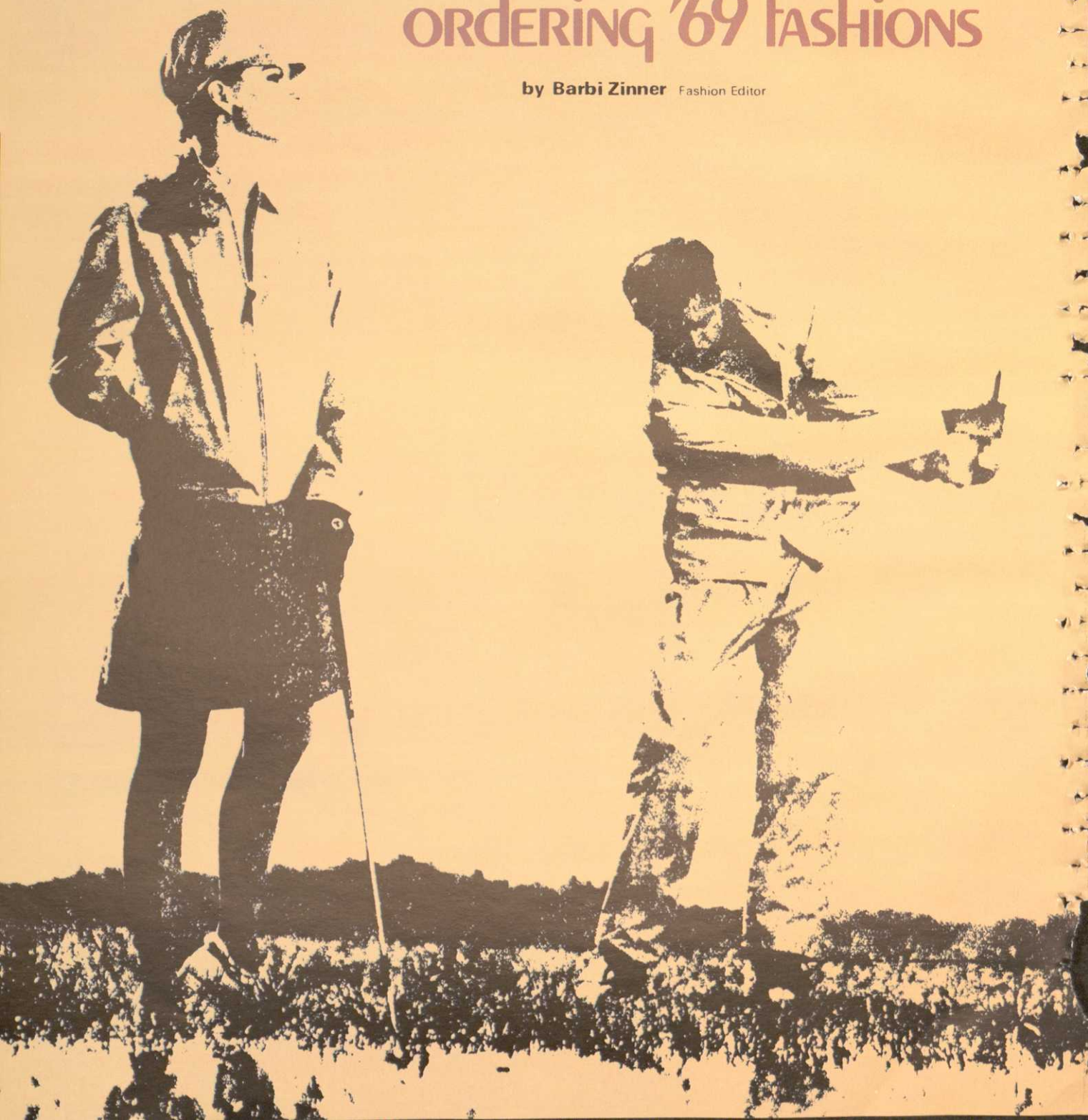


YOUR GUIDE FOR ORDERING '69 fashions

by Barbi Zinner Fashion Editor



Here are ten pointers that show you how to avoid over-spending and over-ordering as well as ways to cash in on late season trends

To the fashion-conscious golf pro, this time of year is actually the spring of 1969. And, he must begin placing his orders for the clothing which will fill his pro shop during the 1969 season.

Here are several pointers from GOLF-DOM's fashion editor to be used by you, the golf pro, as a guideline to this year's buying.

1. Before you begin to buy, make a list from last year's inventory records to give you a clue as to what sizes are your most popular. Also, check the number of shirts you sold last year against the number of slacks, skirts, etc. If the sale of one particular item is low, it's a good time, NOW, to know, and find out WHY, before reordering. Serving as a handy inventory list for this purpose would be a permanent card file with a separate card for each club member, listing at the time of each purchase the item bought, the size, and the date of purchase. This file can be used throughout the year as a personal reference on each buyer.

2. After placing your initial order, don't forget to cover the following points.

a. Make arrangements for reordering, should you have underestimated your demand.

b. Ask about customer return policy on faulty items. This is for your own protection and an easy means of establishing a set policy of good will between you and your club member.

c. Check about the possibility of return of unsaleable items at the end of the season.

Companies which have this policy are few, but it's worthwhile to ask.

d. Ask about the possibility of exchanging sizes and/or colors at mid-season after you see a trend established. Again, some companies do allow such a service.

3. Select your sizes cautiously. Be careful when ordering from a company which supplies the same items to department stores, for normal sportswear, as it sells to you. YOUR shirts are designed specifically for the golfer. They are often cut fuller and bigger than the ordinary shirt causing a "small" in a golf short to be labeled a "medium" in the sportswear model. Keep this in mind when a customer insists he wears a certain size in a sports shirt. It might vary in golfwear.

4. Variety, the spice of life, is also the spice of sales. Try to catch a newness and freshness for your shop with variety in colors and styles. Buy to offer your customer a selection. However, don't go overboard. If your club members are conservative, bright purples and flashy prints, though eye-catching and perhaps refreshing, might look out of place among your other items. The rule is to offer variety within your own shop "look."

5. If you sell shoes, learn how to fit them. Your knowledge in this department will be the biggest determining factor in shoe sales. The customer wants to rely on your judgment; he wants to be convinced by your experience. Your shoe supplier can help you

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'69 fashions

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along these lines when you order. Also, equip yourself with a scale for measuring feet.

6. If you have a small shop, order from a co-ordinated line rather than from several manufacturers. This will ensure skirts matching sweaters and tops, and slacks coordinating with shirts.

7. Check your accessory inventory. Order enough socks so there is a complete color supply. It's a sad shop indeed that loses a sock sale because the beige socks that sold out last year were never reordered.

Gloves should be available in an unlimited selection of colors, in all sizes.

Hats should be in supply so there is a choice of styles and, again, sizes.

Don't forget to be stocked in the line of rain gear for both men and women. Also think about introducing windshirts.

Consider stocking sunglasses, and even suntan lotion. There are attractive counter displays available for both of these, which can add color and a look of "completeness" to your shop.

Look for little items which might make good gifts for the golfer. Father's Day, birthdays, and special occasions offer perfect reasons for a club member to be grateful to you for finding his gift at your shop. Keep these items attractively displayed, not hidden in the bottom of your show case.

8. Look for new ideas which might have been developed since buying time last year. Ask the sales representative point blank, "What's new that I can put in my shop?"

9. Look carefully for the following additions on garments as hints to the quality and serviceability of the item:

a. Inverted pleats—around the armholes and in the back of blouses, shirts and jackets for extra freedom of movement.

b. Stretchability—again for freedom for movement, coupled with a promise of a look of neatness. (A watchful eye

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should not miss the new stretch fabrics which are being introduced increasingly into golf fashion).

c. Detailing—large pockets, tabs in skirts to hold tees, etc. Good detailing means added selling points.

d. Easy care of the garment—check washing instructions carefully as well as just how wrinkle-resistant the fabric is.

10. Don't overlook the value of asking some of your members what they would like to see in their pro shop. In their answers might lie the biggest clues to a successful pro shop year. □

Dam is leaking!

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In February a four-inch rain tore at the face of the unprotected course. Erosion scarred the site.

The following spring, workers had to reshape and reseed 60 acres. Something also had to be done with the pond. Water had

gone over the dam and washed it away!

Committee members asked the Shelby Soil and Water Conservation District for help. The district supervisors called in the USDA Soil Conservation Service.

David Nesser, soil conservation service technician assigned to the district, recommended: "Fertilize and mulch the seeded areas with straw to prevent erosion. Properly design the water channels. Repair the broken tile to drain wet spots. A seven-foot diameter pipe, with anti-seep collar, is needed for the pond and an emergency spillway to handle heavy rains."

No word was heard from the golf course committee until late last winter. Then, James S. Bennett, who had replaced Nesser, received a call. "The dam is leaking! Can you help us?"

He found a small hole along the side of the pipe. "Drain the pond to relieve the water pressure on the leak," he advised. Later, he

Continued on next page

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