

## How to Fit Slacks Into Xmas Pro Shop Sales

By JACK LUST

**I**N May GOLFDOM we discussed in general the sale of golf slacks in the pro shop.

With the approaching Christmas shopping season a few more facts on selling slacks will interest the promotion minded professional.

It is common knowledge in the men's apparel trade that many specialty shops do from one quarter to one third of their total yearly sales volume in the few weeks preceding Christmas.

Many factors contribute to this unusual situation but it is primarily due to the fact that all the VIP's in the family, from the children up, have been getting new clothes all year round, whereas the man in the house, either through lack of interest, or lack of funds, or an unfortunate combination of both, somehow winds up last getting new clothes.

So here is the smart professional's opportunity to fill part of the gap by displaying better slacks for dresswear or golfwear, with special appeal to women buyers who often have a special urge to "dress up" their man at the holiday time of the year.

In order to fully capitalize on this market and in order to keep on a par with the local merchants, we suggest a selective early display of sportswear highlighting the new style and fabric trends.

In this respect a smart display of slacks with matching shirts or fancy belts would be a very fine arrangement as one item helps you to sell the other. Many prospective buyers wish to shop or at least "look around" early. Whenever possible, we suggest that you put up "Christmas Merchandise" for prizes starting with the onset of Fall weather and advertise this merchandise as such in order to awaken early interest in Christmas shopping.

Our experience has proved that most people want top quality merchandise for Christmas gifts; therefore, do not hesitate to carry a reasonable assortment of better slacks such as imported flannels, better wool gabardines, doeskin flannels, etc. . . . in a good grade of tailoring.

Bearing in mind that junior golfers are away in college at that time of year, many mothers will no doubt appreciate the fact that you carry flannel slacks in stock including small waist sizes (from 29 up).

Special emphasis should be given to the

fact that all items are gift wrapped upon request; you will further encourage slack sales if you advertise that you exchange sizes as many amateur golfers often pick up a little "embonpoint" during the "off season". Most manufacturers will have no objection exchanging uncuffed slacks.

Keep handy Gift Certificates which will take care of last minute rush orders which can be filled after Christmas.

Let us point out that a fine pair of slacks is a truly personal gift and a useful one. So here is your opportunity to serve your members and continue to advertise your pro shop during the "off season".

## GE Jets Win Midwest Industrial Tourney from Field of 460

Four employees of the General Electric Jet Engine Division of Cincinnati, O., shot near-par golf over the 36-hole Tam O'Shanter course at Canton, O. to win the Tenth Annual Mid-West Golf Tournament.

In winning the event for the second year in a row, the Jets carded a 567 aggregate, lowering by 18 strokes the tournament record set in 1953 by Wright Field of Dayton, O. The Mid-West attracted 460 entries from a nine-state area, an all-time high.

Harry Olson, 27-year old water treatment operator from the Argonne Laboratory at Lemont, Ill., won medalist honors with a three-under-par 138. He shaded four runners-up by one stroke.

The GE Jets played more like pros than week-end golfers during the two-day event. They mastered Tam O'Shanter's 71-par Dales course and 70-par Hills layout with an aggregate score that was only three strokes over regulation figures.

Brilliance of their play is attested by the fact that Republic Steel Co. entry from Massillon, O., shattered the tournament's previous record by six strokes, yet were still 13 strokes in the wake of the fast-moving Jets. The two teams were tied at the half-way mark with 282 totals.

Westinghouse of Mansfield, O., 1952 Mid-West champions, finished third with 587; Ford Motor Co. of Dearborn, Mich., fourth with 588; Timken Roller Bearing Co. of Canton, the host company, and Thompson Products Co. of Cleveland tied for fifth with 589. Firestone Tire & Rubber Co. of Akron, O., a three-time winner, was seventh with 591.

Victory for the Cincinnati team continued a so-called Buckeye Command that is now in its eleventh year.