

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 four-some. 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.