



Sunset models included (l to r): Mrs. Frank Nykiel, Mrs. L. L. Sertl, Mrs. Joseph Broz and Mrs. Dave Marshall.



Jim Fogertey, Sunset pro, turned details of running his show over to Mrs. A. Charles Giomi (l). Mrs. Frank Oswald (r) is chairman of the ladies' golf committee.

The Ladies Are for Showing

... and they'll stage your style show, too, if you only drop a hint

By JAMES D. FOGERTEY

Professional, Sunset Country Club,
Sappington, Mo.

The smartest move a pro makes when he plans a style show is to get a woman to run it for him.

When I staged my spring fashion showing, I was very fortunate in having the services of Mrs. A. Charles Giomi who, within a few hours after she took over, had me realizing how little I knew about handling such an affair. At first glance it may look easy, but when it comes to selecting models and the proper shades, sizes, styles, etc. of hats, caps, shoes, Bermuda shorts, blouses, skirts, gloves, pocketbooks and similar items, that is where a woman's touch is imperative. I'm glad I realized it before I undertook the show on my own.

Picked Wrong Luncheon

The show at Sunset was held early in April and, of course, was set to coincide with the opening luncheon for the women golfers. But, as I look back upon it, this was not quite the right date. The showing should have been held on the



Mrs. Fred Lamberton, Mrs. Dick Hass and Mrs. E. J. Emberson also modelled at the Sunset show.

Small, Medium and Large

As for finding women who will serve as models, Mrs. Giomi tells me that it isn't much of a problem. Most women feel flattered to be asked. Probably, the thing to avoid is asking too many women to take part because if it turns out that it isn't possible to use all of them in the show, some are going to be disappointed and hurt. In selecting models it is important to get women who wear a wide range of sizes. In that way, you parade the small, medium and large and get a chance to show off samples of your entire stock. Too, small, medium and large women get the opportunity of seeing how they will look in the different styles.

Our shop was just about fully stocked at the time we held the style show. We anticipated that the show would stir a good deal of instant buying enthusiasm and that is the way it turned out. We wanted to be ready to immediately take care of every order, if possible. To give you an idea of what we had in stock, here is a partial list: 300 pairs of Bermuda shorts; 125 blouses; 14 dozen hats; and a wide assortment of shoes, sweaters, skirts, socks, slim jims, caps, ladies' straw and leather purses, tote bags and similar items. Many of the very best name brands were represented in our inventory.

Five Day Buildup

Our show was held on a Tuesday, but we were fully prepared for it on the preceding Friday. The shop was rearranged so that every conceivable type of women's merchandise that we handle was on display. The women thus had five days in which to browse before the show actually was held, and, of course, we were able to give it a buildup either through word of mouth or through the signs that we had in the shop announcing it. You can't get too much prior publicity, promotion or whatever you want to call it when you are staging a style show.

To make the actual show a little more interesting, we offered a half dozen door prizes, all of which were supplied by the salesmen who call on us. When the ladies finished their meeting, there was a grand rush to the pro shop. After they

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day when the social luncheon was held and all the women in the club, whether golfers or not, could attend. In addition, we should have arranged for the women members to invite guests. It is to your advantage, certainly, to have every lady at the club see the merchandise you handle. Many of them never set foot inside the pro shop simply because they aren't golfers, but that doesn't mean that they aren't buying a good deal of sportswear. You certainly widen the scope of your market by cultivating them.

When the show is in progress, I certainly recommend getting out front and checking the reaction to the various fashions that are shown. The "oohs" and "ahs", or the absence of such sounds, are the applause meter. It is a good idea to immediately record how the women react because then you have a very definite guide for making future purchases.

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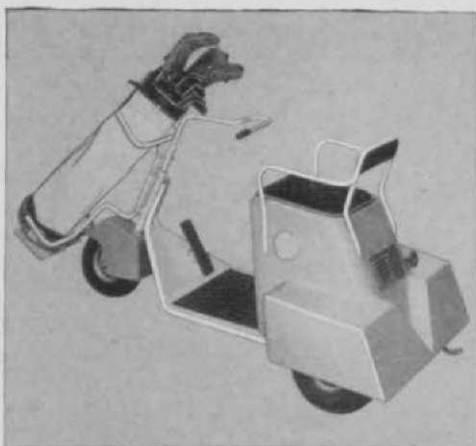
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Sunset Style Show

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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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