

# Proper lighting is growing in importance

*Increased emphasis on fashion, and its sales potential, warns the pro to give more thought to visual presentations.*

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An ever increasing number of professionals are taking advantage of the changes in customer mix that have occurred at clubs during the past decade. They have adjusted their merchandising policy to take into account the increasing numbers of women and teenagers who are making use of club facilities. In some instances, these new devotees of the ancient sport are beginning to outnumber the old stand-by, adult male golfers.

They have also noticed that, whereas in the past their sales were limited to essential golf equipment and functional sportswear, the emphasis on male and female fashions has opened challenging new areas of sales opportunities.

The alert pro shop operator has recognized this trend and has expanded his stocks to take advantage of the opportunity for increased sales.

This increased emphasis on fashion and the opportunity to sell greater amounts of sportswear in relation to golf and sports equipment has concurrently increased the demands upon the professional who wishes to take advantage of the selling opportunities that prevail. It now becomes necessary that greater attention be given to the visual presentation and display of that merchandise, which must have the appeal and appearance of similar merchandise being offered.

No longer can the golf pro, who also sees the profitability of becoming the merchant prince at his club, expect to rely upon his golfing talent or teaching ability alone. He must become just as professional as his competitor in the retail business or he'll miss that big putt—the sale. As any pro knows, miss too many putts and you lose the match—you are out of business.

Today, more than ever before in retailing, lighting and color have become important tools in achieving attractive shops and appealing merchandise presentation. Each of the elements is complex enough to warrant separate articles. However, because of their interdependence and their relationship in creating the selling atmosphere essential to attract today's customer, both will be discussed in this article.

The very old golf cliché, "Drive for show, putt for dough," can be parodied to illustrate the rela-

tionship of these two selling tools. "Light for show, color for dough."

Simply stated, merchandise must be seen; it must be lighted—additional drama, interest and sales appeal are achieved with color.

Customers today are too sophisticated, impatient and active to be attracted and sold by poorly lighted displays that lack color. Visual merchandising and display implies more than simply being able to see the merchandise. Like the big tee shot, proper lighting makes it look impressive, outstanding and desirable. Every one that sees it, must want it.

## LIGHTING—NATURAL OR ARTIFICIAL?

The use of natural lighting for most practical, modern selling purposes, is the least desirable; it is uncontrollable and inconsistent. Seasonal, climatic and hourly position of the sun and clouds are not conducive to ideal selling conditions.

Conclusion: reduce to an absolute minimum or eliminate entirely the natural light sources in the selling area. Strong sunlight streaming through windows or dark gloomy skies visible through them, create conditions that have an undesirable effect on the appearance of merchandise and the atmosphere in the shop.

The amount of artificial light required is reduced when the interior lighting does not conflict with daylight, and, incidentally, air conditioning and maintenance costs are also reduced.

## ARTIFICIAL LIGHT

Incandescent and fluorescent lighting are the two most popular forms of artificial light. Each has its own peculiar characteristics in shape, fixturing, efficiency, color rendition and quality. To achieve the most effective installation of both kinds, it will be helpful to determine what must be lighted and how. This can be done by distinguishing between the three installation techniques normally used in achieving attractive, properly lighted stores and displays.

1) General lighting, usually accomplished with fluorescent lamps, sets the basic lighting level for the pro shop. 75 to 100 foot candles would be considered adequate. (Foot candles are used to measure).

2) Feature or spotlight lighting, usually incandescent, accents selected displays and key areas; adds

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sparkle, dimension and interest to store and window displays. 500 foot candles or more are recommended.

3) Peripheral lighting, usually fluorescent, highlights merchandise in wall cases and floor cases, and adds architectural interest, causes walls to appear to recede and makes the sales area seem larger. 200 to 300 foot candles in a pro shop would help attain desirable results.

Your utility company or a representative of one of the better lighting fixture distributors in your area can make a survey of your lighting requirements and help in planning recommended lighting levels.

### COLOR

Since color in reality is light, and results from the amount of light which is reflected back to our eyes or absorbed by the surface, it is imperative that we have an understanding of the quality and color rendition qualities of the two different light sources.

We are experiencing today one of the most dramatic eras in the history of retailing regarding color and its use. In fact, the tricks and novel treatments developed in the past few years in which colored light, paint and material are combined to startle, shock and stimulate customers, may be considered revolutionary and daring. Though the application and use of color and light in store decoration, visual merchandising and display have practically done an about-face, the approach to developing the

most desirable and effective use of both is based upon long-standing and logical appreciation of the properties and qualities of color and lighting.

The decision to use any color in the shop should also take into consideration:

- 1) The general appearance of the shop.
- 2) What it does to or for the merchandise.
- 3) Tastes of clientele.

### GENERAL APPEARANCE

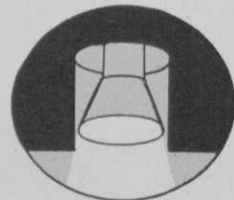
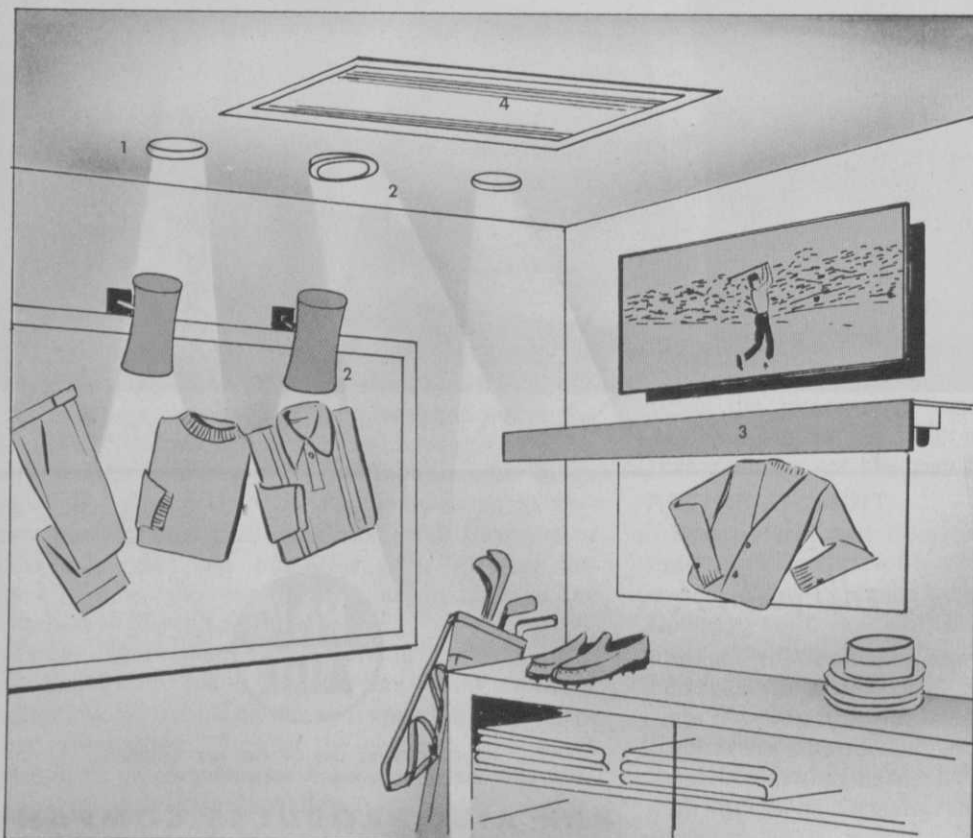
In considering the selection of colors for the shop, the location, shop image and architecture must all be considered.

Colors used in the shop on floors, walls, display units, etc., should conform to or harmonize with those being used in the other club facilities, especially if the shop is in a building housing several other club activities. This will assure the acceptance of the pro shop as one of the family and as belonging.

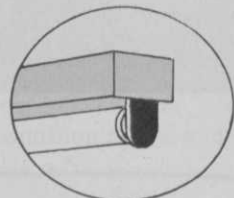
Of course the colors need not be used exactly as in the other parts of the building if a degree of individuality is desired. They may be rearranged to make the shop appear different, i.e., floor color used in the lobby area outside the shop may be used as wall color in the shop, and wall color, on the floor.

Even if the shop is in a separate building, the same approach to the selection of color for those large

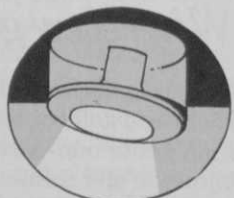
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**INCANDESCENT  
RECESSED**



**FLUORESCENT**



**INCANDESCENT  
SPOT LIGHT**

Incandescent and fluorescent lighting are the two most popular forms of artificial light. Three installation techniques are normally used to achieve the most effective display. They are: feature or spotlight lighting; peripheral lighting and general lighting. In this number-keyed illustration, number 1) is an example of incandescent-recessed lighting; 2) incandescent spot display, (two types); 3) peripheral fluorescent; 4) general fluorescent.

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surfaces will assure maintaining the "image" of the club and appearing as a part of the over-all complex.

The effect of the color on the merchandise should also be considered at the same time. In selecting the wall color, for instance, a color that enhances the appearance of the merchandise is essential.

As a rule of thumb, browns, tans, and blues generally are used to achieve the masculine or outdoor look. Judicious use of sharp colors (red, yellow, turquoise) for accent purposes will add some snap to the appearance.

As the number of women buying in pro shops increases, more pros are establishing women's departments. To display properly that type of merchandise, feminine colors (pink, yellow, orange) will be more appropriate.

It might be well to state here that though the above are normally considered best-suited for the purposes mentioned, fashion is an ever-changing thing. If the colors of the merchandise are not compatible with the colors suggested, then the merchandise must get first consideration—not the rule.

Correct use of color is somewhat like knowing that the sand wedge should be ordinarily used for

trap shots. There are times when the putter is the better club for the shot, but, just as extreme care is required when the putter is used, so extra care is needed when one expects to depart from the usual in color.

We've discussed the selection of background (floor, ceiling, walls) colors for the merchandise presentation. The selection of fixture colors and decorative color accents can add the sparkle and interest essential to the smart looking shop. However, it should always be borne in mind that the appearance of the merchandise is the main object of our efforts. Every color selected—whether for background, fixtures, or decoration—should contribute to enhancing the appearance of that merchandise. It can safely be assumed that an attractive looking shop will follow.

It is rather easy in this new era of color in merchandise to achieve dramatic looking displays. The new colors and the ease with which they can be used together, has simplified the selection of colors to achieve good results. These are a few points that should be borne in mind.

All displays in the shop should be emphasizing the same color or combination of colors at the same time. This will help to achieve a visual impact that can otherwise be lost. Also, the use of one dominant color is effective. □



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