

# Installs New Fixtures— "Enlarges" the Shop

Like many other pros, George Lake of Long Beach had a display problem at his pro shop. Here's how he solved it without knocking out any walls . . .

**G**EORGE Lake, professional at Recreation Park, the municipal golf course of Long Beach, Calif., is decidedly of the conviction that an important part of the pro's service at any course is selling golfers equipment that will add to their enjoyment of the game and, at the same time, save them money.

Lake always has done a substantial volume of business at his shop. He takes pride in the fact that public golfers of Long Beach long could get golf merchandise and shopping help at his shop that are of the finest private club character. But until recently the shop itself was a small, cut-up affair that had been improved intermittently, but still needed

a major operation to give it the attractiveness, convenience and selling power Lake wanted it to have.

The chief element of the improvement is the new backwall fixture and showcases which Lake had installed at a cost of about \$1500. Experts of the Wayell Showcase and Fixture organization of Long Beach, who designed the Virginia CC pro shop and some of the fine store interiors in Los Angeles and Hollywood, planned the Recreation Park shop cases and fixtures after studying the traffic and the other conditions with Lake. The desired results are shown by the photos on these pages.

Below is an over all view of backwall fixtures that occupy space formerly used for a double door that was flanked by windows. The old arrangement was unsightly and didn't do a thing to help display or selling service in the shop. Note the back wall fixture, with return at the right for shoe display, has lighted cornices made of riftsawn white oak and finished light oak. Adjustable shelving is used in the two display areas and peg board in the third for conveniently changing the shoe display. Bargain barrel is in right foreground.





Six and one-half ft. counter at left is partly covered with stainless steel and the balance, by 7/32-in. crystal glass. Shelves also are crystal glass and the interior of the counter is front lighted with fluorescent lights. Drawer or tray, containing balls, is built in directly under the top of counter. It will hold eight doz. balls, packaged in threes. This, according to George Lake (shown making sale), has spurred sales since majority of golfers buy package-of-three balls rather than just one. Wear and tear on counter is avoided by use of the stainless steel cover. Bags and other heavy equipment are passed to customer over this section of counter and it eliminates breakage. Lake's office and storeroom is beyond door at left. The showcase at right, also with crystal glass top, and frontlighted, is used for displaying sport shirts.



Here's a closeup of the Long Beach shop's shoe display. Drawers at bottom contain socks, head mits and additional stock of shirts. Doorway at right leads to starter's cage which is only a short distance from first tee. Golfers can't leave this cage or vestibule to start playing until starter calls their names and gives go-ahead. In foreground (left) gloves are displayed on driftwood tree.