

Expert Old Club Helps Sell

Charley Penna, pro at Beverly CC (Chicago dist.) has found that members' interest in owning quality clubs is made keen by reconditioning the old clubs. Charley is an experienced clubmaker and his assistant, Richard Carparelli, also was trained on the bench so both of them know how clubs should be.

Storage service at Beverly calls for at least one complete reconditioning of clubs a year, and possibly a mid-season job if the clubs need it. It is a service that makes the clubs look pretty nearly new and which can rarely be given due to inability to get such competent clubmaking help as Penna has in Carparelli.

The reconditioning job as done at Beverly was at first an experiment. Penna didn't know whether it would reduce sales of new clubs by making old models look in top condition. It was started right after the war when new clubs were hard to get and it was Penna's effort to keep members holding onto their old clubs until he could supply them.

The way it has worked out has been to get members so interested in the appearance of their clubs that they have become more appearance and design conscious than formerly. Consequently they have bought new models at a rate Penna believes is unusually high even considering the stored-up demand of the war years when new clubs were not available.

Steps in reconditioning wood clubs in Penna's shop are shown by the illustrations starting at the upper lefthand corner, going across the bottom of these two facing pages and down on the right hand page.

Woods first are put in a tank containing



Reconditioning New Clubs

a Sherwin-Williams solvent which removes the old lacquer.

Then the sole plates are cleaned up and nicks and bumps removed on a wheel.

Third step is regrooving lines in the wood faces.

Then the heads are restrained.

At the bottom of the lefthand page is shown the stain drying step. Lights and a radiator with a hood to concentrate the heat make the drying process speedy.

At the bottom of the righthand page is shown the next step which consists of spraying lacquer onto the wood head. The hood enables this work to be done neatly and wastelessly.

Next the lacquered head is buffed to a high polish.

The clubs are stored carefully after examination by Penna to see that no faults have occurred in the processing. This storage is recorded by Penna in a way that gives him a tip on which of his members should be in the market for new clubs.

Penna (left) and Carparelli make frequent inspections of reconditioned clubs to determine how materials and work has stood up.

At the bottom of the righthand page is the interesting display of clubs on different levels and by sets in Penna's shop at Beverly. He says this arrangement makes a small shop look bigger and attracts more visual and manual attention of members.

Reconditioning of irons is done by removing nicks in the heads and polishing them. Sheaths of all clubs are cleaned with acetone. Grips are made tacky with Lexol. Bags get saddle-soaped.

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CLUB RECONDITIONING

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The service costs \$1.50 a month the year around. It keeps Carparelli on for two months during the winter.

When major repairs are needed most of them can be done in the shop but those that require factory service can be checked at the close of the season and sent to a factory and returned well before the spring opening.

Choice of materials for the reconditioning is one of the expert parts of the job. A number of pros who happen to have competent clubmen in their shops also have adopted this type of club reconditioning service and, like Penna, have found it builds up the quality market.

NEWS from the MANUFACTURERS

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Hagen Div. Changes

Ed Rankin of the Walter Hagen division of Wilson Sporting Goods Co. recently announced Colin A. Chisholm, Jr., son of the prominent New England pro, is representing the company in the New England area and Northeastern New York. Handling accounts in Cleveland, Pittsburgh and Syracuse is Bob Sichterman, while the Charlotte and Washington sections are under the guidance of Joe Worrell. Robert Bailey now is working out of Cincinnati and St. Louis.

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