



HOT

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.)

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GRAN  **CUSHMAN**

A Division of Outboard Marine Corporation

For more information circle number 224 on card

woman in your shop

Continued

trips into New York and go directly to the company showrooms to see the entire line. "I give them a budget," Wolfe says, "and then they go from there."

Mrs. Wolfe and Mrs. Florea have found that the ladies usually buy complete outfits, and they in turn try to buy merchandise they feel will appeal to the lady members. This requires knowing the members well, and also necessitates carrying a big inventory.

"I'm fortunate that I have a warehouse within 10 minutes from the club where I can store merchandise," Bob says. "This enables me to fill an order often in a matter of minutes instead of days or even weeks."

Wolfe feels he is very fortunate to have such a fine membership at Middlebay. "Our members are very fashion conscious," says Bob. "They want the latest and best, both in colors and style. In a friendly way, they try to outdo each other in the clothes they buy. And our members are always so well dressed that I get a lot of apparel customers from other clubs."

To satisfy the needs of such a membership, Wolfe is naturally a great believer in assembling data on member's sizes, and preferences. In the main, Mrs. Wolfe and Mrs. Florea get the facts together on the lady members' needs, with Bob and his assistant, Jimmy Corrigan, making a study of the needs of the male member.

"I'll go down to New York and visit the fine men's stores that sell similar apparel to our shop," says Bob. "I'll ask them what is big in color and style for next year. My wife and Mrs. Florea are also constantly checking on the distaff side."

"Our theory is to deal mainly in quality merchandise," Wolfe explains. "But this doesn't necessarily mean the most expensive. We specialize in custom design, that is placing special orders for items in certain colors or special design."

By customizing the merchandise, our members get an exclusive item different from anything in any oth-



Personal service always appeals to customers. Above, Mrs. Wolfe carefully gift wraps a package, another added customer service.

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 to 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 important, 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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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 65½ 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



In foreground is small lake with the dam of the large lake in the background. Back of dam was seeded to crown vetch and the top was seeded to zoysia. Pumps for system are located in house in the right center of picture. Large lake stores about twenty million gallons of water for use by the irrigation system.



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Continued on page 58

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