



Bill Markham's Saginaw (Mich.) CC pro shop is an excellent example of good layout. Altho the shop is small, there is little congestion even when a typical weekend crowd of golfers converge on it. This is because merchandise is shown in racks and counters located adjacent to the walls with exception of a single island display. Large open area in center is key to quick, efficient, front to back service Markham is able to give shopping golfers.

Saginaw Solves Space, Display Problems

Congestion has been eliminated at this pro shop where fixtures have been moved back against the walls and interchangeable counters make it easy to shift merchandise displays . . .

THE pro shop space problem, something of a universal headache at both large and small clubs, has been solved for Bill Markham of the Saginaw (Mich.), CC through the simple expedient of moving racks and counters back against the four walls and leaving the center of the shop open except for a single counter display.

In the words of Markham, who had the advice and assistance of the Saginaw Industries Co. in completely rearranging the layout of his shop, "we have done away with all the obstacle-course drawbacks of the old shop and come up with a new arrangement that makes it much easier for golfers to shop and for our staff to wait on them."

One of the remarkable things about the Saginaw CC pro shop is the quick and painless way in which merchandise display setups can be rearranged. In many shops when the pro decides that he wants to relocate equipment and apparel in order to give his merchandise what will be revived sales appeal, it first calls for a great deal of measuring and probably an



Here is closeup of island display, the top of which Markham uses for showing easy-to-reach, quick moving items. Counter at left side of room is open. Stock is displayed at staggered levels, a method recommended by top merchandisers.



Illuminated printed panels suggest equipment or sportswear that golfer may need. Wide use of pegboard helps in Markham scheme of keeping as much stock as possible out in the open.

equal amount of guesswork in deciding whether racks and counters can be conveniently moved to new locations. This is usually followed by a lot of heavy duty lifting and shoving in moving the display equipment around the shop. Much time also is consumed in the process.

But at Markham's shop, it's a simple matter to change the complete display arrangement. Merchandise can be moved right along with equipment since the latter is built in what is known as unit components. Counter shelving, for example, is in two, three and four-ft. lengths and may range from 6 to 16-ins. in width. It can be freely moved and placed at practically any height on vertical brackets which are free standing and not an integral part of the building. Display cases or counters also are built in small units that are easy to disassemble and move from one location to another.

If Markham decides to interchange his sportswear display, now on the north side of his shop, with his large stock of golf clubs at the opposite side of the room, one man can handle the job practically in a matter of minutes. All that is necessary is to move the clubs aside temporarily, carry the shelving units (without disturbing the merchandise) to the opposite side of the room and set them into slots at any desired height in the vertical brackets. All

that remains is to rearrange the club display.

Why all this emphasis on being able to move the merchandise around with a minimum of effort?

Bill Markham has an explanation for it. "Many pros will agree that if you keep sportswear, for example, in the same old location month in and month out, or even year in and year out, it gets a tired look. Move it around occasionally, though, and you'll find that the golfers take a new interest in it. If they're accustomed to seeing shirts or caps displayed in the same corner all the time they look upon them as being part of the fixtures. But move them to the opposite side of the room and you'll notice they're surprised and probably a little pleased to run across them. The result is they're more apt to examine them more closely than they did before and, in many cases, they'll buy them.

"You can do this with practically every piece of merchandise or equipment you handle," Markham continues, "except golf balls. These I don't move around, preferring to keep them in the same spot at all times."

The top of the island display is given over to caps and similar easy-to-reach small items that move fast. Bargain offers occasionally are displayed here. An interest-

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TORO

Authorized Distributors

Alabama: Kilgore McRee Co., Birmingham; McGowin-Lyons Hdwe. Co., Mobile. Arizona: Shaw Lawn Mowing Equip. Co., Phoenix. Arkansas: Choctaw, Inc., Memphis, Tenn.; Harry Cooper Supply, Springfield, Mo. California: Pacific Toro Co., Los Angeles; California Toro Co., San Francisco. Colorado: Colorado Toro Co., Colorado Springs; Colorado Toro Co., Denver. Connecticut: Toro Equipment Co., White Plains, N. Y.; Connecticut Toro Sales Co., Windsor. Delaware: Philadelphia Toro Co., Philadelphia. District of Columbia: National Capitol Toro, Inc., Silver Springs, Md. Florida: Zann Equipment Co., Jacksonville; Hector Supply Co., Miami; McGowin-Lyons Hdwe. Co., Mobile. Georgia: Toro Turf Equip. Co., Atlanta; Zann Equipment Co., Jacksonville, Fla. Idaho: Washington Turf & Toro Co., Seattle, Wash. Illinois: Geo. A. Davis, Inc., Chicago; L. J. Meisel Dist. Co., Clayton, Mo.; Tri-State Toro Co., Davenport, Iowa; Scruggs Drake Equipment Co., Decatur; Heldt Monroe Co., Evansville, Ind.; Drake Scruggs Equip. Co., Springfield, Indiana; Geo. A. Davis Co., Chicago, Ill.; Heldt Monroe Co., Evansville; A. H. Heine Co., Fort Wayne; Kenney Mach. Co., Indianapolis; E. K. Cohee Co., Montgomery, Ohio. Iowa: Globe Mach. & Supply Co., Cedar Rapids; Tri-State Toro Co., Davenport; G.obe Mach. & Supply Co., Des Moines; Z. W. Credle Co., Omaha, Neb. Kansas: Turf Equip. Co., Inc., Kansas City, Mo. Kentucky: Wilson Equip. Co., Lexington; B. K. Cohee Co., Montgomery, Ohio; Heldt Monroe Co., Evansville, Ind.; Buntun Seed Co., Louisville. Louisiana: Whalen Toro Co., New Orleans. Maine: Phillip R. Yersa, South Portland, Maryland: Baltimore Toro Co., Baltimore; National Capitol Toro Co., Silver Springs. Massachusetts: Springfield Toro Co., Agawam; The Clapper Co., West Newton. Michigan: R. L. Ryerson Co., Milwaukee, Wis.; C. E. Anderson Co., Royal Oak; Spartan Distributors, Sparta. Minnesota: Minnesota Toro, Inc., Minneapolis. Mississippi: Choctaw, Inc., Memphis, Tenn.; McGowin-Lyons Hdwe. Co., Mobile, Ala.; Whalen Toro Co., New Orleans, La. Missouri: Lawrence J. Meisel Dist. Co., Clayton; Tri-State Toro Co., Davenport, Iowa; Turf Equip. Co., Inc., Kansas City 2; Harry Cooper Supply, Springfield. Montana: Montana Toro Sales Co., Billings; Manions, Kalispell; Salt Lake Hdwe. Co., Salt Lake City, Utah. Nebraska: Z. W. Credle Co., Omaha, Nevada: Salt Lake Hdwe. Co., Salt Lake City, Utah; California Toro Co., San Francisco, Cal. New Hampshire: The Clapper Co., West Newton, Mass. New Jersey: Toro Equip. Co., White Plains, N. Y.; Philadelphia Toro Co., Philadelphia, Pa. New Mexico: The Myers Co., Roswell; Colorado Toro Co., Denver, Colo.; Salt Lake City Hdwe. Co., Salt Lake City, Utah. New York: Eaton Equip. Co., Hamburg; Hudson Toro Sales Co., Latham; Chas. E. Lennon & Sons, Liberty; Haverstick Toro Sales Corp., Rochester; James H. Lynch, Southampton; Golf & Tractor Equip. Corp., Syracuse; Credle Equip. Co., Utica 4; Toro Equipment Co., Inc., White Plains. North Carolina: E. J. Smith & Sons Co., Charlotte. North Dakota: Minnesota Toro, Inc., Minneapolis, Minn. Ohio: Ohio Toro Co., Cleveland; Woodin Sales Co., Columbus; B. K. Cohee Co., Montgomery; Recht Supply Co., Toledo. Oklahoma: Bob Dunning Jones, Inc., Tulsa. Oregon: Western Golf Course Supply Co., Portland. Pennsylvania: Eaton Equip. Co., Hamburg, N. Y.; Chas. E. Lennon & Son, Liberty, N. Y.; Philadelphia Toro Co., Philadelphia; Penn Toro, Inc., Pittsburgh; Haverstick Toro Sales & Service, Rochester, N. Y. Rhode Island: Bay Toro Distributors, Inc., Providence. South Carolina: E. J. Smith & Sons Co., Charlotte, N. C. South Dakota: Z. W. Credle Co., Omaha, Neb.; Wyoming Toro Co., Sheridan, Wyo. Tennessee: Williams Equip. Co., Chattanooga; Tennessee Turf & Toro, Knoxville; Choctaw, Inc., Memphis; Kilgore McRee Co., Nashville. Texas: Goldthwaites Texas Toro Co., Dallas; The Myers Co., El Paso; Goldthwaites Texas Toro Co., Fort Worth; Goldthwaites Texas Toro Co., Houston. Utah: Salt Lake City Hdwe. Co., Salt Lake City. Vermont: Springfield Toro Co., Agawam, Mass. Virginia: Sydner Pump & Well Co., Richmond; National Capitol Toro Co., Silver Springs; Cary Hall Mach. Co., Salem. Washington: Western Golf Course Supply Co., Portland; Washington Turf & Toro, Seattle; Washington Turf & Toro, Spokane. West Virginia: General Equipment Co., Clarksburg; Branchland Pipe & Supply Co., Huntington 2; Penn Toro, Inc., Pittsburgh, Pa.; Cary Hall Mach. Co., Salem, Va.; National Capitol Toro Co., Silver Springs, Md. Wisconsin: Tri-State Toro Co., Davenport, Ia.; R. L. Ryerson Co., Milwaukee; Minnesota Toro, Inc., Minneapolis, Minn. Wyoming: Colorado Toro Co., Denver, Colo.; Salt Lake Hardware Co., Salt Lake City, Utah; Wyoming Toro Co., Sheridan. CANADA—Alberta: Burgess Building & Plumbing Supplies, Ltd., Calgary. British Columbia: Willard Equip. Co., Vancouver. Manitoba: Consolidated Industries, Ltd., Winnipeg. Nova Scotia: Halifax Seed Co., Halifax. Ontario: F. Manley & Sons, Ltd., Toronto. Quebec: Agri Tech, Inc., Longueuil.

Saginaw Solves Space, Display Problems

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ing thing about Markham's shop is the foot-high platform that practically rings the room. It serves to keep merchandise off the floor, is a foundation for the various counters and racks, and also helps to keep the shop cleaner since dust and dirt from the floor is kept from drifting back into the display area.

Illuminated Panels

Pictures on these pages show how Markham and his Saginaw Industries collaborators have made wide use of pegboard, a product which seems to have been designed especially for pro shops. Another thing that makes the Saginaw CC shop a stand-out are the illuminated panels that ring the room at a height of about seven feet and provide not only added light but are imprinted with the various types of merchandise handled.

Although a great deal of emphasis has been put on display interchangeability here, Bill Markham feels that perhaps the

best feature of the redesigned shop is the added space he has inherited. Having the center of the room almost completely free and open has done away with a lot of the congestion he formerly was plagued with, particularly on busy days. This is very noticeably reflected in the golfer's buying attitude. With plenty of space to browse around in he is far more inclined to buy Markham's wearing apparel, accessories and equipment than he was in the days when traffic piled up in the shop and his first inclination after stepping inside was to look for a convenient exit.

Golfing Article Gets Wide Circulation

"What Is Expected of A Member?" an article that appeared in the March, 1956, issue of GOLFING has been reprinted in several foreign publications, the last being the July edition of *Golf in Australia*. In addition, several thousand reprints of the article were distributed to U. S. pros and club managers who requested them earlier this year.