



FEE COURSE SHOP WITH BIG BUSINESS LOOK

Ike S. Cheves, professional at Big Oaks GC, Chicago district semi-public course, refitted the shop to give it the high class look of big stock and the air of being on the inside with golf's pro notables. Neatness of displays and convenience of arrangement put shop visitors in a favorable mood for buying the instant they step into the place. When anyone enters the shop there's a "Special Today" sign on some merchandise right in front of the door. In one of the pictures shown it was a bag cart. That sign always moves merchandise. The shoe corner in Ike's shop is a good example of how to make effective use of small space by neat and handy arrangement. Ike is the keen-looking young man in white in the pictures.

