

pilot know that those same things are needed to send a pursuit plane in perfect flight through the airways. With complete equipment on hand at all times, cadets are encouraged to try their hand at golf whenever possible to help them in their quest for Wings and Commissions.

## Club Rental Plan Booms Play on Akron Course

J. EDWARD Good munny course in Akron, Ohio, after several years of unsatisfactory experimenting with club rentals, gave the cheap rental plan, as advocated by the National Golf Foundation, a try during the 1941 season, with the result that set rentals showed amazing increase over totals for any other year. Rental sets, at 50c and 75c, had never amounted to more than 100 rentals per season; but the 25c club rental plan used last season averaged better than 100 rentals per week!

Manager Chas. A. Burns formerly had 4 rental sets in stock; now he has 20 and sometimes that isn't enough. Outside of a small sign advertising the 25c price, very little has been done to push rental sales. Charley feels, too, that many sales of sets of clubs have resulted from the rentals. He says: "We use a good set consisting of 2 woods, 5 irons, and a good bag; we have discovered that cheap bags will not stand the gaff. We do not supply any balls or tees."

The recent 'fanning' session with Charley which brought out the above fact on rentals, was also productive of one or two other ideas which Burns thinks are responsible for the 40% play increase his course experienced during 1941. One of these was telephone book advertising, something which Burns has always found to pay dividends. He says "being a nosy kind of guy, I always scan out-of-town phone books and can never understand why the golf operators apparently choose to hide their light. Our classified ad cost about 40 bucks per year and I know that we get almost 10 times that much return just on transient and hotel business."

Another plan this course tried during the past year, and with great success, was entering the Akron "Sports Parade" booklet, which sold at Akron drug stores for \$1.00, and which included free golf at restricted hours and days on 4 local courses, bowling, swimming, hockey, skating and other privileges. Burns reports that all of

the possible free games were used up, and that "quite a few of them are returning to pay the regular rates. In a community this small I was surprised to find so many divot diggers who didn't even know we existed, or where."

It's Young America who is accounting for the greatest part of the Good Park play increase, Charley says; young school kids, and women. Women's play has picked up noticeably during the last year or so in all sections of Ohio. Another observation was that ex-caddies, too, are becoming a factor in public golf—and that they make good patrons, they know the rules, observe them and buy good equipment. Burns has always encouraged this market by permitting them to play free at least one day a week, and has staged caddie tournaments.

## Ohio Ruling Says Caddies Are Not Employees of Club

THE LEGAL department of the State of Ohio, Bureau of Unemployment Compensation, in a recent decision on the liability of the Columbus (Ohio) CC in connection with caddies, has ruled that caddies are not employees of the club under Ohio law.

The reasons for the decision were that testimony disclosed "that there was little or no control over the caddies, most of these caddies being minors whose main occupation is that of attending school. The testimony further disclosed that these caddies are permitted to come and go at will and are not required to report at any specific time or times. The caddies, among themselves, decide in which order they are to be called, except in those cases where the golfers select the ones they desire. The golfers pay the caddies direct. The money is not handled by the club or any of its employees, nor is it chargeable on a club account.

"After careful examination of findings in other states under similar working conditions, we find the Federal Government has ruled that caddies were not in employment.

"After taking all the facts into consideration we find that under the manner in which the caddies work and are handled at the Columbus Country Club, they are not in the employment of the Columbus Country Club within the meaning of the act and the Club is not liable for contributions on the sums paid the caddies for their services by the golf players."