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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.