

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

(Continued from page 38)

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.

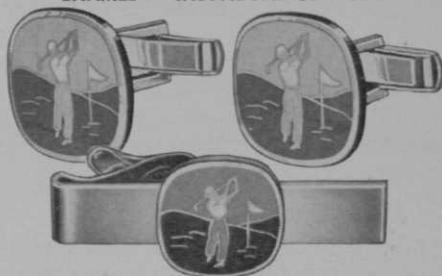
1961 Open at Oakland Hills

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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