



Gary Player-Jerry Barber TV match brought out Senior citizens in large groups. Barber was a little surprised at how extensively trapped Sun City, Ariz. course is.

An Old Age Benefit

Golf Is a Must in Webb's Retirement Cities

BY DICK KEMP

Golf is proving to be one of the valuable "old age benefits" to men who are pushed out of work by compulsory retirement plans. Retired men who played golf only intermittently when they were working now are playing considerably more rounds a year than typical younger fee course or private club golfer plays.

Reports from Florida, California and Arizona courses indicate that 100 rounds a year is not an uncommon amount of play by the golfer who is retired from business.

Pros tell of an astounding number of men and women in their late 50's or early 60's who are beginning golf at ranges, Par 3 courses or full size courses. The golf car has had something to do with this boom, but it is not mainly the cause of the elder citizens' debut in golf. Many of the older players haul bag carts.

There isn't much chance of real estate in a new development selling now unless it has a golf club as a part of the deal. At the first class "retirement community," the golf course is an essential. No one knows this better than Dell Webb, who has become a multi-millionaire as a community builder.



Hundreds of elder citizens play golf five days a week at the course in Sun City, Ariz. They are literally guaranteed starting times.

Del Webb has retirement communities thriving in Arizona, California and Florida and is building more. Fielding Abbott, who was golf pro at Webb's first retirement community, Sun City, Ariz., now is planning and supervising golf for Webb.

Golf is an important part of community planning. A well designed, well maintained course can make readily salable property of some desolate areas. The cost of course construction is more than paid for by the premium selling price of land adjoining the course and the overall value of the course to the community.

Palm Springs Fine Example

The most spectacular exhibit of golf converting land that was cheap and unattractive desert into expensive real estate is in the Palm Springs area. When Johnny Dawson started promoting Thunderbird and building its golf course, the wildest dream wouldn't have conceived an adequate idea of the increased value that the introduction of golf brought to the desert.

At the Webb retirement communities the private country club atmosphere of golf is retained but for a lot less than metropolitan district country club prices. Per hour played, golf is one of the lowest

priced high enjoyments of the retired community man and woman.

The record of golf at Webb's "retirement" communities invariably shows speedy growth in play and in general interest.

Catches on Quickly

In 1960, the first year of the course at Sun City, Ariz., about 70 per cent of the play was by non-residents — generally players from Phoenix, about 12 miles away. But golf caught on so quickly among Sun City residents that in 1961 they played 70 per cent of all rounds. Last year, 40,000 18-hole rounds were played at Sun City, among them four televised matches for All-Star Golf.

Sun City resident Wayne Daily was shocked to see his course record of 62 shattered when Australia's Peter Thomson used only 60 strokes to beat Doug Sanders in a TV match. Jerry Barber was equally amazed when his caddie foot-tamped a green pockmark, and a resulting penalty cost him \$1,000 and the decision to Gary Player.

Sun City residents loved all the four, long days of the TV filming, though. That's the way it's been at Sun City, especially around the golf course — never a dull moment since the Del E. Webb

Jacobsen



Grooms Aronimink for PGA!

Pictured above are George Baskin, Superintendent and Jim (Jumbo) Elliott, famous Villanova Track Coach and Greens Committee Chairman, of Aronimink Golf Club, Newton Square, Pa., site of the 44th national PGA Championship. They are discussing the outstanding performance of their Jacobsen turf equipment in grooming the 6,980-yard course for the big event.

Jim Elliott reported the greens,

fairways and roughs are in excellent condition. In summing up George Baskin said, "Our Jacobsen Greensmowers and Jacobsen-Worthington Tractors have not only helped us achieve the highest tournament standards . . . they have more than proved their worth in dependable, efficient fine turf maintenance. We wanted the best for Aronimink and Jacobsen has given it to us."

Jacobsen Manufacturing Co., Dept. G-6 , Racine, Wisconsin





Del Webb's Kern City, patterned after Sun City, has a course designed by Arthur Jack Snyder.

Corporation opened the town for active retirement in 1960.

It was only natural that the New York Yankee co-owner, Webb, would keep sports and golf in mind while designing Sun City. Webb's only hobby is golf, a pastime now played less due to business pressures, but once carried on with such friends as Bob Hope and Bing Crosby.

Golf Comes First

Webb's builders had nine holes of the 6,400-yard 18 playable before the first residents moved in and the second nine open six months later. Opening is not far away on a second 18, reports Fielding Abbott.

Even before a horde of film technicians arrived to film the golf series last June, the Sun City course was being well advertised by Dave Marr, a 27-year-old touring pro.

Marr, cousin of Jack Burke, Jr. and a product of the Claude Harmon finishing school, won \$18,408 in prize money during 1961 while getting in transcontinental plugs for Webb's "active" retirement community.

In the meantime, Webb builders were busy creating communities duplicating Sun City in Kern City near Bakersfield, Calif., and at Sun City, near Tampa, Fla. Webb officials asked Abbott to seek out personable touring professionals to represent Kern City and Sun City, Fla. in a



Dave Marr, Lionel Hebert and Dave Ragan make up the retirement cities' pro staff.

manner already established by the clean-cut Marr.

Lionel Hebert now plays out of Kern City, which opened last October, and Sun City, Fla., opened Dec. 30, is represented by one of the hottest golfers on tour, Dave Ragan, Jr.

Put In Plugs

Elder golfers in the Webb retirement communities never miss a chance to pass out a brochure or boost living in a Webb town. Bakersfield-area golf fans, 600 strong, turned out recently at Kern City for a golf clinic by Marr, Lionel Hebert

(Continued on page 112)

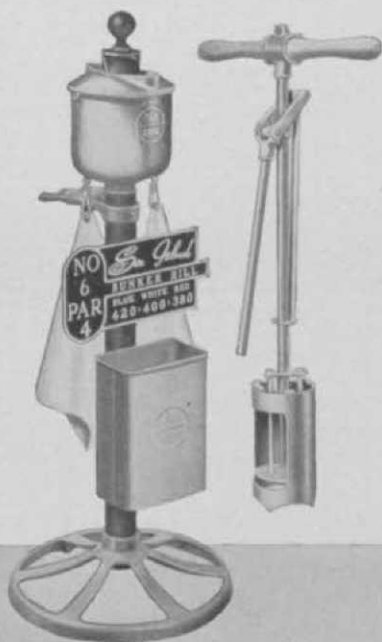
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Company and Trade Tourney Business Gives Pros A Lift

Prize lists of company trade association and other organization tournaments seldom produce the profit they should for the professionals at the clubs where the tournaments are played. At least that is the belief of a veteran N. Y. Metropolitan district pro who prefers not to be identified. His club isn't especially fond of outside tournaments and only takes a few of them which are old established events sponsored by several veteran members.

"I was like most other pros" he says, "in being satisfied with the prize buying the guest group committee volunteered to do in the shop, and with the \$50 or \$75 they gave me and my assistants for running their golf day. But at those affairs a lot of prizes are contributed by companies having representatives playing the tournaments, and a lot more prizes other than pro golf goods are bought.

Run The Program

"Most of those people are glad to have you pick up extra money by taking the work off their desks, arranging the whole program, suggesting the prize list, including numerous items from the pro shop, and then discussing what else might be contributed or bought elsewhere.

"In arranging one tournament I work with a company purchasing agent and he sets it up for me to buy at dealers' prices. I make something on these prizes but I don't charge full retail price against the prize budget. I'm no hog but I like to make some money for services rendered.

"All prizes are gift-wrapped," the pro continues. "The more expensive prizes have, whenever possible, inscriptions, plates or tags indicating the event and, sometimes the prize donor and the winner's name which I have put on later, particularly when it is an expensive golf bag or luggage. When it is a set of clubs, I have labels made for the shafts.

"My staff works out the list of winners, posts the list and handles the drawings in case of ties.

Try to Avoid Confusion

"We also arrange the prize displays and the distribution of the many minor prizes so there won't be the traffic jam, delay and confusion that are so common at company tournaments.

"I have been the guest of some of our members at organization golf tournaments



Californians Cited

John Brodie, San Francisco '49er quarterback, E. Harvie Ward, Gene Selvage and Nelson Cullenward (l to r) made up foursome at recent California Hall of Fame Tournament. Ward, two-time USGA Amateur champion, and 74-year old Douglas Grant, who won California amateur title in 1908 and 1918, were inducted into the state's golf Hall of Fame. Grant couldn't attend ceremonies, however, due to illness. There are now 10 men in the honor fraternity. Five other Californians, John Lotz, Pro Tom Lo Presti, Selvage, Lucky International tourney official, Jim Weichers and Janis Ferraris, were given achievement awards at banquet that followed the tournament.

played at semi-public courses. These clubs have many of these events but I am rather amazed at the lack of business management at some of these affairs. They are disorganized, confused and waste a great deal of time. The prizes are haphazardly arranged, often not identified as the awards for specific events, not distinctively wrapped and often are practically thrown at the winners.

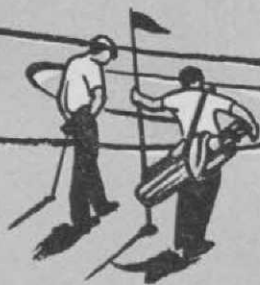
"Those affairs strike me as being bad business and bad advertising for the club at which they are held."

Publish 'Fungus Amungus'

Arizona supts. have formed the Cactus-Pine GCSA and are issuing a monthly bulletin, the 'Fungus Amungus' Journal. Pres. of the organization is Jay Woodward of Desert Forest CC, Carefree. Other officers are Noel Fraser, Meadow Hills CC, Nogales, vp; Harold Wesley Coconino CC, Flagstaff, sec.-treas. Directors are Robert Ervine, Phoenix CC and Mark Gerovac, Oro Valley, Tucson.

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Clark Black

... pull a check on the bag racks.

Don't Fold Up the Operation on Labor Day

Too many Northern pros are living in the past when play stopped in September, says this Elyria CC Shopmaster . . . But good selling days extend through October and beyond

There is plenty of living space at the Elyria (O.) CC, and even though the clubhouse has been enlarged in recent years, Clark Black, the professional, still is doing business in what amounts to a storeroom atmosphere — and a small one at that. But Clark, who is pushing 35 years, first as Elyria's assistant and later head shopkeeper, isn't doing much grouching because he discovered long ago that sales ingenuity is a very good substitute for lack of space, and that golfers will buy in cramped surroundings as well as large, airy ones if given an incentive.

Black, whose father, Jack, was Elyria's head pro from 1917 until 1928 and then stayed at the club until 1946, is pretty much of a year-around merchandiser. Although Elyria, located only 15 minutes from Lake Erie, experiences its share of cold, uncomfortable weather, Black's shop is kept open from mid-March through mid-November, six days a week. For at least three weeks preceding Christmas, it is re-opened so that persons who have been influenced by "Christmas Shopping at Your Pro Shop," can place their gift orders. In addition, Clark has a unique setup in a downtown men's clothing store, operating a pro department there in space that he subleases. This, incidentally, disproves the old belief that the downtown merchant and the pro have to have any serious conflicts because of competitive reasons.

In this case, one of Black's members owns the store and apparently there is a good deal of harmony between the two outlets. Customers are sent back and forth between the two stores when one



Clark Black can't display as artfully as he'd like to due to lack of space in Elyria CC shop, but he tries to put as much as possible on the merchandise pitch without getting jammed up. Display in the inset at right is set up to face the men's locker-room. Walls here are of sandblasted white pine with leaded finish and carpeting is medium brown.



Display It with Class



There are some good and bad things about the way in which this jacket and shirt are displayed. The jacket at left is handled with professional style. The fact that there is a shirt underneath it, suggests that the golfer buy not ONE but TWO pieces of merchandise. This is where coordination and harmonizing of styles can lead to bonus sales. The shirt on the right should be gathered at the bottom so that the impression isn't created that it is dripping dry. The left sleeve also could be handled more enticingly. But there is one saving point here: The shirt is buttoned. If it had been left unbuttoned, you'd see the ribs or the spinal column of the hanger. Apparel is downgraded when the customer is allowed to see too much of the manikin. **Al Robbins**

can't supply what the other may have available. This has been going on for several years and both the Elyria pro and the storeowner reason that if they didn't keep their customers channeled in this way, they'd be taking their business somewhere else.

The term, sales ingenuity, was mentioned previously in this article. Clark Black and his assistant, Earl Puckett, have a good deal of it. For example, they use it in selling trade-in clubs to the extent that the Elyria shop rarely is stuck with second-hand clubs. Their method: Whenever guests play at the club, or whenever outsiders come in for a golf day, Black or Puckett very carefully look over their equipment and if they see an opportunity to suggest the replacement of either a single club or a set of them, they make the most of it. The clubs that the Elyria shop take in on trades are so beautifully reconditioned that many guests find it hard to resist buying them. Black and Puckett have developed this phase of the business so well that it has been completely unnecessary for them to beat the

bushes at the end of the season in an effort to get rid of a used-club inventory.

Asked why if he can push trade-in clubs off on guests, he can't do the same with new clubs, Black has this to say: "There probably is no good reason why it can't be done. It's just that we have gotten in the habit of selling trade-ins to these players. We have been doing it long enough that many of them inquire about them even before we make an approach. If the clubs are properly cleaned up and re-varnished, you can sell them at a higher price to guests than to any other group of purchasers."

The Elyria pro and his assistant, incidentally, don't confine their club checks just to the playing guests. They constantly look over the racks in an effort to find out which members may need new clubs or bags, and when they feel that they have a chance to make a sale, they don't lose any time in approaching the prospective buyer.

"Ask him if he's in the market." is one of Black's favorite phrases. Clark
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