

I usually have completed buying our merchandise for the following spring."

Since the winter season is the big time of the year in Tucson, with people coming from all over the world, often the display at Tuscon National is the first they see of the new styles.

One of the items Maryellen particularly wanted to talk about was golf skirts. "They are a real success and are here to stay, so we're stocking heavy on them in all colors and styles. The trend is away from shorts. I've been wearing short skirts around the shop and course the last two years, and lately I've been wearing them to many other places where informal dress is in good taste."

When style shows are held in the city of Tucson, the ladies often ask Maryellen to put on the portion of the show featuring sports clothes, while other dress shops will show the evening, afternoon and other type styles. This is a great advantage to her and makes their shop well-known in town for styles.

Everything a guest or member sees Maryellen wearing, can be bought at the shop. This also holds true for Bob and his assistants. (Two assistants help them with the buying. One, a college boy of 19, represents the taste of the university crowd, and the other, a young man of 29, represents the young marrieds).

The Klewins also consider novelty articles—conversation pieces and mementoes of their vacation in the West—as very important to their sales volume. "We stock numerous little novelty items," says Bob. "This season, for example, we went strongly into buying things with our club's attractive emblem engraved or sewn on them, such as neckties, and even drinking glasses. We also have personalized and hand-painted shirts, and jeweled shirts for the women.

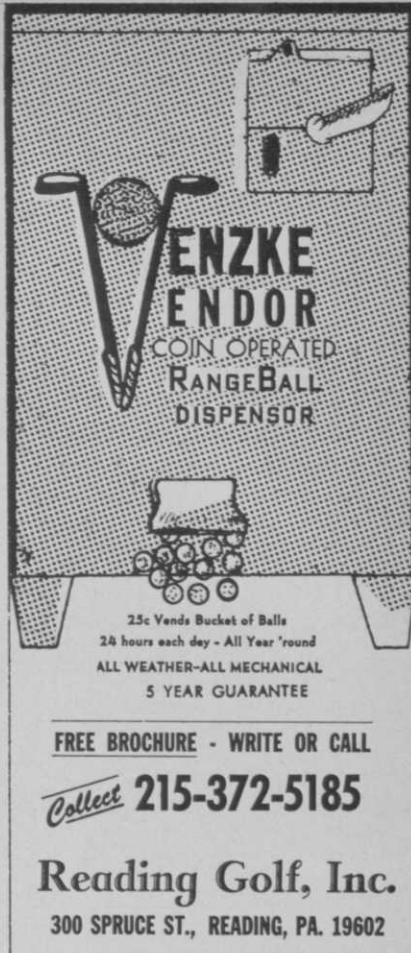
Bob had some additional observations on other ways he keeps up with the times in merchandising. "The companies we buy from have become very conscious of the tremendous business golf has become, and we study their ads

very carefully, especially about the things that are scheduled in the year ahead.

"And, it's a strange fact, but people on vacation quite often don't bring their golf clubs with them, which lets us make a nice income on rental sets. Instead of beat-up clubs, our for-hire clubs are good first-line sets, which often lead to interesting a player in buying a new set."

Bob is very proud of the fact that he and his wife are one of the original husband and wife teams in pro shop operation. And, it is very obvious by now why they have achieved their current success.

However, none of this may have come to being were it not for the arrangement under which they came to the Tucson National. The club gave them the chance they'd always wanted, a free hand to set up facilities for displaying merchandise and decorating the interior of their now famous shop just the way they wanted to. □



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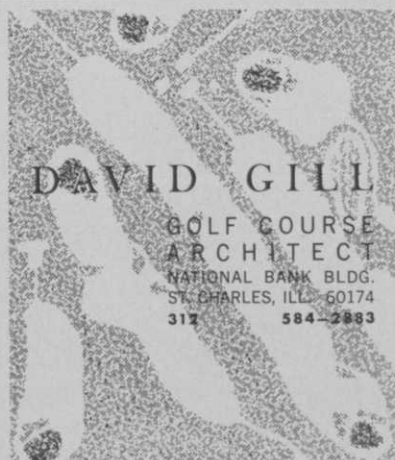
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CLASSIFIED

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Golf pro wants position at active club. Professional eight years, married, P.G.A. Class A member. Start right by checking past pro-member relations, also check credit rating with golf manufacturers. Resume and picture available. Write Box #420, c/o GOLFDOM.

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MISCELLANEOUS

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- ☐ Sprayers
- ☐ Spreaders
- ☐ Stone pickers
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- ☐ Drinking fountains
- ☐ Flags
- ☐ Flag poles
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- ☐ Tee markers
- ☐ Vending machines

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- ☐ Irrigation systems and equipment

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- ☐ Pipe
- ☐ Sand
- ☐ Seed
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- ☐ Stolons
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GOLF COURSE CONSTRUCTION

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- ☐ Caps and Hats
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- ☐ Golf shoes (women's)
- ☐ Rain jackets
- ☐ Rubber spiked overshoes
- ☐ Shirts
- ☐ Shorts (ladies' and men's)
- ☐ Skirts
- ☐ Slacks
- ☐ Socks
- ☐ Sport jackets
- ☐ Sunglasses
- ☐ Sweaters
- ☐ Trophys
- ☐ Windbreakers

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- ☐ Bags
- ☐ Bag carts
- ☐ Bag tags
- ☐ Balls (regular)
- ☐ Bath slippers (paper)
- ☐ Club head covers
- ☐ Clubs
- ☐ Golf gloves
- ☐ Golf practice devices
- ☐ Grips
- ☐ Grip slip preventative
- ☐ Locks for golf bags

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- ☐ Ball washer detergents

- ☐ Club cleaners and polishers
- ☐ Club repair supplies
- ☐ Floor covering (spike resistant)
- ☐ Handicap racks
- ☐ Handicap cards

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- ☐ Balls (range)
- ☐ Ball dispensers (coin)
- ☐ Ball strippers
- ☐ Ball washers (range)
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- ☐ Batteries
- ☐ Battery chargers
- ☐ Golf cars, new
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- ☐ Tires

CLUBHOUSE

FOOD, LIQUOR AND SERVICE EQUIPMENT

- ☐ Soft drinks, mixers
- ☐ Beer and ale
- ☐ Liquor
- ☐ Wines
- ☐ Prepared meats and poultry
- ☐ Prepared fish and seafood
- ☐ Fats and cooking oils
- ☐ Cooking equipment (mixers, slicers, juicers, sharpeners, scales, carts, table tops, peelers)
- ☐ Sanitation & maintenance equipment (dishwashers, disposals, steam cleaners & floor maintenance equipment)
- ☐ Holding equipment—hot and cold—(refrigeration, freezers, cold plates, steam tables, beverage coolers, ice machines)
- ☐ Supplies (china, glass, plastic, paper, pots & pans, cutlery, tools, flatware, locker-room)
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- ☐ Locks for lockers (combination—built-in-key-type padlocks)

Is your golf course:

- | | | |
|--|--|--|
| <input type="checkbox"/> Private | <input type="checkbox"/> Resort | <input type="checkbox"/> Par 3 |
| <input type="checkbox"/> Semi-private | <input type="checkbox"/> Public | <input type="checkbox"/> Military |
| <input type="checkbox"/> Municipal (city, state or county owned) | <input type="checkbox"/> School | <input type="checkbox"/> Pitch & Putt |
| | <input type="checkbox"/> Company owned | <input type="checkbox"/> Driving range |

Size of course:

- ☐ 9 holes ☐ 18 holes ☐ 27 holes ☐ 36+ holes

Turfed acreage of Golf Course and Club Grounds regularly maintained: _____ acres.

Send information on products checked to:

Name _____

Title _____

Club _____

Address _____

City _____ State _____ Zip _____

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GOLFDOM

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 Street _____
 City _____ State _____ Zip _____
 President _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____

Manager _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____
 Superintendent _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____
 Professional _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____

Turfed acreage of Golf Course and Club Grounds regularly maintained:

Course Acres _____ Grounds Acres _____

Is your course new? Yes ☐ No ☐

Size of Course: ☐ 9 holes ☐ 18 holes ☐ 27 holes ☐ 36+ holes

Is your Golf Course: ☐ Private ☐ Semi-private ☐ Municipal
 (city, state or county owned) ☐ Public ☐ Par 3 ☐ Military

☐ School ☐ Company owned ☐ Resort

Facilities at Course: ☐ Bar ☐ Restaurant ☐ Hotel ☐ Pool

☐ Tennis Courts ☐ Pro Shop

If Private Club check No. of members. If semi-private or Public indicate No. of players per week:

☐ 100 or less ☐ 100-200 ☐ 200-300 ☐ 300-400 ☐ 500-1000 ☐ Over 1000

Your Signature _____ Date _____

Izod—Haymaker Moneymakers.



CULOTTE AND MATCHING JACKET WITH TURTLENECK TOP

The 'go anywhere' jacket. Glen plaid zip front of carefree cotton and polyester. Keeps you out in front in leisure fashions. Carrot/coffee, navy/parsley. Sizes: S, M, L. \$15. (#1135)

Fashioned for today's sporting people. Matching culotte — moves fast and fancy free as part of the set or by itself. Carrot/coffee, navy/parsley. Sizes: 8-18. \$17. (#1131)

Haymaker's turtleneck top of soft Antron nylon knit. Casually chic, and goes with 'most anything.' "The turtle's the thing." Carrot, navy, white, black, java, camel, turkish blue, squash, royaltone, ruby, parsley. Sizes: 34-40. \$8. (#1886)

Slightly higher West of the Rockies.

PIN STRIPE TURTLENECK KNIT SHIRT

Everyone's favorite — Izod puts the popular pin stripe in a mock turtleneck shirt. Luxurious Dacron and mohair. Looks as smooth as it feels. Ecru/hazel, copper/green, blue/amber, amber/copper, green/teal. Sizes: S, M, L, XL. \$14. (#2117)



IZOD LTD.
Choice of Champions

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For more information circle number 136 on card