



First tee area at Sunnehanna CC, with Bob Gutwein's pro shop at upper right.

Pro Shop Shows Club Class

Sunnehanna CC, Johnstown, Pa., has been engaged in an extensive improvement campaign and included in its program a rehabilitation of the pro shop where Bob Gutwein holds forth.

The shop and first tee are brought closer together by a roofed walk, attractively landscaped. There's a porch on the shop where members can wait for others in their four-somes and watch the performances of still other members.

The porch, of course, cuts off light from the shop but Bob has solved that problem by adequate artificial lighting of the right tone, by colorful drapes, bright floor covering and effective use of color in merchandise displays.

Like most shops, this one isn't any too large. The club display isn't shown in the accompanying view of the shop interior. It's arranged on walls with particular attention given to the light fixture location



Bob Gutwein

so the clubs are spotlighted and shown to best advantage.

Bob particularly stresses study of artificial light on clubs. He says if the light is unplanned the clubs probably will look just like clubs but if there's use made of expert lighting service such as is available at almost every electric company office, the clubs can be made to look like the superior playing merchandise they are.

In a small shop the job is to get class without a cramped effect. At a class club the pro can't high-pressure merchandise on the members but has to arrange his displays so the merchandise does its own high pressure inviting to buy.

The ball counter is located back in the shop so the customers are exposed to the lure of all other merchandise when they're coming in to buy balls. Open table display and a display rack of putters, approaching and trouble clubs are judiciously located so the shop traffic can't rush through without coming so close to attractive merchandise there's a temptation to look at it, handle it and want to buy it.

There's good sales judgment shown in the placing of inviting and comfortable chairs by the shoe display. This little

point not only makes fitting of the shoes convenient but it keeps the shoe styles in view of the shop patron who sits down just because his feet are fretting him



Shelter protects Sunnehanna members when showers catch players far from the clubhouse.

and he wants to wait in comfort for some playmate.

Touches such as the bright composition material on the front of the sales counter, the rather extensive use of wall space without looking crowded and junky and the handling of the wall that separates the pro shop from bag storage but doesn't

choke ventilation, makes this an interesting job of shop revision at moderate cost.

It will be noted that prominence is given to bag display. In many shops the bags are out of a main line of vision; usually being displayed so high that they almost discourage interest of possible buyers. Some pros fear bags in prominent display will get soiled. Gutwein prefers to have the bags shown where they will sell and by keeping the bag display, as well as all other displays dusted and rearranged so there'll be fresh appeal in the display, boosts bag sales. What soiling there may be from exposure can be easily removed.

Western Golf Assn. Has New Caddy Book

"Recruiting and Retaining Your Caddies" is the latest Western Golf Assn. book on caddy service. The book sets forth ideas of many successful caddymasters and caddy committee chairmen. Further details of the book may be secured from Milt Woodward of the Western Golf Assn., 8 S. Dearborn St., Chicago 3, Ill.

Sunnehanna members and guests get a lot of sales exposure and a pleasant impression in this small and smartly arranged shop.

