

Store Authorities Suggest Pro Shop Improvements

In looking over the addresses at the Store Modernization Show held at Grand Central Palace, New York City, one finds many points that pros can apply. Foremost authorities on store layout, equipping and operation spoke at the show.

Excerpts from various addresses follow in providing suggestions for pros.

Keep your merchandise brilliant. The way to do this is by contrast.

In the west and south there is a great deal more of bazaar selling—that is, no separation between street and store. The closer we can get to it in other parts of the country, the better.

A shop should be a place where all are obviously welcome.

All materials used in interior construction of a shop must create a contrasting background for the merchandise. It is always the merchandise which should first attract the eye.

Although what was said about air conditioning of stores in addresses made at the Store Modernization show wouldn't apply to pro shops it was a reminder that many pro shops are so hot and have so little ventilation that the pros might well think of electric fans in making their shops more comfortable during the summer.

Lighting of the store is probably the most important element in the store design.

New plastic washable materials make good wall finishes for stores.

The insides of all showcases should be finished with lacquer or a colored lining.

Men like color and many of them know a lot about it. The tomb-like quality of the stained wood hanging areas and the gloomy, dark show window backs are gone forever.

Modern store equipment must be flexible to the extent of simplifying orderly stock-keeping and permit changes in layout.

To what avail are some of the modern features of store design if the customer coming into the store cannot see the merchandise offered for sale? Psychologists

tell us 87% of all our impressions going to the brain come through the eyes.

The three attributes of modern store lighting are attraction, appraisal and atmosphere.

Cases of re-lighting stores according to modern standards were cited in which sales increased from 20% in case of a food store to 40% for a hardware store.

We add fluorescent lamps to our show cases so we can catch the customer's eyes for our merchandise.

Consult your local electric company and get expert advice on what is best lighting for your shop.

Don't have too many show cases and other store fixtures. Keep merchandise at proper height for examination and handling.

Visit the most successful retail establishments and make notes of modern ideas you might apply in display, lighting, signs, fixtures, floors, color schemes and decorative materials of wood, plastic and glass.

If you expect to do more business at a profit you have to get more store traffic, stop more store traffic, sell more store traffic.

Study where traffic can see most easily and quickly and what stops the moving eyes most quickly.

When merchandise is shown in use (shirts on shirt forms, ties on shirts, gloves on hands, etc.) more people stop and appraise the goods.

Surround merchandise with appropriate style atmosphere to not only increase sales appeal of each item but to emphasize the general style character of the store.

The sales appeal of the show window is generally averaged at about 25% responsible for the sale.

Color is the most inexpensive way to achieve an effect.

If merchandise is seen properly it re-

duces sales resistance to a minimum because it creates sales appeal.

Don't be afraid to employ some comedy touch so the customer gets a chuckle while shopping.

The first department stores' warehouse appearance had to be modified. It became necessary to set up barriers between the customer and the merchandise on sale. The great variety of wares called for sales fixtures appropriate in form and function to the goods they held. These fixtures were mainly sales counters or show cases plus some units for storage behind the clerks' aisle. They were always packed into the sales floors in a gridiron pattern of sales aisles and counters. This general arrangement can still be seen on the first floors of practically every department store today.

A scientific relationship of front counter sales space to storage, based on actual sales, did not enter the merchant's mind. His aim was to obtain the greatest possible density of fixtures on the sales floor, leaving a minimum amount of space for traffic aisles. He stopped just short of giving the sales floor the appearance of a warehouse.

People come to stores for the purpose of observing, comparing and buying merchandise. Any object or activity that distracts

attention from the merchandise is an annoyance. Annoyances can be of a type that cause customers to divert their attention from the merchandise to their own physical comfort and safety. Or it can be of a type where objects not on sale attract attention to themselves and away from the saleable products. In modernization it is important to consider whether fixtures or treatments diffuse or focus customer interest.

The first process in reasoning is apprehension. In entering into a new situation, people are alert to anything which might be unfavorable to their interests. People tend to avoid situations which might become complicated, uncertain, or embarrassing. In modernizing it is important to simplify the customer's approach to the selling situation.

In selling areas it is advisable to provide guides to customer conduct. Objects or activities that might create wrong first impressions should be removed or screened from view.

People can be favorably impressed by equipment or activities that are provided for their comfort and convenience even though the facilities are not directly connected with the presentation or sale of specific articles. Modernization should include supplying those facilities which pro-

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BENT GREENS

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As grass clippings accumulate in the catcher box their weight affects the cut because the box is placed on the front of the mower. The effect is like a fulcrum with the added weight placed on the far end of the bar. It is accentuated when the grass is damp or wet at mowing time. The cut is closer and the likelihood of scalping is increased. Operators should be trained to empty the grass catchers before or when they are half filled. This will insure a better cut green.

Close cutting right up to the edge of banks and traps alongside the green is bad practice. Excessive wear is sure to occur when the mower turns on close-clipped grass. It is caused by the twisting and bruising action of the drum. Corrugated drums are worse than smooth ones in this respect. There should be a fringe or apron of longer grass around every green, wide enough so the operator can turn the mower on it. The best plan with power-operated equipment is to lift the cutter bar slightly by bearing down on the handle just before the fringe is reached. After crosswise cutting is completed, mowing is finished by cutting once or twice around the green next to the edge of the apron of longer grass.

Apron Cutting Practice

Aprons are usually cut at $\frac{1}{2}$ to $\frac{3}{4}$ inches. Golfers may complain that this is too high when the grass in the apron is one of the aggressive types of creeping bents. The dense turf along the edge of the apron acts like a wall. It stops the ball abruptly. When the ball is lodged against this wall the use of a putter is difficult or impossible. The objection is overcome at a few clubs by cutting the fringe a trifle closer for two widths of the mower. This necessitates keeping a mower for this purpose, or cutting the entire apron by hand with a power mower at less than $\frac{1}{2}$ inch, possibly at $\frac{3}{8}$ inch.

Reasonably close cutting of aggressive strains of creeping bents in the aprons is sound practice. Otherwise they become heavily matted and shallow rooted because air does not penetrate the mat. Localized dry spots develop in summer and the grass dies. On courses where the aprons are cut with fairway units, the mat should be removed by raking and close cutting in the spring when grass is ready to start growth.

It is best to have one man who is a good mechanic responsible for the putting green mowers. He should be conversant with their mechanical features and should adhere to the recommendations of the manufacturer about adjustments, oiling, greasing, etc.

Other workmen should not tinker with them. Setting for height of cut should be made in the shop by him and checked on a green. All mowers should cut alike. The reel should be sharp and set correctly in relation to the bed knife. Reel and other bearings should be replaced at the first sign of enough wear to create play in the reel shaft. Corrugations in the turf sometimes result from a low frequency but are more often evidence that the reel bearings are worn and that the mower is not functioning as it should. Only by keeping mowers in top mechanical condition at all times can one expect to have well cut greens.

Power greens mowers are here to stay, partly because workmen rebel at hand mowing. Even the best ones appear to shock wilting grass in hot weather more than hand operated mowers. Club officials have been led to believe that power mowing of greens eliminates one or more workmen. Increased efficiency of the force is a better reason for using them because most clubs have too small crews already. The cry for greater speed to save mowing time is a desire of doubtful value. The craze for fast mowing on fairways was shortlived. Slower cutting has resulted in better cut fairways and has gone far toward the elimination of washboards or corrugations in the fairway turf. Some similar drawback is apt to occur from excessive speed in mowing greens. In time excessive speed will be frowned upon and a reasonable one, faster than hand cutting, will prevail.

STORE AUTHORITIES

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mote human comfort. Such amenities are a subtle compliment to the customer and indicative of management's regard for them.

Buyers can hardly be regarded as customers until they form the habit of satisfying their needs through a certain firm because they have found conditions that entitle them to act on their own judgment. Store fixtures that assist customers in evaluating merchandise and determining prices without personal assistance are potent factors in developing a sense of assuredness.

To rely exclusively on personal contact is expensive and in many situations, it is inadequate. If persons who pass or enter a place of business are unfavorably impressed by what they see, they may not accord a merchant the opportunity for a personal contact. Hence, modernization of buildings and equipment to promote customer comfort is essential to a full penetration of the market.