

the greatest "under-cover" development in modern golf ball history

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.



MacGregor
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.
CINCINNATI 32, OHIO

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.



Interior of the shop. In the room to the right is Shields' office. Note tool storage to the right of the main door. This view was taken Saturday noon when equipment was outdoors.

The Golfers Dream of '55

THE WORLDS 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.
6. Positive-action 2-wheel brakes.
7. Designed and built to specifically withstand the most severe terrain.
8. Two-tone coloring. Chrome trim.
9. Duo-tone leather upholstery.
10. THE golf car chosen by the nation's largest golf car leasing company.



FAIRWAY KING



THE NEW ADVANCED

1955

FAIRWAY KING

THE WORLD'S ONLY 4-WHEEL GOLF CAR

The Fairway King is now available for leasing to club professionals.

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 _____

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

Conveniences for Employees

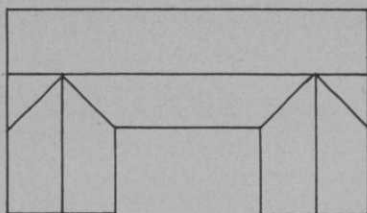
The men's locker room, toilets and shower facilities are also in this section. Their room opens from the storage yard through the shop and tool storage areas.

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 $\frac{1}{4}$ 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



ROOF PLAN

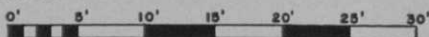
WINDOW SCHEDULE

- A = 3'-4" X 4'-6"
- B = 3'-0" X 2'-0" TRANSOM SASH

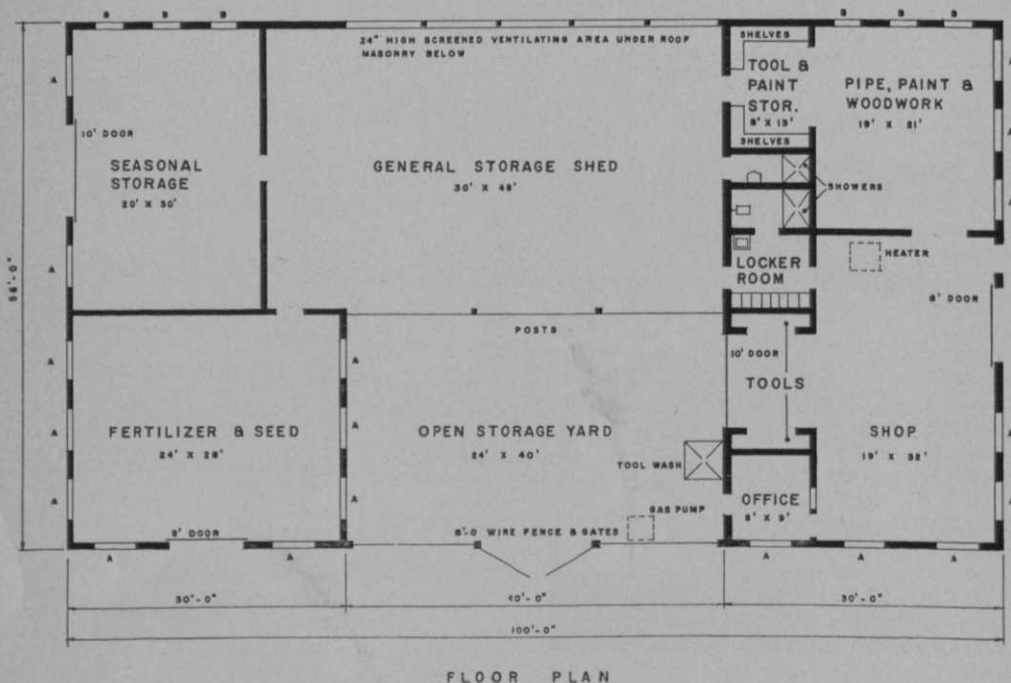
NOTES:

- 8" CONCRETE BLOCK WALLS
- 4" CONCRETE FLOORS
- 210 LB. ASPHALT SHINGLE ROOF
- TRUSSED ROOF

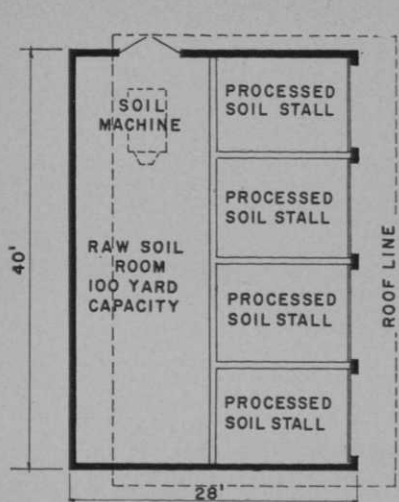
SCALE



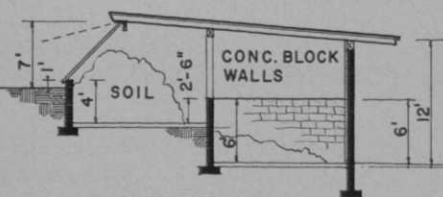
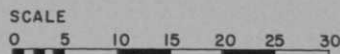
Plans of the Druid Hills course maintenance headquarters building and the soil processing plant on the opposite page show all details carefully considered for modern operating conditions.



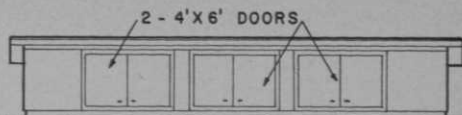
FLOOR PLAN



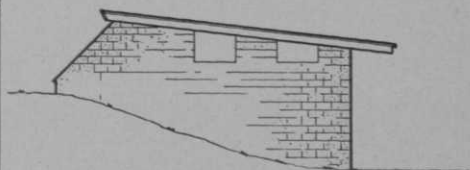
FLOOR PLAN



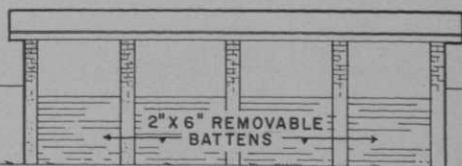
SECTION



REAR ELEVATION



SIDE ELEVATION



FRONT ELEVATION

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 oxidation. 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 equipment and a garage in cold weather.

Separate Building for Soil

Our second building is for soil processing 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.

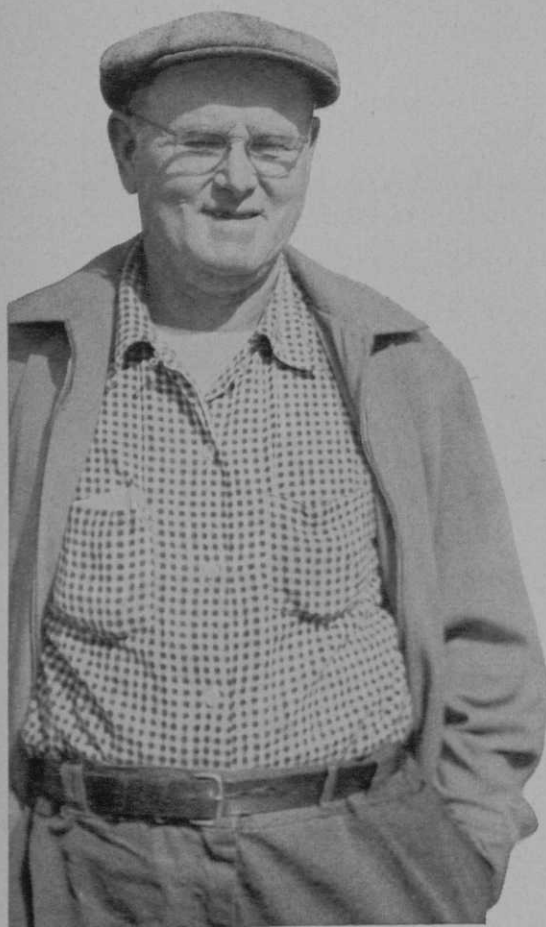
Our raw soil storage is 13 ft. by 35 ft. with capacity of 100 yds.

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 your sprays. 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

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



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

block walls, tar paper roof. I hope to be able to MC-2 my soils, all transferring being done with the back end loader on the tractor. We use a Converse, with $\frac{1}{2}$ hp motor for our power. The soil screening operation is speeded up about a third with two less men doing the work.

What Is Gained

It is my hope that in writing this I might aid some other superintendent in acquiring adequate maintenance facilities. It is just not good business to own several thousand dollars worth of course equipment and not have proper storage and maintenance facilities to take care of it. A goodly portion of the equipment



Front of soil processing building, photographed prior to finishing of road areas. The trap doors are for receiving the dumped raw soil.

is seasonal and will deteriorate more rapidly when idle than when being actively used.

In planning these buildings I tried to allow:

Room for proper maintenance and storage of all foreseeable golf course maintenance;

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.

Druid Hills has been most fortunate in the post war years in that it has continued to move forward under the able leadership of progressive men who have served and now are serving on the board of directors, elected officers who are far-sighted in their vision of the club's future, a manager who is co-operative and a credit to his profession, and a pro efficient in the handling of his part of the club's operation.

We are most thankful to all those who had a part in making our maintenance buildings become a reality.

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



1206

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.

The Congo line can be one of your biggest profit makers in the 1955 season. Among 29 models and 62 fabrics, you can please every golfer at your club. Congo caps are tops in quality and value, the leader for 28 years. This year you can review the entire line in full color in our new catalog. Before you buy caps anywhere, get your copy of the 1955 Congo catalog that shows 29 models and 62 fabrics in full color. There is no better source of sunshine headwear for you.



434

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



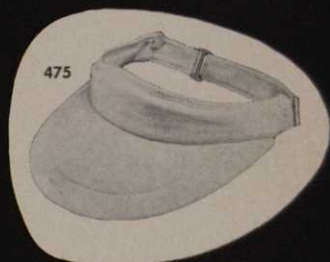
1207

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

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

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



A PRODUCT OF

**RED HEAD
BRAND COMPANY**

4311 Belmont Avenue • Chicago 41, Illinois



Write for
free full
color catalog

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;