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## Retirement City Golf

(Continued from page 24)

and young Dave Ragan.

Ragan and Hebert drew an even larger crowd when they appeared with Marr at Sun Valley in a similar exhibition the day following the Phoenix Open.

While designed for the average 85-110 golfer, the Webb courses are no push-overs and can be expanded to 7,000 yards from the 6,400, they now average, to accommodate championship play.

All five pros who took part in the All-Star Golf series had words of praise for the Sun City course. It was designed by Milt Coggins, pro at Phoenix's Encanto course for many years before resigning recently to devote full time to course architecture. Commendation for the condition of the Sun City course was showered on Supt. John Hanley, who has worked his magic at various courses for 41 years, and who is consulted on all Webb retirement community courses maintenance policies.

Heading the course maintenance department at Kern City is John Wysocki, a



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longtime supt. in Connecticut and fresh from five years of directing course maintenance in Santa Barbara.

Ward Wilcox, a name well known in Florida for service as president of the state GCSA, directs maintenance of the Sun City course around which homes are being built 17 miles south of Tampa.

Fielding Abbott's former resident pro and teaching duties at Sun City have been assumed by Bud Sower, former assistant at Waverly CC, Portland, Ore., who as an amateur scored 58 once and 59 twice. Sower is assisted by Bob Heisel and Eddie Brown.

Southpaw Bill O'Hara, a professional since 1947 and most recently a golf director in Fort Lauderdale, joined the Webb corporation last year as resident pro at the Sun City, Fla. layout. He is assisted by Dan Smith, an All-American basketball star from Bradley University, and former assistant at Cleveland's Oakwood Club where O'Hara also worked from 1949 to 1953.

Two Arizona golfers guide golf operations at Kern City: Al Starr, formerly resident pro at Oro Valley in Tucson, is assisted by Rex Wilson, twice runner-up for the Arizona amateur title and a graduate of Arizona State University.

### Designed by Snyder

The Kern City course was designed by Jack Arthur Snyder, whose two brothers also have followed in the footsteps of their widely-known father as course superintendents.

Coggins, in addition to blueprinting the Sun City, Ariz. course, designed the layout at Sun City, Fla. and is now supervising another 18 holes that are underway at Sun City, Calif., where Webb builders' fourth retirement community is rising.

Half of the 400 members of the Sun City Golf Assn. play five days a week, says Abbott. Many more who don't belong to the association also play that often. Abbott estimates one-half of the 5,200 population gets out on the course at least several times a year.

As a member of the association with dues of \$5 a year, residents can try during a Stag or Ladies' Day tournament for coveted prizes.

A Sun City resident can golf for 30 per cent less than the public fee, or buy the right to play at anytime for a yearly \$112 (\$190 for a couple). Residents are assured every other starting

# Put Billions of Workers into Your Soil!

The advertisement features a central circular logo for "DR. ALLEN'S TRUE ORGANIC COMPOST" with "PAUL E. ALLEN CO. PALM HARBOR, FLORIDA" written below it. Surrounding the logo are several cartoon bacteria characters with faces and limbs, holding up various signs. The signs read: "Non Burning", "Long Lasting", "Odorless", and "100% Organic". At the bottom, the text "Adds Life to Soil" is written in a cursive font, with small tufts of grass around it.

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time. Abbott reports Sun City's second 18 will be open before non-residents are competing for starting times.

## Flat Charge For Cars

A charge of \$37.50 per car per year is made on the community's 100 privately owned electric golf cars to compensate for wear and tear on the course. The pro shops keep 16 of these type cars in constant use as rentals.

With a backlog of course experience and association with "names" in the golf world, the Webb firm is in an excellent position to continue to develop entire towns and housing developments which include golf courses. Already planned are courses for complete cities to be developed near the retirement communities, for a 4,100-acre ranch the Webb firm is developing at Santa Barbara, Calif. in association with Henry Crown, and for the 15,000 acres to be developed as a complete city in association with the Humble Oil and Refining Co. near Houston, Texas.

## Brennan Elected to Head Metropolitan Golf Writers

John M. Brennan, Long Island Press has been elected president of the Metropolitan Golf Writers Association to head a new slate of officers for the 1962-63 season. He succeeds Lawrence Robinson of the New York World Telegram.

Other new officers are Des Sullivan of the Newark Evening News, first vp; Dave Eisenberg of the New York Journal American, vp and treasurer; and Gene Roswell of the New York Post, secretary.

Lincoln A. Werden of the New York Times, a past president, was named to the new post of permanent chairman of the dinner committee. He is in charge of the annual national awards banquet.

Werden is chairman of the board of governors, which includes Lawrence Robinson, Tom Paprocki of the Associated Press, Dana Mozely of the Daily News, Guido Cribari of the Westchester County Publishers Association, Maureen Orcutt of the New York Times, Harold Claasen of the Associated Press, Arthur Hoffman of the Newark Evening News, Bill Searby of Long Island Newsday and Fred Corcoran.

Buyers' Service • P135

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**Don't Stop on Labor Day**

*(Continued from page 30)*

goes on to explain that probably too many pros are too timid in sounding out members on what they may need. "They say we have a captive market," Black points out, "and I want to keep it that way. It's only captive as long as I am able to sell it 100 per cent, and so it is up to me to keep looking around to find out where I can make sales."

The rack-check, incidentally, can lead to a good many sales of clubs and bags as gift items at Christmastime. It's a good idea, Black points out, to keep a record of what each member needs in these lines and to be able to suggest them immediately as possible gifts to either husband or wife when one or the other is shopping.

**Uses Outdoor Display**

Another bit of ingenuity shown by Black is to set up complete displays of apparel and equipment each day outside the pro shop. These are located near the first tee and the sunlight, according to Clark, seems to add some sales glamor to them, especially the sportswear. Of course, one reason that merchandise is displayed on the outside of Elyria CC is that it can't always be shown to advantage to enough people in the rather small confines of the shop itself. At any

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rate, the outdoor display attracts many buyers who otherwise wouldn't see it.

Probably the biggest failing in pro merchandising in Northern shops, according to Clark Black, is that too many shopmasters give up after Labor Day. "Many golf salesmen," he says, "tell me that four out of five pros don't bother to place an order after the 5th or 6th of September. This is a throwback to the old days when people put their clubs away on Labor Day. Nowadays, they are playing another six or eight weeks longer. We have 450 playing members at our club and at least 25 or 30 per cent of them play on Wednesdays and weekends through the end of October if the weather is halfway decent.

"Who," asks Black, "sell them the equipment and apparel to keep going the last six weeks or so? A downtown sporting goods store? There's a good market for your regular merchandise and you can bring in clothing to help winterize your players. Last fall there was a big rush on Flip-It wool hats; those astrakhan numbers copied from the Russians sold well and so did wool sports shirts. The women bought heavy sweaters and knit caps to wear to football games. The pro who doesn't handle these things is cutting himself out of substantial potential profits."

Black also suggests that October is a good time for getting members conditioned to do part of their Christmas shopping at the pro shop.

### Novelty Stock

Besides carrying large stocks of so-called seasonal items, Black also sells some novelty merchandise, men's underwear, neckties and a complete line of toilet articles. Since the men's locker-room opens into the Elyria pro shop there is a surprisingly strong demand for the latter items. In recent years, Black has stocked a little more medium price merchandise than he cares to handle, but demand and competition have forced him to do so.

Black probably gambles a little more than the average pro in ordering merchandise and, as a result, he may run more sales than most. His average discount when he unloads his stock is about 20 per cent. He tries to get his shop cleaned out by January so that he can start with completely new lines the following March. A good deal of his year-end closeouts go

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to employees of the club, and one of his boasts is that he never has a piece of stock on hand that is more than two years old. The odds and ends that are slow in moving are cleared out at 50 per cent discounts.

About 300 bags are stored in the Elyria racks and since Black and his assistant have a pretty good idea of the condition of the clubs in all, these constitute a pretty good jumping-off source for the sale of new equipment. The charge for storage and cleaning at the Elyria shop is \$12.50 a year.

Black's books are handled by his wife and he has an auditor come in every three months to prepare financial statements and handle any tax matters that are hanging over. Billing is done through the shop.

**Never Stop Trying**

Clark Black's whole outlook, as already suggested, is based on the premise that the pro should never stop trying to sell and that he should always have a wide enough assortment of merchandise on hand to back up a strong sales effort. "We are inclined at times," says Clark, "to start sympathizing with ourselves be-

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cause competition seems to be getting a little tougher each year. We don't stop to think that maybe our competitors are saying the same thing. Pros have some advantages that should be exploited — they have as much or more purchasing power as the average small businessman; and practically all have a loyal market made up of from 200 to 400 people who are in position to spend more money than the average consumers. With these things working for us, we should do as well or better than the next guy if we are alert to the sales opportunities that surround us."

### Minnesota GCSA Officers

Edward Nohava, South View CC, St. Paul, is the new pres. of the Minnesota GCSA. Leonard Bloomquist of Brookview in Minneapolis is vp and John L. Kolb of Minikahda, also in Minneapolis, is sec.-treas. Directors are Emil Picha, Oak Ridge, Hopkins; Richard McLaughlin, Wayzata CC; Milton Wiley, Executive CC, Chanhassen; and Irwin C. Fuller, Mankata CC.

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### Eastern Municipalities

(Continued from page 34)

cities within existing public parks. As of Jan. 1, 1962, there were 50 tax supported Par-3's in operation throughout the U. S. and another eight were under construction. Six years ago there were only about 100 Par-3's of all types (private, semi-private and muni) in the nation. Today there are about 500. The trend seems to be toward a longer type Par-3 with an average length of from 1400 to 1600 yards for nine holes. Some developers are putting two or three Par-4 holes in each nine for more variety and interest. This results in a Par-60 type course for an 18-hole layout.

#### Non-Residents Pay More

The practice of charging higher green fees to non-city or non-county residents is quite prevalent at many county and city golf operations, especially if they are located in densely populated areas. A typical example is the Bridgeport, Conn. policy. Robert Schultz, superintendent

of recreation for Bridgeport, reports that registered citizens may play 18 holes on weekdays for \$1.50; non residents pay \$2.50. On weekends and holiday the green fees are \$2.00 and \$3.50, respectively.

#### Golf Foundation Aids

Municipalities planning new golf facilities or desiring suggestions on operational procedures may find the service of the National Golf Foundation (804 Merchandise Mart, Chicago, Ill.) helpful. The Foundation's purpose is to broaden opportunities for everyone to enjoy golf by assisting in the development of more facilities of all types, wherever needed. Its function is to gather information in all areas of golf from every possible source and make this information available to anyone desiring it.

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