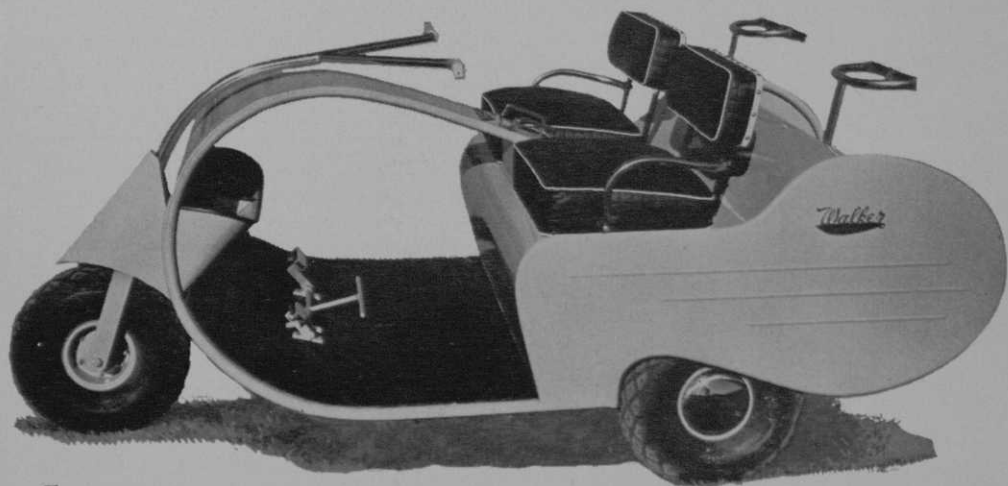


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Phoenix (Ariz.) CC, one in the pro shop and the other in the maintenance building. When either of these is set off, it rings so shrilly that anyone bent on breaking and entering probably isn't going to stop running until he is several miles beyond the course's outskirts. Phoenix CC is located near the heart of the city, according to N. W. Storey, the manager, and its biggest problem is guarding against petty thievery in the parking lot.

How to Win Friends

The CC of Salt Lake City was victimized by petty vandalism in the summer of 1960, much of which was attributed to youngsters in the neighborhood. But rather than make a police case of it, the club offered last spring to make land that it owns available for a baseball diamond. In addition, the club and one of its members each sponsored a team in the neighborhood Little League. At the end of the season one of the teams was invited to the club for a swimming party. The result, according to Manager R. W. Wasson, who became a rabid Little League fan during the season: No damage whatever to the course so far in 1961.

Equally encouraging reports, however, don't come from three other clubs: Columbine in Littleton, Colo.; Myers Park in Charlotte, N. C.; and Oakwood in Kansas City. All have tried the usual protective measures — guards, double locks, Pinkerton operatives working as employees, electric-lock alarm systems, etc. — but the destruction, especially to the courses, still goes on. Prosecution, says officials of the Oakwood Club, doesn't seem to deter people intent on damaging greens, benches and other equipment, and at Myers Park, officials charge off the damage to business expense and forget it.

Catalog of Troubles

One large Eastern club lists quite an extensive catalog of thievery and vandalism that it has been subjected to in the last two or three years. Hose, tee markers and other equipment have been stolen, fir trees have been cut down and stolen at Christmas time, and vehicles and ponies have been driven or ridden across the greens. The pro shop has been burglarized and there have been thefts of members' equipment from the lockerrooms. Quite a few hub caps have been removed from cars in the parking lot and this year a new automobile was stolen from the lot, used in the robbery of a store and finally wrecked when police pursued and caught the thieves.



Members of the Scottish Dagenham girl pipers, with a batoneer aboard a golf car, were among those who took part in the parade that marked the official opening of the Tropicana CC in Las Vegas in September.

The club has done everything possible to protect its property, keeping uniformed guards on duty around the clock and working closely with police who have been most cooperative in trying to apprehend the persons who have damaged or stolen property. The next step, according to club officials, is to erect a high fence around the course and clubhouse grounds, since the surrounding neighborhood is building up. Whether this will improve protection is a matter of conjecture. The club's manager sums up the situation rather ruefully: "We've got so much property to patrol that sometimes it seems impossible to cover all of it."

Besides being bothered with burglaries and vandalism, this same club in the past year or so has been troubled with an "invasion from within". Teenage imposters, posing as sons and daughters of members, have been availing themselves of all privileges that are offered the Junior membership. The club is large enough that it has been relatively easy for them to do this, although the loophole has been quite effectively plugged in recent months. It has taken the cooperation of bona-fide Junior members who have been instructed not to unwittingly tell or show the youthful imposters how they can take advantage of the club's charge system.

The whole problem of burglaries, vandalism, etc., is probably best summed up by the Eastern club manager who points out that there is perhaps just too much territory to try to cover. Probably the solution lies in a combination of protective measures — the shrill alarm that scares the intruder away, guards, night watchmen, effective police patrolling, prosecution of persons who are caught trespassing.

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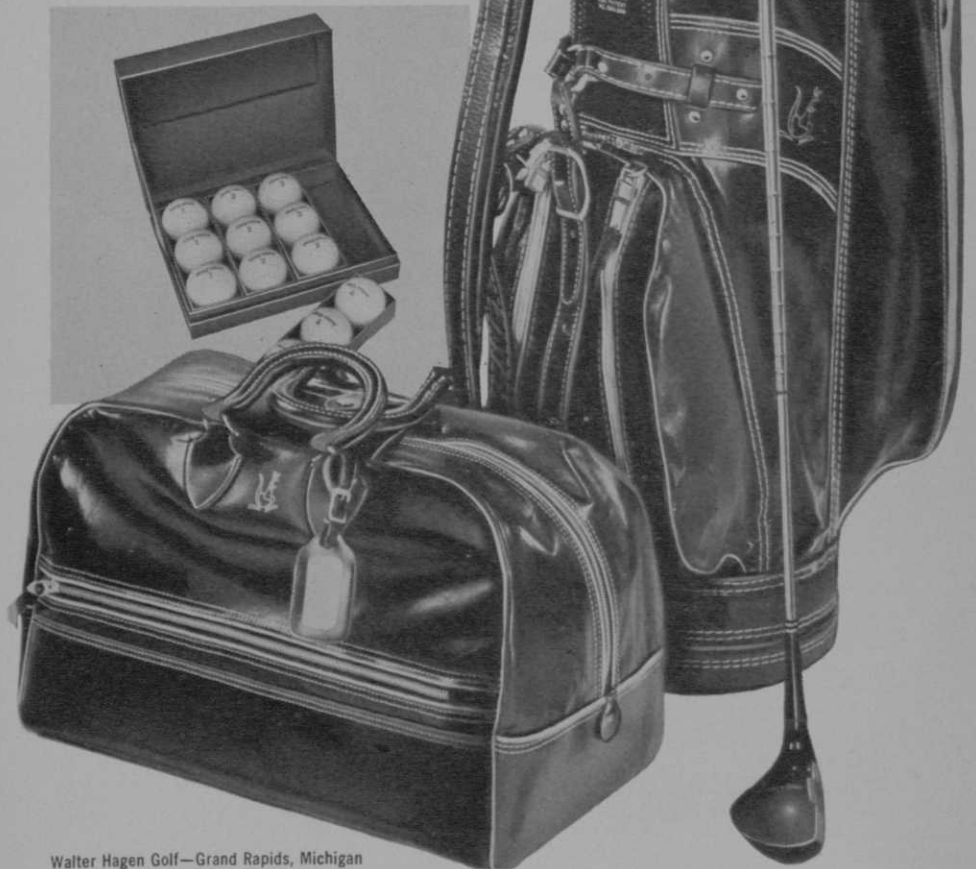
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Walter Hagen Golf—Grand Rapids, Michigan

Little, Picard, Farrell in PGA Hall of Fame

Lawson Little and Henry Picard, who were at their peaks as tournament professionals about 20 years ago, are the newest members of the PGA Hall of Fame. Selected in a nationwide poll of PGA members, they, along with a third new member to be picked by those already in the Hall of Fame, will be inducted into the professional organization's golf shrine at the 45th annual meeting of the PGA in November.

Election to the Hall of Fame is based



Lawson Little



Henry Picard

... These photos show the two men in 1939 when they were making golf history.

on lifetime playing ability. Only those who are 50 years of age or older and are retired from active national competition are eligible to be selected.

Great Amateur and Pro Record

Little, 51, dominated the amateur ranks around 1934 and 1935, winning an unequaled string of 32 victories in national and international tournaments and matches in these years. He won the USGA Amateur and British Amateur championships in both 1934 and 1935, one of the great repeat performances in golf history. Lawson turned pro in 1936, winning the Canadian Open shortly after doing so. He won or came close in numerous tournaments thereafter, climaxing his career by capturing the USGA Open in 1940 in Cleveland with a playoff victory over Gene Sarazen.

A Lt. Commander in the Navy during World War II, Little is now retired and lives in Pebble Beach, Calif. He is the father of four children. For several years he was associated with A. G. Spalding

& Bros. in an advisory capacity and in 1951 he was a national PGA vp.

Won Masters, PGA Titles

Henry Picard, 55, now serves as a professional at Canterbury GC in Cleveland, the place, incidentally, where Little won his Open championship. His greatest years came between 1935 and 1940, but as late as 1950 he was a semi-finalist in the PGA Championship. Picard won that title in 1939 after having been a semi-finalist the year before. Other notable milestones in his career include the winning of the 1938 Masters and the distinction of being the pro tour's leading money winner in 1939. Picard was second in earnings in both 1935 and 1937.

Quiet and reserved and rated as one of the game's great swingers, Picard was a conservative player who rarely gambled on a shot. He is credited with having given Ben Hogan the moral and financial support that kept the famed Texan from quitting the circuit nearly 25 years ago.

Picard, also wintertime pro at Seminole GC in Palm Beach, is the father of three sons and a daughter and has six grandchildren. Another son was killed in an automobile accident in 1959.

The election of Little and Picard brings to 28 the number of men who have been chosen for the PGA Hall of Fame since it was established in 1940.

Members Select Farrell

Johnny Farrell became the third man elected to the PGA Hall of Fame for 1961 when members of the shrine selected him for the honor. The 60-year old

native of White Plains, N. Y. came into prominence during 1923 and 1924 when he finished in the money in every tournament he entered in those two years. He reached his peak in 1927 when he won eight tournaments, but he had to wait another



year before achieving his greatest triumph, the winning of the USGA Open. After finishing in a tie with Bob Jones for the regulation distance in that event, Farrell won the playoff, 143 to 144. A year later, Johnny came close to winning the PGA

(Continued on page 120)



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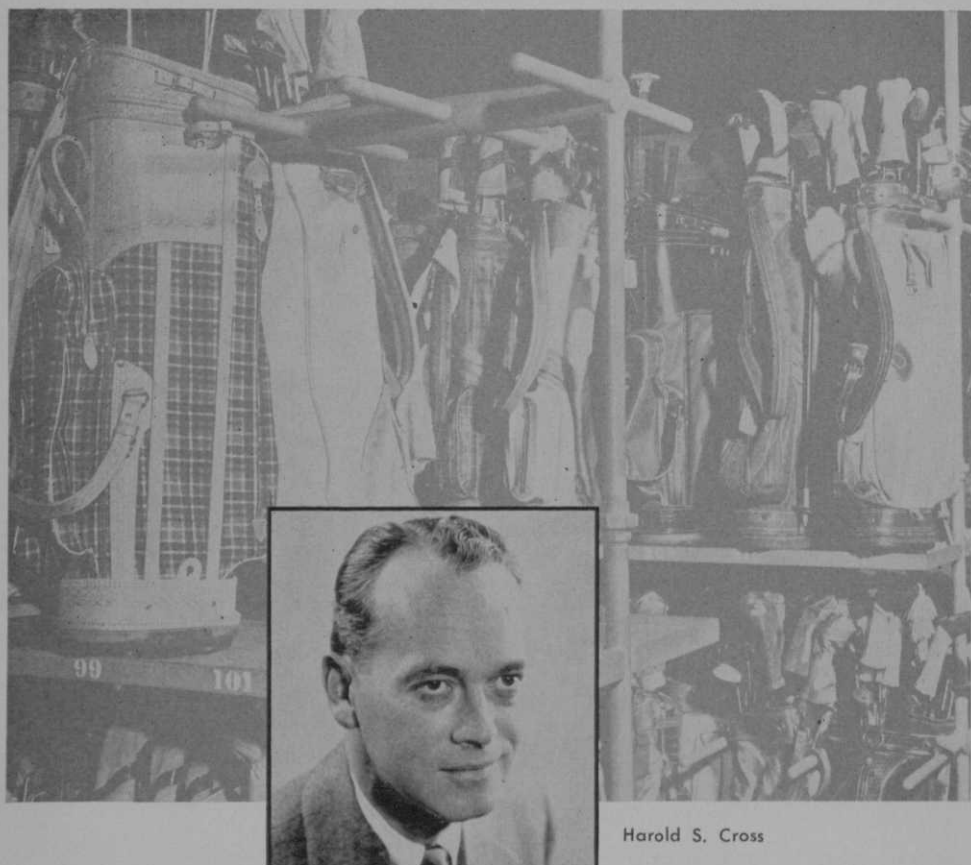


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By **HAROLD S. CROSS**

National Director, Professional Golf Sales,
A. G. Spalding & Bros. Inc.

Study of what's in his golf bag racks is important to the private club professional. It will show him what his members need. What the members need obviously is what the professional has to buy and sell.

Study of the racks reduces expensive guessing that can't be entirely avoided in pro merchandising.

The professional at the public and semi-private course also can make a study of players' bags and what's in them but it's more advantageous for him to make

the study at the first tee instead of in the rack room.

When the pro makes such studies he is making a marketing survey. Every retailing establishment would like to make such a survey as conveniently and accurately as the golf professional can.

It is comparatively an easy project for the professional to take a complete inventory of his member's bags, clubs and balls and accessories in the bags, recording their age and condition. In addition to the value of such an inventory as a buying and marketing aid, the duplicate of the inventory, kept some place other than in the pro shop or clubhouse, may be worth considerable money to the pro and members if and when insurance

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Ten ALL-NEW series 3000 models to choose from!

Get 8" Turf-Glide tires; giant 50% larger TERRA-TIRES, or "in-between" options. Select full seats or sports-car-type cushions, tiller or automotive steering, semi or automatic battery chargers. There's a VICTOR that's perfect for YOUR turf, YOUR club, YOUR players' pleasure.

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claims have to be settled.

List of Needs Comes In Handy

A written inventory of members' playing equipment usually surprises the professional by disclosing how much his players may need. Christmas, birthday and other gift occasions offer many merchandising service opportunities to professionals in supplying these needs.

An inventory made toward the end of the summer supplies useful buying guidance for the next year. Definite figures on requirements are worth far more than impressions, hunches or even past experience. Exact figures are particularly valuable when something such as the women's golf market is developing rapidly and should be kept under close watch by the professional.

Survey Form Available

The trouble with the market survey is that it is detail added to an already burdensome amount of paperwork being done by men who are not always temperamentally suited to this kind of labor. However, the survey job is simplified by a form that GOLFDOM made up some years ago and which may be obtained from the National Golf Foundation, 804 Merchandise Mart, Chicago 54, Ill.

It has been my observation that the time spent on a market study in the rack room leads to results that make it about the best paid project a professional and an assistant can undertake. To check my opinions on the market study with the experiences of successful pro businessmen, I consulted several Spalding staff members who are outstanding club professionals as well as playing stars.

Lesson Tee Shows Needs

Jerry Barber, pro at Wilshire CC in Los Angeles and PGA champion, says that when he went into the Wilshire job he went through the rack room very thoroughly and saw what the players needed. Some experimental tries at selling members whose equipment needed replacing did not yield results that were satisfactory. Following that venture, Barber began accenting the lesson tee approach to club sales. He says:

"I know that if a fellow had or took the time to follow up sales leads from the rack room he would do some business, but in our case we found that we could sell much more equipment from the lesson tee and do a better job this way." Barber, incidentally, is a marvel when it comes to fitting clubs.

Annual PGA Meeting Scheduled for Nov. 2-10 in Florida

Forty-fifth annual meeting of the PGA will be held Nov. 2-10 at the Diplomat East Hotel, Hollywood-by-the-Sea, Fla. Henry C. Poe, former vp and pro at Reading (Pa.) CC will be general chmn. of the meeting. The executive, tournament and manufacturers relations committees will hold their business sessions between the 2nd and 6th and the education and teaching programs are scheduled for the 7th, according to Don E. Fischesser, who is in charge of these activities. Tommy Armour will conduct a teaching clinic during the latter session. On the evening of the 7th, the president's dinner, marked by the presentation of Hall of Fame, Player-of-the-Year and Club Professional-of-the-Year awards, will be held. The last three days of the conference will be largely devoted to various meetings of delegates.

Jerry adds: "Every club has some members who want new equipment every year. Then there are many members who begin looking at new equipment after several poor games in a row. However, most golf equipment is sold through good display along with alert sales people in the shop who suggest that a player might try this or that.

"We've found that some equipment can be sold on rainy days when the member is just standing around waiting for the rain to stop or cheerfully loafing in the shop."

"What Should I Give?" Answered

Paul Runyan, professional at La Jolla (Calif.) CC and the PGA of America and international PGA Seniors' champion, sees in the rack inventory the possibility of a service that inevitably must produce sales. Runyan remarks:

"A record of the needs of the potential customers is of timely usefulness when a husband, wife or business associate wants to give a golf gift and doesn't know what is needed.

"I see the advantage of knowing the right answer as to golf needs illustrated by my friend, Jim Fogarty, at the Oakmont CC, Glendale, Calif. He is a wonderful detail man and really a genius at making use of his knowledge of what's

(Continued on page 124)

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Vertical storage racks are designed to end bag storage troubles. Bags are racked the way Pros sell them—upright!

Twin Orchard CC, double entry overhead supported units.
Prairie View, Ill.

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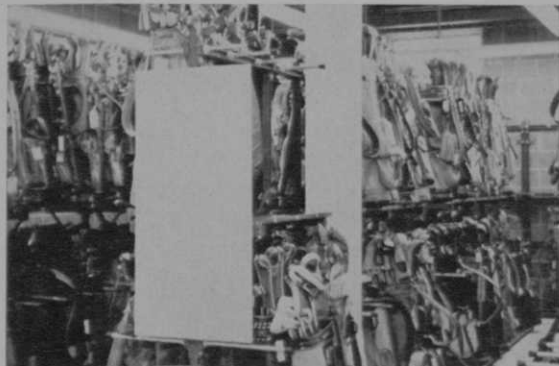
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Glen Oak CC., Glen Ellyn, Ill. Single and double entry free standing units.

Elmhurst CC., Addison, Ill. Free standing double entry units.



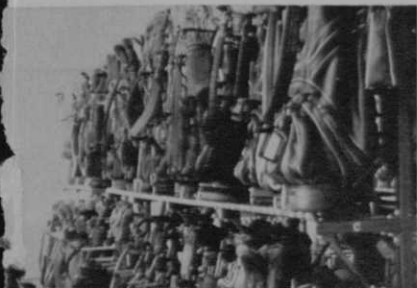
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11

Guidance Points for Young Pros



Paul Scott

Wisdom from 42 years in the business is embodied in these tips for assistants . . . Old hands, too, may profit by reading what Paul Scott has to say

By PAUL SCOTT

Professional, Griffith Park GC,
Los Angeles, Calif.

About a year ago I was talking to two or three young fellows who were breaking into the golf business when one of them said, "Paul, did you ever sit down and prepare a list of things that a fellow should know or try to do in working his way up as a club professional?"

I was momentarily stumped. Even though I had developed a kind of philosophy over the years covering what a man should know in our business, I never had put it down on paper, let alone list its most important points. Anyway, I told these young fellows what I have long stressed in training an assistant and finally, about three or four months later, I got around to putting my thoughts down on paper. Since then, I have revised them a couple times and below is the result, or better, summary of these revisions.

DEDICATION TO THE GAME: Many of us try to be cynical about this, saying it's a way of making a living, or it beats working, or something similarly flippant, but I contend that nine out of ten professionals who have been around a while are dedicated to the game and to service to their players or members or they wouldn't be making a living out of golf.

INTEGRITY: If you're a con man at heart your sins will betray you sooner or later. I don't know of any other sport in which a man has to be any more honest with himself, with his members, with the fellow he works for and with his fellow pros than in golf.

CONGENIALITY: You're working in a recreation atmosphere, so why be glum? If you have to be reminded to smile, put a card with those five letters somewhere so you'll see it 50 times a day. You're in a position where you have to cheer up people. Don't economize with those encouraging words.

NO CHARGE FOR SMALL SERVICES: You can't nickel and dime your players with insignificant charges for small services. In a year's time you give away a lot of time, if nothing else, in a pro shop, but always remember you get it back with interest. Sometimes you may wonder if you are going to, but generally speaking, most golfers are appreciative of the small things you do for them and they repay you.