

What is the fashion trend for 1965?

Jack Lust has listed some items that well-dressed golfers will be wearing this year:

☆ Women's fashions will continue along the narrower line (which shows the shape or lack of shape on women). There is a greater acceptance of culottes, skorts combinations and shirts with shorts combinations for the ladies.

☆ Paris fashion previews show the hem on all garments is rising 2/3 inches. This is good news for the pro shop. Most stores are not going to stock Bermuda-length but the shorter Jamaica-length shorts. This means the pro should have increased sales of Bermuda shorts.

☆ Men will be shifting to one pleat slacks or plain front (no pleat models). Pastel colors for both men and women will be strong again, with blue predominating.

☆ Stretch fabrics, successfully tested in ladies' sportswear, are available in men's slacks. But, thank heavens, they are loosely tailored like conventional slacks. For added comfort, men's slacks are also tailored with a built-in girdle, a wide rubber waistband.

Incidentally, men as well as women will sport a new fall color, intoxicatingly called *whiskey* (classically known as *Vicuna*).

out by simply telling a salesman, "Fix me up an order. Don't send me too much stuff." This is not really so bad if a person deals with a thoroughly competent and honest salesman. Obviously, selling sportswear to pro shops is now a full-time job. Therefore, the pro shop is going to be better serviced.

For the pro to take best advantage of this better service as well as to buy intelligently, the first prerequisite is to buy with a pre-determined plan. Establish a total budget that is based on all sportswear items sold in several previous seasons. Adjust goals in the light of past experience. Do not be afraid to stock up on hot items.

Place orders in advance to enable the manufacturer to process the order within his own estimated schedule. Successful store operators buy their spring sportswear during the previous fall or winter

This material is condensed from a speech given by Jack Lust to the South Central PGA Section at a meeting in Oklahoma City in February.

and their fall merchandise during the summer. Naturally, orders placed first are delivered first. This gives the pro a head start in sales by exposing members to new styles at the same time as the fashion stores, which means increased sales for the pro shop. Be sure to request a copy of each order in order to have proper followup.

Be Ready to Follow Up

When sending in special orders, keep them numbered and be sure to follow them up. It is good business at the height of the manufacturers' shipping season (May through July) to send in re-orders with second and third color choices as quick deliveries are made only from the stock currently on hand.

Purchase information entered in an itemized purchase ledger can be used for inventory control as well as for re-ordering purposes. Enter purchases by item on one sheet and the sales of the same item on an opposite sheet. Carry forward the balance for each new season. Establish a flexible breakdown for each item you plan to buy.

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