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A Bit of Nostalgia

Plenty of Golf

That will be the story when the old eagles gather in November in Palm Springs for the sixth U.S. National Senior Open

By BILL SHERMAN

The first attraction to move center stage in Palm Springs, Calif., Haven of Winter spectacles, is the U. S. National Senior Open golf championship. Celebrating its sixth anniversary this autumn, the U. S. National Seniors will present a field of golfers whose names spell gallery magic.

There is the 1961 defending champion, E. J. “Dutch” Harrison of San Francisco’s Olympic Club. There are other defending titleholders: Chuck Congdon, Tacoma C. C.; French Lick’s Willie Coggins; and Vancouver’s Fred Wood, winner of a playoff with Gene Sarazen in 1957. There are the Senior rookies in the persons of Jim Demaret, Byron Nelson, Ben Hogan and Sam Snead. Other notables are the world’s Senior PGA champion of 1961 and ’62, Paul Runyan, the Dutra brothers, Mortie and Olin, Dick Metz, Al Watrous, Ralph Hutchinson and Gene Sarazen.

The U. S. Seniors Open is a unique affair. It runs two basic competitions concurrently: a 54 hole medal pro-am tournament with low gross and low net winners in six separate age flights, plus a 72-hole medal open championship.

Activities begin on Nov. 5, with practice rounds on the competitive courses which are three of Palm Springs’ finest — Indian Wells, Bermuda Dunes and La Quinta. The next day the chase begins with play scheduled in all flights whose age classifications are 50-55; 56-60; 61-65; 66-70; 71 and over.

An added prize payoff for the first day rewards best ball teams in the foursomes comprised of pro and amateur, plus another made up of amateurs alone. Pairings are determined on a handicap basis with

(Continued on page 68)
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September, 1962
Many pro shops experience a fairly large increase in sales during the yuletide season, but a slight reorientation in thinking can cause gift sales to take a substantial upturn at Christmas and continue the profitable spiral throughout the year. The basic concept is simple — offer customers a gift wrapping service that will stimulate their "gift" thinking.

Tony Henschel, pro at Westborough CC in Webster Groves, Mo., has been capitalizing on this idea for some time. The idea of starting a gift wrapping service was given to Henschel by Del Mann one of his members. As regional sales manager of Chicago Printed String Co., world's largest maker of decorative gift wrappings and ribbons, Mann in 1959 gave Tony a few papers and ribbon to try on a limited scale at Christmastime.

Now, Tony and his assistants, Roger Froesel and Phil Hewitt, wrap some 35 to 40 presents in the average month and decorate upwards of 200 packages during the Christmas season.

In November, when the golf season slacks off, and snow hits the St. Louis area, Tony has done his yuletide groundwork and looks forward to increased sales as Christmas gift orders start to come in.

**Doubles His Business**

Henschel estimates that his simple, inexpensive gift wrap service, which is offered gratis along with free delivery, has more than doubled his Christmas gift business in three years' time. Also, by promoting the service during the remainder of the year, he estimates over 20 percent of his increased business is due to gift wrapping.

The popularity of golf equipment as a gift item is pointed up in a series of general consumer surveys recently conducted by Chicago Printed String Co., 2300 Logan blvd., Chicago 47, to study the gift-giving habits of both men and women. The research firm that conducted the interviews found that the overall generous gift habits of the American public amount to some $18.5 billion annually.

When the male respondents were asked what items they had received as gifts during the past year, in a survey called "Giftsmanship", more than 30 percent indicated one of the gifts was some item of golf equipment.

Although items such as golf bags and clubs seem rather awkward for gift wrapping, Tony Henschel has developed a number of special techniques which help to...
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September, 1962
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...make an easy task even simpler. He, of course, saves all the cartons that equipment comes in so he will have the right sized box for any item. For the many stock items that are wrapped in the shop, Tony has standardized the wrapping procedure by keeping on hand a good supply of ribbons that are pre-cut to appropriate sizes in a variety of colors. He also finds that sheet gift-wrap papers in a variety of designs are easy to store and handle. He uses roll paper on a special cutter in general patterns for everyday use. These items combined with the fact that pre-made bows can be purchased in quantity and in a variety of colors from CPS, simplifies the gift wrap service and cuts time and labor costs to a minimum.

A supply of gift papers in sheet form will take care of practically any occasion. Dark hues, sports equipment patterns and gold and white everyday patterns are especially suitable for Father's Day and men's birthday gifts. Light blues, pinks and other lighter shades are fine for feminine gifts. Henschel has a selection of about eight colors of Tie-Tie Satintone gift ribbon to match or coordinate with the papers. Carrying a variety of widths of ribbon is not necessary since the parallel yarn design of Satintone strips to any width desired.

Advice from the gift wrapping experts at CPS, who have helped numerous retailers to set up gift wrapping centers, is, first set up your gift wrapping center near a high-traffic, well-lighted area. For counter space the minimum requirement is three feet by five feet. This provides both work space and an area on which to keep necessary supplies. A small table with a decorative cloth cover also serves very well.

A gift need not be elaborately wrapped to please the customer or the recipient. A paper appropriate for the occasion, a colorful ribbon and a pre-made bow in contrasting or matching color receive excellent acceptance. The necessary materials, which include enough paper, ribbon and pre-made bows to wrap about 250 average sized packages, plus a ribbon holder and paper cutter, cost less than $50. The other items to have on hand are a good pair of heavy-duty scissors, cellophane tape, tissue paper and gift cards.

CPS suggests at least one "counter roll" of gift paper. It costs about $12. This gives one-half ream of appropriate paper, or

(Continued on page 70)
Dear Mr. Superintendent:

Fore-Par Manufacturing Company is proud to introduce "Reonite," a new material with unusual qualities which make it extremely suitable in the development of superior golf course products. It is completely weatherproof and solid; colors are "through and through," thus eliminating forever the need for repainting and maintenance. Ask your supplier to show you the complete Fore-Par range and you will then observe the distinctive quality and finish of the products.

Pictured here are a few of the exclusive Fore-Par items...

Custom Tee Plaque; 4½ inch and 3 inch Tee Markers; Rule Sign, Direction Sign; Yardage Marker; Flag Pole (8 ft.) with Fore-Par’s new tubular swivel, “Reonite” ferrule and golf ball finial atop; Elegantly designed Practice Green Marker with “molded in” numerals and aluminum rod and the Fore-Par “Champion” Ball Washer which cleans as many as 7 balls at one time, each being EJECTED into the user’s hand.

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September, 1962
Employee Liable for Act of Negligence

Public Course Has No Proprietary Function, Court Says

By WILLIAM JABINE

A professional golfer who was playing in a tournament on a public course owned by Salt Lake County, Utah, tripped over a concrete abutment in a dimly lighted hallway and was injured. Ordinarily the hallway was well lighted, but while the tournament was in progress a large scoreboard had been put up on a glass wall, shutting off the light. The injured golfer brought suit against Salt Lake County, the Salt Lake Junior Chamber of Commerce, Meadow Brook GC, and the manager of the course and clubhouse.

The Junior C of C and the Meadow Brook club, an association of golfers using the course, were sponsors of the tournament. The trial judge directed a verdict in favor of the various defendants and the plaintiff appealed to the Utah supreme court. The court upheld the trial court’s verdict insofar as the county and the two sponsoring associations were concerned, but ruled that the manager might be guilty of negligence in having the scoreboard set up in such a position that it shut out the light in the hallway, thus making it difficult to see the projection at the foot of the wall over which the visiting golfer tripped.

Touches on Golf Economics

In the portion of the opinion which absolved the county, the Court indulged in an interesting discussion of the economics of golf in order to show that the county was not exercising a proprietary function in providing a golf course for public use. In this connection the Court said:

“The Meadow Brook GC is a recreational facility furnished by the county for the good of the public. Golf is now a sport which may be enjoyed by the general public and is rising in popularity.
Because You Get... 100 HOLES AND OVER ON A SINGLE CHARGE

...Is The Top Performer In The Field Today!

Here is America's finest and lightest golf car. Constructed of aluminum with a tough fiberglass body, it is 200 to 400 lbs. lighter than most cars. The direct drive unit delivers 96% of the power developed to the wheels. So efficient, Club Car gives you 100 holes and over on a single charge! Many styles and colors available.

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As yet, the county derives no pecuniary benefit from the operation of the course: as a matter of fact it has, since its construction, always operated at a loss. Even if the county profitably operated a golf course, this alone would not make it a proprietary function unless it also was in competition with private enterprise or could be operated as successfully by private enterprise.

"The operation of golf facilities does not seem to be adapted to successful private enterprise. Golf, originally a rich man's game, was only available to such people through expensive membership in private clubs. One searches in vain to find private golf courses in this area that are successfully operated by private enterprise. The county and municipal government in this area has seen fit to make golf facilities available to the general public and, in so doing, does not compete with private enterprise in any way."

Manager's Responsible

In reversing that portion of the trial court's verdict which absolved the club manager from possible liability and directing a new trial on that issue, the Supreme Court said: "With respect to the possible liability of Riley, we must disagree with the trial court. He was the manager of the course and, as such, responsible to maintain it and its facilities in a safe condition. He had the scoreboard made and directed its placement along the east wall of the hallway. He knew or should have known whether or not the scoreboard so placed, created a hazard. In this jurisdiction, a governmental employee may be held personally liable for his negligent act done in the performance of his duties, even though his employer is immune.

"There was competent evidence that the erection of the scoreboard had the effect of darkening the hallway. Plaintiff testified that he had used the hallway on previous occasions but was unaware of the existence of the abutment until he tripped over it. He avers that at the time of the accident he was watching where he was going. Another golfer testified that the hallway was dimly lighted and that, although he was watching where he was going, he too tripped over the abutment. (Jopes v. Salt Lake County. 343 P. 2d 728. September 10th, 1959.)"

Lionel Hebert has been elected chairman of the PGA tournament committee, succeeding Don January, whose term has expired.