

KEEP BUSY BETWEEN SALES: There are a thousand things to be done in a pro shop. There's also a great temptation to waste time. Learn to work while listening to the golfer's account of his game and don't entertain him with all the details of your last round. Keep looking for the housekeeping chores that have to be done.

LEARN THE RULES OF GOLF: By becoming an authority on these you can increase your prestige a thousandfold. It shouldn't be necessary to bring out the book every time you are asked for a decision on a rule. You'd be surprised how your rules knowledge or lack of it helps or hurts your business.

GAMBLING: Keep the stakes low—unless you own oil wells or something like that. When you play with members give them a fair handicap and insist on paying when you lose. As for gratuities, don't accept them in money. It may be all right to allow a member to buy your lunch occasionally or pay for your caddy, but this certainly shouldn't be overdone. Always remember you can't afford to get a reputation of being a moocher or a hustler or a chiseler.

PLAYING: In fairness to the man you work for or your own business after you become a head pro, you have to arrange your practicing or playing time so that it fits in with the schedule. There's nothing more annoying to a head pro than to have an assistant out on the clock or hitting balls during the busiest time of the day. This subject can be a touchy one and has resulted in the firing of quite a few assistants. It's important that you play golf reasonably well. The head pro realizes this and, in most cases, will meet you more than halfway in helping to arrange your playing and practice time.

TAKE AN INTEREST IN EVERY CUSTOMER: You can't play one off against another. One man's money, support and friendship are as good as the next. Don't cultivate just a few golfers to the exclusion of the majority. You'll be tested 10,000 times a year where members are involved and you have to remain fair all the way down the line. This is the toughest part of being a pro.

KEEP GOOD RECORDS: Daily bookkeeping or recordkeeping is a big thing in the operation of a shop. Order or develop the proper forms that will help you keep records accurately and easily.



To show a Junior class at Krefeld, Germany, the plane of the swing, Flory van Donck, winner of numerous European championships and the Canada Cup in 1960, swings inside a wood device that helps the kids learn to groove the swing.

Nothing irritates a member like bungled bookkeeping. Get in the habit of writing everything—items that have to be ordered from a supplier and complete information on your golfers' needs.

DON'T BECOME A SWELLHEAD: More aspiring pros have washed out because of an overgrown head than anything else. Being able to hit a ball with a stick better than the next fellow certainly doesn't make you superior. You should be able to hit a ball well—that's part of your business. When you get that inflated feeling, just start thinking about all the things you can't do or don't know.

The eleven points cited by Paul Scott for getting along as a professional are the outgrowth of 42 years of observation. He started his career as an assistant to Tommy Low at Altadena (Calif.) CC in 1919. All of his time in the game has been spent at clubs on the West Coast and in his more than four decades he has helped at least a score of young men get successfully launched in golf.

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DIVISION OF BRUNSWICK • WORLD LEADER IN RECREATION

Course Owner, Driver Absolved Of Blame in Suit Involving Car

By WILLIAM JABINE

A golfer who was injured when he was pinned under an overturned golf car on a fee course in California brought suit against the owner of the course and his golfing companion who was driving the car. The companion, named Simpson, was charged with negligence in handling the car and the course owner, Corbett, was charged with negligence in failing to maintain the course in proper condition. The latter also was charged with permitting an inexperienced man to drive the car, of failing to post instructions in regard to the driving of the car itself, and of not providing proper paths for the vehicles.



At the trial, the jury held that Simpson, the driver of the car, was not guilty of negligence, but that Corbett, the owner of the course, was. The judge thereupon vacated the verdict against Corbett stating that a new trial could be held in the event of a reversal of his action in vacating the jury's verdict. The plaintiff appealed to the California second district court of appeal (div. 3). He contended that the jury was wrong in holding that Simpson was not negligent and that the court was wrong in vacating the verdict against Corbett.

Cites Plaintiff's Negligence

The court of appeal did not agree with him. After a thorough review of the evidence, it not only concluded that Simpson wasn't negligent, but strongly intimated that the plaintiff's own negligence had helped to cause the accident. In a discussion of this point, the court's opinion gave the following account of the accident: "There was ample evidence that the actions of plaintiff were the efficient cause of the overturning of the car. There was a rack on the car for clubs and a seat for two persons. The car operates on batteries and is steered with a tiller which turns a single front wheel. When the accelera-

tor is depressed power is applied; when the brake is actuated progress is arrested; the car travels on level ground at about 10 miles per hour. Plaintiff was seated next to Simpson. The car was going down the 9th fairway at moderate speed. There was a downward slope of 20 feet in 100 yards. The surface was bumpy and the ride was rough. The plaintiff's bag of clubs, which he held between his knees, became unbalanced and were about to fall out of the car when the plaintiff retrieved them. Simpson testified that as the plaintiff was retrieving his bag it came into contact with his arm or the tiller. This caused the car to make a sharp turn and overturn, pinning the plaintiff beneath it."

Course Reasonably Safe

The court proceeded to a discussion of the charge that Corbett, the owner of the course, was negligent in not maintaining the course in proper condition. On this point it said: "There was no evidence that Corbett was negligent. He had a duty to his patrons to maintain the course in reasonably safe condition. There is no evidence that he failed in that duty. Two of his employees regularly patrolled the course to keep it in condition. It was alleged in the complaint that the car ran into a 'chuckhole' which is defined as 'a deep hole in a wagon rut'. There was testimony that Simpson had been overheard to say that the car ran into a chuckhole. The statement, if made, is not evidence against Corbett. There is no evidence that there was a hole. No one saw a hole. No one testified that a car would overturn by running into a hole so small as to go unnoticed. There is no evidence that the course was negligently maintained. There is evidence that the course was somewhat bumpy, but no evidence that it differed from other public courses where the turf is mutilated by occasional players."

Experienced Driver

In his effort to prove that Corbett was negligent in allowing Simpson to drive the car, the plaintiff produced testimony to the effect that Simpson had drunk a highball with his breakfast and had indulged in three beers while playing the first nine holes. Simpson denied drinking the highball but admitted drinking three beers.

The Court disposed of this contention in the following words: "The plaintiff argues that the jury could have found Corbett to have been negligent in several particulars; he should not have rented a

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Hinson

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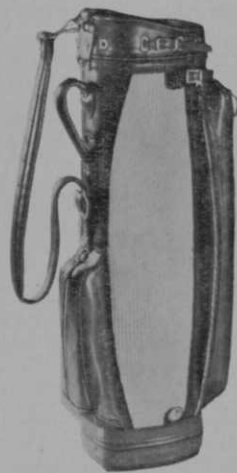
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Manufacturers, Too, Have Problems In Judging Demand

By **JOSEPH DiFINI**

DiFini Originals, Inc., New York

Whether or not it is because they have a captive market, I don't know, but some pros seem to be rather complacent about their merchandise stock picture. At least that is the impression that we in the manufacturing and distributing field sometimes get. It comes down to the fact that some pros don't anticipate their stock needs far enough in advance with the result that they often are faced with either shortages or snags in mid-season delivery.

I feel that you have to take a calculated risk in ordering merchandise. Spring and summer are the best seasons at a majority of clubs and where hard-to-get merchandise is involved, it is wise to try to anticipate at least 50 per cent of your needs some weeks in advance of these seasons. You can't deny that if you end up short of stock in spring or summer it is going to hurt your profit picture.

Two-Sided Problem

Don't forget that manufacturers, too, are faced with the same problems in anticipating demand that you are, but on a much larger scale. They have to plan as much as a full year in advance on how much material they are going to need. After the material is received, there is another element that can trip them up — the length of time it is going to take them to convert it to the finished product. Keep in mind that manufacturers not only have to produce to fill orders already received, but they have to gear their production to anticipated orders.

No manufacturer will cut or partly process 100 per cent of his material and then warehouse it in anticipation of selling all of it. He can't speculate to that extent. Some years he may wish he had, but there are the lean years when he might bankrupt himself if he did.

The question often arises among pros and other retailers—why can't we hold

off to June or July in re-ordering? In that way we could see how the market or the demand is shaping up.

It would be fine if it could be done! But this is what you have to keep in mind: manufacturers have to have a cut-off date to switch their machines, in fact their entire operation, to the new styles and fabrics for the next season. The deadline for starting new production is simply one that they can't ignore.

That is when you start getting those cards—"Sorry, sold out!" You're not the only fellow who gets them. But that doesn't mean you have to sigh, throw up your hands and say, "It's no use." You have other styles, other colors on your shelves that have to be sold. Why not try to sell them? If you can't persuade the customer to occasionally accept a second choice, you aren't a salesman. And in your business, you have to be a salesman!

Get Customer to Switch

Here is another thing to keep in mind. At the height of the season, when you are re-ordering, you increase your chances of delivery by 50 per cent if you specify a second choice. This is especially true where color is concerned. You'll have a very good chance, too, of selling all the substitute or second choice merchandise you may receive if you use discretion in deciding what the second choice is going to be. By that I mean if tan is your first choice, then brown should be your second choice. You can sell the brown nine times out of ten by suggesting it to your customer as a substitute for the tan he may have originally ordered. You've probably done that often enough to know that it isn't too difficult.

Four \$50,000 Events on PGA Winter Tour

According to the PGA, the 1962 winter tour will be the richest in history. For the first time there will be four \$50,000 PGA co-sponsored events and three of them will be played consecutively. These lucrative tournaments include the Crosby, Lucky International, Palm Springs and Doral CC Open, to be played in Miami. In addition, the \$50,000 hole-in-one bonus still is being offered in the Palm Springs Desert Classic.

According to the PGA, several sponsors are increasing prize money for the winter tour and all stateside events offer a total of \$20,000 or more. Five invitation affairs are listed on the Caribbean circuit with their prize total running to \$55,000.

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bronze and
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See it now. This specially designed golf glove SOLD ONLY THROUGH PRO SHOPS. Six styles including a stretch glove. All styles available for both men and women.

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Pro Frank Commisso (dark shirt) and his assistant, Fred Urzetta, are seen in the handsome surroundings of the new Irondequoit shop.

Pro Designs A Shop For A Brother Pro

When Frank Commisso, pro at Irondequoit in Rochester, N. Y., was ready to finish the interior of his new shop, he went no farther than the nearby Durand Eastman GC in Rochester to find a man who could handle the design for him. He called in Armand Lannutti, the pro there, who gives vent to artistic inclinations by dabbling in interior design and decoration work as a sideline.

Lannutti is in what he called his "wrought iron period." A look at the two photos gives an idea of how cleverly he uses the material, giving it both decorative and utilitarian effects. The bag rack, shown at the right of the top photo, is constructed completely of wrought iron, even to the shelving. It takes up only 44 inches (width) of space and, according to Commisso, in four cases out of five is the first thing a person notices upon coming into the Irondequoit shop. Since it is in such a prominent spot, and because the wrought iron kind of complements the natural beauty of the golf bags, the rack serves as a real sales-starter. At least, Commisso is selling 50 per cent more bags now than he did in his old location.

Blends With Walnut

The wrought iron, too, blends nicely



with the combination of light and dark walnut used in the construction of counters and display tables in the new shop. The lower photo gives you an idea of how the materials blend. The counter seen on the right in this photo is for the display of soft goods and underneath is a storage area, fronted by sliding walnut panels. Not shown in either photo is a further use of wrought iron that Lannutti introduced to the Irondequoit shop. He fashioned two or three benches from it. They are covered with bright yellow foam cushions and give colorful relief to the dark walnut and wrought iron appointments.

Those are drapes you see on the windows, in case you are wondering. Lannutti insisted on them because he thinks they have appeal to women golfers, and because they work in so well with the furniture and fixtures.



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SBA Approves Loans for Course Construction

Small Business Administration officials in Washington, D.C., recently have approved some requests for loans for golf course construction. Any profit motive golf venture may make application for such loans. States, counties and cities, too, may make application for loans through local development corporations they establish for the purpose of raising employment or improving the economic development of a community.

The maximum the SBA will lend any one borrower is \$350,000. Loans usually don't exceed 10 years and are generally repayable in regular monthly installments including interest on unpaid balances. All or any part of a loan may be repaid without penalty before it is due. The interest rate is usually 5½ per cent. SBA makes loans only when financing is not available on reasonable terms from other sources. It prefers that local financial institutions participate in SBA loans whenever possible.

Loans in Nine States

Among the states in which golf venture loans were recently approved are Arizona, Connecticut, Hawaii, Maryland, Minnesota, New York, North Carolina, Rhode Island and Utah. Ben Lomond Golf Course, Inc., Ogden, Utah, and Indian Bend Enterprises, Inc., Scottsdale, Ariz. (both projects in which SBA participated) received \$100,000 and \$335,000 respectively. Other loans ranged from \$6,000 (a golf range project) to \$50,000.

Requests for loans should be submitted to the nearest SBA field office of which there are 56 in the U. S. In July, 1961, SBA made a record 338 loans amounting to \$20,826,000 — the highest for that month in SBA's history. It was an increase of 83 per cent over July, 1960. For the first six months of this year, SBA approved loans totaling \$403.9 million — an increase of 47 per cent over a like period in 1960.

Other agencies that may consider loans on golf projects, depending on overall goals of the ventures involved, are: Housing and Home Finance Administration (looks with special favor on projects involving senior citizen housing); Rural Electrification Administration; Federal Housing Administration and Federal Land Bank.

Ohio Wants Clubs to Pay Caddie Compensation Premiums

The Ohio Bureau of Workmen's Compensation has recently ruled that caddies are club employees and clubs are obliged to pay compensation premiums to protect them. However, Dayton CC is opposing the ruling, maintaining that the club carriers are independent contractors and not subject to compensation. It further contends that if the compensation rule is allowed to stand there is no end to the bookkeeping clubs may have to undertake to provide records for the state and federal governments — for unemployment compensation, internal revenue collection, etc.

The compensation issue came up because of a minor injury suffered by a caddie at Dayton CC last year. Treatment at a hospital was required and apparently this came to the attention of the Compensation Bureau. It claimed that the club owed the state a compensation premium for 1260 and for five previous years. The Bureau's rule has been appealed to the state and will be taken to court if necessary.

George Strickland, Jr., attorney for Dayton CC, points out that if the compensation law is enlarged to take in caddies, it will be necessary for them to sign in each day, report the number of holes they work, how many bags they carry and how much they are paid. He says that compensation for caddies would duplicate insurance protection that the club carries on caddies.

Penn State Winter School

It is recommended by Penn State University that persons contemplating enrollment in the Turfgrass Management winter course have at least one full season of practical experience in some phase of turfgrass production or maintenance prior to enrolling. The winter course is scheduled so that on-the-job training can be obtained by students between April and October. Tuition for the eight-week course is \$120 for Pennsylvanians and \$240 for non residents. Room and board charges in Nittany residence halls are \$195 (double room) and \$208 (single room) for the term.

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