



Right

It's to your advantage to display sweaters on hangers . . . their colorfulness helps to sell them . . . and be sure size and price tags are pinned on . . . Golf bags add atmosphere. In setting up displays, remember not to get too much into them . . . It ruins the effect.

Your Pro Shop ***Keep It Simple,***



Terrible

This fine natural display area is practically an eyesore due to disheveled merchandise arrangement . . . Shoes, trousers, caps, shirts are competing for buyer's attention . . . That chair isn't helping anyone, either, especially the pro.



Fred Kuehn photos



Not Bad

Trousers are nicely displayed on hangers . . . bags give a touch of color . . . but counter at right is jumbled . . . and those two carry-alls on the floor look like booby traps.

Uncluttered Says Al Robbins



Perfect

Here's that cozy corner again . . . Looks lot better, doesn't it? . . . Everything is neatly arranged and not just pitched onto shelves . . . Buyers appreciate this . . . Note how manikin adds class . . . Trophy prop, too, is nicely handled.



Photos taken at North Shore CC, Glenview, Ill., and River Forest CC, Elmhurst, Ill.