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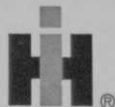
Same Scout stripped for action. Remove door glass and doors, fold down the windshield for rough jobs, tough country.



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Pinehurst's beautifully designed pro shop is shown above. Marion Pfluger, shown below, is pro.

### Everything's New

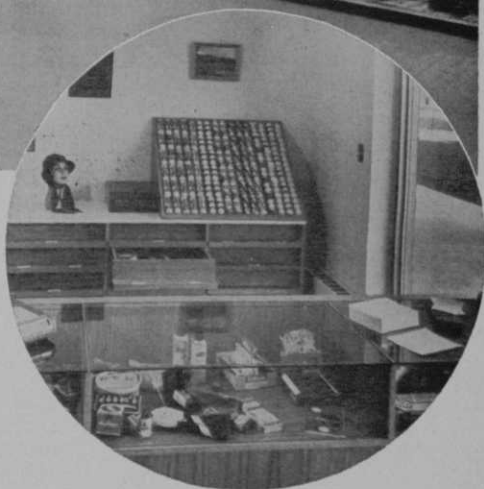
## Great Profit Prospects at Pinehurst Shop

Since the luster hasn't even begun to rub off the new clubhouse and pro shop at Pinehurst CC in Denver, Marion Pfluger's appraisal of what business is going to be like at the \$3.6 million club is still in the projection stage. But if early returns are reliable indicators, Pfluger and his three assistants, Jim Bailey, Don Murphy and Ken Runberg, may burn up a few tabulating machines during the year in totaling the sales.

Pinehurst's clubhouse was officially opened in March, but as early as last November its dining rooms and grills were catering to members. The 27-hole course was put in play last June.



Here are two more views of the Pinehurst shop. Wall displays are featured.



A onetime University of Texas golf captain and a graduate of the Accounting school there, Pfluger started serving his pro shop apprenticeship at Metropolis CC, White Plains, N. Y. in 1950 as an assistant. After a year at this club he took a flier at selling golf equipment for one of the major club manufacturers. In 1953 he got back into the pro end of the business as headmaster at River Hills, a Dallas municipal course, and in 1958 he was selected to run the pro shop when Brookhaven, also in Dallas, with its 2,750 members and 54 holes, was opened. Pfluger transferred to Pinehurst last summer.

#### Large Potential Market

The fact that the new Denver club has 1,150 playing members — 900 men and 250 women — should produce some very favorable sales statistics for the Pinehurst pro department. But Pfluger isn't living on the mere promise of a potentially huge volume from an army of golfers of this size. He is doing what he can to court business, but in a subtle sort of way that features good salesmanship, sparkling displays and plenty of merchandise from which to choose.

Pfluger's inventory, which averages about \$25,000, and which he expects to

turn over four times between March and December, runs heavily to quality apparel with highly styled lines, such as in beachwear, being included to give his merchandise more versatility. Outside of men's clubs, bags and balls, there is practically no departmentalizing of stock. It is, in fact, constantly re-located to give the shop an ever changing look and to promote impulse buying. Women's apparel is displayed in one section of the shop, but clubs, bags and shoes, for sale to women, are scattered throughout the entire display area in order to encourage the distaff members to cross over and buy in the men's department. Sales to women players have been so promising, incidentally that Pfluger is planning to add a saleslady to his staff.

As can be gathered from looking at the

photos on these pages, and because the Pinehurst pro shop is completely new, the display theme here is ultra modern. Most of the merchandise is shown against alternate wall panels of natural oak and pegboard. Island, rack and counter displays are kept to a minimum because traffic jams could occur if a large percentage of the 1,150 golfing members decided to get their rounds in on the same day. Three huge floor to ceiling plate glass windows supply interesting lighting effects and these are supplemented by 10 recessed and 10 movable spots. Mantel-like counters and off-floor ledges (see photos) break up the monotony that would come with uninterrupted wall displays.

### Outside Expert

Marion Pfluger, though, isn't completely convinced that a new shop with the finest in fixtures, excellent lighting and top line merchandise assures 100 per cent success of a pro operation. He's constantly looking for better display ideas. Each of his assistants is encouraged to suggest any changes that he feels will improve the way the stock is shown. In addition, Pfluger retains an expert from a downtown Denver department store who regularly visits Pinehurst and makes recommendations for adding sparkle to the merchandise displays.

One of the first things Pfluger did after coming to Pinehurst was to hire Jim Baily as his No. 1 assistant. Baily is one of those conscientious fellows who takes proprietary pride in the smooth operation of a business. He is a very capable salesman, does a fine job of teaching and handles most of the buying for the shop. Don Murphy spends most of his time on the inside, waiting on golfers, and Ken Runberg is primarily a teacher.

### Promising Instruction Business

Instruction business at Pinehurst probably hasn't reached its potential, although by August of last year as many as 100 persons were taking lessons every week. Runberg does most of the teaching, but both Pfluger and Bailey handle a fair share of the lesson business because both feel it is good for promoting sales along with member relations. Clinics for women golfers proved to be very profitable, by the way, since they led to the sale of several sets of new and used clubs.

Thus far, the trade-in problem hasn't hurt the Pinehurst operators to any great extent because there are enough beginning golfers at the club to provide a ready



Clubhouse is low, rambling.

### Some Facts about Pinehurst

- Total Investment — \$3.6 million.
- Clubhouse cost — \$1.6 million
- Clubhouse architect — James Sudler Assoc.
- Cost of course — \$1.5 million
- Course architect — J. Press Maxwell
- No. of employees — 100
- Clubhouse area under roof — 1.25 acres
- Clubhouse carpeting — 13,250 sq. ft.
- Kitchen area — 6,700 sq. ft.
- Dining capacity — 1,000 persons at one time
- Parking — 750 cars can be handled
- Present membership — 1,600
- Potential membership — 2,000
- Manager — Laurice T (Bud) Hall



View of the main lounge.

market for the older clubs. Trade-in clubs are displayed in a special section of Pfluger's shop and, as far as he can see, this doesn't affect the sale of new ones.

Fast moving and lower price items in the Pinehurst shop are inventoried every two weeks while clothing, shoes, clubs, etc. are checked every three months. Close attention is paid to merchandise that isn't moving and if it is relocated two or three times and still doesn't sell, it is eliminated once and for all. But Pfluger has come to the conclusion that frequent rotation of stock can keep practically any item from ending up in the "slow moving" category. That may be the whole story behind his early success.

Brilliant new Wilson *Staff* Ball for '61

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white  
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life





Cardiac Hill at Doylestown CC dictated introduction of golf cars. Clubhouse is shown in inset.

## Small Fleet for A Small Club

Three summers ago two golf cars began making occasional trips up "Cardiac Hill" at the Doylestown CC course near Philadelphia. Today five cars make this trip regularly. Doylestown has found that the cars pay off.

They pay the pro, Charlie Schneider, Jr., for watching over them. They have brought new members into the club and revived the interest of some persons who had given up golf.

The actual statistics of the Doylestown CC's use of cars may be interesting to clubs that are not yet using them — or to clubs that are not making a profit from their vehicles.

Cars start climb from base of slope shown above. Pro Charlie Schneider, Jr. is seen in photo.

Doylestown is a 9-hole course. The No. 2 hole is a long gradual slope that has been nicknamed Cardiac Hill by members. Players completing an 18-hole circuit must climb this formidable slope twice. The club has 200 golfers. In 1958 Doylestown bought its first two cars, Cushman Golfsters. These units paid for themselves during the first year's operation and also brought in enough additional funds to buy another car in 1959. The 1959 income from the three vehicles made it possible for Doylestown to purchase two more Golfsters to bring the present total to five. All cars were purchased entirely from money made from rentals.



# JUMPTY DUMPTY

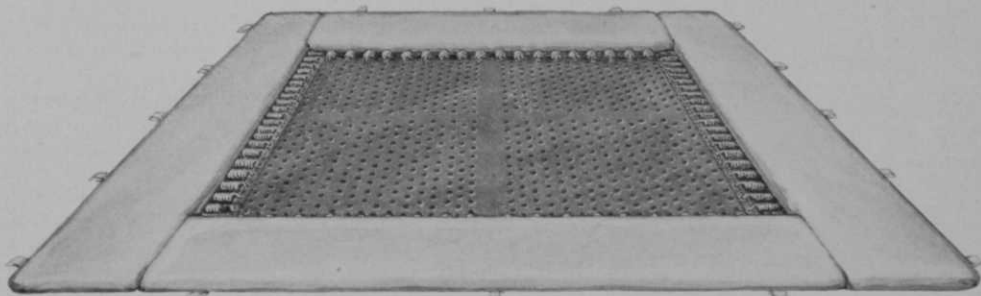
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Maximum safety for jumpers.

**SPRINGS:** Made to exacting specifications from oil-tempered spring steel, galvanized plated. Assures more bounce, lasts longer.

**FRAMES:** Made from extra heavy weight steel tubing. Special construction requires no wood frames. Eliminates cost of wood frame construction and deterioration. Size: 8'2" x 14'8".

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The cars are owned by the club. A percentage of the rental income is paid to Schneider for taking care of the vehicles.

Schneider estimates that during a six-day week his cars are used an average of 35 18-hole rounds. Since the rental rate is \$7.00 for 18 holes for two people, this means that the vehicles produce about \$245.00 gross income per week. The Doylestown club limits the use of vehicles by permitting only club owned cars on the course. Anyone can use a car, however, as long as the course is playable.

Schneider reports that maintenance of the Golfsters is practically nil. At least two years of operation are realized from batteries and in some cases, three. The cars can be used up to 45 holes before recharging is necessary.

The Doylestown pro is another who subscribes to the idea that cars are necessary conveniences on a golf course. He sums up his views by saying: "Fishermen don't row very much any more. They use outboards."

Possibly the best thing about the golf car operation at Doylestown is that it proves that even small clubs can profitably run small fleets on a pay-as-you-go purchasing arrangement.

## Palmer Can Go to Top of Money List in 1961

With Arnold Palmer off to another great start, there is a chance that he will become the postwar era's leading money winner among the tournament pros before the year is over. Figures recently released by the PGA show Palmer to be in sixth place for the 1947-1960 period in the dollar derby. His earnings of \$202,238 leave him considerably behind Cary Middlecoff, the No. 1 man who has rung up \$273,259 in official prizes, but Palmer, on the basis of his 1960 performance, is capable of going all the way to the top in a year's time. He is in his seventh season on the circuit. Middlecoff has been playing the tour for 14 years but sat out most of 1960 due to a bad back.

The other four men who outrank Palmer in the money list have been playing the circuit for 11 or more years. Sam Snead and Ted Kroll, however, haven't been full time performers in recent seasons because of club duties. The figures below don't show it, but since 1937 Snead has won \$362,000 in official prize

money. This gives him a \$90,000 lead over Ben Hogan, who made his bow on the circuit in 1938.

Here is the 1947-60 list:

Cary Middlecoff	\$273,259
Doug Ford	251,361
Sam Snead	244,532
Julius Boros	216,494
Ted Kroll	212,242
Arnold Palmer	202,238
Lloyd Mangrum	198,921
Dow Finsterwald	188,980
Jack Burke, Jr.	179,162
Art Wall, Jr.	176,228
Tommy Bolt	161,612
Mike Souchak	154,285
Jimmy Demaret	152,819
Gene Littler	152,594
Bill Casper, Jr.	149,079
Ben Hogan	148,117
Fred Hawkins	147,791
Dick Mayer	142,329
Ed (Porky) Oliver	137,905
Jerry Barber	135,293
Jim Ferrier	132,044
Jay Hebert	131,347
E. J. (Dutch) Harrison	131,287
Johnny Palmer	130,596
Marty Furgol	129,514

## Jack Ryan Adds Home Event to National Golf Day

Jack Ryan, pro at Big Springs CC, Louisville, Ky., and formerly pres., PGA Seniors, put on an "I Beat Jack Ryan" event at Big Springs last year. A number of professionals are going to adapt the idea for their clubs during National Golf Week this year.

The same Saturday that Jack's members and other golfers were playing the Round of the Champions event against Billy Casper, jr. and Bob Rosburg the Big Spring members also were playing their handicaps against the home pro. Ryan had top quality golf balls on which were printed, "I Beat Jack Ryan," to award to those who had net scores lower than Ryan's gross. The modest Ryan had 3 doz. balls imprinted but only six players won from him.

Big Springs members were Kentucky's largest contributors to National Golf Day. A total of 214 of them played with their professional.

The USGA general counsel is of the opinion that the 20 per cent club dues tax probably will apply to any charge made for rental or storage of golf cars for a period of more than six days.





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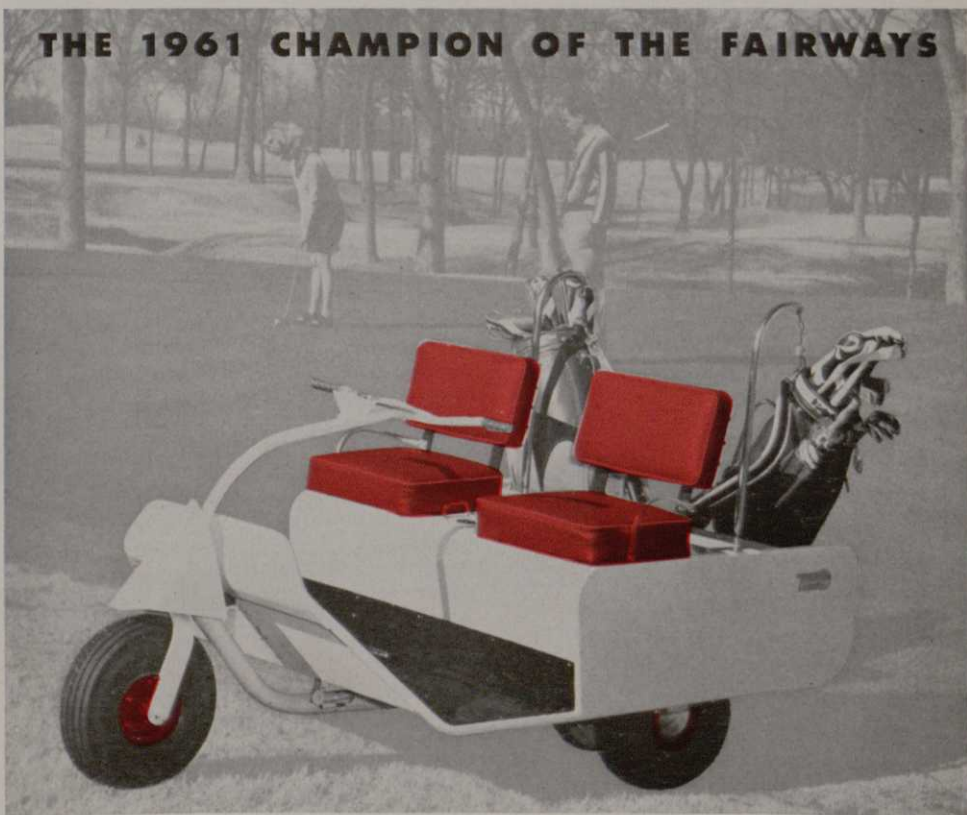


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## THE 1961 CHAMPION OF THE FAIRWAYS



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## New England GCSA Calls in Women For Some Expert Advice

By TOM FITZGERALD  
Golf Writer, Boston Globe

In the normal course of events, golf course supts. don't have much opportunity to get an idea of what the women members of their clubs think of how the grass grows.

Some of the greenmasters may feel privately they can get along without garden-club style advice, anyway.

Not so the New England GCSA whose pres., Narry Sperandio of Concord (Mass.) CC, recently came to an interesting conclusion.

"I was looking at some figures on our state women's association that surprised me," Narry says. "In about 10 years the number of women with state handicaps went from 400 to over 1800. That convinced me the gals might have some interesting thoughts about the golf courses."

### Experts Called In

So, Narry arranged a "Ladies Day" panel for one of his group's regular monthly meetings. The invited experts were Miss Margaret Curtis, Hall of Fame member who won the first of her three national championships in 1911; Mrs. Edward Pierson, pres. of the Women's GA of Mass.; and Mrs. John Hutchinson, treas. of the WGAM.

The ladies did, indeed, have some ideas on golf courses to contribute to a lively and remarkable session.

It was remarkable, in fact, that the meeting was held at all. The Greater Boston area was digging out from a blizzard, one of a series, that had hit only two days before.

### Pushed Right Through

Some of the supts. from relatively distant points couldn't get through, but the feminine guests of honor arrived punctually, waving off the drifts as nothing more than shallow bunkers.

Miss Curtis, who proudly admits to 77 years, was a little earlier than expected. Some time before she had sent a polite little note to the committee begging indul-



New England GCSA officers shown in these panels are: Top (front row) Richard Blake, Newsletter editor and Joseph Butler, 1st vp; (second row) George Webster, trustee, William Ash, sec. and Robert Grant, Educational chmn. Bottom (front row) Narry Sperandio, pres., Ray Brigham, 2nd vp, and Arthur Cody, treas; (second row) Mario Finizia, trustee, Mike O'Grady, trustee, Albert Allen, past pres., and Phil Cassidy, finance chmn.

gence in case she were slightly detained. Monday, it seems, is Miss Margaret's regular bowling day.

Miss Curtis outlined some solid thoughts for the supts., including one favorite idea for which she has been campaigning for quite a while.

"I think you should keep in mind," Miss Curtis said "that a ladies tee should be designed so that women players will have the same approach as a man. I have never been able to understand why a woman should have to hit a wood to a well-trapped green where a man might be hitting a short iron."

Miss Curtis also maintained that ladies' tees should be made larger. She pointed to the eventual economy in a tee with a sufficient area to move the markers about more freely.

Mrs. Pierson and Mrs. Hutchinson add-  
(Continued on page 62)