

Chuck Tanis' shop at Olympia Fields (Ill.) CC.

*You can start
with a wall . . .*

Piecemeal Renovation

Visual Merchandising can have a humble beginning . . . the thing is to get started by building out from a corner or wall in your shop

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IN discussing Visual Merchandising in the last four issues of *Golfdom*, each of the shops described in conjunction with this new concept of retailing was either an example of complete renovations of old shops or construction of new ones. As a consequence, many pros or club officials

probably have gotten the impression that a country club has to go all out to adapt the idea to its shop operation.

This isn't necessarily true. It can be worked in a small wall section of an existing shop or it can be adapted to present fixtures. The important thing to keep in mind is that the Visual Merchandising concept can have a humble beginning by being started piecemeal. As more money for new construction or addition of fixtures becomes available, this method of presenting merchandise can be expanded. Clubs all over the country are building new, or rebuilding old, shops on an installment basis.

It is just as a Display Creations designer has suggested to pros who have made a start in adapting Visual Merchandising to their operation: "Look to the final result in the layout or design of your shop by building toward it. You can aim for this over a period of years by buying fixtures for walls or the center panel on a



*...or a section
and build toward
the complete shop*

piecemeal basis. In this way no building or remodeling budgets are strained."

If you haven't had a chance to read the previous *Visual Merchandising* articles, we will try to sum up for you just what we think this retailing method accomplishes:

1. You display all or more of your inventory than you have before;
2. Your inventory is out where it is clearly visible and easily accessible;
3. Good display invites members to help themselves;
4. Proper exposure leads to more "impulse buying," the easiest way in the book to increase business;
5. Better buying methods are developed where most of your inventory is displayed.

This latter point is something we haven't gone into very extensively before. But it is reasonable to say that you have a perpetual inventory right in front of your eyes and it isn't even necessary to check



(Above) Pro shop at Ruth Lake CC, Hinsdale, Ill., where John Harley is pro. (Below) This is Fred Darnan's shop at Olympia (Wash.)

the books to determine if you need to re-order certain items. With such a quick check on your best sellers and your poor sellers, you are in position to buy more intelligently. This also gives you a chance to determine why your slow selling items
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Warm up your sales
when the
weather's frosty!

PRO Grip
AMERICA'S FINEST

WINTER GLOVES

Keep 'em playing this fall . . . start 'em early next spring with PRO-GRIP Winter Gloves. Light enough to give feel to the grip . . . warm enough to keep hands comfortable. Top quality Cape-skin palm, specially treated for tacky grip. Soft, light wool back laced with 4 rows of elastic to hold glove closely for extra warmth. Fits snugly . . . grips firmly. Fine also for driving and hunting.



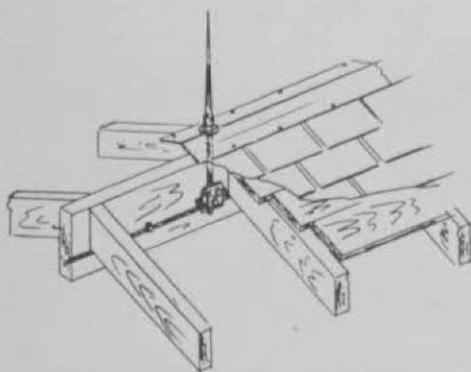
No. WG-32 — PAIRS ONLY. Suggested retail only \$5.50 per pair. Men's — small, medium, medium large, large and extra large. Ladies' — small, medium, large.

ASK YOUR DISTRIBUTOR



and building material suppliers are showing a sharp new awareness of the lightning menace.

In addition to the Institute, information



Closeup view shows terminal or "point" and connection with cable in "concealed" lightning rod installation. Points are short and slender with the 10-in. height a popular size.

about lightning protection can be obtained from S & N Enterprises, 216 E. Ontario st., Chicago 11, which represents Independent Protection Co., Inc. of Goshen, Ind. S & N offers equipment which club

maintenance employees can install on existing shelters. It also has complete information for protecting specific trees on a course and golfers who take refuge under them.

Piecemeal Renovation (Continued from page 66G)

aren't moving. This may be because they are poorly displayed, are too expensive for your clientele or just don't have the price and quality features to put them across.

More "Stop" Signs

Point 3 is one about which volumes have been written — and there are more to come. For our purpose it is sufficient to say that you don't sell anything that is packed away in boxes and kept under the counter or in the storeroom. By getting as much on the floor without overcrowding, as you do through the Visual Merchandising method, you are putting up more "Stop" signs. Occasionally make a survey and see just how well they are working for you. You'll find that they increase your turnover and do away with many of those "mark-downs" that you may be now featuring or pushing.