

HERE THEY GO AGAIN

— CLAIMS, CLAIMS, CLAIMS!

*"Longest ball off the tee"*

**"NEW CENTER GIVES 20 MORE YARDS"**

**"Our ball goes farthest"**

**"AMAZING ZIXICON ADDS  
EXTRA YARDS  
TO YOUR DRIVE"**



These are not exact quotes, but you get the general idea. We've been hearing this ballyhoo for three months now, this year. From miraculous centers which guarantee you perfect drives, to flying golf balls which give you yards and yards more distance off the tee, there seems to be no end to the alluring promises.

Our claim is a simple one—more top notch golfers *continue to play* Titleist than any other ball and you can check the records for proof of this.

These tournament golfers, with high stakes riding on every stroke need the long ball, the longest ball they can get. They need consistent performance from every ball. And let us repeat Titleist (for 10 years now) is *still* their outstanding first choice.

Yes, you and we have heard claims like those quoted above for many years. You and we know that though they vary from year to year, the general tune is the same. You and we know that in spite of them Titleist has through it all, been your best seller among top grade balls. We believe it will continue to be. Acushnet Process Sales Company, New Bedford, Massachusetts.

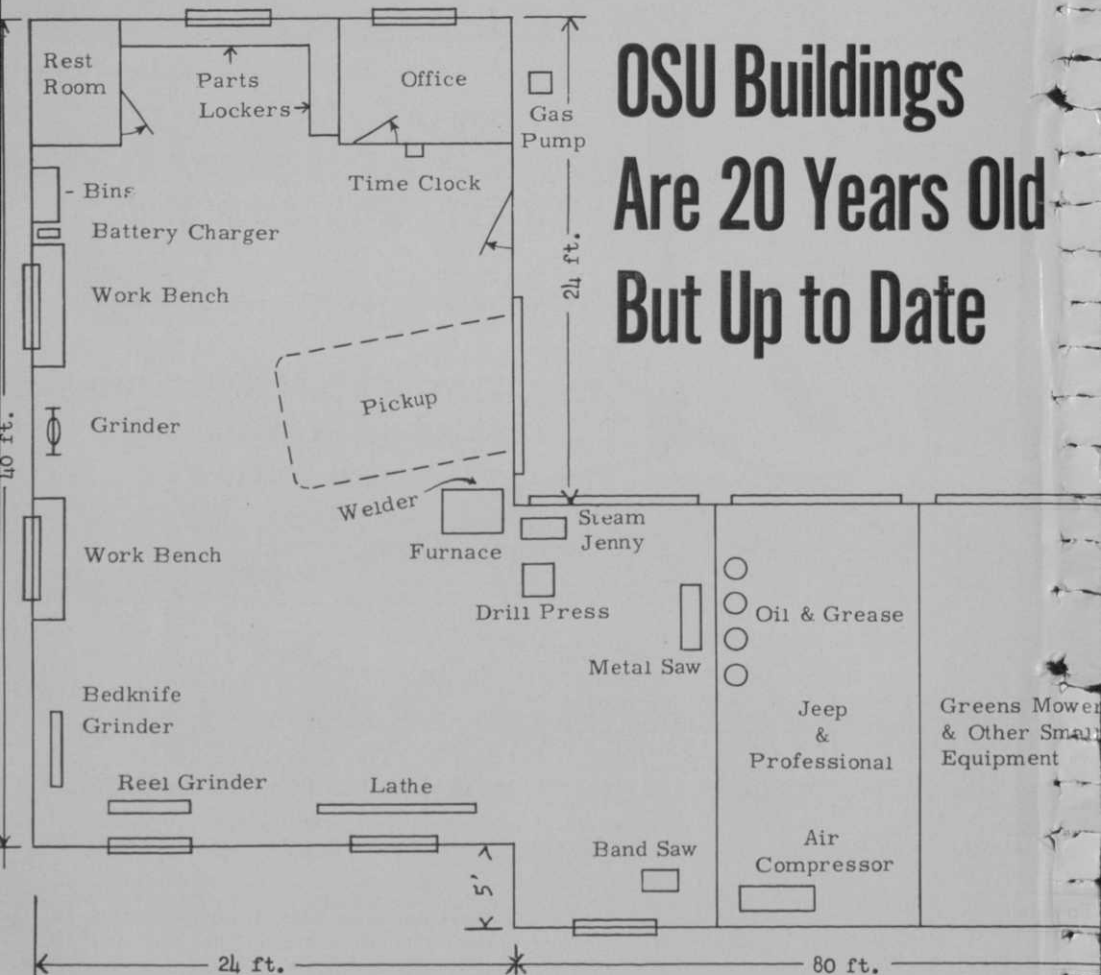


TRADEMARK  
Sold Through Golf Course Pro Shops Only

**ACUSHNET**

*GOLF BALLS*

Entrance



# OSU Buildings Are 20 Years Old But Up to Date

By AL HOFFMAN

Supt., Ohio State University GC

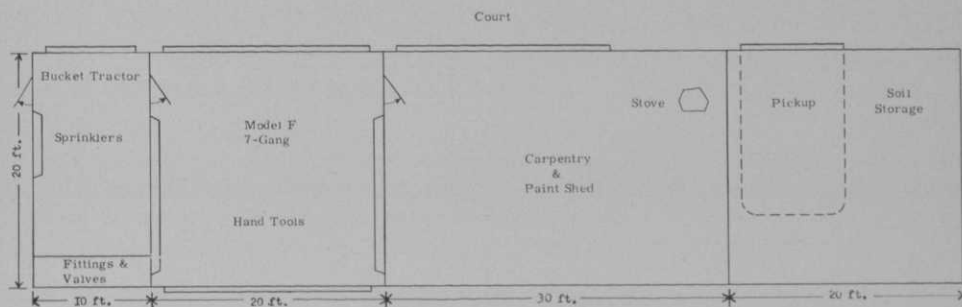
THE maintenance buildings at our course were built about 20 years ago. Whoever designed and constructed them had a good deal of foresight because to-day even though machines are larger and more numerous than they were around 1940 and although we use more material now than they did back in those days, they are quite adequate and up to date. From what I have seen and heard from salesmen and visiting supts., the Ohio State

GC maintenance department is one of the best equipped in the Midwest for taking care of its 36 golf holes.

The main building is constructed of wood with barn and batten siding and a ribbed tin roof. The two smaller maintenance buildings also are of frame construction. All have full concrete floors. The main building is heated with oil and the paint shed with coal. We have only one set of double doors in the main building, so only one gang mower can be kept under cover.

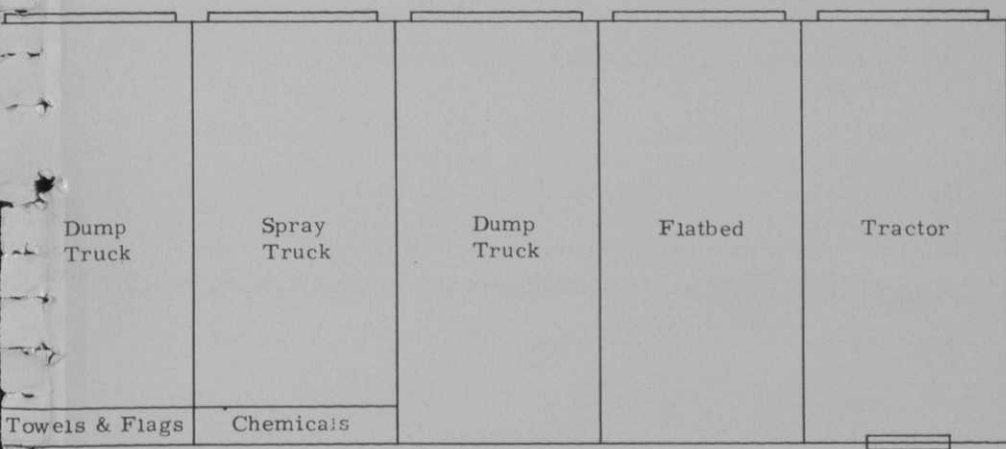
The maintenance buildings are located about 300 yards from the clubhouse and

## Al Hoffman Says: Locate Your Maintenance Buildings Near Center of Course for Efficiency and Cost Control



This is one of Ohio State's auxiliary buildings  
Diagram of other is on page 72.

### Overhead Doors



### MAIN BUILDING I

at the southwest corner of the course. I'd prefer to have them closer to the center of the course because almost every day I see instances of where a more central location would increase our efficiency and possibly cut down on costs.

#### Heavy Duty Hoists

The general repair area, located in the building is 40 x 24 ft. with one garage stall (10 x 20 ft.). We don't have any pits but there is a heavy duty chain hoist for pulling motors and one 500 lb. electric hoist for lifting mowers onto the work bench or sharpener. Welding and electrical repair work, for the most part, is carried

on in the main shop while painting and carpentry is handled in the paint shed which has an area of about 600 sq. ft.

We don't make any of the benches that are scattered around the 36 holes. However, all are collected and brought to the repair shop every winter for repair and painting. We do make our tee markers, using 4 x 4's that are split diagonally. Lag screws, with heads ground or burned off, are used for pins on the markers.

Chemicals and fertilizers are kept in separate locations (indicated in the sketch) but areas in which they are stored

(Continued on page 72)

# Sales are up... all over Hull's half acre

Hull's half acre is that hunk of the country exactly bordered by the boundaries of Ohio and West Virginia. Harry Hull is the Dunlop sales rep here. There are a Hull lot of good Dunlop reasons why pros in his area are selling more. Here they are:

The incomparable Maxfli golf ball—inspected most, respected most... and selling better than ever.

Powerful Maxfli woods and irons—carefully crafted by Pedersen with True Temper "Pro Fit" shafts.

Handsome Tufhorse golf bags and accessories—in rich leather, Canvynil and vinylized duck.

All-weather Maxdri golf shoes—favored on courses all over the globe.

New Wright Arch Preserver Golf Shoes—brought to your pro shop only by Dunlop.

Low-handicap ads in *Sports Illustrated* and the golf books—to show and sell the whole Dunlop line.

Yes, Harry means Dunlop to pros in Ohio and West Virginia—and Dunlop means profit in your own pro shop, wherever it is. Get the Hull selling story from your own Dunlop rep when he calls. His name is listed below.

**DUNLOP TIRE AND RUBBER CORPORATION** *Sporting Goods Division*  
500 Fifth Avenue • New York 36, N. Y.



**GOLF BALLS • BAGS  
CLUBS • SHOES  
ACCESSORIES**

*Sold only in Pro Shops*

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# Merchandise Murals Are Putting My Shop Over

By Jack Hoffmann

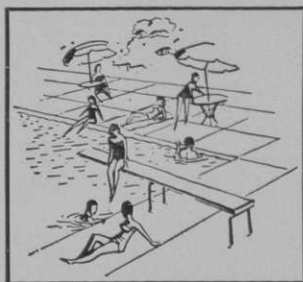
Pro, Hillside CC  
Mt. Clemens, Mich.

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

# Does your Club NEED MONEY?



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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 putted 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

(Continued on page 75)



# New Haig Ultra Irons



St. George Hotel Golf Course, Bermuda

## Alone in their greatness!



The distance ball—natural playing companion to fine Haig Ultra irons.

Ultra-powered for maximum hitting power...  
Precision balance for better feel, easier playing  
... Brilliantly styled... the finest irons in golf.  
Sold only by golf professionals.

# Haig Ultra

WALTER HAGEN GOLF • GRAND RAPIDS, MICHIGAN



Merion Kentucky bluegrass tee at Seaview CC.  
This is one of country's older courses.



One of the fine fairways. It's a mixture of Merion Kentucky and K-31.

## Seaview Uses Mixture of K31 and Kentucky Blue on New 9

**W**HEN Seaview, Absecon, N. J., built a new nine holes, Warren Bidwell handled the construction and William Gordon was the architect.

Bidwell decided to use Merion Kentucky bluegrass on the tees. He seeded the fairways with a 50-50 mixture of Merion Kentucky blue and Kentucky 31 fescue. On the

roughs he used Kentucky 31 fescue only.

The soil at Seaview is light textured. It varies from a loamy sand to a sandy loam.

The Merion tees have held up very well under generous feeding and moderate watering. The fairway turf has been very good. It is adequately fertilized and never overwatered.

The Merion blue holds the fescue erect so mowers cut clean. Ordinary Kentucky bluegrass does not do this. The roughs are very fine and are not cut close.

Bidwell tested the Merion, K-31 combination in the nursery for four years before using it on fairways.

### *Turf Tips*

from O. J. NOER

Warren Bidwell recently left Seaview to become supt. at Olympia Fields (Ill.) CC.



Fine turf on this approach is a 50-50 mixture of Merion and K-31.



This and all rough on new 9 are seeded to K-31. When it's cut at 2½ to 3 ins., players are penalized about half a shot.