



DICK FARLEY

MERCHANDISE AND MARKET TRENDS

A nice idea for neckwear comes from **Wm. Chelsea Ltd.**, Scarsdale, New York. Perhaps your club has been looking for a distinctive emblem? Chelsea will design neckties with your insignia or logo in a variety of colors. An order may be placed for as few as 150 ties, and the professional can be assured that these items will be competitively priced. The ties are available in pure silk or in polyester. Carefully detailed and fully lined, the Chelsea ties rival more expensive neckwear. Chelsea will also work your motif into a blazer emblem. Not to ignore the ladies, insignia scarves are also available.

A soft plaid slack of brown and blue topped off with a camel turtleneck is one of the latest fashion entries from the **Lee Company's Pro-Line** division. The fabric in the golf slacks has the look of wool, but it's a doubleknit made of 80 per cent Dacron polyester and 20 per cent Orlon acrylic. The leg is gently flared. Pro shop retail for these Lee Montigo slacks is around \$20. The 100 per cent Orlon acrylic turtleneck is moderately priced at about \$15 retail.

Countess Mara has been making "distinguished ties for gentlemen" since 1930. Her first tie with a sports motif was created for a tennis champion, her husband, Markham D. Whitman. It was an instant success, and friends encouraged her to market her product. Since 1935, fine stores everywhere have been selling the Countess Mara sport ties. Each year she produces a new set of designs in limited editions. This year's golf tie has the attractive repeat motif of a golfer teeing off on silk and is available in an extensive array of specially dyed colors. It bears, of course, the prestigious Countess Mara coronet insignia. The tie retails for about \$12.50.

their Classic G-9 Baracuta golf jacket has been a very big seller. It is a blend of 65 per cent polyester and 35 per cent cotton. The cuffs, collar and waistband are knit for close fit and comfort. The jacket is lined in the familiar Baracuta plaid. It comes in a variety of colors, in sizes 36 to 46 regular and 38 to 46 long. The suggested retail price: \$30 for regular, \$33 for long.



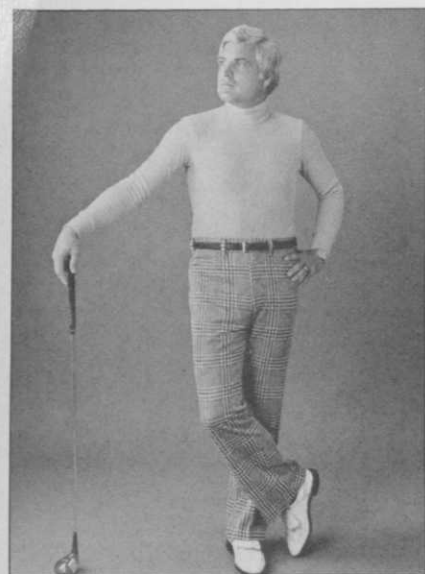
A new manufacturing technique from **Stylist Company** makes possible a medium-priced quality leather golf shoe that's guaranteed waterproof for a full year. The shoe combines the best of two worlds. It has leather's good looks, softness and breatheability, plus the easy care feature of waterproof shoes. The new process first calls for meticulously handcrafting a regular leather shoe, then making a very accurate mold of the upper, so every stitch and grain detail shows. A micro-sheet of polyurethane is placed in the mold and a blank of top quality leather is laid on top of that. The mold closed, the whole package is "zapped" with high-frequency radio waves, and the leather is molded into the exact shape of the master upper—complete in every detail. The polyurethane is invisibly bonded to the outside of the leather, and the upper is thereby waterproofed.

For shoes with color detail, color is mixed into the polyurethane before bonding. The upper is then welded to a



Pedersen Golf Company introduces the carbon graphite shaft by Aldila into its quality line of custom golf equipment. These shafts are available as sets or as individual clubs in the Pedersen 17-4 and Model 100 woods and irons. In both lines, the woods sell for \$140 apiece; the irons are \$125 apiece.

At the New York headquarters of **Baracuta, Inc.**, Mike Chester told us



continued on page 34H

FARLEY from 34F

PVC sole and heel with removable spikes. An additional quarter-lining of soft leather goes into the heel area.

Clay Jandro, Stylist's executive vice president, says the shoe has several advantages over regular leather shoes. Because the upper is all one piece, it wears very well, having no interior seams that can chafe or come apart. Furthermore, the shoe is cheaper to make, so Stylist can sell it for less than comparable leather shoes.

Stylist is the first major golf shoe manufacturer to come out with the Zapper. Jandro says that other companies will probably come out with their own versions, but the real quality of the shoe depends on what materials are molded in the first place.



Derby Cap Mfg. Company, Inc., has a new hat, which should help to keep you cool-headed on the links this summer. Constructed of polyester and nylon knit, it is laminated with tricort to add body but still retain the breathing qualities of a comfortable lightweight hat. This means that the Derby bucket hat weighs about half as much as its popular poplin counterpart. It is available in four colors; white, light blue, tan and yellow, and the suggested retail price is \$5. □



PRO SHOP PROBLEM SOLVER

ANSWERS BY THE EXPERTS TO YOUR QUESTIONS

Q—In our pro shop operation, there is a large turnover of merchandise. As in all businesses, an accurate inventory is most important if a business is to function properly. My question is this: Is there a fool-proof, functional inventory system that would satisfy the pro shop situation? How is it started? What mechanisms keep it going? And finally, what are the guidelines to follow?

A—The subject of inventory control could take *GOLFDOM* several issues to cover thoroughly. If you are looking for a quick and simple way to begin a system that will improve your control, why don't you buy the accounting system that the Professional Golfers' Assn. of America offers its members? You might adopt a similar control accounting program. Most inventory programs require you and your staff to keep up-to-date manual records of your sales as well as inventory received. In many cases, professionals find this difficult to do, especially during the peak season. There are special cash registers that provide a daily print-out of sales in detail, but these, too, must be posted to your inventory records and analyzed to determine your existing inventory levels and turnover. Because of their sophistication, such accounting machines are costly, probably prohibitively so, unless you have an unusually large operation. You might also consider asking for help from one of your members who is an accountant. He could guide you in determining how sophisticated your inventory records have to be, as well as evaluating if any of the other methods mentioned would be applicable for your operation. In fact, if your operation is relatively small, it is very possible that you can set up a basic system that will give you enough information

without investing an excessive amount of your or your staff's time or buying costly forms or equipment.

Robert D. Rickey
Vice President

MacGregor Div. of Brunswick Corp.

Q—Replacement and repair work on shoes is at best difficult. Usually it takes 30 days, particularly for shoes with built-in spikes. What does the member do for golf shoes during that 30-day wait? Should I give him a replacement pair to wear?

A—When something goes wrong with any product an individual has bought, whether it is a \$300 TV set, a \$200 air conditioner, or a \$25 toaster—and the product needs examination and repair, the manufacturer is only responsible to repair the item. It is not standard practice for the manufacturer to supply a replacement during the time the buyer has to wait.

The individual, somehow, somewhere, must take care of himself. Maybe he has another TV set or another toaster. The golf professional, by custom then, is not obligated to give his customer a substitute pair of shoes; I certainly would not.

I would try to sell the customer another pair, because I believe every person playing any amount of golf should own at least two pairs. Remember, it's well known that alternating two pairs of golf shoes gives as much wear as three pairs worn consecutively.

All manufacturers want to improve service in their return and repair departments. Sometimes golf professionals send back merchandise in such a manner that the repairs and returns are delayed considerably.

Richard N. Tarlow
President, Brockton Footwear, Inc.