



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.