

apparel that fits properly into the picture at the most exclusive metropolitan district club.

The slacks business has become a season-long source of income at the pro shop, and a year-around business if the club is situated in a 12-months golf zone.

There are some details of properly and profitably handling slacks business that I'd like to pass along to professionals from my own experience in selling slacks to pros before and since 1947 when I became associated with Squire Slacks, Inc., of New York. My experience parallels that of other salesmen of the organization we set up at Squire Slacks to serve pro shops on a nation-wide basis.

We help professionals to retail slacks efficiently and the first detail of that job is to get pros to order properly and in time to insure desired delivery.

The main principles in successfully conducting slacks business at a pro shop are:

1. Buy a properly balanced size scale in your basic stock order; that is the right sizes in the right colors. In general you will find it advisable to order your larger sizes (40, 42, 44) in more conservative shades while you will want your new

and bolder colors in the most popular sizes (34, 36 and 38).

2. Buy heavy in the most popular sizes which are 34, 36 and 38 (taken on a nationwide average). I would propose the following scale on an initial order of 12 pairs: 1—32, 1—33, 3—34, 4—36, 2—38, 1—40.

Because of the limited demand for sizes 29, 30, 31, 42, and 44 I would delete these sizes from such a small initial order as they can be reordered for specific customers at a later date. However, if you are in a position to place a larger initial order, I would include all sizes in a proper balanced proportion.

3. Keep in mind that you are buying for your prospective customers; therefore, do not buy what you like personally, but **buy what you can sell**. Your personal taste may be excellent, but either too expensive, too conservative or too extreme for your members.

4. Considering the fact that the bulk of your sales is for slacks to be worn on the course, it is advisable to concentrate on summer weight fabrics which sell throughout the golfing season. The half-belt model appears to be a favorite among golfers. However, a limited quantity of medium weight wool flannels and wool gabardines in smart shades can be sold all year round. Sample stock with catalogue of these fabrics will cover this need. During the hot spells, tailored Bermuda shorts (knee lengths) are easy sellers.

5. Keep one or two tape measures (preferably with crotch piece extension) handy at all times. Check them once in a while against a yardstick to make sure they have not shrunk or stretched; otherwise all your measurements will be off. Most men know their waist measurement but some still go by wishful thinking . . . so don't take their word; measure them. An accurate measurement is obtained at the waist on top of the shirt and NOT on top of the trousers your customer is wearing as in the latter case you may be as much as two inches off.

6. To obtain proper inseam length measurement before cuffs are put on, have your customer adjust his trousers to where he normally wears them (in most cases slightly above the hip line). Then either of the following methods will do (check with your local tailor which he prefers):

- (a) Measure inseam from crotch to 1 in. above the base of the heel and insert straight pin across.

- (b) Or measure outerseam (from top of waistband) to 1 in. above the base of the heel and insert straight pin across.

- (c) Or have your customer try on the new slacks, fold at length desired and insert straight pin across.

If you have an active clientele, you will



### CELEBRATE 33 YEARS OF ADVICE

Gene Sarazen gets from Wilson Pres. Fred J. Bowman a plaque signifying Gene's 33 years on the Wilson advisory staff. Fred made the presentation after the dedication of the Sarazen Bridge at the Augusta (Ga.) National GC.

Gene said it was a very happy event for him because he's always been nicely paid for the advice he's given his Wilson team-mates but hasn't got a cent for a lot of other valuable advice he freely gave to other guys who merely said "yeah?"