

Your Merchandise —
Your Best Salesman

Putting the Shop Layout to Work for You

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Ernie Garlem's shop at the Westbriar CC in Washington, D. C. is a fine example of how Visual Merchandising methods and techniques can be used successfully in your pro shop. A glance at these pictures shows that everything is out in the open, which is the essence of Visual Merchandising. Members see and touch the merchandise. That makes it easy for you because merchandise is the best salesman you have in your shop.

The wall in photo No. 2 is primarily designed for the display of clubs and for the stocking of accessories such as bags, individual clubs, sportswear, etc. Golf clubs are shown in matched sets, utilizing eye level display fixtures which invite your members to come up and take clubs off the rack. The individual clubs such as putters and wedges are stocked below. Golf bags are shown on adjustable shelving. Additional bags may be displayed here by utilizing additional shelf and working with tier arrangements. Above the bags is a small soft goods display on glass shelving. This area may also be used for accessories such as head covers, etc.

The entire wall is lighted by fluorescent strip lighting which is concealed. The walls are paneled in a rich plywood and the general appearance of this section lends a very relaxed atmosphere to the entire shop.

Photo No. 1 shows the hangrail section where shirts, jackets and coats are displayed on hangers. Notice here that no merchandise is boxed. By using plastic shoulder covers you eliminate any dust problem and all of your merchandise is shown on hangers.

Merchandise the Wall

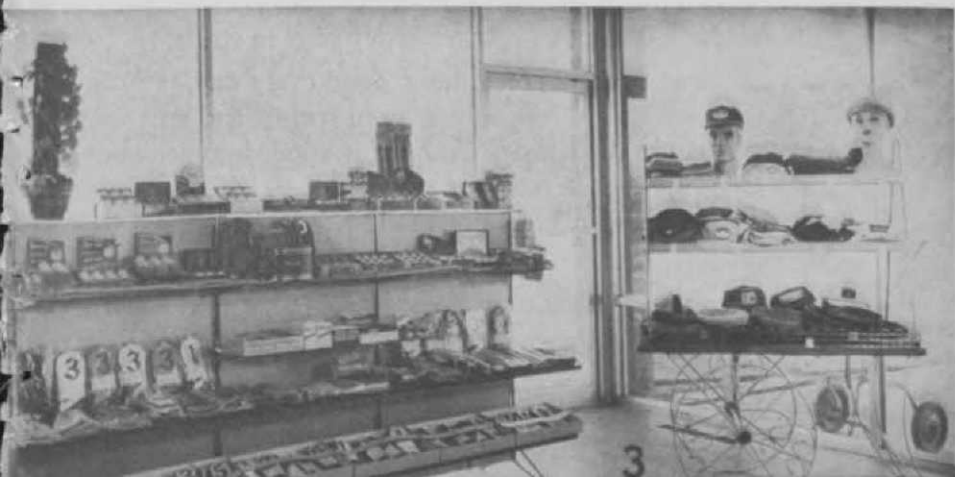
The colors of the merchandise are very vivid. This will add additional color to your shop. The lighting on this low ceiling wall comes from 75 watt spotlights. These spots may be trained on different areas to give you versatile and interesting effects. Notice the shelving on this wall. It is completely adjustable and interchangeable with the hangrail. In other words, you are completely free to merchandise this wall, depending on your inventory and on season.

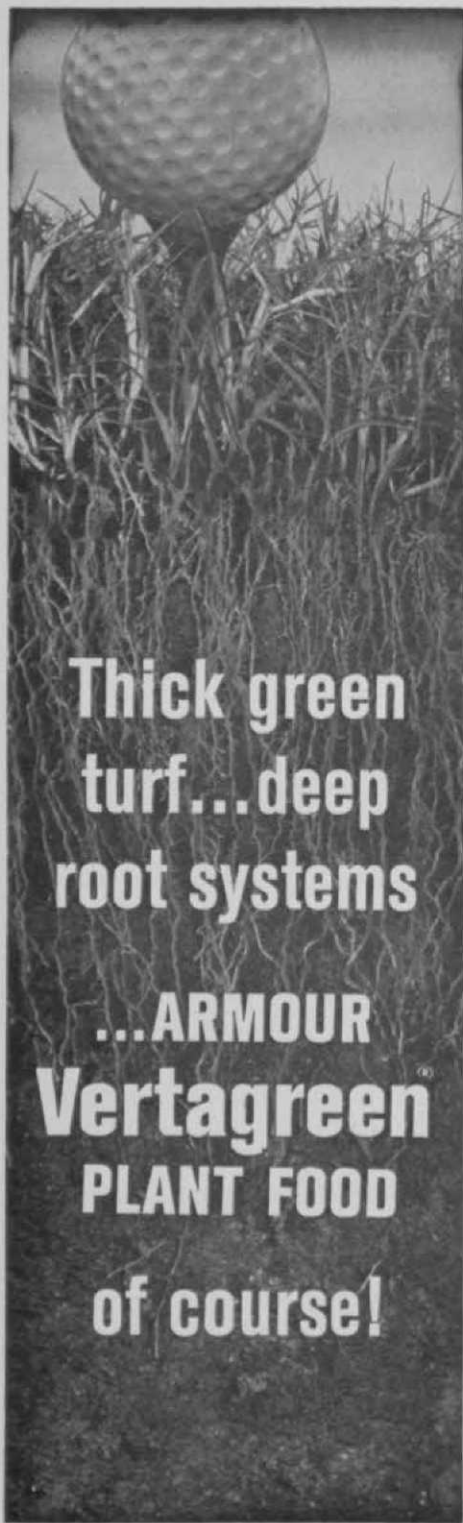
To augment soft goods sales, notice the round rack, immediately in front of the
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Ernie Garlem, pro at Westbriar in Washington, D. C. is seen in the center panel on page 31.

Ernie Garlem's Pro Shop

(Story on Page 30)





Thick green
turf... deep
root systems

...ARMOUR
Vertagreen[®]
PLANT FOOD
of course!

Putting the Layout to Work

(Continued from page 30)

soft goods section. This rack promotes specific merchandise as it keeps it concentrated in the center of the shop. Atop the rack is an attractively trimmed form which is an invitation to the fellow buying slacks to also buy a shirt.

The Shoe Unit

The shoe unit (shown on page 30) is made up of adjustable shelving. The top shelf is used to attractively display every shoe style carried. Over the top an advertising poster may be placed. All shelving is adjustable for the simple reason that you may be able to delete or add shelves, depending on the size of your inventory. Should the inventory be reduced at any time you may want to use the top part of this display for soft goods, gloves, hosiery, etc. The wood shelves may be replaced by glass shelves for soft goods. In front of the shoe rack are a shoe chair, fitting stool and mirror. These items tell your members that you are definitely in the shoe business and that the fit is foremost in your mind when selling a pair of shoes.

Photo No. 3 shows various floor units. On the left hand side of the photo is a long unit in which Garlem shows all his accessories. To the left of the unit (not visible) is his office. The back side of this unit can serve as an office, and the other side as a complete merchandising unit. On the office side, Garlem maintains a cash register, charge books, lesson book, etc. In the right half of the photo is a merchandising cart, the finest promotional display fixture now available for pro shops.

Ernie Garlem has done an extraordinary job of selling with the new system of Visual Merchandising. Ernie will verify this. He has capitalized completely on "impulse buying" and that is the difference between just running a shop and really operating one.

CMAA Workshops

Attendance at the workshops sponsored by the Club Managers' Association of America will be far greater than in any prior year, according to present indications. Two workshop sessions already have been held. Others are scheduled for University of Florida, Sept. 14-16; University of Minnesota, Sept. 19-21; University of Houston, Sept. 21-23; Reed College, Portland, Sept. 26-28; and Los Angeles Athletic Club, Sept. 28-30.