

Merchandising Tools

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.

THE FINEST GREENS ARE PLANTED WITH *Warren'* STOLONS

Perfect even texture and color are maintained with clean, pure-strain WARREN' STOLONS. Greens planted with seed do not hold their uniformity of color and texture as well as greens planted with stolons. They are apt to develop a "patchwork" look after a few years.



The cost of STOLONS over the cost of seed is insignificant compared to the overall cost of the establishment of a golf course. Why be satisfied with anything less than perfect greens only obtainable from pure-strain STOLONS.

Warren's TURF NURSERY

Palos Park (a Chicago suburb) (Code 312) 448-7200 • Illinois 60464

For more information circle number 195 on card