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# DX TOURNEY

(The ball Nicklaus used to win the 1962 U.S. Open)

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*Continuing a ten-year tradition of oil paintings of the site of the upcoming U.S. Open, this gift pack features a reproduction of this year's painting of The Country Club, Brookline, Massachusetts.*

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## Palmer's Pilot Model at Miami

*Strive for distinctive starting place to launch golfer on shopping tour*

The view above is of the center of the CC of Miami pro shop. In the racks adjacent to the posts are displays of both men's and women's sport shirts and caps and hats. "Fairway Furnishings" section features mainly shirts with some caps, rainwear, head covers, etc. also included. To right of this, slacks and jackets are displayed in the "Men's Casual Clothing" section. (Below) Resident pro staff includes Doug Higgins (seated) surrounded by Carl Ross, Peter Hyde and Roger Pedigo.

A few days after Christmas last year, four golfers about whom at least as many libraries of copy have been written in the last decade or two, officially broke the playing seal on the first of four courses that eventually will be located at the CC of Miami. They were Arnold Palmer, Gary Player, Sam Snead and Jack Nicklaus, the latter making his debut as a professional. Coverage of the exhibition by the newspapers, radio and TV, especially in the Miami area, was about as extensive as a dozen publicity agents, pooling their wildest fancies, would have had it.

Palmer, like anyone else, treasures the excitement that surrounds any well publicized golf match, exhibition or otherwise. But possibly that day he was more preoccupied with wondering how things were going at the shop. The shop, in this case, means the one housed in the lower



level of the \$450,000 CC of Miami clubhouse.

As you probably know, Arnold is in so many business ventures, that he no longer is composed of a mere 100 per cent. There has to be at least 1,000 per cent of him to take care of his many sidelines. The Arnold Palmer Pro Shops constitute just one in a series of undertakings that make up what, in industrial circles, would be called the widespread Palmer complex. The shop at Miami is the pilot model for golf equipment and apparel installations that the young man from Latrobe, Pa., hopes to have in other clubs, both inside and outside the U. S., in the future.

Apparently just as much preliminary work went into the layout and design of the pilot shop as Arnold puts into his preparation for a major tournament. Dozens of plans were studied and rejected before Palmer and his advisers agreed on what they think is a model shop. Studying with Arnold the many blueprints and drawings that were submitted were Joe Benner, Jr., who made his mark as a merchandiser at Miami Shores (Golfdom, May, 1960); Doug Higgins, resident pro; Carl Ross, who was imported from La-



Here's the shoe department at CC of Miami. Rack can be swung around to give customer selection from four sides. Arnold Palmer's office is in the background.

Here is the shop as seen from the golf course entranceway. Putter display fronts all-purpose counter where members sign for guests and cash register is located.





(Above) Architect's drawing of the clubhouse at the CC of Miami. (Top right) Pro shop has a receptionist, too. She's Lynda Southworth and she handles the phones, does some bookwork for the shop and models when a fashion show is staged. (Lower right) Guy Bailey, club president, is flanked by Arnold Palmer and Joseph A. Benner, vice presidents. Benner is club's general manager



trobe as the merchandise manager; and William Basa, of Pittsburgh, designer for the Gateway Woodwork Co., which built the shop fixtures at CC of Miami.

#### Emphasis on Space

The word "spaciousness" is one that was repeated quite frequently when Palmer and his advisers were discussing plans for the shop. It wasn't lost sight of thereafter. The dimensions of the room set aside for the pro operation were adequate if not as great as those at many other clubs. It had to be kept in mind that in years to come the shop would serve not one but as many as four courses.

To create the illusion of spaciousness, it was agreed that there would have to be wide open display of every item of merchandise and avoidance of anything that hints of overcrowding. To realize this, it was decided to display playing equipment, sportswear and miscellaneous stock in three rows or islands covering the length of the room. Two of these, of course, are built into the walls and the third is located in the center of the sales-room. More space is devoted to the aisles in the CC of the Miami shop than is customary in most pro installations. The



temptation to add more display racks or tables to the open area of the shop has been and will continue to be resisted so that the space illusion is not destroyed.

#### Leisurely Buying Pace

What is the reasoning behind this arrangement? Palmer and his staff don't want the shopping golfer to get the impression that he has to move in and out of the shop in a hurry because he has the idea that he may be getting in the way. They want him to feel that there is no premium on space, that there is plenty of time to look around. That leaves him with a disposition to buy.

The right side of the shop, as it is seen from the clubhouse entranceway, probably first beckons the golfer. Specifically, his eye may be attracted to the section in which men's and women's sports-

*(Continued on page 128)*



Golf car fleet, managed by Jack Koval, was especially designed for CC of Miami. Cars have power steering, extra springs and are painted turquoise and gold, the club's colors.



## Boost golf revenues with light!

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## Rounds Played, Sales Up 10 Per Cent in 1962, Survey Shows

By HERB GRAFFIS

With Christmas golf gift business certain to be at a new record high this year, pro shop sales for 1962 probably will equal the 10.5 per cent increase that is indicated for rounds played this year in GOLFDOM's annual survey.

As of mid-September, the estimate of pros at public, private and semi-public courses was that increase in play was slightly ahead of the increase in pro shop business. Christmas business at the pro shops should just about balance the two sets of figures. GOLFDOM's "Christmas Shopping at your Pro Shop," a reliable barometer of pro shop gift business, already is ahead of previous years' circulation.

What store and other golf goods outlet sales will be, we won't try to estimate. Catalog houses, trading stamp stores, "discount" and employees' cut-price outlets, mail order price cutters and others selling cheaper brands of clubs and balls seem to have hit the sports goods and department store business harder than they have hurt the pros. The pros report some losses because of assorted competitors this year, but there has been continued pro domination of the quality market. This influences all other golfers and produces the top gross and net revenue in manufacturing and selling.

Club pros, however, report that price cutting by pros at driving ranges on pro-only clubs and balls is getting to be quite serious.

The "average" figure of the volume of the pros in the Golfing magazine merchandising campaign was 18 per cent over the national "average" of increase in pro business in 1962 over 1961, but not one of the hundreds of pros educating their members to pro shop buying with the aid of Golfing's campaign, had an exact 18 per cent increase over 1961. The range of increase was from 5 per cent to 110 per cent.

Lesson increase in 1962 ranged from 5 to 50 per cent. The "average" was 9 per cent.

There was an increase in the ratio of women to men members at private clubs and a lesser ratio of increase at public and semi-private courses. At typical metropolitan district private clubs, about 35 per cent of the number of rounds are played by women. Apparently, women do not get the same good break at pay-play courses that they do at private clubs. The over-all increase in women's golf play in 1962 will average 27.5 per cent.

Pros at private clubs reported an average of 25 more women playing in 1962 than in 1961.

This year's sales to women at pro shops of private and public courses is about 25 per cent ahead of last year.

### Junior Figures

Junior classes this year averaged 64 youngsters. Private and fee course pros reported an average of 48 Juniors playing regularly. Several professionals said it is difficult for them to get adult members to give the kids playing time on courses so Junior play is mainly when the kids play with their parents.

In the matter of new club sales involving "trade-ins" there certainly is no "average" club or pay-play course, although 70 per cent of new club sales at pro shops have old clubs figuring as a price allowance. The range of trade-ins is from none to 95 per cent at shops reporting.

### Trade-In Selling Tough

Selling the trade-ins is a headache for the pros, especially when employment is off in areas where there are many public and semi-private courses. The pro can't trade on a phony inflated price such as the mark-ups some catalog houses put on golf clubs.

Some professionals, finding that unsold trade-in clubs were piling up and freezing too much money, began pushing the idea of cutting down the clubs for kids. Results generally were very satisfactory. The pros learned there are a great many kids without golf clubs.

### 20 Per Cent Bought Elsewhere

About 20 per cent of the golf equipment needs of private club members is filled by purchases made away from the pro shops, according to the reporting pros. The range of the percentage of this stray business was from 2 to 50 per

*(Continued on page 125)*



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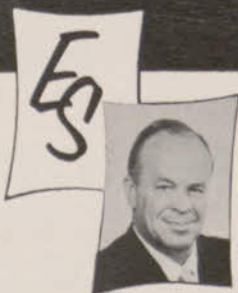




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About 60 quartz iodine fixtures, used to light 2,062 yard Par 3 at Boca Ree-al, give an authentic day-light effect.

## Achieve Ingenious Lighting Effects at Anderson, Ind. Par 3



Handsomely designed miniature at Anderson course is a real attraction. (Below) Clubhouse and pro shop architecture is in keeping with overall excellent layout of the Indiana golf center.



Indiana's first lighted Par 3, Boca Ree-al located in Anderson, had an auspicious beginning in July when Sam Snead and Patty Berg came in to play it during the opening day festivities and, two days later, the state's leading pros and amateurs were invited to take part in a 36-hole \$4,500 tournament there. The initial promotion was quite costly, but considering that several businessmen put \$240,000 into a 50-acre plot that includes beside the short course, a miniature and range, there could be no skimping on what amounted to "golf week" in Anderson.

The miniature and 25-tee range also are lighted, as are many similar installations in Indiana, but this is the first time that any Hoosier capital has been put into the lighting of any course.

Described as a luxury layout by Cy McBride, Indianapolis *Star* golf writer, who recently did a feature story on the course for his newspaper, Boca Ree-al is about 3,000 yards long. Length of holes ranges from 103 to 229 yards and the putting surfaces, on an average, encompass more than 5,000 square feet of bentgrass.

### Lights Are the Thing

Persons who are planning to invest in Par 3 layouts are, of course, very much interested in learning everything possible about bentgrass, bluegrass, green contour and the many other ingredients that go into the construction of a course.

But in the last year or two they have  
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