



## STUHLER'S "SELF-SERVICE" PRO SHOP

Arthur Stuhler, pro at CC of Pittsfield, Mass., has his new shop accenting "self-service" so members can see and feel what they want. Merchandise is departmentalized. At upper left is pictured the bag, putter, wedges, etc., double-decked display in the center of the shop. Stuhler is at the right; his asst., Pete Contenta at the left.

At upper right is the open ball display which allows members to serve themselves. This sells more balls, Stuhler says. Lower left view shows how easily buyers can examine and select apparel. Clubs, shoes, shirts, headwear are attractively, conveniently displayed as shown at lower right.

Daylight tubes beneath canopies give the right light. Carpet and grass matting on the floor, add to the shop's brightness. Imitation grass on wooden strips also is used as flooring and solved a dampness problem.

Club storage and Stuhler's office in back of the shop can have layout altered by removing a collapsible portion if shop expansion is required. The whole shop is attractively informal and functional.

