

TORO

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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.