

good in Harry's new shop. The big full-length windows in the front of the shop let so much daylight in that on a sunny summer's day in Texas the venetian blinds are a smart utility. More pro shops could use colorful or plain venetian blinds instead of cloth curtains.

Artificial lighting also is expertly located in the shop. It will be noticed that the type and location of the fixtures spotlight apparel, shoe and club displays.

The shelves and cases are light and easy to keep clean. Color was carefully selected to make the merchandise stand out and look its best. You can see from the bag display why bag sales are good at Lakewood. Clubs are displayed out of their boxes as Todd has found his members are more inclined to grab a club, feel it and inspect it, when the clubs are displayed loose.

The furniture is simple, bright and in good taste. The floor covering is bright and is easy to keep clean.

You'll notice that there is practically no display of price tags. The Lakewood mem-

bership is from very well-to-do rich. In many shops the wide shelving of the Todd shop would provide space that could and should be used for showing prices of the displayed merchandise.

Another thing about this class club shop that you ought to study is the attractive display of apparel and shoes that's easy to see even though a sales counter is in front of the display. A door that leads out toward the first tee gets some traffic walking close to the shoe display and near enough to the apparel so the dress goods don't appear to be located where they are handy only for close inspection by the pro shop staff.

Having specialties displayed on tables on the floor of the shop where prospective customers bump into being reminded of what they need is questioned by pros at the wealthier clubs. Some pros think the table display may make the shop look like a bargain sale is going on and not be in keeping with the class of the club membership. Others take the view that it's better to have a table display of some especially timely items than to have to mention out loud to the members that they should buy what they need.

In Harry's case the members are pretty much in the habit of lively buying at the pro shop so the pro shop's doing all right as it is.

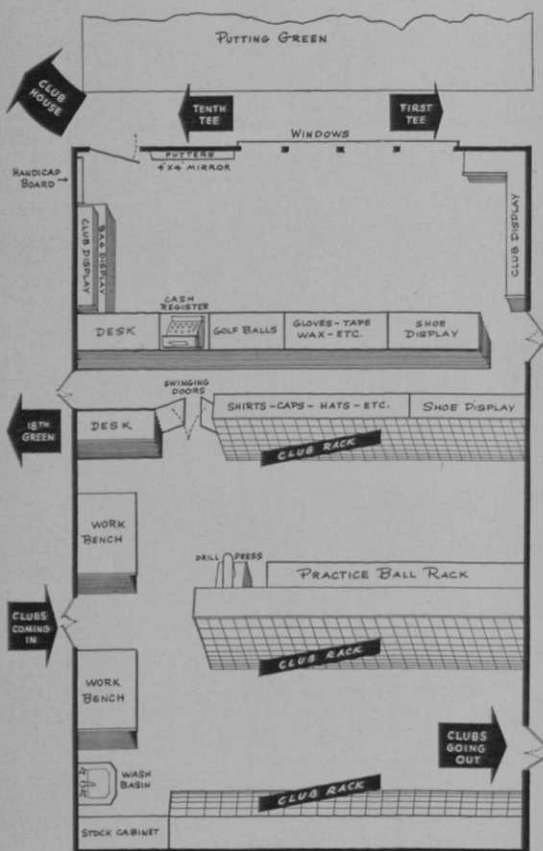
However, at some clubs we've seen shops that are so handsome people may miss the idea that the reason the shop is there is to sell as a service to the members. Then the table that boldly but silently shoves merchandise right at people who should be buying really boosts sales.

The table may not look in superb and discreet harmony with the rest of the beautiful shop, but it sells goods the members need and would want if they were reminded. Then the table looks very pretty when the pro does his bookkeeping.

You will notice there are two desk spaces for the pro—one in front of the Lakewood shop and the other one where the paperwork can be done in the back of the shop.

1952 Jaycee Junior to Eugene, Ore.

The 1952 USJCC National Junior Amateur Championship will be played on the Eugene (Ore.) Country Club course with the Eugene Junior Chamber of Commerce serving as hosts to the seventh annual event. Selection of Eugene as the site of the '52 championship was made by the USJCC executive committee at the organization's recent annual business conference in Miami. Tentative dates for the tournament have been set for the third week in August.



Floor Plan of Harry Todd's Pro Shop.