



Room, light, neatness, large stock attractively displayed, and tables and chairs inviting the golfer to "take it easy" plus Bubba Howard (L), asst. pro, and professional Arnold Mears, make Chickasaw CC shop one of a good club's very valuable facilities.

Chickasaw Shop Invites Its Members to "Take It Easy"

By EMMETT MAUM

THE GOLF SHOP at the Chickasaw CC, Memphis, Tenn., is a pro's dream — handsome, workable and modern.

The shop includes a sales room 24 by 24 ft., a club-cleaning and storage room 42 by 12 ft. and a workshop, storeroom and office combined 21 by 12 ft.

Every inch is designed to make it a pleasant place for everybody concerned, the pro and his assistant, plus all of the club's golfers. The golf shop certainly has met the need and the approval of the club members.

With fluorescent lighting throughout, it is bright and cheery under all weather conditions. And when heat is at its worst, the golf shop is a haven to the players. It is cooled by a 5-ton air conditioning unit which keeps the entire shop comfortable through the warmest months.

As you come into the golf shop window displays are on one side, a trophy case on the other and the trophies also may be seen while in the shop. Inside this layout, operated by Arnold Mears, who has been a golf professional for 32 years, has everything a golfer could want.

That includes three tables, each with four chairs, in which club members and their guests may take it easy. While a fine selection of merchandise is all around them, there is not the least bit of pressure on them to buy.

Prices Plainly Marked

"We have everything plainly marked," said Mears. "At no time do we attempt to pressure a player into buying anything. We have anything he wants for his golf needs, all top brands, and when he is ready for one



The bulletin board and the handicap card rack flank the door into the Chickasaw shop. That's strategic placing of the bulletin board in the corridor. It halts the members where the door to the shop is convenient. There's always a pro shop service item on the board.

Apparel is in open display in one section of the Chickasaw shop. The colorful display of slacks and sports coats draws the attention of shoppers and with prices plainly shown much of this merchandise is virtually self-selling. Note handy hat display.



of us to help him, we're glad to do so."

Mears' assistant is Bubba Howell, who not only works in the sales room but also operates the first class workshop.

One display, built into the wall of the shop, shows a complete outfit for a golfer, clubs, bags, balls and garments, neatly arranged. Nearby is a garment rack. On one side there is a small, glass-enclosed display of items. Just behind it is a putting rug where golfers frequently practice while trying to decide what putter to buy.

In back of this section are two-tiered club and bag racks that occupy all of the wall on one side.

The showcases at the sales counter include shirts, gloves, balls, socks and other merchandise. To the rear of these counters are other showcases of caps and shirts and these cases have sliding glass doors.

From the golf shop it is possible to see the bulletin board in the hall just outside, as that portion is completely covered with plate glass.

The shop has plenty of room to display everything. It is in now way cramped. Members and guests easily walk about and look over the things in which they are interested. Often they come in merely to talk golf or some other subject.

"We encourage members to come in and chat with us," said Mears. "Many times they will drop in and just talk a while, with no mention at all of merchandise. Finally, before they leave, they decide to buy clubs, garments or other items. We enjoy chatting with them and that is bound to cement good relations between members and the club pro."

The fixtures were custom-made by Memphis carpenters. Durable linoleum covers the floor of the golf shop. A magazine rack

There's a lot of storage space convenient in the room that contains the workbench. Mears (at the bench), makes a strong point of keeping his members' clubs in good condition. He encourages them to have pride in their equipment.

Balls are stored in cabinet at right.



with numerous late publications, including *Golfdom* and *Golfing*, is available to the members.

In the workshop, the finest of tools are there for use on members' clubs. This enables Howell to do the work that otherwise would have to be done other places, possibly out of the city and causing much inconvenience. With much business to be transacted as a golf pro, Mears has a nice office in the workshop and he spends considerable time there with his merchandising, accounts and other chores.

The club-cleaning and storage room has 342 racks. It includes club-cleaning space, a club washing machine and buffer. On the wall is an identification index giving the names of all members whose clubs are stored. The racks are numbered and these numbers placed beside the members' names making it easy to find any bag.

Also the room has a barrel in which umbrellas are stored for members. Their initials are stamped on the handles so that they may be located quickly when needed.

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