



Golfers needing a sweater or cap quickly will be easily accommodated at Ralph Hutchinson's golf shop at Saucon Valley Country Club in Bethlehem, Pa., during the 51st Amateur Championship of the U.S.G.A., Sept. 10-15. "Hutch" makes a point of providing extra comforts, besides a full line of golf supplies.

Sales Charm at Saucon Valley

At Saucon Valley CC, Bethlehem, Pa., those who visit this year's National Amateur championship will see in Ralph Hutchinson's pro shop a fine example of a shop that fits the high character of the club.

The reason for a pro shop is convenient and attractive service to members. If a shop doesn't look up to the class of the club and isn't stocked so members can be reminded and supplied with everything that equipment can add to the player's comfort, enjoyment and scoring possibilities, then the shop is a handicap to the club and its professional.

Hutchinson's shop is bright. Floor covering, walls, ceiling, display fixtures, chair upholstery and lighting fixtures provide the live light that makes golf equipment look as it should to sell. Golf is played in the sunshine and to display golf equipment in dark surroundings is unattractive and motionless.

A shop like Hutchinson's requires careful

and constant attention in keeping it clean; but what good store doesn't?

You'll note that most of the merchandise behind glass is easy to reach. This arrangement of shelves and cases invites the shop visitor to slide the glass and pick out what interests him. The fireplace might have been a good architect's idea of making the place cozy, but in a pro shop its value is only for a merchandise display such as Hutchinson has arranged. That potted flower by the fireplace is a smart little touch that somehow makes customers feel as though they came in where friends are, instead of walking into someplace to be sold something that will cost them money. Such small details add to attractive atmosphere at a pro shop.

Observe, too, that umbrella displayed with a golf bag alongside clubs. That's a case of bringing associated merchandise close together so the buyers may be reminded to make their buying job complete.

