If you think the '68 Gran Cushman is all cool, you’re just half right. It’s hot, too. (But that figures. It’s half sports car, half golf car.)

It’s the hottest-selling golf car on the market. More people ride Cushman than any other golf car. And more people ride this new Gran Cushman than any other new golf car. So it comes from a long line of hot ones.

The tires are fat, ground-gripping Terras. A low ground-hugging center of gravity makes for wide-stance, razor-honed handling.

Once again this year Cushman engineering performance is high performance. And, as you might expect, standard. Choose electric or gas. But never worry about service. It hardly ever needs it.

Cool? Not the way these babies are selling. Hot! Better hotfoot it down to your Cushman Distributor, like now. He’s the man with the answers. He’s “Mr. Golf Car.” Or drop us a line at the factory—we’ll send you our gorgeous color literature. Fast and hot!

GRAN CUSHMAN

A Division of Outboard Marine Corporation
er shop. The ladies, especially, really seem to appreciate this.

Bob points out that the only snag to these special orders is that it takes the manufacturer three to four months extra to make up these items for you. So early orders are really imperative.

To present the new line of apparel, Wolfe puts on an annual style show at the club. This is held at the ladies' opening luncheon, around April 15th, before the season opens on the first of May.

"My reason for showing only to the women is that it is very difficult to get the male members to attend a style show," explains Bob. "A man works all week, and on weekends he is anxious to play. But their wives aren't working, and can come to the show during the week.

"We usually have about eight lady members model for us," Wolfe says, "and then a couple of the assistant pros model the men's clothing. That gives the ladies some ideas for their husbands, and, surprisingly, we have almost as many sales in men's wear as women's at the open house after the show."

"The lady member gets together with my wife or Mrs. Florea in the shop, and when she has bought something for herself, she invariably will say something like, 'It's selfish just to get something for myself. What have you got for my husband?' And they'll move over to the men's side of the shop right then and there. This holds true for sales made for lady members throughout the year.

"At our next fashion show," says Bob, "we are going to have a grandmother model. This is because the average age of the lady members is between 40 and 50. Here again," Wolfe stresses, "the importance of having a woman to coordinate the style show is vital, because most pros simply wouldn't have the knowledge to select the right clothes."

So successful has the show become that Wolfe gets around 250 lady members attending, with 50 of their guests from other clubs in the surrounding area.

During the height of the golf season is when Wolfe most appreciates his feminine help around the shop. "A pro just doesn't have the time that's needed to sell a woman apparel," he insists. "A woman wants to spend a lot of time looking and talking, and with the big demand on the pro's time, it just becomes impossible."

"I'd advise any pro to hire a woman to work for him," Wolfe says. "A lot of pros are afraid to lay out the money for this kind of help, but it will pay off in the end.

"Some say they don't have enough lady members, but a woman assistant can always help out with the books when she isn't busy. I believe there is always plenty to do around a pro shop, even if she isn't selling, and I think there should be a clear understanding that she will be available for such other duties when she is hired.

"Of course, it isn't easy to be a smart buyer," Bob adds. "So she will have to spend a lot of time choosing the items she wants to carry in the shop."

Finding the right lady for the pro shop is, of course, vital. "When I set out to find Mrs. Florea," says Bob, "I wanted someone familiar with ladies' sportswear, and, if
possible, a golfer too, who would understand when to sell, and, most importantly, when not to sell. I wanted a mature, attractive woman with a friendly, outgoing personality. (One pro I know lost his job over an argumentative woman.) It also helps if she has a good figure and can model the merchandise in the shop. This is a great form of advertising and both my wife and Mrs. Florea do this admirably. They also both play golf. "I think the best approach to finding such a woman is first to check with any pro who has a lady merchandiser working for him. She may very well have a friend with similar background and interests. You can also check the managers of ladies' sport apparel shops, and ask if any ladies are looking for a position. Thirdly, an ad in the local or area newspaper will often turn up someone for the position."

Once you have your lady merchandiser, Wolfe feels it's important to give her an incentive. "In my own case," says Bob, "I pay a salary, plus bonus. Other pros pay a salary, plus commission on sales. But whichever way you do it, she must be motivated to sell. "As to hours, many pros will find it necessary to have their lady merchandiser only on Tuesday (Ladies' Day) and Saturday and Sunday. Then it's vital to let your members know when she is available. Here at Middlebay, my two ladies split the work, with Mrs. Florea coming in Tuesday through Friday, from 9-5:30 and my wife coming in on Saturdays and Sundays from 12-6.

"Of course, a pro can only do so much if his facilities are limited," Wolfe concedes. "If he doesn't have enough display space, storage room and good lighting, his shop simply isn't going to be attractive, and all the female help in the world won't change that. A lot of pros work under this handicap, and then they get labeled as poor merchandisers when it often isn't the case.

"However, if a pro has an adequate shop and good female clientele," says Wolfe, "he is really missing the boat, if he doesn't get a lady merchandiser."

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Make your shop move—your sales jump in 1968 with PRO/MOTION 68 by DiFiní!

PRO/MOTION 68 is a programmed calendar of major events that will make your shop the talk of the club! Everything's been included to bring new traffic into your shop. Ideas tested to work for you. Special merchandise discounts. Displays. And lots more! It'll be the biggest promotion ever to hit your club members—and the best sales-making program ever to hit your Pro shop! So don't delay. DiFiní has a complete instruction kit ready for you. Send for it RIGHT NOW!

For more information circle number 174 on card.
Club's reservoir pays off

By building two lakes, a Midwest Club was able to solve its watering system problem and beautify the course at the same time.

To water or not to water—that was the question—in the summer of 1964 at Norwood Hills Country Club golf course near St. Louis, Missouri. Irrigation would result in better greens, yes; but, irrigation costs money.

So, when the directors made up their minds to go into it, they moved fast but with caution. They had just recently hired course superintendent Don Clemans, an agronomy graduate specializing in turf, from Purdue University. With his know-how and the support from Chairman Roger Linsin of the irrigation committee, the job was done well at reasonable cost.

First, they studied films and slides of similar work done on courses at Indianapolis and Kansas City. Then they asked the Russel Daniel Company of Athens, Georgia to look at the course and make recommendations. Later the company was awarded the contract for the plan.

Since local water lines couldn't supply the amount needed, the Daniel Company recommended that a reservoir be built to temporarily store 20 million gallons of water. Graham Daniel, head of the firm, suggested that they get in touch with their local soil and water conservation district.

An agreement was made between Norwood Hills and the St. Louis County Soil and Water Conservation District whereby the district would give technical assistance as far as possible in all phases of soil and water conservation. Norwood Hills agreed to install all works of improvement according to Soil Conservation Service specifications.

Howard Funk, technician of the USDA Soil Conservation Service assigned to the district, found after soil, geological and topographic investigations, a site suitable and feasible. The reservoir was designed by SCS engineers.

To supplement the water derived from rainfall, a six-inch water line from the County Water Co. was run into the reservoir. To obtain fill material for the reservoir, a borrow pit was located in an adjoining watershed. This formed a smaller lake from which water was pumped to the reservoir. After irrigation was in operation, sub-surface flow increased, some of which impounded in the adjacent small lake.

In May 1965 the system was in and working. Water goes to points over the 300 acre course through 13 miles of pipe. It is fed into lines by two pumps, powered by 75 hp motors and building up to 140 pounds pressure. They can deliver 1,300 gallons per minute.

The water comes on by program. Time clocks on each of the 25 controllers handle 10 circuits each. Each circuit can be set to run any length of time up to sixty minutes, any or all days of the week. They can program for 14 days at a time and forget it.

It took 65 1/2 miles of wire, 440 electric valves, 1,050 electrical connections, and 4 control panels for 250 circuits to build the power supply system.

Now for some arithmetic. Last summer Norwood Hills used 55 million gallons of water for irrigation. They bought 30 million of it from the County Water Co. for $8,000. The rest was pumped from their own supply.

The lakes cost $25,000. This year's experience suggests that the Country Club will use about $5,000 worth of water a year from them making them amortize in five years.

The whole project cost a quarter of a million, but the largest item was the delivery system, which would have cost the same without the addition of the lakes.

Then there is the added beauty the lakes provide. One tee is now located on the earthfill of the reservoir. Ducks inhabit the lakes. Ornamental shrubs are being planted on the shore lines. Who can put a price tag on these?

The agreement between Norwood Hills and the soil and water conservation district brings other advice and counsel. Assistance was given on repairing and improving a 40 year old lake. To determine soil types, permeability, and probable response to soil treatment, a
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Continued on page 58
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Through use of the most modern research techniques and latest laboratory equipment, National Chemsearch scientists explore areas beyond National Chemsearch's current product line. Full programs of fundamental and exploratory research are continually being conducted to produce newer, more effective products for you.

National Chemsearch scientists are dedicated to creating products which make your job easier. Because they succeed over a hundred thousand customers in business and industry use National Chemsearch products with confidence.

For more information circle number 227 on card.

Developed by National Chemsearch, Turf Search liquid fertilizer has proved excellent for football fields, parks, golf courses and lawns. Where large quantities of nitrogen and potash, and nominal amounts of phosphorous are required. Blends with water soluble insecticides, for combined fertilizing and insect control.


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