

## Second Set of Clubs for Every Golfer

# Some Pros See Big Market for Duplicate Equipment

Last month in an article on page 26 of this publication, it was suggested that a concerted campaign to sell second sets of clubs, in addition to duplicate bags and shoes, has amazing potential. It was pointed out that Milon Marusic, pro at Algonquin CC in St. Louis, has partly solved his trade-in problem by encouraging members to keep their old clubs as a convenience when they are going to travel or are going to play at courses other than their own. Dr. Thomas G. Andrews, University of Maryland psychologist, was quoted as saying that the status compulsion might move people to buy duplicate golf equipment if they were to become convinced

that there is prestige involved in doing so. Finally, it was suggested that it would take strong promotional efforts on the part of pros, backed by a national advertising campaign conducted by golf manufacturers, to persuade golfers there is a need for duplicate clubs, bags, shoes, etc., just as there is a need for second automobiles.

Some time ago, Golfdom queried pros throughout the country as to their reactions to the possibility of putting "a second set of clubs in every locker" plus bags and shoes. A total of 29 pros, or approximately 35 per cent of those surveyed, returned replies from which the following information is summarized:

1. What per cent of your players own duplicate clubs, bags, shoes, etc.? ....4.75
2. What per cent of your players do you think would buy duplicate equipment if a campaign to sell it to them was undertaken .....9.3
3. Have you made some effort to sell duplicate equipment to your players? —  
Yes 14 No 13 No Reply 2
4. If a second set of clubs were sold, would it be better to push an open set of 10 clubs than to try to sell a standard set of 14? .....Yes 7 No 22  
Reasons for Yes answers in No. 4:  
Weight factor in air shipments.  
Expense involved in buying a second set.  
Reasons for No answers in No. 4:  
Trade-in complications  
Players may start thinking 10 clubs are all they need  
Both sets should be exactly matched as to swing weight, style and number of clubs
5. If a second set of 10 clubs became popular would there be any danger of the 14-club set losing its popularity? .....Yes 8 No 17 Undecided 4  
Reasons for Yes answers under No. 5:  
A trend would be established  
Why risk having players buy less than 14 clubs?  
The average player would find he'd do as well with fewer clubs  
Because of the price factor.  
Many of my members carry 16 or 17 clubs . . . I want them to continue to do so  
Reasons for No answers under No. 5  
A golfer will buy anything that will improve his game

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***We could give a better deal if we sold two sets . . .  
It's tough to get two sets that feel and swing alike***

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Those who buy second sets won't be satisfied with less than 14 clubs  
Take away one club and you hurt a player's chance for improving

**6. What can be done by pros and manufacturers to put over the idea of owning duplicate equipment?**

**Optimistic Group** (This constitutes pros who say that 6.5 per cent of their players have duplicate equipment and 22.5 per cent would buy it if some kind of a "second set" campaign were started)

We could give a better deal on two-set sales . . . encourage people to keep old clubs and not trade them in

People will keep old clubs if pushed a little to do so . . . I'd like to go for third sets for second cars

Many golfers belong to more than one club . . . they play Par 3, go to ranges . . . it's convenient for them to have extra clubs available

Duplicate sets should be played up in national advertising . . . get golfers thinking two sets and they'll buy duplicates

This should appeal to the spur-of-the-moment golfer

Many businessmen belong to two clubs . . . if they can afford two clubs, they can afford two of everything else.

Players don't like rental clubs . . . they're usually an assortment of odds and ends

**Doubtful Group** (This constitutes pros who say that 3.67 per cent of their players have duplicate equipment and only 2.5 per cent would buy it if some kind of a "second set" campaign were started)

Rentals take care of a traveler's needs

It's very difficult to get two sets of clubs that feel and swing alike . . . golfers would become dissatisfied as a result

We'd be better off to concentrate on a campaign to get golfers to replace their worn out equipment

Pressure would be involved . . . pros would be accused of becoming too greedy

Too many golfers are looking for closeout deals . . . you do well to sell them one pro-only set

People who can afford second sets will buy them without being pushed

Our club is easily accessible to members . . . but this idea might go over in heavily populated areas

I take care of duplicate equipment needs through sale of open stock

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### **Louisquisset Is Second**

Louisquisset GC, which recently was put in play in Providence, R. I., is the country's second standard length course to be lighted. The R. I. layout is 6,080 yards and plays to a par of 70. It is lighted with enough 1,000-watt mercury floodlights to gain about 10 footcandles on tees and greens and five on the fairways. Most downtown streets are lighted to about one footcandle. General Electric, which made the Louisquisset installation, also is working on lighting systems on standard courses in Boston and Montreal.

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### **Michigan Turf Research**

Through the efforts of the Michigan Turfgrass Foundation, an expanded program of turf research has been initiated at Michigan State University. The program covers four areas of research: Varieties and breeding; Soil composition and fertility; Management, physiology and ecology; and Pest control. Seventeen agronomists connected with Michigan State are directing the research work. Graduate and undergraduate students also are taking part in the program. The Foundation was founded eight years ago.