



Pro Frank Commisso (dark shirt) and his assistant, Fred Urzetta, are seen in the handsome surroundings of the new Irondequoit shop.

### Pro Designs A Shop For A Brother Pro

When Frank Commisso, pro at Irondequoit in Rochester, N. Y., was ready to finish the interior of his new shop, he went no farther than the nearby Durand Eastman GC in Rochester to find a man who could handle the design for him. He called in Armand Lannutti, the pro there, who gives vent to artistic inclinations by dabbling in interior design and decoration work as a sideline.

Lannutti is in what he called his "wrought iron period." A look at the two photos gives an idea of how cleverly he uses the material, giving it both decorative and utilitarian effects. The bag rack, shown at the right of the top photo, is constructed completely of wrought iron, even to the shelving. It takes up only 44 inches (width) of space and, according to Commisso, in four cases out of five is the first thing a person notices upon coming into the Irondequoit shop. Since it is in such a prominent spot, and because the wrought iron kind of complements the natural beauty of the golf bags, the rack serves as a real sales-starter. At least, Commisso is selling 50 per cent more bags now than he did in his old location.

#### Blends With Walnut

The wrought iron, too, blends nicely



with the combination of light and dark walnut used in the construction of counters and display tables in the new shop. The lower photo gives you an idea of how the materials blend. The counter seen on the right in this photo is for the display of soft goods and underneath is a storage area, fronted by sliding walnut panels. Not shown in either photo is a further use of wrought iron that Lannutti introduced to the Irondequoit shop. He fashioned two or three benches from it. They are covered with bright yellow foam cushions and give colorful relief to the dark walnut and wrought iron appointments.

Those are drapes you see on the windows, in case you are wondering. Lannutti insisted on them because he thinks they have appeal to women golfers, and because they work in so well with the furniture and fixtures.