

*Concentrated Ad, Sales Campaign
Could Condition Player's Thinking*

A Second Set of Clubs for Every Golfer

Tom Murphy's "Used Club Trade-In Guide" (Golfdom, April, p 80), and Golfdom's campaign to get more youngsters playing golf through the "Pro-Juniorizing" club program (Feb., p 48, Mar., p 35 and Apr., p 86) have been cited by numerous pros as the most progressive steps that have been taken in many years to find a solution to the pesky club trade-in situation.

Alluding to Murphy's contribution of compiling a "Bluebook" of trade-in values, several pros have said that it is "something that should have been thought of years ago." For the first time, it gives the shopmasters a set of firm figures to go by in establishing trade-in values. At the same time, it saves the pros the embarrassment of quoting certain allowances one week and changing them the next because the original quotations have been forgotten.

The "Pro-Juniorizing" idea is a valuable one, pros agree, not only because it puts clubs in young players' hands at a reasonable price, but because it helps to at least take part of the curse off the trade-

in dilemma. With the cutdown clubs going to members' children, much of the legwork that is usually necessary in peddling used clubs is done away with. This saves the pros time as well as money.

The Real Sleeper

The real sleeper in the whole trade-in picture, according to one pro, appeared in an article in the February issue of Golfdom that described the operation of Milon Marusic's pro shop at Algonquin CC in St. Louis (pp 62 and 63). "Back on page 102, where this article was continued," says this pro, "reference was made to the fact that Marusic encourages people who buy new clubs to keep their old ones as a convenience when they are going to travel, or are going to play a course other than their home club. The idea is that if a second set of clubs is easily accessible for the golfer, it is going to save him a lot of time in going back and forth to his club to pick up and drop off his clubs when he plays elsewhere. As Milon says: 'Why not keep a second set in the trunk of your car?'"

"The second set of clubs idea is one that

people in the golf business should be selling," the pro continues. "It may have amazing potential. Many people nowadays own two of everything — automobiles, homes, TV sets, radios, stoves, refrigerators, fly rods, etc., etc., etc. In fact, many own three. So, why not golf clubs?"

The second set idea doesn't necessarily have to involve only trade-ins. Why shouldn't everyone who plays golf be encouraged to own two sets of clubs, two bags and two pair of golf shoes, just for a starter? At first glance the two of everything in every man's locker may seem fanciful, an idea that never possibly could take hold, or one that only the well-to-do could afford.

Auto Industry Did It

The automobile industry went through the same kind of speculation many years ago when it questioned whether individual Americans couldn't have two cars in each of their garages. The goal of putting them there hasn't been fully realized, of course, but multiple sales of automobiles to individuals or to families certainly must account for between 10 and 20 per cent of the industry's annual production. What is to prevent professionals and the golf industry from increasing their equipment sales by perhaps 20 per cent annually by encouraging golfers to own duplicate sets of clubs?

Where and how would a plan of this kind be started? Primarily by telling golfers that owning a second set of clubs is no more than a matter of convenience, and pointing out to them why this is so. Then, that clinching argument, the status gimmick, could be invoked. If you can't sell an American the need for owning something, you can persuade him that there is at least distinction in owning it.

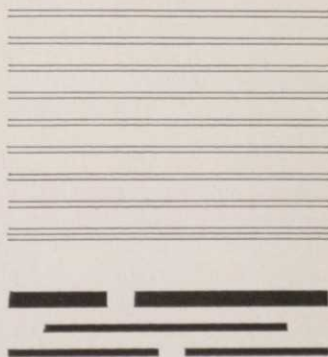
There is as much distinction in owning a second set of pro-only clubs as there is in having a spare TV set, a summer home or a second car. People only need to be reminded of this.

What A Psychologist Says

If you don't think that distinction, status, position, rank, etc. are attached to the game of golf, and the equipment that is used in playing it, stop and consider what Thomas G. Andrews*, a University



Golfers of Distinction
Own TWO Sets of Clubs



of Maryland psychologist, told a Mid-Atlantic PGA group last fall:

"Golf is a compelling activity — as indicated by the time and money spent on it, the length some people will go to play it, and the trappings and gear they will acquire in order to be identified with it . . .

"Golfers are motivated by social prestige. Many people are particularly susceptible to this need. It is surrounded by symbolism, pageantry, special clothing and equipment, and even a special vocabulary that sets them apart . . ."

In these two paragraphs, you have the status ingredients — social prestige, trappings and gear, special clothing and equipment and, what should appeal most of all to professionals and manufacturers, the inclination of people to spend money to satisfy their desire to be identified with the game.

Dr. Andrews, incidentally, points out

that most people don't realize they are motivated by all the forces described above. Undoubtedly, it is because they never have been told what is going on in the recesses of their minds. Not more than three or four golfers out of a hundred own duplicate equipment such as clubs, bags and shoes because it never has been suggested to them that it is not only convenient but a symbol of distinction to do so. Those that own duplicates of any clubs often restrict themselves to no more than putters. The sale of a second, third, fourth, etc. putter is fine as far as it goes, but it shouldn't be forgotten that putters only constitute 1/14 of a standard set. Why shouldn't the golf business make more of an effort to sell duplicates of the other 13 clubs?

Encouraging or persuading their players to keep old clubs that normally would be turned in on a new set gives professionals the opportunity to get people thinking that a second set in every locker or the trunk of a car is a necessity. From this relatively humble start the second set idea could be enlarged to involve more than just trade-ins. It would require a good deal of promotion and sales work on the part of the pros to put the thing over, but perhaps the combination of the convenience of owning two sets of clubs and the status involved would have great appeal to the golfer.

Need National Campaign

There isn't much doubt that his thinking would have to be influenced or conditioned by a national advertising campaign conducted by club manufacturers. If the golfer were to be bombarded by a concentrated barrage of high powered promotion material showing him why he should own a second set of clubs, there isn't much doubt that he eventually would succumb. The automobile industry proved it could be done.

** This is the same Dr. Andrews whose thoughts on teaching golf were described in the January, 1964, issue of Golfdom (page 24).*

Several pros feel that a campaign to sell golfers on buying a second set of clubs would be successful. Results of a survey made by Golfdom on this question will appear in the June issue.



Arnold Palmer gets another chance to go after that elusive \$50,000 first prize in the World Series at Firestone in Akron, Sept. 12-13. He is shown here signing for the event with Ed Carter, Series director, after winning the Masters. Winners of the British and U. S. Opens and PGA Championships will also be qualified for the Firestone foursome. Jack Nicklaus has won the only two World Series that have been played.

Trans-Mississippi GA Meets in Dallas

The Trans-Mississippi GA held its spring meeting at Brook Hollow GC in Dallas, Tex. Among the topics discussed were the 1964 T-MGA championship scheduled for the Broadmoor GC in Colorado Springs, Colo., July 6-12, and the 1965 tournament set for the Kansas City CC.

Among the presentations at the spring meeting was an attractive brochure describing the association's Turf Scholarship Foundation. Working through the University of Arizona, Colorado State, Oklahoma State, the University of Nevada, Texas A and M, and Texas Tech., the Turf Scholarship Foundation assists young men in getting an education in turf management.

Turnesa Heads Clinic

The eight-day Junior golf clinic to be held at Windham Sports Camp from June 21-29 will have Jim Turnesa, former PGA champion, as head pro. Last year, the Windham clinic attracted 50 Juniors from 13 to 20 from 14 states. Information about this year's session is available from Marvin B. Edelman, Windham Sports Camp, 2110 Barnes Ave., New York 62, N.Y.