

## Everything You've Always Wanted Your Shop To Be from page 22

period of time. All you need is to remind the player with one display. Why waste the space?"

As a result of this thinking, Eschenbrenner is able to use his walls for shirts. The seven standards can hang five shelves, and he has even gotten into the dress shirt and tie lines. The flexibility of "mobile space" — as he calls it — has worked to his benefit in allowing other merchandise to be added. "Before we showed 50 pairs of slacks," he said. "Now we have 350 out on the racks. But even more important, we can now carry the in-between sizes like 35 and 37. Also, we have the fitting room right here. No more having to go to the locker room. We can fit every customer, and fit them right here and help them out. Frankly, I don't know how we got along without a fitting room."

Another facet of the shop is that it has allowed variety and depth in all items — "... like crazy hats that are strictly impulse and fads," he said — and to emphasize styling. The shop has also been able to move more and more into a true haberdashery look. "Dress shirts are a good example," he said. "Also shoes. We now have three styles of dress shoes. Everyone expects you to carry a golf shoe line. But they are surprised when they see a dress shoe. Immediately, they ask you what else you have. And then you can move right into dress slacks and dress shirts. It's a whole new world."

There is one point that he likes to emphasize. "We try to keep the clothing floor displays at a minimum," he said. "The more floor space you have, the more people you can get in. That's why we use as much wall space as possible. We put up 26 shirts on one line alone, and 28 different kinds of hats and sizes on another shelf."

How does he work the traffic flow?

There are several points he makes. First, portable fixtures are used to direct the traffic. For example, the counter can be moved to one side during the tournaments. Golf club display as well as the racks can be lined up so that people have to move either in circular fashion,

linear, or rectangularly. "We can set the pattern as we want for any kind of event," he said. The next point he makes is that portable fixtures can be patterned so that he avoids a straight pass-through traffic flow. "The one thing we found that is death to sales is setting up the pattern so that they go straight through the shop, and right onto the green. We've worked it out so that we always have triangular traffic. From the parking lot and club house entrance into club storage or vice-versa. But you must pass through the merchandise somewhere along the line."

Eschenbrenner explains what might seem like an inconsistency in

what he says and what he does. The maxim is to avoid floor displays, and develop wall space as much as possible. Then why have a clothing bar on the floor? "Easy enough," he said. "This is a wall as far as we are concerned. It is utilized to direct the traffic flow. Or else we place it right next to the window when we want central space. However, even though I push the idea of as much floor space as possible for people, I don't want one big empty space. That would just let everyone go helter-skelter. That is why we put up the golf club and the pants racks. We minimize the floor display and maximize the floor traffic. But that doesn't mean we lose control of it."

Satisfied? "Why not?" Eschenbrenner said. "Wouldn't you if you were building your dream shop? And finding it turn out right." □

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