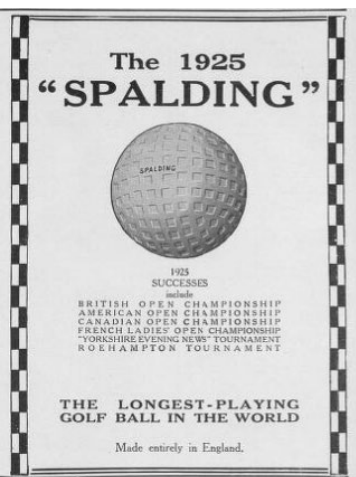


From the Archives – 7th September

The power of advertising for quality Brands at Roehampton Club

Changes in the world of advertising in the early part of the 20th Century coincided with the success of Roehampton Club across many sports and its regular coverage in the quality press. Exclusive brands wanted to associate themselves with the prestige of the Club and the regular visits by members of the Royal Family and other society figures who were members of the Club. This article highlights a chronological list of companies choosing to promote their offerings in the world of sport, fashion, and the drinks industry.

The first advertisements in the British Newspapers using Roehampton Club was a company specialising in artificial tennis court surfaces – En Tout Cas first manufactured in 1909 by Claude Brown in England inspired by the courts made from crushed ant heaps in South Africa. The name En Tout Cas means ‘in any event’ in French. The company is now based in Peterborough and is reputed to be the oldest and best known of all artificial tennis court surfaces. The advert appearing in the Sketch Newspaper in the 1920’s refers to their offices in Leicester and their representative office in London at Fortnum & Mason in Piccadilly.



The next company to announce their sporting product at the Roehampton Club was the American Sports Equipment and manufacturing company, Spalding founded in 1876 by Albert Spalding as a baseball manufacturer. The Spalding Golf Ball was announced in the Tatler Magazine as the ‘Longest-Playing Golf Ball in the World’ along with a list of successful events in 1925 in which the ball was used including the British Open Championship, American Open Championship and the Roehampton

Club Tournament.

Picking up on the publicity for the Club at this time and the success of the Roehampton Club Golf Tournament, the name of the Head Golf Professional at Roehampton Club, George Gadd appeared in an advertisement in 1924 recommending a golf bag stand which was known as the ‘Wee MacGregor’.

The WEE MACGREGOR Golf Bag Stand



is extremely light in weight and neat in appearance, and with its delightfully simple automatic action is rapidly becoming the fashion on the best courses.

As the base of your bag touches the ground two small legs spring out and support it at the natural height of the hand. On merely lifting the bag they snap back again automatically.

The Wee MacGregor obviates the need of a caddy and the annoyance of losing a ball. Easily fitted. Pays for itself in a few rounds. Removable for travelling.

Mr. George Gadd, the Roehampton professional, writes:—"I have now found a golf bag stand I can honestly recommend to all golfers."

PRICE: Dull Nickel Finish, 1/6/6
Black Enamel finish, 2/0/-
From all professional stores, etc. or direct from
WEE MACGREGOR Ltd., Belle Isle, York Road, London, N.7

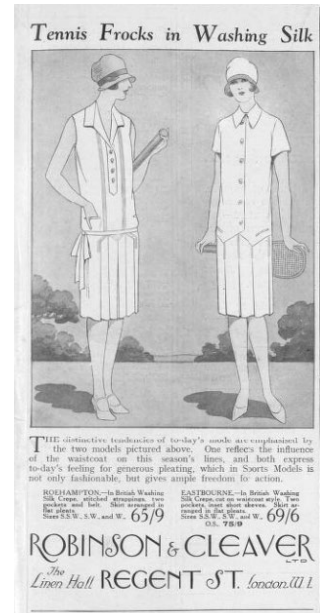


Fashion brands then made their appearance at the end of the 1920’s using the Roehampton name as part of their collection. The ‘Roehampton’ hat manufactured by Walter Hope was featured in the Sketch Newspaper in 1926 by one of the ‘Lincoln-Imp’ Models. Aquascutum announced the ‘Roehampton’ Suit in the Tatler in 1927 describing



the garment for town and country wear and can be made in pure new wool and weatherproof Aquascutum cloths.

Tennis frocks in washing silk also made an appearance in the Tatler in 1933 with two models reflecting the tendencies of the time for players at Roehampton Club or Eastbourne. The Roehampton Club model on the left of the picture shows the influence of the waistcoat on this seasons lines and both 'express todays feeling for generous pleating, which in Sports Models is not only fashionable but gives ample freedom foe action'.



Things you MUST have for a gay summer
by Peggy the Pilot

“What?” I cried, genuinely taken aback—“That dainty cotton frock was all the rage last year for only 5/6! Alas, it is your most wonderful wardrobe find, for it is a masterpiece of the younger women will wear it.” I said this because I believe, convinced as I am that out things for L, as a customer, that you will want a second frock for Roehampton and similar occasions. This little waistcoat frock “Elegant” is a lovely possession in its own right. It is a handsome and a big one each. It is the most thing I have seen for town and parties, and everybody to see on canvas. I show the white opposite next page for to go with it if 2 guineas, then read with shaded blue and mauve pieces. You will find it a superb find. Getting that you will want a second frock for Roehampton and similar occasions. I chose this two-piece suit “Sylvia” in lacquer silk—a new and a delicate shade of lettuce green that would look lovely under trees, amongst the golden splodges of sunshine, but it’s also made in beige, powder blue and raspberry pink. The frock is sleeveless and very reasonable.

For this I chose a very full of lightweight corded in diamond green treated with silk brocade and a green gold brocade piece for 2 guineas. Last but not least, read the new frock, and white knee hat by name when looking with a man. It has a little shell of lacquer in it. The corded piece embroidered in red, and only two guineas. You should also read all these things. Oh, May I will tell you some more, but in the meantime write for Walspoles, No. 24, Horse Chase, Cambridge (C.P. 1000000).

WALPOLES
OF BOND STREET

The manufacturer Robinson and Cleaver based at Regent Street, London W1 was offering the Roehampton Club outfit at 65 shillings and 9 pence. Walpoles of Bond Street took a full page spread in the Tatler in 1933 to promote two of their outfits under the heading of ‘Things you MUST have for a gay summer’.

In this advertorial feature concerning the model on the left of the page, the article mentions the following. ‘Guessing that you will want a second frock for Roehampton and such like

occasions, I chose this two-piece suit ‘Sylvia’ in faconne silk – it was a delicate shade of lettuce green that would look lovely under trees, amongst the golden splodges of sunshine but its also made in beige, powder blue and raspberry pink. The frock is sleeveless, and I think seven guineas is very reasonable’.

The final advertisement appears in the July edition of Britannia & Eve in 1948 for Votrix Vermouth produced and bottled by Fine Products Limited in Kingston. The picture of the Bar at Roehampton Club was painted by artist Leslie Saalburg alongside a potted history of the Club and its status as one of the leading clubs of its kind.

Steve Riedlinger, Club Archivist

FAMOUS CLUBS

ROEHAMPTON

Roehampton Club was founded as a Public Club in 1844, one of the first clubs who founded it, Col. C. D. Miles, being now the Honorary Secretary.

The club consists of exhibiting some 1000, which were founded and laid out on their grounds. From the Club House an extensive view of the sea is seen. The Club House is situated on the coast, and is a fine example of the architecture of the time.

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VOTRIX VERMOUTH - SWEET 11/- - DRY 12/6
PRODUCED AND BOTTLED BY FINE PRODUCTS LIMITED, KINGSTON, LONDON.