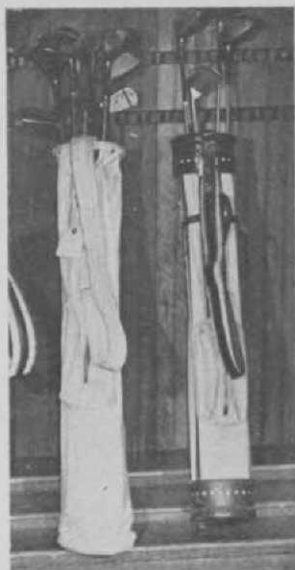


By AL BONK

*Stymied by Trade-Ins, Golfers  
Who Hold on to Old Equipment?*



## Take A Sales Lesson From the Car Dealer

What would a successful automobile dealer do with the same sort of a setup that the golf professional has for reminding potential customers they've had old merchandise too long?

That is a subject the golf pro might think about in employing his imagination constructively. His situation on trade-in clubs is getting too close to the automobile dealers' position. The professional's problem is to control trade-in operations and use them in enlarging his market and increasing his profits.

GOLFDOM's latest survey shows that more than 65 per cent of new club sales at pro shops involve acceptance of used clubs as partial payment. The percentage of trade-ins ranges from zero to 100 at various clubs. Members of clubs where there are no trade-in deals seem to be just as active in buying as the members or players at courses where every new set of woods and irons sold means taking in used clubs and re-selling them.

### These Things Help

The growth of the club trade-in deals has had two bright spots for professionals:

(1) Golfers are learning that the pro-only lines of clubs are the only ones that have

an appreciable trade-in value. On the other hand, the professional, in some cases, is almost compelled to allow more than the trade-ins are worth. Nobody, not even the greenest caddies, will pay enough for cheap line second-hand clubs to warrant handling them.

(2) There is a growing trend toward cutting down the shafts of pro-quality trade-in clubs and making them suitable for youngsters. Emil Beck, Bill Hardy, Horton Smith, George Aulbach, John Budd, Herb Graffis and others have discussed this at PGA business schools.

The trade-in problem isn't the only one suggesting that we consider ideas for pro merchandising that might be developed from imagining how the automobile dealer would react in the professional's situation.

### Replace the Old Stuff

For instance: If the automobile dealer had hundreds of automobiles in a garage back of his showroom, you could be certain that the dealer would be approaching the owners of any of those cars that were two or three years old with the idea of selling them a new one. There is no

*(Continued on page 68)*

# THIS STRONGER "HESTER HEART"

assures

## HIGHER GOLF CAR PROFITS

The "heart" of your golf car is the battery. When it fails, rental profits vanish. This Hester Golfmaster assures longer, dependable, day-in, day-out service, charge after charge—BECAUSE . . . it is built with larger, heavier, power-packed plates—BECAUSE . . . it is the highest-quality golf car battery made. Yet it costs no more.

### LET US PROVE IT!

Let us show you why so many leading golf clubs have standardized on HESTERS. The facts can mean extra dollars to you!

Write **HESTER BATTERY MFG. CO.**  
**HESTER PARK**  
**NASHVILLE 10, TENNESSEE**



START and GO with

# HESTER

BATTERIES

Dependable Batteries For  
Almost Half-A-Century

## Take A Sales Lesson

*(Continued from page 38)*

reason for believing that the standard of automobile salesmanship is higher than that of the good businessman pro, so why shouldn't the pro be thinking in a similar way about people who are using old playing equipment?

The automobile salesman generally depends on advertising to bring prospects into the showroom. In most cases, the golf professional already has his prospective customer frequently coming into his showroom. The golfer often depends on the professional to get him to buy what is needed.

I have heard it said that golf equipment lasts too long. You don't hear that complaint about automobiles. Figures indicate that the golf ball now is played about twice as long as the ball of 1940 was played. Extensive surveys of pro shops and studies of golf club production, sales and markets indicate that the top quality woods in bags in the racks at private clubs are about seven years old and the irons are only slightly less in average age. The average age of the clubs in private club storage has increased about

one-half year since 1953.

### What Clubs Last "Too Long"?

Every experienced professional looks at golf market statistics in a way that should help him determine the facts at his club. He probably will find in his storage racks quite a few sets of clubs that have been used more in two years than the average member plays in five or six years. So who knows — and why — if golf clubs last too long?

The professional, not the amateur who buys and uses clubs, knows the right answer to the useful life of clubs. The pro knows that the answer is not based on the calendar, but on developments in golf club design, materials and construction. Thoughtlessness is a fact in determining the life of clubs. What member knows when he bought his clubs? The pro who uses old clubs, even an old putter, isn't giving his members a good example.

If an automobile dealer had 250 cars garaged back of his salesroom and saw that 50 or 60 of them had old-fashioned gear shifts, 70 to 80 of them lacked power steering, 200-or-so didn't have air-conditioning, there'd be a lot of high-powered selling action by his salesmen. There is foundation for the criticism that the auto-



**For LONG LASTING  
Results that Count  
add WORKERS to Your Soil**

"Really and Truly" odorless, Dr. Allen's True Organic is not a fast shot. Contains billions of living bacteria to give long lasting results in a few short weeks. Digested therefore Non-Burning — economical. Keeps replenishing your soil's life.



**PAUL E. ALLEN CO. PALM HARBOR, FLORIDA**

mobile business depends on advertising and trade-in allowances, rather than personal salesmanship, to do its selling — but it has to get rid of its stock.

Now compare the hypothetical situation in a garage with the condition of 250 sets of clubs in storage back of a lot of pro shops.

From the soles of clubs to the tips of the grips there have been hundreds of changes — improvements and developments — made in clubs in the past five years. Does the pro's customers realize that progress has been made in clubs?

**Does Pro Know What's New**

The professional and his assistants ought to know every single one of the details of improvement in clubs. He should get this information from manufacturers and their salesmen. Many times he can get printed information from manufacturers to mail to his prospective customers or have this information attractively and conveniently displayed in the shop.

The professional is expected by his customer to be the top authority on golf clubs and to pass along his expert knowledge. Sometimes this actually is the case; sometimes it is not. You, alone, know what the answer is at your club or at your course. You, alone, know whether you are

losing to price-cutters the business of people who should be buying from you because of your expert knowledge of clubs.

Have you ever wondered about the amount of business you may be losing because your customers don't know their clubs are not first grade by today's standards? Are any of your members using clubs made and bought when the Edsel automobile was being made?

**Style Can Sell Clubs, Bags**

The professional whose shirt and sweater business has increased because of style changes rather than because of wear should investigate thoroughly how the same factor of out-of-style that applies to apparel applies to golf playing equipment.

To get right down to specifics on what the professional and his assistants can do to serve the customer better by reducing the time lag in selling him (or her) clubs with built-in aids to scoring, obtain from manufacturers all possible information to pass along to potential customers on:

**GRIPS** — Nature of material, character of "feel", security of connection, reliability regardless of weather conditions and physical and emotional condition of player, method of securing grip to shaft, retention of most desirable feel of grip material, sensitive "touch" of grip, appear-

**Old Orchard Turf Nurseries**

**Old Orchard® C 52**

**CREEPING BENT STOLONS**

**Ralph R. Bond — P. O. Box 350, Madison 1, Wisconsin**

**West Coast Branch: Cal-Turf Nurseries, Inc., Camarillo, Calif.**

**THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES**

## HOLE-IN-ONE TROPHY

We Will  
Attach  
Your  
Winning  
Golf Ball  
Here



Golf Pros  
Honor Every  
Hole-in-One  
with this  
Inexpensive  
Trophy

XPW-31 Ht. with Ball 4 3/4". Genuine Walnut  
Base. Sunray Engraving Plate and Ball Stand  
\$4.95

Write for  
FREE Catalog

Write for  
Pro Discount

### THE TROPHY AND MEDAL SHOP

914 Silversmiths Bldg.  
Chicago 3, Illinois CEntral 6-5018

## Delays? "Sit-N-REST" with

# CART-BAG

Trademark

Your golfers rest, relax comfortably on CART-BAG's famous swing-out hammock-type Seat! It's unique — doubles as an emergency carrying strap, when wheeling is impossible. CART-BAG wheels easier, too, even with a full set of clubs. Try it! Demonstrate to your members! They'll enjoy its feather lightness, new aluminum wheels with wider smoother tires, new variety of colors, and other features.

#### 4 MODELS

Only \$32.50 to \$39.50

**SOLD ONLY  
at PRO SHOPS**



Write for the facts . . .

**SIT-N-REST GOLF BAG CORP.**

637 E. Center St., Milwaukee 12, Wis.



Bob Hope (left) looks over trophy he won in recent World Entertainment tourney held in Long Beach, Calif. With him are Del Webb (center), N. Y. Yankee owner, and Maurie Luxford, tournament chairman.

ance, aid in aiming clubface, weight and size, effect on balance of club, resistance to undue wear and tear, possible need of repairs, speed, ease and economy of application, ease of repair, etc.

**SHAFTS** — Materials, use of materials, flexibility or stiffness, torsion, weight, location of point of maximum "spring", taper, appearance, strength, resistance to corrosion, etc.

**HEADS** — Material, design, weight, distribution of weight, sole design, sole plate, face insert and other marking, assembly, head finish (material and design and durability), connection with shaft, etc.

## Quincy Municipal

(Continued from page 36)

convinced many people that their kids will never learn to play the game well unless they have superior equipment."

### Women's Club Sales Pick Up

Sales to women have been especially gratifying to Glasgow in the last two years. It never was much of a problem to sell quality sportswear to the ladies, according to the Quincy pro, because that favorite punch line, "This is something you can't buy in town," always was handy and it had an effect. But pro-line clubs were a different matter. However, Glasgow discovered about two years ago that if he brings husbands into the act when