



## Bob Baldock Keeps Busy with Nine Courses Going

One of nine of Bob Baldock's works in progress is the Hole-In-One Club at the Hacienda on Las Vegas' famed strip. The 1100-yard front nine was recently opened for play while the second nine will be put in play soon. Altogether, the 18 will measure 2600 yards with holes ranging from 50 to 325 yards long. Par will be 27-29-56. Baldock, Fresno, Calif. architect, designed the layout for slicers since hooks will carry out of bounds on many holes.

## "Field-Tested" Is Strong Selling Point for Clubs

By PAUL BELL

Pro, Naples (Fla.) Country Club

Selling golf clubs by allowing the prospective purchaser to test them for a round is a method only the pro can use. There probably has been too much caution in using the plan. It's a good system for meeting cut-price store competition and a good system, too, for selling to people to whom improved golf is a far more important factor than price.

Selling by trial had almost passed out of my merchandising and member service picture until my assistant, Dick Robert, urged that we revive it. Dick is assistant to Herb Meinert at Gary (Ind.) CC in the summer.

Dick resold me on the idea and I went for it, not only as a possible sales booster but because I think that one of the best things a pro can do is encourage his assistants when they have imagination and energy enough to come up with selling suggestions.

Dick made signs advertising the "field-tested" plan and displayed them in the shop with the result that our sales of woods, irons, putters and wedges this season are well ahead of the previous year.

We've been told that "course-tested" may be a better term for a golf club selling plan than "field-tested." Perhaps it would, but "field-tested" is working very well for us and gets clubs into the hands of prospective buyers without mention of price, weight, swing-weight and other factors.

We have very good turf with sandy soil and well-maintained traps so the possibility of marring clubs by testing them in play is remote. Grips are rarely marked by playing tests and if they are, the discoloration is minor and easily removed.

Our experience has been that in a very high percentage of cases, field testing has produced sales.

Many golfers who can afford new clubs are playing with clubs that no longer fit their swings and which are badly worn. They haven't any idea of how much better the right new clubs will feel and perform. Field testing is a valuable service to them and a sales maker for the pro.