



Tony Henschel, pro at Westborough in Webster Groves, Mo., has enjoyed sharp increase in business since starting year-around wrapping service.

Gift Wrapping Made Easy

A St. Louis district pro has made a great thing of the service . . . Here's a description of the props he uses

Henschel (r) hands gaily wrapped package to woman golfer. In background are his assistants, Roger Froesel (left) and Phil Hewitt.



Many pro shops experience a fairly large increase in sales during the yuletide season, but a slight reorientation in thinking can cause gift sales to take a substantial upturn at Christmas and continue the profitable spiral throughout the year. The basic concept is simple — offer customers a gift wrapping service that will stimulate their “gift” thinking.

Tony Henschel, pro at Westborough CC in Webster Groves, Mo., has been capitalizing on this idea for some time. The idea of starting a gift wrapping service was given to Henschel by Del Mann one of his members. As regional sales manager of Chicago Printed String Co., world's largest maker of decorative gift wrappings and ribbons, Mann in 1959 gave Tony a few papers and ribbon to try on a limited scale at Christmastime.

Now, Tony and his assistants, Roger Froesel and Phil Hewitt, wrap some 35 to 40 presents in the average month and decorate upwards of 200 packages during the Christmas season.

In November, when the golf season slacks off, and snow hits the St. Louis area, Tony has done his yuletide groundwork and looks forward to increased sales as Christmas gift orders start to come in.

Doubles His Business

Henschel estimates that his simple, inexpensive gift wrap service, which is offered gratis along with free delivery, has more than doubled his Christmas gift business in three years' time. Also, by promoting the service during the remainder of the year, he estimates over 20 percent of his increased business is due to gift wrapping.

The popularity of golf equipment as a gift item is pointed up in a series of general consumer surveys recently conducted by Chicago Printed String Co., 2300 Logan blvd., Chicago 47, to study the gift-giving habits of both men and women. The research firm that conducted the interviews found that the overall generous gift habits of the American public amount to some \$18.5 billion annually.

When the male respondents were asked what items they had received as gifts during the past year, in a survey called “Gifts-Manship”, more than 30 percent indicated one of the gifts was some item of golf equipment.

Although items such as golf bags and clubs seem rather awkward for gift wrapping, Tony Henschel has developed a number of special techniques which help to

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make an easy task even simpler. He, of course, saves all the cartons that equipment comes in so he will have the right sized box for any item. For the many stock items that are wrapped in the shop, Tony has standardized the wrapping procedure by keeping on hand a good supply of ribbons that are pre-cut to appropriate sizes in a variety of colors. He also finds that sheet gift-wrap papers in a variety of designs are easy to store and handle. He uses roll paper on a special cutter in general patterns for everyday use. These items combined with the fact that pre-made bows can be purchased in quantity and in a variety of colors from CPS, simplifies the gifts wrap service and cuts time and labor costs to a minimum.

A supply of gift papers in sheet form will take care of practically any occasion. Dark hues, sports equipment patterns and gold and white everyday patterns are especially suitable for Father's Day and men's birthday gifts. Light blues, pinks and other lighter shades are fine for feminine gifts. Henschel has a selection of about eight colors of Tie-Tie Satintone gift ribbon to match or coordinate with the papers. Carrying a variety of widths of ribbon is not necessary since the par-

allel yarn design of Satintone strips to any width desired.

Advice from the gift wrapping experts at CPS, who have helped numerous retailers to set up gift wrapping centers, is, first set up your gift wrapping center near a high-traffic, well-lighted area. For counter space the minimum requirement is three feet by five feet. This provides both work space and an area on which to keep necessary supplies. A small table with a decorative cloth cover also serves very well.

A gift need not be elaborately wrapped to please the customer or the recipient. A paper appropriate for the occasion, a colorful ribbon and a pre-made bow in contrasting or matching color receive excellent acceptance. The necessary materials, which include enough paper, ribbon and pre-made bows to wrap about 250 average sized packages, plus a ribbon holder and paper cutter, cost less than \$50. The other items to have on hand are a good pair of heavy-duty scissors, cellophane tape, tissue paper and gift cards.

CPS suggests at least one "counter roll" of gift paper. It costs about \$12. This gives one-half ream of appropriate paper, or
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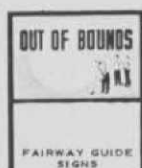
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"The Seniors do a first-class job", Mozel says. "We have the experience and the most free time." With a quick smile, Mozel adds, "We also have a little money."

In addition to the customary tours and fashion shows, the ladies who accompany their husbands to the Open have their own 36-hole competition at the new Billy Bell designed Canyon Country Club. There are many social doings, too, with organized cocktail parties at the hotels following each day's play.

Direction of the Seniors is in the hands of a 15 man Board of governors whose names must have been taken from the pages of golf's Who's Who. Amateur directors include La Canada's Johnny Dawson, always a top-finisher in the championship; Portland department store magnate, Bob Hudson; former Southern California GA president, Tommy McMahon; and the famous "golfing congressman", Jack Westland, former Amateur champion.

The pro roster is equally impressive with Oceanside's Wilson Atkins, Palm Springs' Jimmy Hines, and the first U. S. Seniors president, Broadmoor's George

Howard, on the board with Mozel, Dutra, Runyan, Sarazen and Metz.

Gift Wrapping

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416 feet, enough to wrap the 250 presents. The roll should be a basic red, green and gold Christmas design and mounted on a 30-inch paper cutter costing \$6.30.

For banding ribbon, two or three bolts in red, gold and green, each containing 100 yards and costing about \$2.25, are recommended. These should be one red and one gold and mounted on a bolt holder which sells for \$1. The $\frac{3}{4}$ inch or $1\frac{1}{4}$ inch widths work best.

Pre-made bows come in a variety of sizes and in colors to match the banding ribbon. They are packed 120 of a size and color to a carton and sell for \$6 per carton, or a total of \$12 for enough to accompany the 250 packages. Figured on the basis of 250 packages the cost of materials will average about 15 cents for each package. This includes the spool holder and paper cutter.