Pesticides: An Auto-Tutorial Approach*, the book was written by George W. Ware, professor and head of the entomology department at the University of Arizona.

Fundamentals of pesticide chemistry are thoroughly covered, along with how various pesticides work and how they can be handled safely. Ware also studies the applicator's appreciation for the "super chemicals" of the 20th century. The book is available from the W. H. Freeman Co., 660 Market St., San Francisco, CA 94104.

Check on Congress by phone service

Worried about what is happening in Washington? Well, you can keep track of legislation affecting the golf business by using a new telephone service in the nation's capital.

By dialing (202) 872-1313 on a station-to-station rate, you can get up-to-date information on what happened today on Capitol Hill.

The Chamber of Commerce of the United States reports on the Congress Monday through Friday, then organizes and analyzes the information. Most timely reports are condensed into a three-minute recording by 9:30 a.m. (EST).