



Models for style show at Sunset were (front row, l to r): Mrs. John L. Spafford, Mrs. Earle Kennedy, Jr., Mrs. William Edwards, Mrs. Charles Morgan, Mrs. Donald Hamel, Mrs. Richard Hoffman. (Second row) Mrs. Max Risch, Jr., Mrs. Curtis Lohr, Mrs. Ralla Gittens, Mrs. Eugene Andres, Mrs. Charles Mathes, Mrs. Joseph Hahn and Mrs. Shelby Ross.

Ladies' Week at Sunset

Not just a day, but eight of them were set aside for the gals when this St. Louis club launched its 1963 season . . . It was time, it was decided, to recognize that women are important spenders in the pro shop picture

By Jim Fogertey

Professional, Sunset CC, St. Louis

Have you ever stopped to think of the importance of your lady members to the success of your golf shop?

I did, and came up with an answer that amazed me. I figured that approximately 40 per cent of our sales in a year are to the ladies. That makes them Very Important People in our shop!

With the thought in mind of how to improve business with the "greatest spenders in the world", we developed the idea of a ladies' style show on the opening Ladies' Day at Sunset CC. Then we took one "giant" step further.

Every year time is set aside nationally for Mother's Day, Father's Day, Radio Week, National Library Week and so on. So, why not a Ladies' Week at Sunset?



Jim Fogertey

The kickoff to our 1963 Ladies' Week was the ladies' style show and luncheon on April 2. From that day through the following Tuesday — a total of eight days — only ladies' apparel and golf equipment was on display in the Sunset shop.

This was our second style show in the last two years. But it was the first time we had devoted the shop entirely to the ladies — and for eight days.

The style show was organized by two of my women members, Mrs. Ed Patterson and Mrs. John Caspersen. They selected 13 other lady club members as models.

Each model displayed one outfit of coordinated bermudas or slacks, blouse and sweater, hat, glove, shoes, socks and handbag. Some wore culottes or skirts — others carried umbrellas, sports sacks or seats — others wore blazers. All the apparel worn came from the Sunset shop.

It was the job of Mrs. Patterson and Mrs. Caspersen to select the merchandise from our wide range of stock, to see that it complimented the models and was well coordinated. Then the ladies made "trial runs" in modeling their individual outfits.



South wall of Sunset shop normally displays men's carry-alls, umbrellas, shoes and bags, with a few women's items in racks in left foreground.



Before changeover, men's hats were displayed on pegboard wall behind trouser rack. Carry-alls and umbrellas also got a prominent play.



The style show itself took place in the Gold Room of our clubhouse during the opening day luncheon and was attended by more than 125 women. After all had been served, the show began with a flourish, no less, to the accompaniment of piano music by Mrs. Edward Eyerman.

Mrs. Patterson narrated the show, describing each outfit as to material and color and stating the price of each garment.

Equal Time Demanded

After all of the models had displayed their outfits by walking the length of the large room and returning slowly on the second of two platforms, Mrs. Patterson announced that the men had demanded equal time.

That was the cue for one of my assistants, Chuck Ryan, to appear — wearing 13 hats and carrying 13 different knit shirts, sweaters and shoes!

And the golf shop? It was turned into strictly a Ladies' Shop by my two assistants, Ryan, and Gene Rolfe, who spent most of the Sunday and half of the Monday preceding the show moving out all the men's goods and bringing in the ladies' equipment and apparel. The men's equipment and golfwear was put in the back room, where it was accessible, if needed.

Sales Tickets Pre-Dated

Both before and after the show, my two assistants and I remained in the golf shop

Men's playing equipment dominated north wall prior to Ladies' Week. Men's shoes, shirts, trousers and miscellaneous items also are to be seen.

Before . . . Sunset's shop

... and After was changed



When shop was converted for women, large purses, umbrellas, matching shorts and blouse sets dominated south wall. Novelty items were in showcase.

to take care of the members. Chuck worked the front of the shop, Gene took care of the back and I handled the center. Our sales tickets were pre-dated to speed up the sales.

In the shop we displayed Mindota Bermudas and PGA peds from Jackman Sportswear, Harburt Bermudas and culottes, Louise Suggs Bermudas, skirts, culottes and blouses, Haymaker Bermudas, skirts, blouses, culottes and cotton windbreakers, Hadley matching slacks and sweaters, Pegie by the Sea matching sweaters, hats, Bermudas, head bands and handbags, and scuffies.

Then, too, there were Fred Haas umbrellas, Park Lane pocketbooks, Flip-It hats, Reliable ladies' tams and tote bags, Kountry Klub shoes, golf pouches, belts and alpaca sweaters, Bucknell blouses, Tiger Bermudas, Foot-Joy shoes, Scoggins golf pouches, CoberKnit windbreakers, club loungers from Jack Levine, ball klips and golfer's pals.

The Feminine Touch

Ladies' clubs from Wilson, Spalding, MacGregor, Ben Hogan, PGA and Hillerich & Bradsby were on display, as were MacGregor, Wilson and Spalding golf bags, head covers from Kountry Klub, Wilson and Ben Hogan, and gloves from Wilson, Spalding, Ben Hogan, Kountry Klub, Jerry Barber and Paul Hahn.

To help dress up the golf shop and give it a feminine touch, we covered all the



When women moved in, hats (at left) came with them. Note purses, umbrellas at upper left. Blouses, Bermudas are on checkerboard table.

Three-way mirror was ringed with hats when women's stock was brought up. Ladies' clubs, sweaters and shoes also get featured display.



display tables with pink and white, green and white, red and white and yellow table cloths.

Colorful ladies' umbrellas — one in each corner — were hung from the ceiling. On one wall above a row of large purses, we placed strips of green corrugated paper on which were mounted photographs of some of the top lady touring professionals.

An assortment of the ladies' hats were placed on spikes attached to a three-way mirror.

The display case in the center of the shop was filled with novelty items such as ash trays, lighters, cigaret boxes and perfume.

Many of the shorts and slacks were hung on display racks and were placed in the corners according to the sizes of the articles.

Sizes by Departments

To help solve the problem of locating the merchandise, we came up with the idea of "departmentalizing" the apparel. All sizes 8, 10 and 12 bermudas, skirts, culottes, blouses — short sleeve, roll-up sleeve and sleeveless — were displayed in one corner of the shop. In another corner, all sizes 14, 16, 18 and 20 in the same types of merchandise were displayed.

On one wall, all the small items, such as socks, peds, tote bags, gloves, lounging shoes and so on, were shown. On a table were sweaters of all types and on another table, ladies' hats. In a glass-front counter were pocketbooks with hats to match, and large purses.

With this method of displaying goods, a lady could browse around and easily locate anything she wanted. The ladies were fascinated with the shop! They could see all of our merchandise at one time without bothering to ask where it was.

The shop, as I've mentioned before, remained this way for eight days.

No Resentment, Either

Did the men complain about the women taking over? No. In fact, they loved it! They were reminded that Easter and Mother's Day were fast approaching. Many took advantage of the opportunity to see just what was available for their wives.

Of course, we took quite a bit of good-natured kidding from the male members, especially over the sign on the front which read "Ladies Golf Shop". However, the general reaction was that it was a great merchandising idea.

Most people were greatly surprised that



Two views of Sunset style show while it was in progress. Assistant Chuck Ryan is shown getting "equal time" in lower photo. Mrs. Max Risch, Jr. is attired in Louise Suggs skirt, Tiger blouse (above).

a golf shop carries such a variety of ladies' equipment and golfwear — I roughly figure we had \$5,000 in ladies' merchandise on display. They were more surprised to find out that none of the merchandise was on consignment from the various companies and manufacturers — an idea that seems to be popular among members of country clubs.

In short, they were amazed to learn that all merchandise is owned by me and that if I can't sell it, I'm "stuck" with it, so to speak.

It has been very gratifying to my two assistants and me to hear the fine comments from the visitors — especially the men — who said it was a wonderful merchandising method. The most common remark was: "Why has it taken so long for a golf professional to realize that the ladies spend a terrific amount of money in the golf shop?"

This very unusual shop stirred up a tremendous amount of conversation among men and women club members alike. It was the first time any of them had ever seen an entire golf shop devoted strictly to the ladies. Possibly this is a "first" in the golf business.