It's to your advantage to display sweaters on hangers... their colorfulness helps to sell them... and be sure size and price tags are pinned on... Golf bags add atmosphere. In setting up displays, remember not to get too much into them... It ruins the effect.

Your Pro Shop **Keep It Simple,**

*Terrible*

This fine natural display area is practically an eyesore due to disheveled merchandise arrangement... Shoes, trousers, caps, shirts are competing for buyer's attention... That chair isn't helping anyone, either, especially the pro.
Trousers are nicely displayed on hangers... bags give a touch of color... but counter at right is jumbled... and those two carry-alls on the floor look like booby traps.

Not Bad

Uncluttered Says Al Robbins

Perfect

Here's that cozy corner again... Looks lot better, doesn't it?... Everything is neatly arranged and not just pitched onto shelves... Buyers appreciate this... Note how manikin adds class... Trophy prop, too, is nicely handled.

Photos taken at North Shore CC, Glenview, Ill., and River Forest CC, Elmhurst, Ill.