

Study of Schmutte's shop floor plan shows thorough and over-all planning of all departments.

few shops would have to be sent to factories.

The porch of the shop makes the place virtually a clubhouse. There the members can relax, visit and imbibe a few soft drinks while watching other golfers complete their rounds.

## Charm, Utility, in Display

The main display room is finished completely in knotty pine. Other rooms are paneled up 4 ft. from the floor with plywood and from that point up to the ceiling with Celotex.

Showcases are glass top and fronts with storage space beneath. The recessed display shelves provide, in most cases, for merchandise displayed at an angle to catch the eyes. Schmutte is strong for having merchandise plainly pricemarked. Effective use is made of display shelving stepped-down to almost floor level.

Bags are displayed in bins. The bags are frequently changed. Over the bag bins is an open display of shoes.

Considerable attention has been given to the location and selection of lighting so the merchandise will appear as bright and as attractive as in use in the sunshine.

All rooms are lighted with two tube fluorescent lights. In addition to these lights in the main display room there are four spotlights at the end of the fluorescents. As there are two sets of the fluorescents in the display room the eight spots can be used to focus attention on some special display.

In the display room there also is indirect lighting behind the panel that runs the length of the club display. There also is indirect lighting in all the recessed show cabinets.

With the various spots lighting can be changed from very bright to a golden mellow or to a single spot — all of which produces different and pleasant illumination for various weather conditions. On cloudy days the bright lighting is used; on bright days the artificial illumination is mellow. At night the effect of single spots is strikingly attractive.

## Orville Young, Moraine Supt., Writes Lawn Book

Orville W. Young, supt., Moraine CC, Dayton, O., has written "Better Lawns and Turf," a book that will be very useful to the home lawn owner. The 62-page, well-illustrated book sells for \$1. As far as we know it's the first book on lawn production and care that has been written by a golf course superintendent. Young, 19 years supt, at Moraine, has done the sound sort of a job you would expect of a practical authority and tells the lawn owner the answers that can be applied with the limited equipment, time and know-how of the lawn owner. The book may be obtained from Young, 1130 Stroop Rd., Dayton, O.