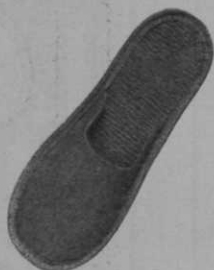


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CHARLES F. HUBBS & CO.
389 Lafayette St. New York City

Fashion Review Is Magnet For Club Members

FINDING that less than a third of the audience of women at fashion revues presented as part of theater programs were interested in the fashion feature, H. S. Webb Co., Glendale, Calif., store, has been conducting successful semi-annual fashion revues at a country club for the last two and a half years. The affair has been held in conjunction with a benefit staged at the club.

Of the country club tie-up, E. J. Sullivan, the store advertising man says in *Dry Goods Economist*:

"Here we found an audience that is especially appreciative. In the first place, they like the idea of our hooking up with the benefit affair and believe we are doing a good work in that respect.

"In the second place, they are the people to whom our merchandise naturally

makes the greatest appeal. They are the people who look forward to the semi-annual introduction of new styles and new merchandise. They are of the class that makes up the best portion of our clientele.

"The revue is a part of a social affair, and that gives warmth to it. A buffet luncheon is served about seven o'clock, and followed by the revue, and the revue by the dance.

"The arrangement of the room is advantageous. There is a great fireplace attractively centered. The models advance from the dressing room along a runway, circle around this fireplace and then return. The tables and chairs in the meantime have been pushed back toward the wall so that the runway is between two assembled groups of guests. When the models return after circling the fireplace

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they make their way among the guests. This gives the guests a close-up view of the clothes. A price tag is attached to each garment and this tag is concealed by the model's hand. When guests ask the price of a garment as the model moves among them it is a very simple matter to display the tag."

"Insofar as it is possible the models displaying women's wear are winners of California beauty competitions, 'Miss California' is usually present, as is 'Miss Hollywood,' 'Miss Glendale,' 'Miss Pasadena,' etc. In other words, the girls are well advertised before they appear and so give additional interest to the Soiree. It is a decided advantage in the revue to have beauties—and well advertised beauties for the models. Children's wear is always shown as well as women's and misses' apparel, but only two children are used.

The Models Stay for Dance.

"The last garments shown are always evening dresses and the girls who have acted as models wearing these dresses remain for the formal ball, so the H. S. Webb & Co. merchandise is on display during the entire evening in a much more intimate way than at the average fashion revue at a theatre.

"The music for the evening is, of course, furnished with no charge to us. Our only cost is for certain decorations in the room, done by our window dressing department, and the money paid the models. The cost is only a fraction of that under the old theater plan.

"When we have a fashion revue let's put it on in a manner and in a place where it will count the most. Why pile up cost and waste effort unnecessarily? Put on the show where it is most welcomed."

The idea probably will prove interesting to other clubs as an entertainment feature. Critical comment passed on the stunt by the domestic managing editor of GOLFDOM'S editor runs to the effect that the fashion revue and dance following would produce circulation of currency in the following logical sequence:

"Some of the fellows would get full of Scotch and frolic and go wandering over the lot with one of the models after a dance. Then the Sherlocking spouse would catch him and give him hell and shake him down for one of the dresses displayed."

After due deliberation GOLFDOM withholds its official endorsement of fashion revues at country clubs.



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