



Urzetta at work

How Urzetta Makes Every Merchandising Shot Count

A Syracuse, N. Y. Pro Runs A Real Shop of Distinction Where Displays Are Contrived to Make the Golfer Excited Enough to Buy

There are two distinguishing features about the Drummlin CC pro shop, Syracuse, N. Y., operated by Frank (Babe) Urzetta. The first is that it has a real look of distinction with soft green, wall to wall carpeting, knotty pine walls trimmed with dark walnut, and draperies, upholstery, etc. of green, red and tan that complement the sparkling motif of the shop's interior. The second is that Urzetta is definitely not an "undercover" man, meaning that he has plenty of room in which to display his equipment and sportswear and that is just what he does. A study of the photos on these pages will show how he makes every merchandising shot count.

This Rack Saves Space



Wrought iron rack is designed to save space. Top bar holds jackets and sweaters while trousers are displayed on bottom rod. Rack (at right), used for displaying Bermuda shorts, is movable. Armand Lanutti, Durand-Eastman GC (Rochester, N. Y.) pro designed Urzetta's shop.



Circular slack rack (at left) revolves. Shoe display is directly behind manikin. Clubs are shown on wall racks made of wrought iron. Permanent fixtures, such as shoe rack in background, are finished in dark walnut, add to rich appeal of the shop.



Hat and socks display is on table located in the center of the shop. Lamp at right has light walnut base, dark walnut stem. Wall length mirror is directly behind lamp.

(Left) Handsome club display rack such as this, made of walnut panel and wrought iron, adds class to any shop. Urzetta has two of them.