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Trade-in Problems Increase In Club Selling

Old clubs traded in on new ones are causing increasing headaches for pros. Allowances that some members want on very old clubs are ridiculous. Pros are in a poor trading position as many players want top quality, fixed price clubs. Stores taking trade-ins apply the allowances on clubs they have overpriced to give themselves a lot of trading leeway.

Some professionals announce on about June 1 that after the middle of that month they won't accept as trade-ins clubs that are over three years old. Others will not take in clubs older than seven years.

Pros at wealthier private clubs aren't bothered too much by trade-ins, but the overall picture shows that about 70 per cent of sales of new clubs involve trade-in allowances. The pro, therefore, is put in the spot of having to make two sales of clubs in seven out of ten cases. Thus most pros are practically in the position of the automobile dealer who is in used car as much as new car business.

Normally in industrial areas pros are

able to sell good used clubs quickly to factory and office people who play at semi-private or public courses.

A significant sidelight of the recession was observed by pros in the drop of their used club sales last summer. A number of professionals, especially in the Detroit and Chicago districts, carried from six to eleven sets of trade-in irons into the winter. Rarely in previous years did these professionals have to carry over more than a couple of sets of irons. However, trade-in woods sold better than the irons.

Another mystery about selling trade-in woods is that in some neighborhoods the woods will sell fast if they are merely clean but still look somewhat beaten-up. In other sections of the same golfing district the trade-in woods have to be made to look almost like new before they sell.

Kollett with Green Section

James R. Kollett has been named Northeastern agronomist for the USGA green section. Formerly connected with the International Minerals and Chemical Corp., in Chicago, Kollett is assisting Alexander Radko. His headquarters are located at Rutgers University, New Brunswick, N. J.