What makes a golf ball go when you hit it? Not the cover—not the core—but the lightning return of the ball to its original shape after being compressed by the blow. This reaction takes place under the cover and over the core. That's where the "click" and "kick" of a ball are born... And that's where MacGregor's V-Thread Winding comes in. Specially pre-lubricated rubber thread is wound electronically in a precision pattern of thousands of tiny V's. The result is a ball of amazingly fast compression recovery, perfect balance, longer, livelier life. Yes, MacGregor's new V-Thread Winding process makes the new MT the "goingest," most playable golf ball in the history of the game!

The MT is sold only at Pro Shops. It's best by a long shot!

EXTRA: New MT's are now available in two compression grades: Standard—and for Women's play. Packaged in new weather-tite, reusable zip-open tubes.
1890 and was the logical place for the mules and what little equipment that was needed in those days.

Each succeeding superintendent had his ideas as to what could be done to the old building to make it fit his requirements.

There was no shop for repairing our equipment. By putting the tractor outdoors we could utilize tractor storage space for mechanical work. Rainy day work was at a minimum. It was impossible to keep dry under the leaky roof. The rafters were too rotten for economical repair. Our only fire was an oil can that was in the old blacksmith shop. Toilet and shower facilities were nil.

**Hope Long Deferred**

When I went to work for Druid Hills the Green chairman at that time was most optimistic about our chances of getting needed facilities. The club had been having its troubles during the war years but had initiated a long range building program. Adequate facilities and equipment would be forthcoming, my chairman hoped.

In the eight years that followed, many improvements were made about the club and we received reasonably adequate maintenance equipment but the maintenance building was still on the table.

However, in June, 1954, our general manager told me there was a possibility of a new building being approved and suggested I start putting some of my ideas on paper — just in case.

**Looking Ahead**

This I did, keeping in mind economy and practicality yet endeavoring to anticipate future needs so the building would be adequate for years to come.

The Board of Directors approved plans as submitted in early July, and called for bids. At a special meeting immediate construction was authorized. Within six weeks we had moved into the new buildings and this winter are getting our shelving and storage problems worked out.

To my way of reasoning, 5000 sq. ft. of floor space will be adequate for maintenance and storage requirements for years to come as our soil building is independent from the main building.

Most of our inside work will be done in the north wing which is sealed, heated, and has a floor space of approximately 30 ft. by 56 ft. The shop area is approximately 20 ft. by 34 ft. and can be entered from either north or south by overhead doors.

Tools are stored in an area by the south door — hand tools on one side and shovels and long handled implements on the other. These storage areas have racks and are the answer to convenient and safe storage where they can be seen and inspected.
The Golfers Dream of '55

THE WORLD'S ONLY 4-WHEEL
GOLF CAR

1. Complete safety to players and turf.
2. Most comfort and ease of handling.
3. Ruggedness and advanced style.
4. Automotive rear axle differential.
5. Highly responsive 36 volt power.
7. Designed and built to specifically withstand the most severe terrain.
8. Two-tone coloring. Chrome trim.
10. THE golf car chosen by the nation's largest golf car leasing company.

THE NEW ADVANCED 1955

FAIRWAY KING

THE WORLD'S ONLY 4-WHEEL GOLF CAR

Mail this coupon now for further information.
Fairway King, Inc.
1349 W. Reno
Oklahoma City, Okla.
□ Please send me folder describing Fairway King golf car.
□ Send further information about leasing Fairway King to members in my club.

Name
Address
City State

February, 1955
My office, 9 ft. by 11 ft., is in the east corner of the shop area.

**Conveniences for Employees**

The men's locker room, toilets and shower facilities are also in this section. Their room opens from the storage yard through the shop and tool storage areas. The remaining room in this wing of approximately 20 ft. by 20 ft. is for greens mower storage, pipe work and painting. In one section of this wing we have a space for miscellaneous small storage, which is shelved to the ceiling on both sides of the 9 ft. by 13 ft. area.

The general storage section is approximately 40 ft. by 30 ft., opens from the storage yard which is approximately 40 ft. by 26 ft. The storage shed is roofed, whereas the yard area is not.

The general storage has a solid wall in the back with a 2 ft. by 40 ft. ventilation of 1/4 in. mesh hardware cloth. There are no windows in this section and doors to every room in the building open into this shed area.

We can go throughout the entire building in inclement weather without leaving shelter. Our gas pump and tool wash rack are the only stationary things in the outside storage yard. As you can see in the picture the yard section is fenced, and

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Plans of the Druid Hills course maintenance headquarters building and the soil processing plant on the opposite page show all details carefully considered for modern operating conditions.
everything within the fence and building
has concrete floors.

The south wing section has two rooms.
The east one is approximately 26 ft. by 30
ft. and is used for fertilizer, seed, lime,
fungicides, etc. By keeping the above-
named materials away from our motors
and equipment I hope to minimize oxida-
tion. This room has an 8 ft. overhead door
that opens to the east, and is graded
down to truck level
for easier loading and
unloading. The remaining room in this
wing is approximately 20 ft. by 30 ft. and
will be used for storage of seasonal equip-
ment and a garage in cold weather.

Separate Building for Soil

Our second building is for soil process-
ing and soil storage. It is the answer to a
superintendent's prayer in many ways.

In planning this building I hoped to
eliminate a highroofed building that is
necessary for dump trucks. Also, I wanted
the soil where we could get to it without
having to move it three or four times
within the building.

I did not want a soil processing room
to be jammed in with the shop, or used
as a catch-all or garage.

Our raw soil storage is 13 ft. by 35 ft.
with capacity of 100 yds.

We have three sets of swinging trap
doors for dumping raw soil into the sifting
room. (See drawing for particulars.)
After soil is sifted it goes to a lower level
of four bins of approximately 6 ft. by 9 ft.
by 11 ft., which have a capacity of about
100 yds. of finished topsoil mixtures.

This building has cement floors, cinder
59 years of managing turf around Chicago taught them:

"It's Tersan® for turf diseases"

Mr. Archie Burns,
Olympia Fields C. C.
...tending turf for 31 YEARS

"After so many years of fighting diseases with only partly effective fungicides, it's a pleasure to be able to use 'Tersan.' For example, there just isn't any equal to 'Tersan' when it comes to controlling snow mold. Speed, ease of handling, and, of course, topnotch disease control are very important to us. That's why we find 'Tersan' fills our needs so well. We get excellent control of brown spot with 'Tersan,' too."
Mr. Gerald Dearie,
Edgewater C. C.

...28 YEARS
caring for golf courses

"I've been using 'Tersan' for over five years because I know it will do the job I want. We average 230 players a day, and using 'Tersan' doesn't interfere in the least with daily play. I like the way 'Tersan's' blue-green color blends with the grass, too. And, I like being able to use 'Tersan' without worrying about 'burned greens.' We have yet to have one."

Experience proves there's no disease-favoring condition that "Tersan" can't help you beat. Try "Tersan" in the handy 3-lb. package. If you like a combination of "Tersan" and a mercurial, add "Special Semesan" to yoursprays. And Du Pont Soluble Plant Food can be added to feed grass at the same time. Packed in 50-lb. bags especially for golf courses, it gives grass extra vigor.

On all chemicals always follow directions for application. Where warning or caution statements on use of product are given, read them carefully.

Order Tersan® Turf Fungicide
from your golf supply dealer

February, 1955
Back of the soil processing building, showing the four compartments for processed soil.

A separate soil building so that dust and grime accumulation in machinery will be minimized;

Fertilizer storage away from equipment storage so as to minimize oxidation;

And buildings that are not unsightly, but which will fit into the landscape and be a source of beauty and pride to the club.

Liberty, N. Y. in its Sullivan County G&CC, claims the most beautiful 9-hole course in the world. The course is a little longer than 3,000 yds., situated in a plateau about 1500 ft. high and surrounded by hills. A wandering brook makes tee shots and approaches interesting. Several tees are elevated. Greens are in excellent condition at all times. Scenic vistas abound.

Casual survey of a newspaper golf writer had golfers giving as reasons for slow play: tee markers too far back for majority of golfers, holes in difficult positions for same class, and double-caddying.
PRICES★STYLES★COLORS★SIZES
FOR EVERYONE UNDER THE SUN

Congo
SUNSHINE HEADWEAR

1206 This high quality Rutger Plaid should easily lead all others in sales in pro shops. It is one of 11 Congo snap-down caps in a full range of patterns from conservative linen-like materials to bold designs in brilliant colors.

434 The glareshield cap will always have good demand. This Congo model is quality made for your customers' complete satisfaction.

1207 One of the Congo linen-like conservative model snap-down caps...light as a breeze, dressy and wonderfully practical for golfers of all ages.

701 A ladies golf cap that shades the ears and sides of face as well as eyes and forehead. This is a cap that will "get around" quickly as soon as one or two are seen in use at your club.

475 The famous Wimbledon visor by Congo in traditional white. Also model 474, assorted Red, Green, Yellow and Blue and 476 in Rutger Plaid. Six, models to make sure you can please all your golf and tennis customers.

AMERICA'S SUNSHINE HEADWEAR

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Merchandising Trend Favors Alert Professionals
By KIP BOWEN

The trend in merchandising is swinging the pro's way. That trend is putting the pro in a position where he has much larger opportunities, much heavier responsibilities, and spots him in the position of being subjected to a comparison with the other fine retailers with whom the customers have been doing, and are doing, business.

This is the time that is putting the pro to a new test. The trend toward suburban shopping centers with their minimized travel and parking problems and the decided preference for intimate and expert service which has brought a large increase in the business of specialty shops, strongly favors the big increase of pro retailing business.

But the serious problem for the pro lies in the fact that he isn't only a retail merchant. He is a teacher, a golf player, a promotion man, a club tournament planner and manager, a personnel manager, a buyer, a display man, a publicity man, and a salesman.

There's a whole lot more to being a pro than simply turning from amateur to professional status.

Best for Players; Best for Pros
The club pro businessman who really qualifies as a businessman is actually in a position most merchants would envy. The only reason the pro is in retailing business at his shop is because that service is very much needed by his customers. The improvements in pro shops haven't been mainly because the pro wanted to make a better income. They've been made because the players at private clubs and fee courses now regard convenient and first class service of supplies as essential. The club that modernizes its pro shop is doing more for its members than it is doing for its pro.

Stores Want What Pro Has
The big department stores are forced into establishing suburban branches. They must try their best to get what the pro has — ideally, good, properly-priced merchandise close to the point of use.

But very few other stores can get an asset the pro often has, a "captive audience" of members or fee course players, and the buyers' confidence in the professional as an authority who knows exactly what the player needs and all about the product to supply that need. In those respects the able pro businessman has a big advantage over most other retailers.

In capitalizing his superior specifications for merchandising the pro can't always go at the task in the manner of highly experienced and strongly financed big retailers. The big retailer wouldn't try to compete with the pro playing golf and the pro often is out of his league if he tries to beat the big retailer at his own game.

Merchandising Basic Principles

There are basic principles at which the pro can do just as well as most of the real good merchants in other lines.

The pro must have a shop that is immaculate and orderly. The lighting, painting, window drapes, floor covering and displays have to be thoroughly attractive and mirror the spirit of a game that is fun.

There has to be constant careful attention to women's judgment. The old days of the careless masculine treatment of the pro shop with an atmosphere slightly above that of an old pool hall are gone.

The employees have to shine in the pro shop now. They've got to know the customers and the merchandise and radiate a genuinely pleasant interest in properly supplying each customer's needs.

One edge that the big stores have on pros is in the big stores hiring and training buyers who are specialists.

Buying Education Needed

The pro can well pay more attention to his education as a buyer. What, when and how to buy determines the success of every retail business. Pros often have learned what stores have learned;