

Sets Two Week Limit on Holding Trade-In Clubs

By JACKSON BRADLEY

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THE golf professional, like men in the automobile industry, is looking for some genius to come along with a bright (or perhaps 'magical' would be a better word) solution to the problem of profitably disposing of used or trade-in clubs.



Bradley

I have talked to many fellow pros concerning the situation and about the best advice they have to offer is that it takes constant plugging and selling ingenuity to get rid of trade-in clubs. I think all of us would be smart to settle for this solution because alluding once more to the automobile industry, it has put its best minds to work trying to figure out an answer to what to do with used cars and, after all these years, still hasn't come anywhere near finding it.

TOP PROFESSIONAL GOLF CLUB SALE

WOODS—Reg. \$96
\$65⁰⁰

IRONS—Reg. \$130.00
\$89⁵⁰

WEDGES and PUTTERS
Reg. \$8⁹⁵
\$15.00

SPALDING—WILSON—MacGREGOR
TRADE-INS ACCEPTED

Golf Shop River Oaks C. C.

JACKSON BRADLEY, Professional
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Jackson Bradley uses newspapers to advertise closeout sale of clubs. He also uses these ads to sell trade-ins.



Packy Walsh (center), for 20 years golf supervisor for the Chicago Park District except for a three-year period during World War II when he took time out to serve in the U. S. Army, resigned in June to devote full time to private golf interests. He is shown flanked by his brothers, Marty (left) and Tom, both of whom own courses in the Chicago area. Park District officials, headed by George T. Donoghue, gave Packy a going-away party at the Chicago Yacht Club and expressed the hope that the man who had made golf the most important activity in the city's recreational program would reconsider and return to his old post.

What I think all of us should keep in mind is that we can still make a profit handling used clubs. In addition, the sale of trade-ins brings new golfers into the fold in many instances. That means that directly or indirectly, and sooner or later, some pros, if not all, are going to benefit through the sale. Which prompts me at this moment to advise every pro to keep a record of the persons to whom trade-in clubs are sold. Eventually, these people are going to be customers for new clubs and you want to be the first to approach them with the suggestion.

Keep Them Moving

I try not to accumulate too many sets of used clubs. When I get 10 or 15 on hand, I run a display ad in one of the local newspapers. I find in order to move them out of my shop this method is very effective.

But the real key to getting rid of trade-ins is to have an assistant who is as concerned and interested in moving the second hand merchandise as you are. My right hand man, Joe Moresco, is that kind of a fellow. Persons who deal with Joe have just as much confidence in his judgment and veracity as they do in mine. What is more, both Joe and I try to go about selling a used set of clubs just as we do a new set. We feel that we can't allow the customer to get the im-

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Feast or Famine in West

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a cost of \$21,000) a distance of 180 miles to plant on Four Hills."

The irony of Las Vegas is that while its thirty acres soak up so much water there is so little of it. The plush desert spa's annual rainfall is only 4.35 inches. Baldock built an 18-hole Par 3 course for the Hacienda Motel. There were water rights available for only nine holes. The other nine holes must remain unirrigated.

Lucky In Water Supply

Sometimes, Nevada water is not so hard to come by. Winnemucca's 9-hole city owned course gets water for the pumping, thanks to a reservoir built some years ago by the Southern Pacific Railroad. It was intended to quench the thirst of the road's steam engines. The switch to Diesels made the pond a liability.

In Carson City, Nev., the last state capital in the union to get a golf course, a nearby rancher had a deep well and a water surplus.

Fallon (Nev.) Soparovan ("meeting place of the tribes") course has a steady supply, pumped out of the Carson River.

Perhaps the extreme in lack of and surplus of water are to be found in Turlock, Calif., and Flagstaff, Ariz.

"In Turlock," says Baldock, "we had to put in a pump to lower the water table; otherwise it was too muddy underfoot."

"For Flagstaff's Coconino CC (at 7,500 feet the highest 18 hole course in the country), two lines were needed, one for drinking water, the other for irrigation. In such short supply, it was a case of using processed sewerage water, distributed from a reservoir built on the first 9 — or no golf course."

Limit on Trade-Ins

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pression that he is buying inferior goods which sometimes is the result if you put the sale to him on "take it or leave it" basis. Every club we re-sell is, of course, cleaned and completely reconditioned.

I feel that every pro should try to set a limit on the amount of time trade-in clubs are kept on hand. In my case, I try to keep it to two weeks or less. But even though I have my profits from the sale of a new set of clubs tied up in the return set, and although I may theoretically be paying interest on money I have

not yet realized, I still try to refrain from selling the used clubs at a figure lower than the one I allowed for them. In fact, I expect to realize a profit on the trade-in clubs to cover my expenses in handling and re-conditioning them.

I think this latter point is important. Too many pros, according to what I have seen and heard, regard trade-ins as something to get rid of as quickly as possible, and in doing so, sell them at ridiculously low prices. It should always be kept in mind that a loss on used clubs reduces the gross profit on the new clubs that were sold when trade-ins were taken in.

Book Review

Better Golf Through Better Practice. Jules Platte and Herb Graffis, Prentice-Hall, Inc., 70 5th ave., New York 11.

This book is the outgrowth of a ball session involving a group of pros. It was agreed that even though golf instruction has evolved into something of a science, nobody has been able to go beyond the teaching of the mechanics of the swing to transmit the true feel to the student golfer. The feel, it was decided, can only be acquired through practice. This led to the statement, "Rare is the golfer who knows anything at all about how to practice," and from it, the book which Jules Platte has written in conjunction with Herb Graffis, editor of *GOLFDOM* and *GOLFING*.

The Platte-Graffis opus is the first ever written on the subject of practice.

Platte, summertime pro at Knollwood in Lake Forest, Ill., and wintertime master at Sundown in Scottsdale, Ariz., apparently is convinced the golfer will never get a grip on his game until he learns to grip the club. He thinks a faulty grip causes more than 50 per cent of those errant shots and a considerable chapter is devoted to getting it straightened out.

A history of practice is woven through the volume. Practically every chapter offers practice checkpoints that are emphasized by being set in bold face. Platte points out, by the way, that you don't necessarily have to go to a course to practice, but can do it at home.

There are a number of sage pieces of advice sprinkled through the book. One is to concentrate on only one thing (not club) at a time; another is to practice only when you're alert and have definite objectives in mind.