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continued on page 65

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display fixtures Continued

Here are some specifics about fixtures and equipment, that are considered most practical from several aspects, to meet the requirements of the pro shop. They should possess design and functional qualities that will permit a wide latitude of individual expression or choice in the arrangement and appearance of the shop.

Wall Fixtures

There are several acceptable, easy-to-install, relatively inexpensive types of wall fixtures available. They generally consist of single or doubled slotted metal standards installed on 30-inch centers (See Illustration, A). Cost for these metal standards runs approximately $2.00 per eight feet. Panels approximately 29 inches wide are fitted between these upright standards and are held in place with clips (Illustration, C)

Since the panels are not nailed or screwed permanently to the wall, they can be removed, relocated or replaced with panels that would be required to meet any new visual merchandising or display situations. Conversion or relocation of a section of the shop can be accomplished with a minimum of disturbance to business and is relatively inexpensive.

The standards can be installed the full height of the walls or cut off at a height considered most functional. The panels can also be used to accomplish decorative or visual merchandising ideas.

The selection of fancy handsome one-quarter-inch natural wood panels, either solid or pegboard, makes it possible to change the appearance of the shop practically overnight. You can paint masonite panels any desired color, cover them with new designs in paper, fabrics or vinyls to achieve small shop or boutique ideas or to accent selected spots or areas. This material is relatively inexpensive, running to approximately $40 per square foot.

With the improvements in packaging and the increasing trend to self-service, this advantage is considerable. The accessories, fittings, and specially designed units available for use with these fixturing systems make it possible to interchange the accessories from wall to table or counter units without difficulty. (Someone once said that a shop should 'change it's look every Friday; and, if not every Friday, every other Friday'.)

Lighted valances (Illustration, G), shadow boxes, display panels, department identification lettering or symbolic art can be attached to brackets and bars (Illustration, J&B) available for those purposes.

Use of lowboy table (Illustration, D) units along the wall will provide additional storage area for back-up stock and a level or base upon which to set a feature display or arrange merchandise for selection. A lowboy is a rather low counter-type fixture which has a display-top area with storage space below and is approximately 18 to 24 inches in height.

Floor Cases

These units are more and more being used in areas where the merchandise is of a value or nature that soilage or pilferage is a problem. Their use as a working surface upon which to show merchandise and serve customers is receding with the increase in self-selection and self-service.

In small shops, normally, cases that are one-third glass at the top will serve as a working area near a register and a location in which impulse items may be displayed. Merchandise selected for its general desirability and quick turnover, properly displayed in these cases, can bring plus sales. However, the tendency to use this area as a storage area can have an adverse effect upon sales.

These cases are either equipped with shelves or drawers in the back. Drawers, though a little more expensive, will be found more useful and efficient—a good place to keep back-up stock neatly arranged for quicker service. This is also true in lowboys.

In larger shops where several cases are desired, it may be well to include one or two of which three sides are completely glass with sliding doors on the back. These will permit the display of higher priced more perishable items that are in stock. Coordinated displays of fine slacks, sport shirts and accessories can make these cases sparkling gems in the shop.  continued on page 72