



Ball and registration counter is handsome and has a lot of top space as well as considerable storage space. Headcover, shirt, glove and accessories display back of the counter are easy to sell and convenient for selling. To the left is the door to the rack room and storage room for stock.

Consolver Shop Shows Big Stock without Crowding

By MARK J. DOTZER

TEX Consolver's new shop at the MacDonald Park course, Wichita, Ks., is a shining example of the way in which an alert professional sets up his place of business.

The big idea is to make it easy and pleasant for golfers to buy what will make the game more fun for them. When that's done the pro is certain to increase his volume and profits and the golfers and club officials are bound to feel that nothing has been overlooked by the pro to contribute to their enjoyment of golf.

Tex did a lot of investigating and planning and decided exactly what he wanted before architectural work on the pro shop began. He made a thorough study of the great amount of pro shop design and construction material that has appeared in *GOLFDOM*, he consulted other pros, he carefully looked over first class retailing establishments and he queried his men and women patrons to learn just what they'd like and find attractive and helpful.

Big Stock Neatly Displayed

The shop isn't large but Consolver has it wisely arranged so it displays tremen-

dous stock without having a cluttered look. The shop is functional in every respect. Players must go through the shop to register. Men and women's lockerrooms adjoin the shop, and one door of the shop opens onto the MacDonald Park lunchroom.

The shop is light. Windows, lighting



Bags are easy to see and reach above club display. Foam rubber mats in front of club display protect clubs and flooring.



Mrs. Tex Consolver, Tex behind the counter, and Tex' assistant Dean Atkinson are at the shoe counter where leading lines are displayed and MacDonald Park golfers do a lot of buying. To the right is the entrance to Consolver's private office which overlooks the first tee and the 18th green. The putter displays at the right and left of this counter make many sales.

fixtures, ball and accessory counter and wall and ceiling color bring out the merchandise in a lively way. The floor covering provides the right contrast and it's rich-looking and easily kept clean.

A feature of the shop is an island display which has storage space below. This sets in the middle of the salesroom floor and has merchandise on two sides.

Mats Save Clubs, Floor

The bags are displayed at eye-level over the clubs. The bags are easy to take down. They are supported by coat hooks

which are attached to a strip of wood.

In front of the club display are foam rubber mats. They prevent marring the clubs and keep the flooring protected.

The shirt display fixture you will note to the left of the shoe counter in one of the accompanying shop views, really moves shirts. The arrangement of slacks and shorts, some shirts, and the shoe counter close together puts a subtle and strategic accent on the importance of the golfer being well dressed.

The shoe display does big business. In one month more than 50 pairs of golf shoes were sold. Tex has noted that when a golfer buys new golf shoes he—or she—usually is inclined to freshen up the rest of the scenery all the way to the top.

The Consolver shop in the new clubhouse was opened July 20. Mid-July isn't the booming season for pro shop sales in Kansas, particularly when the mercury is squirting out of the top of the thermometer, but every department of the Consolver business showed a substantial increase over the previous month's figures and the corresponding period of preceding years after the new shop was opened.

The shop gets a lot of traffic because it is conveniently located and its large amount of attractively displayed stock make it a asset to MacDonald Park.



This island display, with big storage in drawers below, is in the middle of the shop and sells from two sides.