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Overwhelmed, completely overwhelmed. Last season we couldn't make enough DX Tourneys to meet your demand. This season is different: our second factory is producing them, too. It's your turn to be overwhelmed—overwhelmed filling orders for these distance demons.

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"I always take the balls out of the wrapper," says Case. "I think the customer wants me to."



"It would be interesting to know how much pro merchandise is sold through impulse buying," says Tom. "If I wasn't afraid it would cost me some money, I'd put my wearing apparel and hats under cover for a week and find out."



Double Bogie

Lose A Sale and You May Lose A Customer: Case

By **JOE GAMBATESE**

The worst mistake a golf shop can make is not to have an article available when a customer asks for it. The latter either loses interest in the article or buys it somewhere else. In either case, you've lost that sale, and perhaps future sales. You've lost a customer.

That is the warning of Tom Case, who has run a highly successful golf shop operation at Sedgefield CC, Greensboro, N. C., since 1957.

Don't Buy Enough

While it is important not to overstock and thus avoid severe markdowns at season's end, too many pros — about 85 per cent, according to estimates — lose sales and customers because they underbuy, Case declares.

"Good sales require smart buying, enticing displays and customer service," says Case, who is proud of the apprenticeship he served under two professionals he considers among the most successful pro shop operators — Henry Lindner at Charlotte (N.C.) CC and Harold Sargent, past national PGA president, who is at East Lake CC in Atlanta.

Anticipate Demand

"A pro must anticipate demand and develop a reputation for having anything a golfer wants," Case says. "He must read his mail closely, particularly on new products, and be stocked when demand for new items hits. In this way he establishes a continuing market for new products."

A high percentage of golf shop purchases are made on impulse, and merchandise displays should capitalize on this, Case points out. Articles for sale should be displayed not only in an inviting manner but an intriguing one and be placed within easy reach of the customer.



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Bob Mitchell Is GCSA's Champion Golfer

Robert V. Mitchell of Sunset CC, Sap-
pington, Mo., is the new GCSA golf
champion, having won the title during
the international convention by defeating
Jack Trullinger, Green Valley CC, Phil-
adelphia. Mitchell and Trullinger tied at
152 over the 36-hole route and Bob won
the playoff, 73 to 77.

The supt's handicap event was won by
A. A. Thompson of Ansley CC, Atlanta,
with a net of 138. The pro-supt. flight
went to Ted R. Sleichter, then of Gettys-
burg, (Pa) CC, but now pro at Chartwell,
Severna Park, Md. He shot a 144.

Members of the Philadelphia section
squad that won the team title included
Trullinger, Parker Biery, Eagle Lodge
GC, Lafayette Hill, Pa., George Scott,
Jeffersonville GC, Morristown, and Henry
J. Bartholomew, Bethlehem munity. Their
aggregate score was 642.

In the Senior competition, C. E. Ander-
son, Woodhill CC, Wayzata, Minn., and
Maj. Fred Bove, Brentwood CC, Los An-
geles, tied for first with 162.

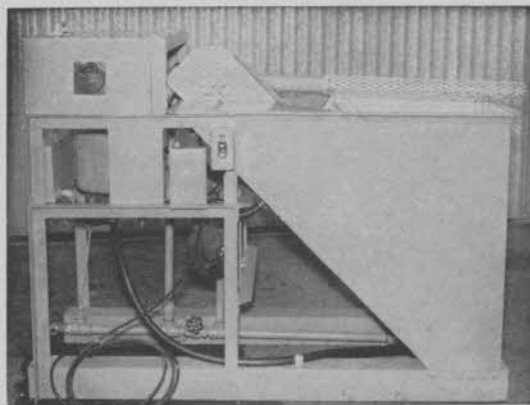


Harry Obitz, pro at Palm Aire CC, present GCSA
championship trophy to Bob Mitchell (r).

The associate member flight was won
by William S. Green, Jr., Spruce Pine
(N.C.) GC, with a 147. Bob Wren of
Jacobsen Mfg. Co. took the exhibitors'
flight with a 169 and the guest champion-
ship was claimed by H. Ziegenthaler of
Miami Valley GC, Dayton, O.

The two-day tournament flights were
played at Tamarac CC in Ft. Lauderdale
and Palm Aire CC, Pompano Beach.

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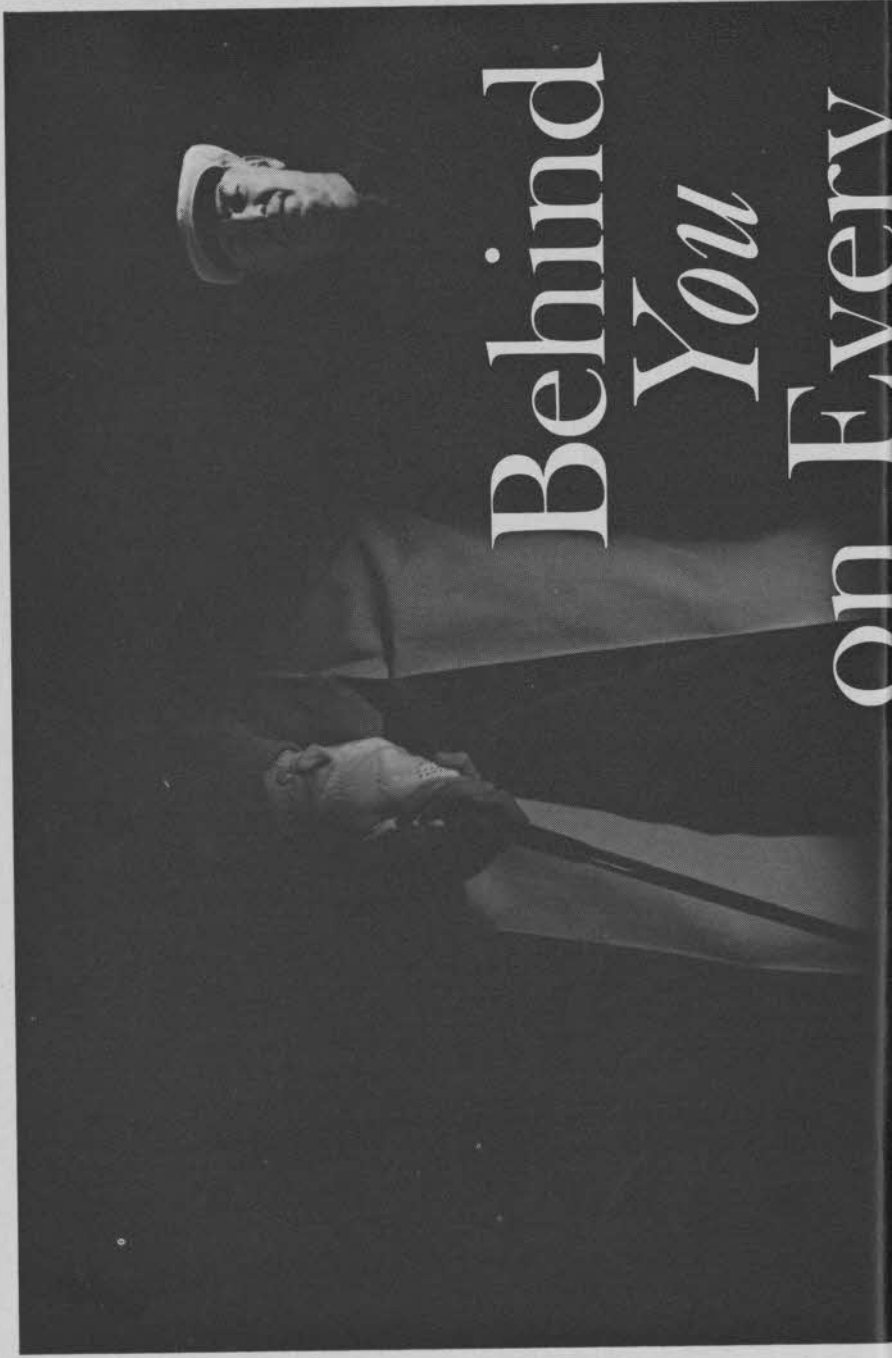
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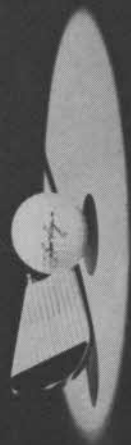
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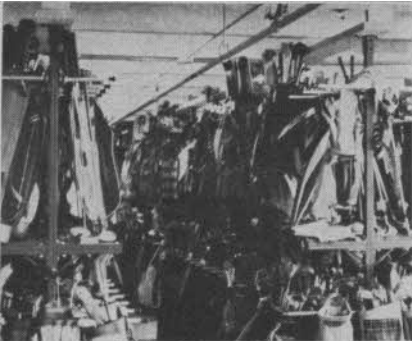
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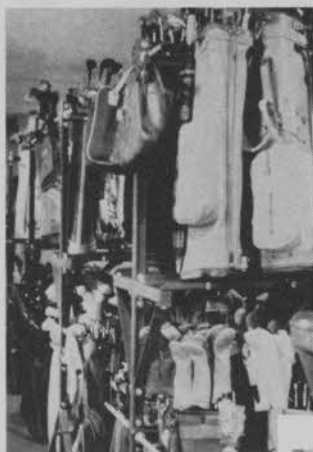


Twin Orchard CC, double entry overhead supported units. Prairie View, Ill.

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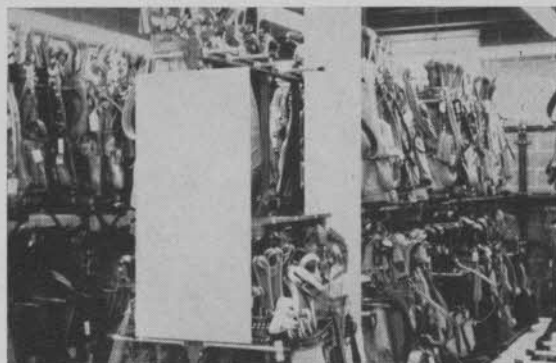
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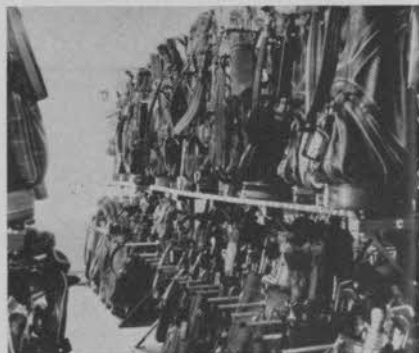
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JU 3-1600

'Employee' Status of Caddie Involved in New York Case

By WILLIAM JABINE

When does a caddie actually go to work? That question was presented to a justice of the New York supreme court, Westchester County, recently when he was asked to grant a summary judgment in a case involving injury to a caddie. It was incurred while the boy was alighting from the automobile of the general manager of a golf club. The judge refused to grant the summary judgment in favor of the defend-



ant, saying that the question of whether or not the caddie was an employee of the club at the time of the accident was a question of fact to be determined at a trial in which the club's customs and usages in handling its caddies could be carefully examined. However, in denying the defendant's motion for a summary judgment, the judge indulged in some interesting comment on the peculiar status of a caddie as compared with other club employees.

The accident which resulted in the action against the club's manager is described in the judge's opinion as follows:

"At the time of the accident, the defendant was the general manager of the Hampshire Club, Inc., which operates a golf course in Mamaroneck. For approximately five years prior to the accident, the plaintiff was employed by the club as a caddie. It was agreed that he had caddied at the club on the day prior to the accident.

Defendant's Memorandum

"The memorandum of law, submitted on behalf of the defendant, states that the caddies were under the supervision and control of the caddiemaster of the club who not only hired and fired them, but assigned them to particular members and players. Caddies were paid by the club for their services at the rate of \$2.25 per nine-hole round. In turn, fees were

charged by the club to the members. In addition, caddies earned tips from members or players to whom they had been assigned.

"On the morning of Dec. 17, 1959, the defendant picked up the plaintiff in defendant's automobile and transported him to the country club grounds, where the plaintiff was reporting for an assignment to caddy. The defendant's automobile came to a stop on Cove Road, a private road maintained by and on the premises of the country club, the exact situs being opposite the first tee. In alighting from the defendant's automobile, the plaintiff caught his finger in the rear door of defendant's automobile, suffering a fracture of the terminal phalanx of his left middle finger: . . ."

Whether the injured caddie should recover as a club employee under the New York Workmen's compensation law depended upon whether he was an employee of the Club at the time of the accident.

Legal Status Questioned

As the Court put it: "The difficult question confronting the court is not whether a caddie, per se, is an employee, but whether a caddie is to be construed to fit the legal description of an employee at a time after his entry upon the premises of the employer, but prior to his reporting his presence to the caddiemaster."

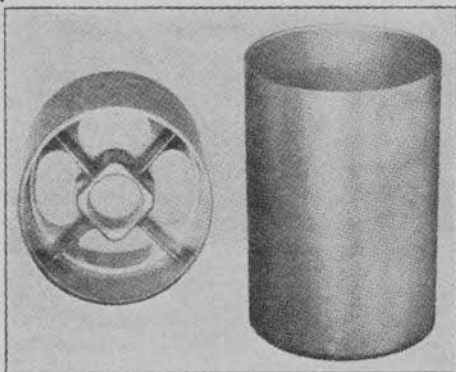
The defendant had cited cases from Calif., New Jersey, Ill., and New York, which he contended supported his claim that the plaintiff was an employee of the club at the time of the accident, thus bringing him under the protection of the club's insurance policy. However, the court pointed out that in each of the cases cited, the caddie had actually reported to a caddiemaster before the accident. In the case at issue, the caddie had not yet reported even though he was on the club's premises.

Club Custom Considered

In discussing the status of a caddie as an employee, the court continued: "The many additional cases cited to support his position that an employee, injured on the premises of his employer while on his way to work or leaving the premises, where an injury is caused by a co-employee, is subject to the exclusive remedy provided by Section 29, subd. 6 of the Workmen's Compensation Law, are distinguishable by the very nature of the caddie's status.

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mon denomination of the term, 'employee', a caddie's eligibility for treatment as an employee would seem to depend uniquely on his posture at the time of the accident and on the rules, procedure and custom of the club involved.

Trial Recommended

"A person serving under a set arrangement, involving fixed hours, could naturally be considered an employee upon entering the premises of his employer to report to work. A caddie, on the other hand, may loiter or linger on the premises of the course for indefinite periods. If his presence and availability are not reported to the caddiemaster, he could hardly be considered to be an employee during such periods.

In stating his theory, the court is not attempting to state that, as a matter of law, the plaintiff herein was not an employee at the time of the accident. What is apparent however, is that an issue has been crystallized here which may not be summarily determined by motion, and which should await a trial wherein the rules, customs and procedures of the particular club may be presented." (Duck v. D'Angelo, 222 N.Y.S. 2d 578.

USGA Sponsors Turf, Administration Meetings in Three Cities

The USGA will sponsor two series of golf conferences, starting the week of Mar. 12, in Washington, Chicago and San Francisco. At each place, the first of the two days will be devoted to "A Business Approach to Course Maintenance", with the meeting being conducted by the green section. Administration will be discussed on the second day by representatives of golf associations. Invitations have been extended to sectional, state and local golf associations and to the 34 sections of the PGA to have three officials from each group at the informal meeting where rules, handicapping, Junior and Senior programs, etc. will be discussed.

Here is the schedule:

Mar. 12-13 — Washington (Marriott Motor Hotel, Twin Bridges)

14-15 — Chicago (Sheraton Chicago Hotel)

16-17 — San Francisco (Sheraton Palace Hotel)

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Brandon's Homemade Club Getting Straightened Out.

In these days of high and easy financing it is refreshing to hear of a golf club that has had to struggle to come into existence. Such an organization is the Neshobe GC of Brandon, Vt.

According to Stan English, who has played an important part in getting the club started and in keeping it going, citizens in and around Brandon were a little skeptical about investing in the new club's stock. Two or three ski tows in recent years had ended on the rocks, a one time course had folded during World War II, but most vivid in the minds of many of the town's residents was the collapse a few years ago of a brush cutting machine company in which they had sunk around \$35,000.

But through diligent effort the few hard-rocks who really wanted golf for Brandon finally raised enough money to buy land and get started. They were fortunate indeed in having a fellow like Herb LaRock behind them. LaRock owns the largest logging operation in the state and when

it was time to start the backbreaking work of leveling the land he volunteered the use of his heavy equipment as well as a crew to handle it. It wasn't long before the course was ready for seeding.

Steady Improvement

The first season, Neshobe's greens were small and somewhat irregular, if not absolutely rough. But advice from Harvey Drinkwine, supt. of the Middlebury College course, and another area turf specialist, Dick McGahan, helped the Brandon volunteers to get respectable turf growing in 1960. They increased the size of four putting surfaces and completely rebuilt two of them. Last year, too much attention didn't have to be paid to the greens, other than maintaining them, and so time was taken to ring them with sand-traps. The 1961 projects also included the building or rebuilding of several tees. By September, Neshobe's 9-hole course had become the pride of even those who didn't see fit to invest money in it when the sponsors were scratching for financial assistance.

Stan English, though, points out that the "do-it-yourself" project hasn't been a complete and unqualified success. Inexperience caused some setbacks. Too much,

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for instance, was spent on the clubhouse. A less elaborate building would have been acceptable until more funds were available. The 19th hole, for example, hasn't been an overwhelming success because Neshobe members, perhaps recognizing that Vermont summers are short, have been more intent on playing golf than leaning on a bar. They have long winters in which to do that, anyway. Another mistake, which proved costly at first but has been corrected, was that the Neshobe members didn't set up a proper bookkeeping system. Money didn't exactly fly out the window, because there wasn't enough of it, but neither was it spent as judiciously as it may have been. About a year ago a new sec.-treas. was installed and order has been introduced to the ledger dept.

Not Enough Meetings

What may be called poor liaison also handicapped the club. The board of directors didn't meet often enough to thoroughly discuss all problems. Committee members weren't fully instructed as to what they could or couldn't do when placed in charge of a project and, as a result, either went too far or were criticized for

not doing enough. Where professional help isn't running a club, says English, more attention should be paid to operating details than Neshobe's board was able to give them. But this, too, is being straightened out.

Generally, everyone connected with the club is satisfied with the way it has been run so far in spite of the shortcomings mentioned above. Undoubtedly, 1962 will see most of the rough edges completely smoothed out and then all of the members will be able to devote more time to what was originally intended — playing golf.

New York PGA School

Second annual New York PGA Business School will be held Apr. 12-13 at the Powers Hotel in Rochester. It is being sponsored by the Western, Central and Eastern N.Y. PGA sections. Armand Lanutti of the Western section is the school chmn. and the director is John Budd of Bradford, Pa. Pros and their assistants from upstate New York as well as Western Pennsylvania are eligible to attend. Speakers will include Bill Schaffner, Burke Golf Equipment Co., Newark, O.; Bill Kaiser, Hillerich & Bradby Co., Louisville, Ky.; Bill McCune, McConnellsville, N.Y.; Bob Smith, Albany, N.Y.; and Frank Commisso, Albany.



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