

Idea file

Summer care critical for newly planted trees

Summer is a critical period for recently planted shade and ornamental trees, according to a landscape horticulturist for the Texas Agricultural Extension Service. Water is the prime need, since trees lose a great deal of moisture from the leaves and stems. Also, young transplanted trees have a limited root system, so they can only use water that is close by.

Trees should be watered once a week on sandy soil and every 10 days to 2 weeks on clay or loam soil. Soil should be moist down to 12 to 18 inches after watering.

Use fresh strawberries within a day or two

Fresh strawberries can be a special summer treat in your club for salads and desserts, but remember that they are highly perishable. Buy only the amount you plan to use or process in a day or two. If storage is necessary, do not wash or cap until time for using. It's best to roll them onto a tray and cover lightly with wax paper, then place in the refrigerator.

High-quality strawberries have a fresh, clean, bright appearance — uniform color and bright green caps, which should still be attached. Moist-looking berries and stains on the containers usually signal deterioration.

Strawberry yields vary with quality, but the following will serve as a guide: 1 quart = 3 cups capped berries, 1 quart = approximately 5 servings, 1 crate = 16 quarts, 16 quarts = 20-24 pints for freezing. Size of the berries is not necessarily an indication of flavor. Small or medium berries are often the most flavorful. Extremely large berries may have hollow centers.

Don't treat sales as a pro shop liability

Pros should learn to regard sales of overstocked merchandise as an asset, rather than a liability, says softgoods distributor Ernie Sabayrac. "A sale is a quick way to turn merchandise into cash to help finance a merchandising operation."

It is also one of the best ways to increase traffic in your pro shop and to help increase the number of loyal customers. The pro will always be left with some merchandise that didn't sell at regular prices, so why not get it off the shelves?

Lube your trucks for long service

Proper lubrication can keep your maintenance vehicles in good service longer. The 1977 *Truck Lubrication Guide* published by the Chek-Chart Division of H. M. Gousha Co. contains complete lubrication recommendations for most popular models of light-, medium-, and heavy-duty trucks.

The charts are printed in two colors and list capacities, service intervals, and lubricant grades for engines, transmissions, transfer cases, and differentials. Single copies are available for \$20.90 from Gousha/Chek-Chart, P.O. Box 6227, San Jose, CA 95150.

Consider buying ice instead of making it

The iceman is not dead. In fact, suppliers of manufactured ice have a lot to offer if your club's food and beverage operation uses much ice — as most do. Manufactured ice is pure: free of air bubbles, chemical impurities, and exposure to unsanitary conditions. It's also fairly economical (inventory and costs are easily controlled) and convenient (the only equipment needed is a simple refrigerated cabinet).

Another big advantage of manufactured ice is that you can buy just as much as you need, when you need it. If you're likely to need more ice during summer months, you can get it without buying a larger-capacity ice machine than you'll need in the winter.