

If they don't see it, they won't buy it

**Eye-catching presentation of your merchandise can
cause your customers to stop, look . . . and buy!**

By VINCENT PASTENA

Pros who fail to set up good merchandise displays in their shops are ignoring vital sales boosters. Visual selling can be one of the most powerful forces at the retailer's command.

A pro may offer the finest and most fashionable golf apparel available, but this will mean nothing to sales unless the pro shop traffic is made to stop and look at the merchandise.

All too often pro shops are guilty of piling merchandise on shelves with no attempt at attention-getting display or even an arrangement that gives customers a clear view of the selection. These pros should take a hint from the retailing giants in the business.

One chain of department stores gets 50 per cent of its sales volume through special displays. And in a group of assorted independent stores, one out of four sales are made because of the manner in which merchandise is presented in displays, according to a survey sponsored by the National Retail Merchants Assn.

The prime purposes of merchandise display are to turn store traffic into shoppers and shoppers into buyers. However, in order to achieve the ultimate goal, a good display does more than just attract

the potential customer's eye—it stops him to pause and study the displayed merchandise more closely.

Good interior display consists of the proper blend of four basic ingredients: 1) fixtures, 2) color, 3) signs and 4) lighting. A knowledge of each area is required for successful displays.

Fixtures

Properly designed fixtures should show merchandise in the most advantageous manner, and take into account the goods you sell. For example, a proper arrangement of shirts has to be one which considers sizes. If you sell twice as many medium as small, for instance, your fixture should accommodate this trend.

The following points should be considered in selecting and using fixtures for effective presentation of merchandise:

- 1) The type of merchandise you plan to display on the fixture.
- 2) The amount of area that must be allotted on each fixture level (deck, counter top, shelf or rack) for each category of merchandise to be displayed.
- 3) Adaptability of the fixture to seasonal stocking changes.
- 4) Amount of merchandise exposure provided per dollar of fixture expense.

Editor's Note: This is the first in a series of articles on the art of display. Future articles covering such subjects as lighting, fixture and color will be authored by experts in these areas.



Here is an excellent example of an eye-catching display. The fixture revolves and is not static. With proper use of color and lighting, your customer's attention is immediately drawn to it.

Color

Color and the mood it helps to create must be a primary consideration in any effective interior display. Certain areas in the shop may be repainted to tie them in more effectively with the goods displayed. Various color panels or decorative backgrounds also may be used on your display fixtures.

Here are some tips suggested by manufacturers of display materials:

1) In general, avoid strong contrasts and loud colors. These get attention but also can overpower the merchandise.

2) Background colors should harmon-

ize with the merchandise displayed. Use families of colors, i.e., beige, cream and ivory with brown.

3) If displaying an entire outfit with accessories, be certain all items are color coordinated into a harmonious whole.

4) Use color to achieve spacial illusions. Light shades add depth to a small space. Dark shades give more intimacy to large areas.

Signs

Signs "talk" for a display. They answer customers' questions concerning price and features and also are quick guides to the location of various goods:

continued on page 78

Budgeting for the Clubhouse

continued from page 76

telligent club management.

(8) It creates a bulwark of protection against unsound fiscal policies.

(9) It provides a measuring stick for period checkup of actual against desired performance.

(10) It brings to focus all the new problems which are rising and being created in the rapid expansion of the club and its wider ramification into new activities and fields.

There are, of course, many refinements which are necessary in an effectively functioning budgetary control system. However, the thought in this presentation is to review only the basic techniques or fundamentals inherent in club operations' budgetary control.

The changing role of the club manager requires him to play an important part in aiding equity management in forecasting, planning, controlling and

improving operating results. It is in these fields the manager meets his greatest challenge and the greatest opportunity for the exercise of his talents. •

Merchandising Tools

continued from page 55

1) Wording on signs should be informative, yet concise and "alive."

2) Signs should look professional in their layout and lettering.

3) Signs should never look soiled or marred. This could quickly spoil the customer's image of the merchandise.

4) Change signs often to keep them up to date.

5) Make signs sell the customer benefits rather than merely "things." Signs for apparel should emphasize neat appearance, style and attractiveness.

Lighting

Lighting primarily makes it possible for customers to see the merchandise, but it also should serve a dramatic function.

continued on page 80

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continued from page 78

Stores reknowned for their outstanding displays use theatrical type lighting (spots, color filters, etc.) to set a mood.

However, lighting should not be obvious. It should serve to minimize distractions from the displayed merchandise.

1) Glaring lights draw the customer's attention away from the merchandise and also can cause discomfort.

2) Lighting in the shop generally should be non-uniform. Lights in the selling areas should make the merchandise stand out.

3) Bulbs should be selected with care and a purpose in mind. Incandescent bulbs tend to accent form, texture and polish of surfaces more effectively than diffused lighting, such as from fluorescent tubes. But incandescent bulbs also can create harsh shadows and more heat.

4) Lighting should reveal the true colors of the merchandise. Both incandes-

cent and deluxe warm white fluorescent lamps render true colors favorably. The light from cool white fluorescent comes closest to revealing colors as they are seen in natural daylight.

Most pro shops are not able to afford professional help for interior display. However, suppliers of golfing goods often offer assistance, display materials, props or fixtures.

Take full advantage of these aids, for they are the result of talented and costly engineering and design. And such display materials usually are available at limited or no cost to retailers.

Another source of assistance is your local supplier of display materials and fixtures. He can offer display ideas specifically suited to your merchandise. •

New sprayer catalog

John Bean Division of FMC Corp. has new 4 page catalog describing their line of agricultural spray accessories.

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