



Merchandise Murals Are Putting My Shop Over

By Jack Hoffmann

Pro, Hillside CC
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IN January, 1958, when I was signed as pro at Hillcrest, the new clubhouse was in the construction stage. At the time, W. W. Woody, the owner, was in the process of converting a onetime public course to a private club. He generously permitted me to design my shop and, at no time, interfered with what I wanted to do or even made any suggestions as to how certain things should be done.

It's just a little bewildering to stand on a dirt floor, surrounded by four cement block walls, and try to envision what your shop is going to look like after the last panel is installed and the last light fixture wired. I had a 60 x 30 ft. display and sales area to work with and before things started to finally take shape, I must have made and rejected 100 sketches and mulled over and forgot 1,000 ideas.

My underlying thought was to give the shop a smart department or men's store look. After drawing numerous sketches of what I thought I wanted, I hit on the idea of using "merchandise murals" with the stock displayed below them in shelved cases. A glance at the photo will show that I used six of these combinations along the two walls that run the length of the



Kentucky's governor, A. B. (Happy) Chandler, Bill Kaiser of Hillerich and Bradsby and several distinguished pros of the bluegrass commonwealth recently dedicated the course at Lincoln Homestead Park near Springfield. Happy has just puttied and missed and isn't as happy about it as the others who are, left to right: J. Paul Bishop, pres. of Lincoln Park club; Webb Jameson, pro at Lincoln Park; Pete Doll, pro at Iroquois GC, Louisville; Paul Derringer former Cincinnati Reds pitcher; Junie Marshall, pro, Madison CC, Richmond, Ky.; Kelly Cocanougher, sports editor Louisville Courier Journal & Times; Bill Kaiser, H&B; Buck Blankenship, pro, Juniper Hills GC, Frankfort, Ky., and Gov. Chandler.

shop. The murals, incidentally, consist of pegboard framed by redwood.

The first panel on the left (in the photo) is the women's dept. mural. Behind this is the men's golf shirt display and in the extreme left hand corner of the room, we display hats, headcovers and rainwear. On the right side of the room, the first panel or mural is a kind of catch-all for odds and ends, off-season merchandise, discontinued lines and items that are on sale. Back of this is the men's sweaters section and in the far right hand corner socks, belts, underwear, etc. are displayed.

In the center of the room three island racks serve as our shoe, slacks and shorts and sport coats departments. The four-tier rack in the foreground is used exclusively for gift items.

The shoe case, incidentally, holds 144 pair of shoes and at both ends of it there are small merchandise murals, thus carrying out the sidewall theme.

The overhead spot lights, as you will

notice, are installed so that they show off both murals and display racks on both sides of the shop as well as in the center.

So far as our murals are concerned, they are pretty much ever changing things. For the most part, we use them for displaying merchandise, progressing from the spring to summer to fall sportswear emphasis, but occasionally switching to travel posters to dramatize items that tie in with these. For example, we are now featuring Italian straw hats draped around a large poster of the bay of Naples. In September we'll work in some college pennants and scenes to effectively set off our fall sportswear line. The way we have used the murals has prompted much favorable comment.

Clubs and other playing equipment are displayed at the far end of the shop between doors that lead to the men's lockerroom and their stag lounge. Although the photo doesn't show it clearly, there is plenty of room in this department

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1941 he entered the Air Corps, in which he served four years. Then he went to Crestmont CC in West Orange, N. J., where he worked four years as supt. From here he moved over to Hollywood CC in Deal, N. J. for nine years, coming to Winged Foot late in 1957.

Merchandise Murals

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for prospective customers to swing clubs. The women's lounge and lockerroom also adjoin the shop.

Not shown in the right foreground of the photo is a door that leads to the office and shop storage room. The office is 14 x 10 ft., large enough for two large desks which are used by myself and my assistant, Joe Watrous. Our stock room is 10 x 10 ft. and has racks built in for storage of clubs, balls, shoes and all types of sportswear.

Personalized Products

I personalize as much as possible, using my own special shirt label, shopping bags that bear an imprint similar to the label, and occasionally introducing other reminders that Jack Hoffman is doing business in the Hillcrest CC pro shop.

We opened the shop a year ago this month. We haven't yet cornered all the business from our club members that I'd like to have, but I have noted one very encouraging trend — we're steadily getting more new customers while keeping the old. I feel that we are presenting our merchandise in a way that makes people want to continue to do business with us after they have started. As far as I can see, that's the best formula for a successful future in a pro operation.

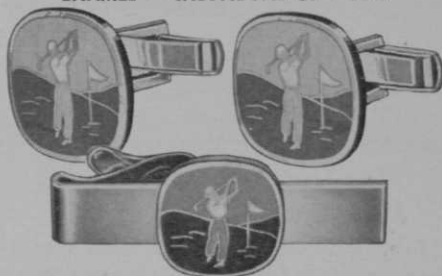
1961 Open at Oakland Hills

USGA has awarded the 1961 National Open to Oakland Hills CC, Birmingham, Mich. The 1924 Open was played here and was won by Cyril Walker with 297. Ralph Guldahl won the 1937 Open at Oakland with 281, then a new record score for the championship. At Oakland Hills in 1951, with the course toughened somewhat, Ben Hogan won the Open with 287. The USGA announced at Winged Foot that the double qualifying system this year for Open entrants will be repeated in 1960.

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