



---

## On the Professional Side

---

"Pro Guide to Trade-Ins," 1965 edition, is the second annual effort of Pro Tom Murphy to help pros handle sales involving allowances for used clubs.

To date, orders for the 1965 edition are more than 25 per cent ahead of last year's total. There are several additions to the first edition, and the book now runs to 160 pages. One new feature is the listing of 1965 retail prices on all pro line clubs. This saves a pro the inconvenience of digging up a catalog for quoting prices on clubs with which he is not familiar. Another new feature shows how manufacturers indicate the production year of their clubs.

The initial edition of the "Pro Guide to Trade-Ins" proved to be profitable for the pros who used it, but it was costly to Murphy. He found he couldn't compile, publish and sell the book while doing a competent job as pro at Riverside CC, Provo, Utah, so he resigned. Even though 1965 sales of the guide are up, it's still touch and go for Murphy. The "Pro Guide to Trade-Ins" costs \$8.50. Murphy's address is Box 1127, Provo, Utah.

Another change Murphy has made in the 1965 edition is to list men's irons in sets of nine instead of eight. This was done at the request of several pros.

Murphy says that sales of the guide are in ratio to the success pros have had in solving trade-in and cut-price problems in their areas. His statement is partly confirmed by manufacturers' salesmen.

GOLFDOM's campaign for cutting down and "pro-juniorizing" clubs has

somewhat eased the problem of disposing of trade-ins. This means of getting the used clubs out of the adult market and into the promotion of more Junior golf was devised by the faculty of the PGA school at Clearwater four years ago.

Murphy's original guide was very well

---

Bob Kivlin, Jr., pro at Lake Delton, Wis. Dell View CC, has this sign in his pro shop:

Do you know that,  
you can not play golf  
or hold a golf outing  
in a Drug Store,  
in a Hardware Store,  
in a Sporting Goods Store,  
in a Discount Store  
or in a Wholesale Catalog?  
Think before YOU buy!

---

timed. The private club pro is hard pressed to protect himself in a trade with a hard bargaining member and needs the dollars and cents backing of a trade-in manual's figures in such deals. Retail cost of repair work shown in the guide further simplifies the figuring of a fair allowance.

The tonnage of good looking but cheap clubs and "close-outs" in 1964 was so heavy it actually cut the overall average price of golf clubs. Manufacturers certainly don't want to be caught in one of those marketing fights where a differential of a few pennies per club causes golfers to switch to cheaper brands.