



Pro Tom Ely (r) is shown in the playing equipment dept. of his Edgewater CC with an assistant.

More About Visual Merchandising

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Like so many others in the West and South, at least, Tom Ely's golf shop at Columbia Edgewater CC in Portland, Ore., is conventional.

Many of you who have seen shops in these areas will agree that often the buildings are largely glass walls which leave something to be desired when it comes to wall space so badly needed by the pro to merchandise efficiently. In our travels we find that this happens usually because the pro shop has to conform to another building or to the clubhouse and in most cases it is practically impossible to achieve function and efficiency.

The bulk of Ely's business in the past was in golf equipment with an upsurge in soft goods business in the past few seasons. After going through his records with our designers, his shop was planned according to past dollar volume in the various lines. Wall space that was to be available was developed for his golf

equipment and his shoe inventory.

Center Merchandising Unit

At the same time, Tom expressed a desire for something "different" for his soft goods display and inventory. We finally agreed on a center merchandising unit which will be discussed in this article.

In designing the Columbia Edgewater shop, we were aided by the advice of Mr. Jack Owens, who is the sales representative for Ernie Sabayrac, Inc., for the Pacific Northwest. Owens has serviced Tom Ely for some years and as all of his lines were featured in this shop, he was able to help in the planning and allotting of floor and wall space.

In the photo in which Ely and his assistant
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A careful study of the photos on page 25 shows many of the things the writer emphasizes about Visual Merchandising.



Visual Merchandising

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tant appear, is every leading make of golf clubs. All clubs are shown in matched sets of woods and irons at eye level on open racks which invite members to step up to the display, take a club and examine it and possibly even swing it. Individual clubs such as putters and wedges are shown below. Notice the lighting on this wall — fluorescent strip lighting that is hidden behind the cornice.

Can Be Converted

Immediately in front of the wall is a floor unit which augments the golf equipment. The floor unit holds bags, caps, gloves, umbrellas and carts on one side, while the other side has staggered shelves for boxed goods, a register counter and storage space below for wrapping materials. This unit may at any time be converted to display any other merchandise offered in the shop.

As Visual Merchandising (see July GOLFDOM, p. 47) means exactly what it says, we design shops almost entirely with open units. We suggested just one showcase to Tom to house the many small items such as balls, head covers, socks

that should be kept under lock when the shop is closed.

The shoe department (see photo) is made up of adjustable wall-suspended shelves. The basic wall fixtures which suspend these shelves are the same as those holding the glass shelves in the miscellaneous section (same photo).

The display of shoes permits merchandising according to seasons. Additional shelves may be added or removed, thereby keeping a neat and concise inventory at all times. Immediately in front of the shoe section is a fitting chair, stool, and mirror. These three accessory pieces really put you in the shoe business. They impress members with the idea that you are interested in giving them not only quality, but a good fit which you can do if you have all the necessary fixtures.

Selling Coordinates

The miscellaneous section is a special promotional area for shorts, skirts and coordinates pieces. In many shops the sales of coordinates have become so large that in planning a new shop many pros will, like Tom Ely, ask for a special area just for these lines. All of the glass shelves and hangrails are adjustable and interchangeable and the wall is again light-

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ed with hidden fluorescent strip lighting behind the cornice.

The center merchandising section (see photo) is unique, "something different" that gives Tom the wall space he so urgently needs. Although the section is only about 10 ft. long it gives him the equivalent of 20 ft. of wall space because it utilizes two sides. This 20 ft. is ample for all of his soft goods. Too, Tom has a divider between his lounge area, (see photo) and the balance of his shop. He displays his merchandise around the lounge area thereby capitalizing on "impulse buying".

The center merchandising section is completely open and a look-through unit. All its shelves and hangrails are adjustable and interchangeable. Notice how one of each shirt and jacket is displayed on a hanger with the surplus stock alongside. That display platform is the showpiece of the shop. This platform is now used for shoe display but it will also hold neatly trimmed mannequins, forms, etc. The tropical planter box across the top adds a great deal of color to the shop.

Ely's shop is paneled from the floor to the beamed ceiling. Color is provided by drapes, floor covering and the planter box. Yet these colors are minimal as Tom's shop was designed to let the merchandise supply the color. There are no large floor

fixtures other than the center merchandising unit at Columbia Edgewater. Thus there is a free flow of traffic. From any part of the shop, there is complete visibility both of the inside and outdoors.

This is what Visual Merchandising has done for Tom Ely's operation. The shop is about average or slightly above average in size of the new shops being built. Numerous Visual Merchandising methods can be adapted to older shops. In every instance where a pro has used some of these new ideas his sales have increased.

Henry Leopold, the apostle of Visual merchandising, has been close to the retail sales field since he was a youngster of 15 and worked for a department store while going to high school. After completing his schooling he became a manufacturers' representative and later, with two others, opened a retail shoe store. Thereafter he gravitated to store design work, servicing both retail stores as well as Midwest pro shops. Two years ago Leopold's Display Creations became associated with Ernie Sabayrac, Inc., Hialeah, Fla., in a merchandising and design tieup. The two firms have collaborated on a "Merchandising Manual" that is available only to professionals.