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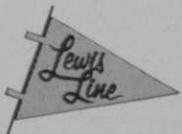
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# SPRING/SUMMER FASHION FORECAST

by Barbi Zinner

*Polyester knits and wide range of colors generate excitement*

From here, it looks like brisk sales for pro shops having the foresight to provide a wide variety of colors and to include polyester knits and patterned slacks in their regular stock.

The trends in resortwear highlighted in GOLFDOM's October/November issue are turning out to be accurate and worthy of serious consideration.

The color spectrum seems to be ever widening. But to ease the problem of selection, prearranged programs are increasing as an aid to the professional. These programs are often set up on large display cards with various color combinations suggested with actual fabric swatches.

In the midst of all the color news, manufacturers are not forgetting white, which seems to play a role in each line. There has been generally careful thought given to the see-through problem; where it exists, full linings are used.

Polyester knits, cautiously introduced in the fall of last year, have been enthusiastically received and anxiously picked up by many manufacturers. There is little doubt about the importance these knits will have in the market of the future. And considering polyesters' properties—stretch, washability and wrinkle resistance—there's even less doubt about its role in the golf industry.

## MEN'S FASHIONS

With the new freedom in men's clothing, come psychedelic patterned slacks and trousers sporting large geometric prints and floral patterns, and many are

heading for the golf course. Many companies also are going in heavily on stripes, checks, tattersalls in large as well as mini versions. Shirts remain conservative for golf with the emphasis placed on wearability and fabric content rather than design innovations. The Nehru collar seems to be fading out, but the mock-turtle and placket collar are holding their own. There has been some re-introduction of the crew neck and the collarless placket. The raglan sleeve is making a definite appearance. Styling in pants shows almost a complete disappearance of the cuffed variety. The continental band with side tabs, extension belts or half belts can be seen almost everywhere. Although traditional side pockets are still being made, there is a stronger lean toward the western pocket.

## WOMEN'S FASHIONS

In the women's market changes are more subtle. Greater attention is being placed on details, and the demands of golf are making their mark with towel rings and larger pockets (some placed on the outside can be removed after playing). A concentrated effort in the way of inverted pleats for comfort and moveability also seems to be underway. One-piece pants dresses seem to have finally made an impression and should be expected to give the traditional separates some competition. Fabrics boast easier-to-care-for instructions which shouldn't go unnoticed as these make good selling points later on.

With an eye toward summer

'69, GOLFDOM presents below a list of manufacturers servicing pro shops. This is a continuation of GOLFDOM's fashion forecast begun in the October/November, 1968 issue.

Leonardo Strassi leads off the season with a wider selection than ever before. Banlons are abundant with detailing playing a strong role. The look of texture makes its appearance in two Banlon shirts which feature puckered accordion pleats running down the front. Both have side buttons and come in kelly, ice blue, lime, melba and white. Retail price is \$17 each. New also at Strassi is an all-wool link stitch v-neck pullover with the v outlined and re-outlined in contrasting colors. Colors extend from flamingo to teal. The sweater retails for \$20. Another new item from the company is a 100 per cent wool short sleeved blazer. It comes in stripes of white and almost any color imaginable and is accompanied by two mockturtle dickies—one in the color of the stripe, the other in white. It retails for \$35.

Slack Fashions continues to coordinate slacks with Leonardo Strassi's sweaters. New in the line are 100 per cent Dacron knit slacks in candy stripes of red, blue, green, gold and black on white. These trousers sport a half-belt and western pockets. Retail price is \$22.50. Also new is an all wool tropical Italian import slack with a mohair luster in a rainbow of colors including lavender and lime. Details include western pockets and inside tab

Zippered polyester/cotton golf jacket (\$23) over matching culotte (\$19) and accented by Arnel sleeveless v-neck (\$10), one of a number of coordinated separates from David Smith. In background, an Alpinit wool doubleknit navy blazer (\$25)—one of 30 colors—from Gold Crest. Houndstooth trousers (\$58) by Varela Slacks. Mock-turtleneck (\$6) from Jockey Menswear. Hats by Ace (scarf added). Her glove, Promark Signature; his glove, Arnold Palmer.



PHOTOGRAPH BY ALEXIS WALDECK

# FASHION FORECAST

Continued from page 32

adjustments; retail is \$27.50. Slack Fashions' line still includes the 100 per cent two-ply Viscose rayon slack (\$20) with western pockets and side buckles in 15 colors.

Green Tee Associates is showing new items in all its lines. From McMullen comes a group of Dacron/cotton coordinates with a frosted look in yellow, pink, blue and green. The dirndl skirt (\$15), wrap skirt (\$17) and culotte (\$15) all have outside pockets. The bermuda shorts (\$13) have a sailor buttoned front. Accompanying these are frosted nylon shells in stripes and solids (\$11). There is a large cheerful plaid of yellow/blue and white; green/pink and white; yellow/green and white in the line. There is also an A-line of Kodol/cotton (\$15) tailored with a fly front zipper and no-waist waistband to eliminate binding. There are also Italian sleeveless and placket collared cotton lisle shirts (\$11) in a you-pick-the-color selection. From Greg Draddy comes the drop waist dress slit up the sides with pants attached. The back pocket is detachable and there's a towel ring. Some have cowl collars, others a placket; but all have long back zippers. There's a waffle pique to fall into the category of texture treatment in fabrics. All the dresses retail from \$30 to \$35. Also from Greg Draddy comes a double wrap culotte with shorts attached in window-pane plaid in red/blue; gray/white or brown/white (\$25). It has an outside pocket held closed by a tab. Again the no-waist waist treatment suggests comfort. New for men from Green Tee Associates is the H.I.S. line of slacks. The pre-cuffed (chino) comes in 13 colors and retails at \$8. The rest of the line includes window-panes and plaids in 50 per cent Fortel/50 per cent rayon (\$11) and includes a range of colors from rhubarb to pumpkin and teal. There are also trousers in no-sheen solids which include clear bright pink and bright yellow



Leonardo Strassi offers striped sweater blazer with interchangeable mock-turtle dickies.



Etonic shows a pants dress in its women's line; features western pockets on some of its men's slacks.

low (\$12) and mohair crepe (\$12). Colors run rampant from helio (purple) and pink to gunmetal (\$12). Both slacks contain 65 per cent rayon/27 per cent acetate/8 per cent mohair. There's a doe skin slack in off-white and apricot which retails at \$13. In the way of shirts, Marco Vello has a lisle cotton shirt with placket collar in wide or thin stripes to retail for \$10 and a mock-turtleneck to retail at \$7. In the Duca Di Siena line the sling placket shirt makes a new variance (\$10).

Etonic golf fashions from the Charles A. Eaton Company include a wealth of new items in the spring/summer line. For men there's a 50 per cent Dacron/50 per cent cotton permanent press, machine washable, pre-hemmed slack with adjustable side tabs and side pockets. Available in six colors, they retail from \$13 to \$16. Joining the ranks of stripes and tattersalls are trousers of 95 per cent Arnel triacetate/5 per cent cotton (\$18.95). The thin stripes on white are blue and black, gold and black, or mint green and black. The tattersalls have backgrounds of tan, gold or blue. Luxury trousers of wool and silk with full self-belt retail at \$32.50. Colors include silver gray and champagne. Etonic's walk shorts come in stripes, tattersalls and solids. Two styles are equipped with adjustable side tabs and a third with color coordinated ribbon belt. All are machine washable and retail for \$10.95. Shirt styles include the regular mock-turtle (\$6.95) and the one-and-three-quarter-inch mock-turtleneck (\$5) both in Dacron/cotton, the full turtleneck (\$6.95) in 100 per cent Durene cotton.

There's also a 100 per cent cotton mock-turtleneck (\$6.95) with raglan sleeves in contrasting color coordinated stripes of oyster/blue, oyster/gold, oyster/green, oyster/red/gold. In the placket collar models there's a 100 per cent texturized Antron/Banlon mesh "breathable" shirt (\$7.95) and the iridescent pebble stitch knit shirt (\$5.95) in Dacron/cotton, both with the embroidered gold cup emblem.

Etonic's women's line is new

Continued on page 38

# gloves

Get a grip when it counts

In the action world—people in motion take hold with a really confident grip.

When the right grip counts—insist on the best. Look for PROMARK SIGNATURE on gloves. The pro's do . . .

It stands for quality . . . function . . . high fashion. They're action styled . . .

*created exclusively for golf professional shops*



Styled & tested exclusively by

*Doug Sanders*



promark A world of activity in gloves  
**SIGNATURE**

Choose the pro who knows clothes



**M'GREGOR**

# gloves

Get a grip when it counts

A totally new, modern fashion/function glove line created solely for golf professional shops. First complete line of sports-action gloves made under an exclusive brand name...PROMARK SIGNATURE.

Widest range of brilliant colors and styles available. Bench-cut for surgeon-sensitivity and specially tanned to achieve a non-slip, maximum power grip.

Finest hand-sorted and selected deerskin leather. Bench-cut. Dries soft, breathes, absorbs moisture. Wide, soft, double reinforced elastic keeps glove skin tight, eliminates binding. Sure grip. Snap fastener and contrast hem.

## P-100 series

Men's Left and Right Hand Styles—S, M, ML, L, XL  
Men's Cadet Left and Right Hand Styles—S, M, ML, L, XL  
Ladies' Left and Right Hand Styles—S, M, L



Black Orange  
Purple Red  
Green Champagne  
Yellow Wheat

Suggested Retail Price: \$6.00

Top-quality imported cabretta leather. Bench-cut, skin-thin for ultra-sensitivity. Snap fastener, double reinforced soft elastic, contrast binding. Fashion/function styling.

## P-160 series

Men's Left and Right Hand Styles—S, M, ML, L, XL  
Men's Cadet Left and Right Hand Styles—S, M, ML, L, XL  
Ladies' Left and Right Hand Styles—S, M, L



Black Orange  
Purple Blue  
Red Champagne  
White Green

Suggested Retail Price: \$5.00

Top-quality imported cabretta leather with elastic hem for snug fit. Pigtex finish. Adjusting Velcro closing and contrast binding.

## P-240 series

Men's Left Hand Styles—S, M, ML, L, XL  
Ladies' Left Hand Styles—S, M, L



Black Orange  
Blue White  
Purple Green  
Champagne Red

Suggested Retail Price: \$4.50

High-quality imported pigtex cabretta leather with gauntlet top. Double reinforced, soft elastic. Contrast hem.


## P-260 series

Men's Left and Right Hand Styles—S, M, ML, L, XL  
Men's Cadet Left and Right Hand Styles—S, M, ML, L, XL  
Ladies' Left and Right Hand Styles—S, M, L



Black Yellow  
Wheat Orange  
Champagne  
Red

Suggested Retail Price: \$3.50

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SIGNATURE

Styled & tested  
exclusively by *Doug Sanders*

Made in U.S.A. by

WELLS LAMONT INTERNATIONAL  
6640 West Touhy Avenue  
Chicago, Illinois 60648

See the PROMARK SIGNATURE Golf Glove Catalog for complete range of styles and colors, as well as the imaginative 1969 merchandising and promotion program.

# 9 hints for merchandising apparel

"Merchandising" might sound like Course 101 in the school of retailing (and well it might be), but don't consider it merely in a scholastic sense. Good merchandising is an integral part of running a good pro shop, and its influence should not be underestimated. Take a look at the following merchandising suggestions. How many of these do you incorporate into your shop? GOLFDOM suggests you put into practice these ideas for a better and more efficient shop.

**1. Suggestive Displays.** The golf pro shop is a specialty shop. The consumer comes to buy from you because he desires advice and reassurance that he is making the best possible purchase. Help him by suggestion. Put on display several entire outfits and include shoes, socks, slacks, shirt, sweater, glove and hat for men, and shoes, socks, pants dress or separates, hat and glove for women. Change these displays often. A new display each week could easily become a tradition and a traffic builder.

**2. Color Coordinate.** You can actually color coordinate your open shelves and racks. Place different hues of the same color near one another. Put bright colors together and work your way down to the neutrals. With this arrangement, not only will you find the brilliant colors setting off each other, with the neutrals forming a soft contrast, but you'll have an easier time helping your customer select his color preference.

**3. Decorative Signs.** Take advantage of wall space in your shop

by hanging signs to suggest gift ideas or to advertise specials, sales and new items. Print clearly and add artistic touches, if you're able. Change these signs regularly. And by all means refresh your permanent signs before they yellow, wrinkle at the edges or peel off the tape.

**4. Hidden Persuaders.** Encourage impulse buying by placing small items near the cash register. This is the perfect place to tempt your customer with attractive novelty items and jewelry or to remind him that he could use extra balls or another glove.

**5. Club Loyalty.** Take advantage of club loyalty and display items stamped with your club's insignia. Glassware, decorative blazer crests and other items bearing the signature of your club are excellent gifts from one club member to another. Suggest these items to competing foursomes as focal points for bets.

**6. Neatness Counts.** Create a good impression and earn additional respect with a neat shop. You'll be surprised at the favorable response a well-organized shop has on your club members. Don't leave shoe horns and shoe measuring devices lying on the floor. Use hooks to hang these and other such items on your walls. Pencils belong in a cup or container and not lying or rolling on your counter. Select a permanent position for a blank pad, readily available for your use and the customer's to make easy work of messages, special orders and reminders. Shoes and stock should have a system within their arrangements. Sales items

*Continued on page 36D*



Spiral shirt displayer from Munsingwear, Inc., is an example of helpful merchandising aids available to the pro.

North of the border our Canadian Professional Golfers' Assn. counterparts have a thriving organization that has been in business for more than a half century. With the focus of the golfing world directed to the Canadians and their pros by the outstanding win of Al Balding and George Knudsen in the World Cup at Rome, GOLFDOM though it might be appropriate to give a thumbnail portrayal of our Canadian brothers' organization.

Harry Obitz and Dick Farley of the GOLFDOM staff got this word portrait from CPGA, president Bill Richardson.

**T**he CPGA is the third largest Professional Golfers' Assn. in the world of golf today. The CPGA was formed in 1911 by a handful of dedicated professionals, who had immigrated to Canada from Scotland and England.

The CPGA is made up of nearly 1,000 professionals from nine sections across Canada. Ontario is the largest with 300 members, next comes Quebec with some 245 members.

In the spring of 1967, the CPGA hired W. T. Hamilton, as its first executive director to assist the association in administering one of the first portable pension plans in the world. This means that if a professional moves from one

club to another, his pension contributions and the club's contributions move with him. The plan is voluntary with a minimum contribution of \$150 by the club; the professional then can match it or put in a more sizable amount.

When joining the association, a member holds a \$5,000 insurance policy that is paid for in the CPGA dues structure. Along with this, there is a voluntary loss of income plan available to CPGA members, also a \$25,000 accidental death policy.

I point this out to show that the Canadian professional enjoys many social benefits that his brother professional in other parts of the world may not enjoy.

In 1968 the Canadian professional played for \$140,000 on the Canadian tour. The tour is made up of 12 events, played in the summer months and covers some 3,000 miles in distance. The major sponsor, Carling Breweries, are to be congratulated for supplying the initiative and money to help golf in Canada grow on such a large scale. The CPGA plays a small part in organizing and setting up coordinated dates to help the tour flow smoothly.

Many American professionals were welcomed and enjoyed seeing Canada during the 1968 tour. One player, Dick Carmody, won the Quebec Open and helped

give the tour an international flavor. The tour is culminated in a tour championship at the finish. Twelve players play for a \$15,000 pot, these players qualify by winning a tour event, or accumulation points on a first, second, third basis. "Moe" Norman won the 1968 Tour Championship and \$3,000 first prize.

An announcement was made in Toronto on November 26, 1968, that the CPGA would support the PGA of America in their efforts to come to a mutual agreement with the tour players. In the past the PGA of America has been very helpful to the CPGA in allowing Canadian professionals to attend the PGA business schools for which the CPGA will always be thankful.

In the spring of 1969, the CPGA is embarking on its first all Canadian business school, to be held in Montreal. Canadian professionals will gain one year's credit toward membership by completing the school and passing the necessary exam at the conclusion.

I have tried to give you a brief outline of the CPGA and some of the benefits the Canadian professional enjoys. With the rapid growth of golf, the CPGA is making every effort to keep ahead of events that are making golf the most international game in the world today. □

## Canadian PGA - a thriving organization



Heading the Canadian Professional Golfers' Assn. is president Bill Richardson (l.). Next to him (l. to r.) are Harry Obitz and Dick Farley, consultants to GOLFDOM.





## Swinging around golf

by Herb Graffis

### For pro's only

Considering the language difficulties involved in a 42-nation tournament and variable autumn weather, the International Golf Assn. World Cup tournament is conducted with amazing smoothness. The 16th annual World Cup pro tourney played at Olgiata GC near Rome, Italy, in November had almost everything against it except excellent planning and organization, fine hosts and a fine golf course. Canada's team of Al Balding and George Knudsen (569) beat out the Americans, Julius Boros and Lee Trevino (571), for the World Cup team trophy. Italy with Bernardini and Angelini (573) was third. That performance by the host country team means another case of the World Cup tournament booming golf where the home pros do well. Balding won the International Trophy with 274, five strokes ahead of Bernardini.

In the IGA tournament each player is responsible for keeping his own score. His fellow competitor attests the score, and the committee counts the clubs at the first tee. At Olgiata one day intermittently heavy rains and a brief hail storm in late afternoon almost threw a round out, except that during the rain some of the best scoring was done. So what can a committee do?

Trevino flew to Rome from Hawaii where he had won a tournament and contributed \$10,000

prize money to family of the late Ted Makalena. Gary Player flew 26 hours from Australia to Rome, changed clothes, then played a practice round. These fellows are made of iron. This international tournament sponsored by American businessmen in world-wide industry gets vast international news coverage and it gives pros a close-up on other countries and puts pros under responsibility to do their countries credit. They do. Fred Corcoran, who has been IGA tournament manager from its start when the late John Jay Hopkins sponsored it for international good will, and his secretary Doris Sims, have established tournament operating procedure that has become a pattern for international pro and amateur events.

Lot of pro job switches taking effect this year. . . . Gus Bernardoni succeeds Angel de la Torre at Lake Shore CC, Glencoe, Ill. Angel becomes pro emeritus. Angel and his predecessor Eddie Loos were strong advocates of the late Ernest Jones' swing the club-head method and developed many fine golfers. One star protege is Manuel de la Torre, Angel's son, who is pro at Milwaukee CC and plays excellent tournament golf when he can get away without neglecting his members.

Retirements include Victor Foreman who signed off after 43 years as pro at Timuquana CC,

Jacksonville. He is succeeded by Dave Philo, Jr., formerly at Ironwood CC, Gainesville, Fla. . . . Al Houghton after 31 years as pro at Prince Georges CC, Landover, Md., retires to live near the PGA National Course. Houghton was a PGA official in previous stormy years when he fought to tap PGA members to keep the Tournament Bureau going.

Bobby Cruickshank retiring from Chartiers CC, Pittsburgh, after 20 years as pro, but continues as pro at exclusive Gulfstream Club, Delray Beach, Fla., during winter when it's open. Cruicky tied for National Open in 1923 but lost in the play-off, 76 to 78, taking a 6 to Bob Jones' 4 on the last hole . . . It was Jones' first major championship.

Leon Faucett and Max Ewing hosted the Fourth Annual Southwestern Golf Salesmen's Championship Tournament at their Duck Creek Golf Club, December 2. Winners were: Champion, Clayton Stubbs, U.S. Royal; Hard Goods, Joe Rountree, H & B; Soft Goods, Leon Faucett, Leon D. Faucett Company; Executive Flight, Clarence Stobaugh, Wilson. Low Net were: Joe Rountree, H & B; Clarence Stobaugh, Wilson; Joe Evans, Spalding; Clayton Stubbs, U.S. Royal; Gil Barnett, Ben Hogan Golf Company. Long Drive went to Bob Anderson of First Flight; Closest to Hole, Bob Johnson, Pargo Golf Car. □

## For pro's only

Some big parties for old timers: *Danny Williams*, 50 years as pro at The Knolls, Shackamaxon and Crestmont in N.J. was a party boy with his pupils and members hailing him . . . *Julius Boros* was honored at a couple of affairs at Fort Lauderdale; one after he won the PGA and one this winter put on by Robert Trent and Ione Jones and their playmates . . . Another one for *Milfred (Deac) Palmer*, 44 years pro-greenkeeper at Latrobe (Pa.) CC.

*Woody Laughinghouse* retired after 40 years as a Miami (Fla.) municipal golf official. He and the late Ed Burns, Miami Herald sportswriter, kept campaigning until they brought the Miami area back into big time tournament golf . . . *Jack Koefed*, former sports writer in Philadelphia and New York, now general columnist in Miami, also has been highly effective in developing a big revival in golf real estate and golf tournament development in south-east Florida.

*Ed Ginther*, pro for Hercules CC, Wilmington, Del., since it started 31 years ago has retired at age 65. His assistant *Herman Schneider* succeeds him.

*Al Yates*, now pro at Furnace Creek GC, Death Valley, Calif.

He was assistant at Barrington Hills (Ill.) CC . . . *John Gerring* pro at Deerwood CC, Jackson, Fla., from Myers Park, N.C.

*Bruce Herd*, prominent as a pro at South Shore and Flossmoor in the Chicago district for years and now retired, discovered in his files a Chicago Daily News article covering the 1926 National Golf show at Furniture Mart, Chicago, in which *Joe Kirkwood* was featured. The Illinois PGA had a booth in which Bruce, *George Know*, *Alex Law* and other expert clubmakers were making woods and shafting *Stewart* and *Nichol* irons. There was a picture of a clinic of clubmaking notables in which *Stewart Gardner*, *James Herd*, *Charles Martin*, *Al Espinosa*, *Willie Hunter*, *Phil Gaudin* and *Bill Stuppel* appeared. During the show there was a dinner of amateur and pro veterans of Chicago golf. In 1926 around Chicago there were an estimated 100,000 golfers. The Daily News had a woman golf writer, *Fayette Krum Mulroy*, on its staff. At the Golf Show a fashion show with debutante models was put on as a hospital benefit.

*Harold Kirk*, pro at Schiffer-decker municipal course, Joplin, Mo., says slow play problem is compounded by increasing popularity of golf. Making play faster is now a major problem of public

course management, according to *Kirk*. He remarks that complaints of players about following golfers driving into them probably indicates that players ahead are playing too slow and need pushing. While the two groups are mauling each other following pastimers should be allowed to play through.

SM Sgt. *Bill Lawrence*, pro-manager, Scott Air Force Base, Ill., for the past three years has been reassigned overseas and has been succeeded by Sgt. *Jack Anderson*, formerly manager, Clark GC in the Phillipines. . . *Bob Howell*, owner of Golf Mart, golf pro equipment and supply dealer in Detroit's suburban Birmingham, recently was featured in a picture story in the Southfield News. Bob, an automobile dealer in Saginaw 20 years ago, sold that business and started the Golf Mart where he now is doing a big volume. Howell has been a director of the Michigan GA for 37 years, its tournament chairman 17 years and treasurer 18 years. For 31 years he's made up the Michigan GA tournament schedule. He was Plum Hollow CC champion five years and still scores well.

*Rex Cole* is now pro-manager of the Painesville CC, Painesville, Ohio. Previously, he was an assistant pro at The Kirtland CC, Willoughby, Ohio. □

## 9 hints Continued from page 36A

can be effectively and neatly handled in a large wicker grab basket.

**7. Keep Files.** The advantages brought about by maintaining good filing systems cannot be overstressed. Inventory files should be kept up to date. You should be able to tell in a moment's notice exactly what you have in stock, what can be reordered, etc. Also start a personal file with a separate file card for each customer. On each card list every purchase (indicate color and size) and the purchase date. Also keep a record of the customer's sizes in every item from shoes to hat. This will serve as a helpful guide to others buying him a gift. If you're really in tune, note lightly in pencil the

items in which he has shown interest. These pencil marks will provide possible gift suggestions for his "I don't know what to buy him" friends and family. You might quickly become the clever source of all great gift finds.

**8. Finishing Touches.** Add brightly colored paint to your shelves, walls and old wooden cabinets. Keep a vase with fresh flowers (nothing fancy—simple seasonal varieties will do) on your counter. Far from being overly feminine, these flowers will add a warmth and friendliness to your decor, as well as show your own personal interest in your shop. Keep an eye out for novelty structures you might use as display racks.

**9. Be a Salesman.** Take a personal interest in each club member. Show him personally new items you have in stock. Get his opinion. Ask him for suggestions, and if they're good use them (and show him that you have)! Remember what he likes and dislikes in the way of color and style. Also try to remember what he wears around the club. It'll help him decide what shirt to buy and make a good impression if you can remember what color slacks he has.

Your club member needs you and your advice. But you must win his confidence. These merchandising hints should help you achieve this—along with increased sales. □

# Merchandising makes the difference!

*A very routine item like golf gloves can*

*be turned into a real volume and profit item with the right sales approach*

Competition from retail outlets has continued to make inroads on the club pro shop, and the pro must seek new and better ways of selling his merchandise to keep abreast of this increasing competition. This stepped-up activity from other outlets makes it necessary to seek out areas in which the pro can enlarge his current share of business or add to existing lines.

Accessory sales represent a large part of total pro shop volume and are a segment of pro shop business from which the club pro can extract the much sought after additional revenue.

Throughout the country challenging courses and new, modern facilities invite more and more golf play and induce more people to take up the game. In order to insure his continued financial success, the club pro must find the methods of transforming this increased traffic on the fairways into sales in the pro shop. City Park Golf Club of New Orleans, La., pro Henry Thomas has refined his shop's accessory sales to the point where they make a major contribution to overall sales volume and profit.

Mr. Thomas feels that the basic economics of the pro shop haven't changed markedly in the 35 years he has been operating a pro shop. The need to derive greater dollar revenue from items traditionally associated with golf came forcefully home to Mr. Thomas when his operation was shifted from an older, smaller clubhouse to a newer, larger location in 1967. With the increased size and customer traffic Mr. Thomas had to up his staff of three to eight.

This pointed to one of the biggest problems confronting the

club pro in golfing today. For Mr. Thomas' operation the attendant costs of increased size of operation and staff have not yet witnessed a proportionate increase in sales and profit that would be reflective of a larger operation. In effect, Mr. Thomas had to run a lot harder just to stay even with the profitability his shop showed when it was located in the old clubhouse and considerably smaller. Thus far he has managed to retain this profit level and looks to an increase as the growing pains of the new operation are solved.

Working in the direction of greater profitability Henry Thomas has developed his shop's accessory business to a high degree, in particular the shop's golf glove business. Golf glove sales contribute much more than their fair share of sales volume to City Park's pro shop. The City Park pro shop handles a full

range of equipment from clubs to balls including shoes, hats, caps, clothing and miscellaneous items. But none contributes as much to profit as gloves which are a small percentage of the shop's overall business.

The City Park pro shop does more than \$6,500 a year in glove sales, slightly more than 5 per cent of total volume. This surprisingly large amount of revenue is generated within a relatively small amount of floor space—the pro shop has only 15,000 square feet of sales floor.

Mr. Thomas points out that in order to do so large a volume in one item, good display and sound merchandising techniques are needed. The glove section in City Park's pro shop is an eye-catching display, positioned near the door and easily seen by anyone entering. This adds to glove sales by creating impulse buys in addition to regular sales.

*Continued on page 110*



Pro Henry Thomas stands ready to show a customer any of the gloves he stocks. The glove display at City Park complements other displays in the shop.

# FASHION FORECAST

Continued from page 34

for the most part. The fully-lined kiltie culotte with back patch pocket comes in clear sunflower yellow, sailor blue, peach and avocado as well as white and buff. It retails for \$17. In the same colors with the addition of natural comes a Dacron/rayon/linen bermuda skirt with a hip

yoke and two dropped patch pockets. Retail is \$18. Biscayne plaids in sunflower yellow, avocado, apple melon (pink), and periwinkle blue all on white are used to make a golf jacket (\$14.95), culotte skirt with two side pockets (\$16), a pants dress with sport shirt collar (\$21), a pants skirt with back and front flaps (\$17) and an A-line skirt with fly front and tab styling (\$14), all in 75 per

cent Dacron/25 per cent cotton. Similar styles in addition to a kiltie skirt (\$17) and kiltie culotte (\$16) are offered in Montego plaids of avocado/sailor blue/gray/white and apple melon/taffy/gray/white and in a Montego windowpane check of red/white/blue. Double knits in 100 per cent Dacron appear in a pants skirt (\$17), slacks (\$21) and bermuda shorts (\$17), all of which come in mint green, sunflower, champagne, pink grapefruit and equator blue. There are shells and blouses to coordinate with the above separates.

Gino Paoli shows more and more color in its trousers for spring/summer '69. There are stripes and checks in a multitude of colors including red, burnish gold, blue. These in a polyester/cotton mixture have western pockets and side tabs. Retail is \$20 to \$25. The slacks coordinate with Gino Paoli's knitwear. There's a rainbow selection of colors in cotton and synthetic shirts (\$13 to \$18). Choose between open and closed sleeves, placket collar and mock-turtleneck. In the women's line, a 100 per cent polyester machine washable dress called The Traveler joins the knits to retail for \$30. Brand new from the company is a ladies' golf shoe. Called the Shu-Shu, the shoe is white and comes with seven snap-on kilties to coordinate with every outfit in the line. It retails for \$27.50. Speaking of coordination, don't overlook the coordinated ladies' gloves.

From Esquire comes slacks in gingham; candy stripes; and houndstooth prints. The western pocket and extension waistband are featured in most models. Combining the texture and color story are slacks in hopsacking which come in orange, lime, flag red, bermuda blue, tequila (rust) and gold (\$21.50). Fabric combinations include Dacron/wool; Arnel/rayon; Arnel/cotton and rayon/acetate.

Parker of Vienna is now coordinating an imported Italian slack line with its sweaters. The slacks come under the name of Cezar in three different models to feature

Continued on page 105

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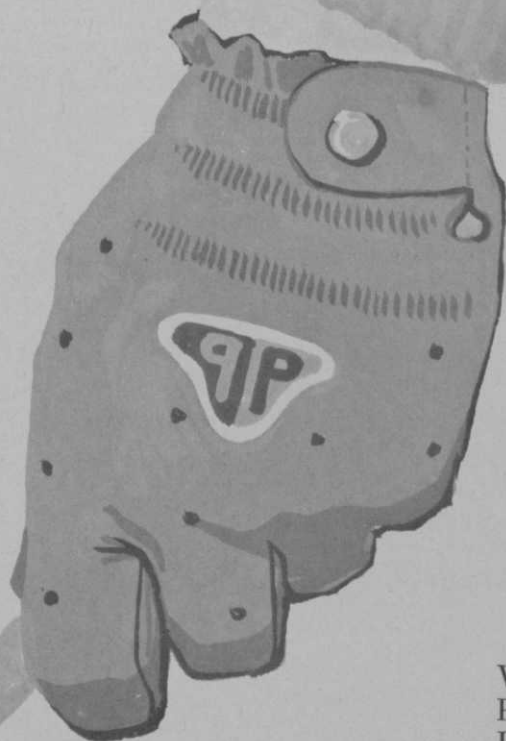
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An architectural site plan for a golf course, showing numbered holes (6, 7, 8, 9, 11, 12, 13, 17, 18) and various water features like ponds and streams. The plan includes technical details such as elevations (e.g., INV. 43.5, INV. 40.0, TOP 42.0, INV. 43.0, INV. 42.0, INV. 41.5, INV. 41.0, INV. 40.5, INV. 40.0, INV. 39.5, INV. 39.0, INV. 38.5, INV. 38.0, INV. 37.5, INV. 37.0, INV. 36.5, INV. 36.0, INV. 35.5, INV. 35.0, INV. 34.5, INV. 34.0, INV. 33.5, INV. 33.0, INV. 32.5, INV. 32.0, INV. 31.5, INV. 31.0, INV. 30.5, INV. 30.0, INV. 29.5, INV. 29.0, INV. 28.5, INV. 28.0, INV. 27.5, INV. 27.0, INV. 26.5, INV. 26.0, INV. 25.5, INV. 25.0, INV. 24.5, INV. 24.0, INV. 23.5, INV. 23.0, INV. 22.5, INV. 22.0, INV. 21.5, INV. 21.0, INV. 20.5, INV. 20.0, INV. 19.5, INV. 19.0, INV. 18.5, INV. 18.0, INV. 17.5, INV. 17.0, INV. 16.5, INV. 16.0, INV. 15.5, INV. 15.0, INV. 14.5, INV. 14.0, INV. 13.5, INV. 13.0, INV. 12.5, INV. 12.0, INV. 11.5, INV. 11.0, INV. 10.5, INV. 10.0, INV. 9.5, INV. 9.0, INV. 8.5, INV. 8.0, INV. 7.5, INV. 7.0, INV. 6.5, INV. 6.0, INV. 5.5, INV. 5.0, INV. 4.5, INV. 4.0, INV. 3.5, INV. 3.0, INV. 2.5, INV. 2.0, INV. 1.5, INV. 1.0, INV. 0.5, INV. 0.0) and notes like 'BUILDING REMOVAL BY OTHERS' and 'SEE CLUBHOUSE AREA PLAN'.

# New golf course: Money from the drain

By Joe Doan