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*Dow Finsterwald, Dunlop Golf Advisory Staff member.



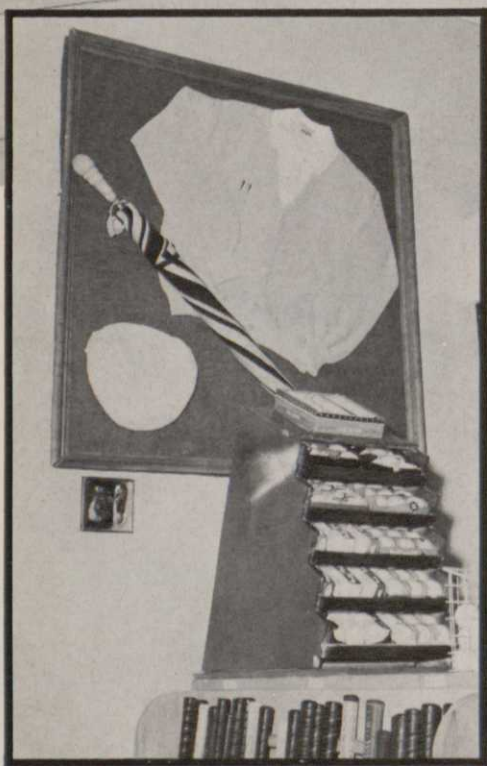
SPORTS DIVISION 500 Fifth Avenue, New York, N.Y. 10036



Panelled shop at Algonquin, west wall of which is seen above, is 15 feet wide and about 40 feet long. Assistant Bob Willett, in charge of stock, is partial to framing displays (left), several of which are seen in the shop.

Women, Bless 'Em, Register Ring

There is a suspicion that affable, soft spoken Milon Marusic has made a blue chip operation out of running the pro shop at Algonquin CC in St. Louis by getting women interested in playing golf and then overwhelming them by catering to them. It's not that male players at the club are slighted or ignored, or perhaps chased off the property on days when the ladies want to take over the course. Nothing like that at all. It's just that business has swelled by a very reassuring





Personalized gift balls, shirts and carryalls were featured in Marusic's Christmas display.



margin since Marusic convinced the women they should desert the bridge tables and take up the more healthful pastime of playing golf. He has the figures to prove it.

Milon has been at Algonquin for eight full seasons. Since he first took over the shop operation there, his quorum of male players has remained steady at about 180. In the meantime, the 70 or so women who were Algonquin regulars in 1956 have increased to nearly 140. In addition, there are about 60 irregular women golfers who occasionally play nine holes. These figures only tell half the story. Now let's look at the ones that are prefaced by dollar signs and are more comforting to any man who makes his living as a professional.

Eight years ago, Marusic opened his shop with a pretty thin inventory. By 1958 he was carrying an average stock of around \$15,000. Last year, this had

Make the Cash at Algonquin

been increased to \$25,000. All these years he was encouraging more women to play golf, mainly by conducting five well ballyhooed clinics for them in the spring. Then, the TV golf shows started to kind of swarm over the magic lantern and the ladies who couldn't be persuaded before, now started looking up the pro and arranging for lessons. By 1960, Algonquin's narrow 92 acres were being overrun by about as many women players as could be accommodated.

Marusic doesn't give complete credit to the women for having made it necessary for him to increase his stock by approximately 65 per cent in five years. But he feels that they have been responsible for perhaps 75 per cent of the increase. Why? Because more new women players are buying, those who were playing and buying before are now buying more, and between these two groups they have their husbands buying like they never bought before. It has been a profitable chain reaction.

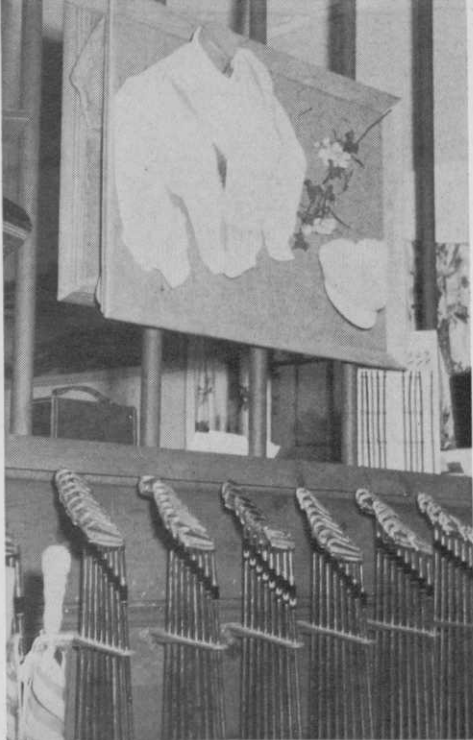
Make or Break The Operation

"The women, bless them, can make or break a shop," says Milon. They may be conservative when it comes to investing in equipment, but they more than make up for this in their sportswear purchases. Many of them will buy two items of apparel where a man, being all too practical, will buy only one, and then not before he thinks it is absolutely necessary. One of the real advantages of having a large group of women golfers is that the more of them there are, the better dressed the men will be. I'm convinced of this."

A pro at a club like Algonquin, where the acreage is restricted, has to make his stake through his merchandising efforts. Lesson giving is curtailed because the practice range is too small. It's almost impossible for a male student to use a wood when he is taking a lesson on the range — and, as Marusic points out, men



Above is the Algonquin pro shop as it is seen from the 18th green. (Right) Rose sprig adds color to another framed display that features woman's sweater and knit cap.



want to hit at least eight wood shots to one iron when they are paying for instruction. The women, fortunately, don't have this problem to contend with since about 95 per cent of them can't hit the ball beyond the range site.

Cut Down Idle Time

Perhaps the best thing about having a large contingent of women players, as the Algonquin pro sees it, is that there is never as much idle time on a course. When something like 200 lady swingers are registered for golf, and two out of three of them play an average of two rounds a week, that insures that the course is being almost continuously occupied during the mornings and afternoons from Tuesday through Friday. The men,

of course, come on in the evenings and on Wednesday afternoons, and the weekends are almost entirely devoted to club tournaments. The upshot of this is that pro shop traffic goes on from morning until night without letup, the well known exposure-to-the-merchandise factor is worked overtime and, most important, there is steady consumption of golf goods. A shop can't help but get rid of a large volume of stock when this is the case.

Business at Algonquin is good enough that Marusic has never seen fit to discontinue a ball imprinting practice that he inherited from his predecessor. Balls that are bought in the shop are stamped from individual metal plates with the names of the buyers who use this service. When the balls that are lost in the lake or out on the course are found, they are returned to the original owners at a charge of only 15 cents per ball. About two out of three members use the imprinting service. Many pros frown on an arrangement of this kind, saying it would make serious inroads into their ball business. Marusic, however, states that the loss here is not as great as imagined, and that it is a goodwill price he is willing to pay to get approximately 85 or 90 per cent of his members' patronage.



Bob Willett, Milon Marusic, head pro, and Jim Barton, in charge of merchandising, discuss the packaging of golf balls.

(Continued on page 102)

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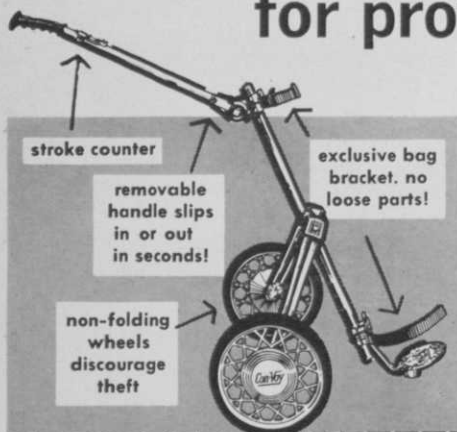


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G-2

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Owners Not Liable for Accidents Which They Can't Control

By WILLIAM JABINE

So many great golfers owe their success to the fact that their contact with the game began at an early age that any suggestion that boys are in the way on the course or around the clubhouse runs directly contrary to golfing tradition. Yet, boys being what they are, all too often cause troublesome situations that inevitably find their way into the courts, as two recent cases, one from Louisiana, and the other from Iowa, eloquently prove.

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Legal Side OF GOLF

The plaintiff in the Louisiana case, which was taken to the Third District Court of Appeals of that state, was the father of a 15-year old boy who was visiting a friend who was employed at a 9-hole Par 3 in Alexandria. The boy was injured while fooling with a home-made pistol fashioned from pieces of a three-quarter inch pipe. The weapon had been brought to the golf course several days before by one of the course's three employees, a 14-year old boy whose job it was to collect green fees and rent golf clubs.

The Court describes the accident as follows: "The pistol remained on the premises for several days. At times, various boys of the same approximate age fired the pistol by stuffing it with gun powder or match heads and then putting a lighted match to a touch hole in the top of the pipe forming the barrel. Sometimes the gun would be placed on the ground when fired. At other times it was held in the hand. On the day of the accident in question, the plaintiff's son fired the gun twice by holding it in his hand: the first time without harm, and the second time it exploded.

Only Boys Were Involved

"No persons connected with the course, other than the young boys involved, knew about the gun or that it was being fired. The gun was, in fact, kept hidden in or

about the clubhouse at the golf center."

As a result of the explosion, the plaintiff's son lost a finger and was otherwise injured. The father brought an action against the golf course corporation and the insurance company which had insured it. The plaintiff charged negligence, saying the gun shouldn't have been on the premises. He contended that the incidents surrounding the use of the gun were inseparable from the employment of the boy who had brought it to the course.

Contributory Negligence

The defendants argued that the incidents surrounding the accident were beyond the scope of their youthful employee's employment, and that therefore no liability attached to them. They also charged the injured boy with contributory negligence.

The trial court rendered judgment for the defendants and the plaintiff took the case to the Court of Appeals.

The Court of Appeals affirmed the ruling of the trial court. It said in part: "... we cannot agree with the plaintiff's contention that the employees' acts with regard to the home-made pistol were inseparable from their employment merely because they were on the employer's premises and were available to perform the duties of their employment. It goes without saying that the young lads had not been employed for any purpose remotely connected with the discharge of home-made firearms.

"They were employed to be present at the small clubhouse to receive green fees and to hand out golf clubs, simple tasks within the realm of their age and abilities, and which, in our opinion, would not reasonably require close supervision." (Golmon v. Fidelity and Casualty Co. of New York, Inc. 146 So. 2d 461.)

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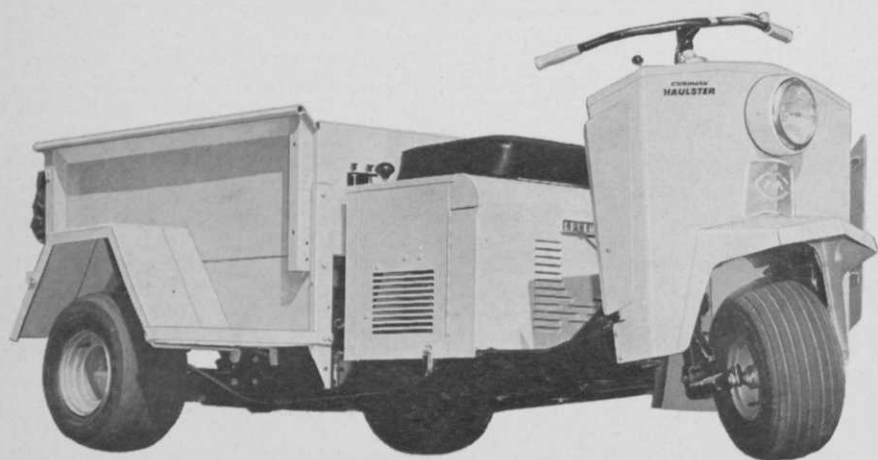
Accident on Range

The Iowa case had its genesis in a visit to a driving range made by two young boys 14 and 12 years of age who were accompanied by the 11-year old sister of one of them. As they had done on previous occasions, the boys paid 75 cents apiece for a basket of balls and a club and proceeded to the driving area.

This area consisted of a long cement platform about 3½ feet wide, divided into stalls about 8 to 9½ feet in length. At the south end of each stall was a feeder box

(Continued on page 86)

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