



When the Vista (Calif.) G & CC was officially dedicated this spring, the traditional ribbon was cut, well known pros gave exhibitions and several VIP's spoke. But a new twist was added when the local high school band played a concert on the patio of the two-story clubhouse, a remodeled farmhouse. The \$250,000, 9-hole course fills a great need for Vista residents who formerly had to travel a considerable distance to play golf. The course is 2,750 yards with a par of 34. Bill Mast, who holds a similar post at San Clemente CC, is pro at Vista. Steve Treadway is his assistant.

stocking competitively-priced lines.

Trade-In Big Factor

Trade-in allowances also have been used by pros in some districts to beat store competition.

The pro authorities reported that trade-in allowances were made in at least 50 per cent of all pro shop sales of clubs and at many private and fee clubs every sale except to beginners, involves an allowance for used clubs.

Pros comment that now in most cases the sale of a set of new clubs means making two sales as the traded-in set also must be sold.

One of the top businessmen in pro golf says that if it weren't for the traded-in allowances pros wouldn't be able to sell nearly the number of clubs they do now and the bottom would drop out of the quality club market.

No professional reported any difficulty in disposing of the trade-ins.

The buyers are players at public courses, beginners, caddies, juniors and golf ranges. Some of the trade-ins are used as rental sets.

Generally the pros who take the trade-ins figure that they are lucky if they don't make an allowance and a resale that amounts to cutting the price of the new set that is sold. But there doesn't seem to be many pro complaints about this as it definitely results in increasing the gross volume and profit on club sales.

Allowances Still Reasonable

Only a few cases of pros being prevailed on to give unreasonably large allowances on traded-in sets are reported. That is an improvement over the situation a couple of years ago. Maybe the pros are getting to be smarter traders and are not stampeded by pressure of the potential new club buyers.

There were signs, a few years
(Continued on page 89)