

to please players and officials at their clubs.

One sidelight on how these costs have mounted has been related frequently to GOLFDOM in pros' comment on club-cleaning and storage.

It used to be that the club-cleaning and storage charges collected at the start of a season greatly helped a pro finance the shop stock he needed to satisfactorily serve his members.

But now the wages that are commanded by club-cleaning boys at private clubs in metropolitan districts take so much out of the club-cleaning and bag storage income there's not enough left over to finance stock at a country town 9-hole public course shop.

Pro Shop Style Show Scores With Sales

AT ALMOST every club and pay-play course these days you will see many women smartly attired in golf apparel that gives them free action for their swings as well as being charming in appearance.

Selling women's apparel in pro shops often is a delicate job although the sweaters and Bermuda shorts and headware are safe staples. But beyond that the style and merchandising genius of the pro's wife is the safety factor.

At the LaGrange (Ill.) CC pro Jim Foulis' wife and members of the women's

golf committee put on a style show with items from the pro shop that was excellent sales promotion and a feature of great interest to women golfers and their guests.

There were 19 models—club members—and they made 23 changes. Three of the members modeled with their French poodles as accessories, giving the show a touch of down-town showmanship.

The girls really showed professional modeling talent, according to Mrs. Foulis, and the show was a "huge success." Mrs. Foulis herself is shown in one of the pictures with a skirt, blouse, sweater and cap from the pro shop stock.

Bill O'Hara, Jim's assistant, and rated by Jim as a fine teacher and shop man, modeled some of the clothes for men in getting the girls stirred with ideas of what to buy for Daddy. Bill models in Miami in the winter.

They even got Jim to show off some clothes. "Never underestimate the power of a woman." When the members and guests saw Jim arrayed tastefully as a golfing Student Prince the sight helped shop business.

This matter of pros and their assistants modeling their shop stock of apparel items always works well. Harry Obitz makes a strong point of this at Shawnee CC and it sells a large volume of merchandise.



Models and apparel are basic to every style show but the pro's wife plays the leading role in the show built around apparel items available from the pro shop. "Models" in the LaGrange (Ill.) CC show were members of the women's golf committee with an assist from professional Jim Foulis and his assistant, Bill O'Hara. Shown (L to R) are: O'Hara, Mrs. Foulis, Jim, Mrs. W. F. Hendrickson and Mrs. J. E. Rhode.