

## OBITZ SHOP IS PRIZE WINNER

Golf shop of Harry Obitz, at Fred Waring's Shawnee Inn and CC, Shawnee-on-Delaware, Pa., received the "Izod of London" 1952 award for the best retail display and merchandising of sports items.

At left—is shown how Obitz displays slacks and sports jackets of the smart golf resort type which he carries in considerable numbers.

Below—Harry chats with a customer who has been tempted to select a club from attractive, readily accessible built-in club display racks that accommodate a variety of brands. Club stocks, displays and sales at Shawnee make a fine showing and tie in with tee and playing lessons and the Sunday afternoon free clinic and group instruction.

At top of opposite page—Harry looks over his inviting open display of women's sportswear—which moves fast in his shop. He finds that display of large stocks attracts customers and the chances are they'll find something they'll want—and a sale is made.

At bottom of opposite page—Dick Farley, one of the assistants on Obitz' staff of nine, looks over some of the stock which he and other assistants know thoroughly.



