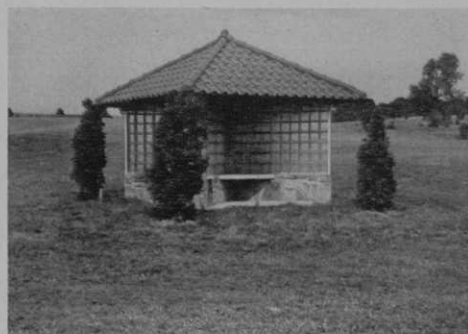


point not only makes fitting of the shoes convenient but it keeps the shoe styles in view of the shop patron who sits down just because his feet are fretting him



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.

