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Sunset Style Show
(Continued from page 88)

had looked around for a while, we put on the show. When it was over, we just kind of slipped in behind the counters and started selling and taking orders. It isn't often that a pro has a day like this — it was just like a supermarket at high noon on Saturday.

Stimulant to Sales

I think a style show is the kind of stimulant to sales that won't wear off for two or maybe three months after it is held. Maybe that means that we should stage another one when the midsummer lull sets in. It is, at least, a thought! Every woman golfer at a club is, I am sure, fully aware of the high class merchandise that is handled in the pro shop. Most are cognizant of the fact that styles are ever-changing, and they want to keep abreast of them. Day to day selling probably assures the pro a fair percentage of the women players' business, but he isn't going to get anything like all of it until he stirs their imagination with an occasional eye-opener such as a style show.

Lee W. Coleman Named Foundation Field Rep

Lee W. Coleman, former athletic public relations director for Arizona State University, has been named Midwest field rep for the National Golf Foundation. Appointed to the position in mid-April, he covers 14 states in the Midwest in addition to Montana and Wyoming.

Coleman is a graduate of Arizona State University and at one time was executive sports editor for the Arizona Republic newspaper. During the Korean War, he spent three years in the Navy as a public information specialist. He and his wife and a daughter make their home in Evanston, Ill.

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