

## Duplicate Equipment Sales Never Got off the Ground

**A** followup of a survey made by *Golfdom* about 18 months ago shows that sales of duplicate equipment, including clubs, bags, shoes, etc., probably aren't as large as they were early in 1964.

More than three out of four pros say their sales of second sets, spare bags and extra shoes have either remained the same as they were in the spring of 1964 or have slipped to a slight degree. But those who state that these sales are up, say they have increased quite noticeably — by from 10 to 15 per cent. This undoubtedly is an indication that pros who work reasonably hard at selling duplicate equipment find it well worth the effort.

Most pros who answered the survey questions, pointed out that the "second set in every golfer's locker" idea has never taken hold because it hasn't been advertised and promoted on a national scale by the firms that manufacture and distribute golf equipment. One pro may have best summed it up when he said: "I read an article in *Golfdom* last year about the potential market for duplicate equipment. It sounded pretty good to me. But I never saw anything about it thereafter. Apparently nobody got behind it."

Another pro, who estimates that about five per cent of his members, slightly more than a year or so ago, own two sets of clubs, expressed this opinion: "My efforts to get my players interested in investing in second sets and a second bag have been half-hearted at best. A few have been willing to keep their old clubs rather than trade them in, but I have never been able to sell even one new set as a second set.

### Big Scale Campaign

"Members who own two cars, and most of mine do, have never been conditioned to thinking about owning an extra set of clubs," this pro continues. "To condition them to this would take a big scale

promotion campaign, the kind that only companies that advertise nationally could put on. It would take a little time to convince golfers that there is an advantage to owning two sets of clubs and an extra pair of golf shoes. Maybe the manufacturers have thought about this and have decided it would cost them more to put on a campaign than they'd get out of it."

A pro at a club in the Washington, D.C. area, where an estimated 25 per cent of the members own duplicate equipment, 10 per cent more than a year ago, says that he is fortunate in having several golfers who belong to more than one club and, in a few cases, three or four. Four or five years ago, most of these people were lugging their equipment from one place to another when they played at different clubs. He was able to sell two or three on the idea of owning a set for each club they belonged to and thereafter others began to see the advantage of it.

### Spend It in Cab Fare

"Still," he says, "we and other clubs around town have people who will call and have their clubs sent across the city by cab at the cost of \$4 or \$5. If this happens very often, a person soon has the price of a set of clubs in cab fare."

At a California club where one out of four members own two sets of clubs, an extra bag and shoes, twice as many as only a year or so ago, the pro opines that it is because people apparently have more money to spend. "They're ready to buy," he says, "if we have enough sense and push to sell extra equipment to them. Don't forget the status angle, too," he adds. "People don't talk about owning second or third cars any more. But they have to talk about something they've got that maybe the other fellow doesn't own. Why shouldn't it be golf clubs?"

Approximately nine out of ten pros say that if second sets are pushed, complete and not broken sets should be sold. Most

# Expect Christmas Sales Will Top Record \$3,200,000

(See Ad on page 41)

With Goldom's 12th edition of *Christmas Shopping at Your Pro Shop* again providing the nucleus of a vigorous nationwide drive for Christmas gift business, hundreds of professionals are making plans for a holiday sales campaign that promises to run far ahead of the 1964 record volume of golf gift sales.

Already, the Christmas Shopping catalog has been ordered by more professionals than in any previous year. In 1964, the more than 650 pros who used Goldom's gift catalog, reported that the promotion piece produced a volume of \$3,200,000 in addition to normal December sales.

When Goldom started the nationwide pro shop sales campaign in 1954, it was with the idea that millions of dollars were looking for places to be spent, and golf gift merchandise would provide answers to innumerable shopping problems. The hunch proved to be solidly founded. Many pros found that the Christmas Shopping catalog brought in a large volume of business from non-golfers as well as those who were players. Women, in particular, have long appreciated the help they get from the catalog in buying for persons who play golf. Another pleasant surprise has been the amount of apparel

that has been sold by pro shops, notwithstanding strong competition from other retailers.

## December Second Best Month

The Christmas Shopping catalog has helped build pro merchandising programs that compare favorably with Christmas gift sales campaigns of many other small and medium size merchants. The result is that December now is generally recognized as the second best selling month for many pros, and in some cases, the best month of the year.

An important advantage of the holiday sales campaign is that it liquidates a large percentage of the pro's inventory and puts him in a strong cash and credit position for the year that follows. Gift certificates, held by persons who receive them at Christmastime and used the following season, help to balance the pro's overall sales effort. They have been particularly valuable in recent years in stimulating the sale of clubs.

Another exciting development in the gift sales picture has been the huge increase in the sale of personalized golf balls to club members for use as Christmas gifts from their companies. Numerous pros report that it isn't uncommon for them to sell upward of 50 or 100 dozen balls to individuals representing companies that are interested in giving them as gifts.

September is not too early for pros to start soliciting personalized golf ball business. The ordering and imprinting process takes several weeks and because of the rush of Christmas business, manufacturers are forced to set an early November date as their imprint deadline.

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point out that the golfers themselves would want it this way. If a player has become accustomed to 14 clubs, they say, he wouldn't want to settle for perhaps two woods, seven irons and a putter for his alternate set. What is more, he would want both sets as closely matched or duplicated as it is possible to make them so he wouldn't have the feeling that he was switching clubs when he substitutes one set for the other.

A West Coast pro, who has had what

he calls "medium success" in selling second sets, remarks that from an economic standpoint it would be unwise to suggest to a golfer that his basic or primary set should contain 14 clubs, but that a duplicate set could be cut back to ten. "The first thing you know," this man says, "people would begin questioning whether they actually need 14 clubs. It might start a movement toward ten club sets with the result that eventually this num-

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# New Moisture-Proof Solenoid

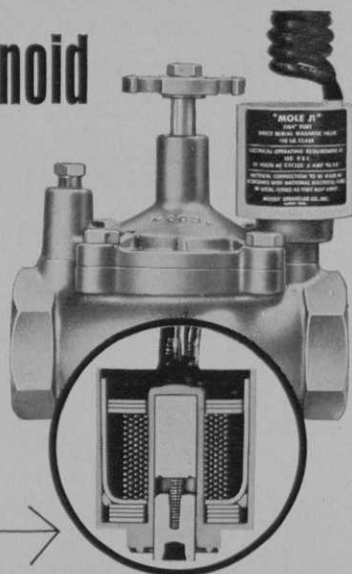
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## Duplicate Equipment

*(Continued from page 36)*

ber would be accepted as standard. If this happened, both the pro and the manufacturer would be cutting their own throats.

"In addition," this pro continues, "if we start selling less than 14 clubs to a set, we'll find ourselves getting stuck with clubs we can't get rid of. I can see my place littered with 2-woods, 2-irons and maybe 5-irons and 6-irons that I couldn't move. I'd have to have a dollar day sale to clear the shop of them."

### Would Help Trade-In Situation

In answer to a query as to whether they would be money ahead if they could get members and players to keep their old clubs as second sets instead of having to take them in as Trade-Ins and then sell them, four out of five pros said they would. Most didn't specify any definite amount, but three estimated that the savings would range from \$20 to \$30 per set.

One pro selected a red pencil to write

in: "I don't know if I would be any money ahead but there would be a great savings of time and trouble."

In conjunction with the query on used clubs, the pros were asked if Tom Murphy's "Official Used Club Guide" has been of much assistance in helping to solve the Trade-In dilemma. About two out of three said that it has been a definite help, 20 per cent said it hasn't and the remainder of pros who answered the survey questionnaire were noncommittal.

Those who answered in the affirmative unanimously agreed that the guide has taken the bargaining out of Trade-In transactions. One pro, particularly sold on the used club guide, said it made a great impression on his members, several of whom remarked that it was time that the golf industry took the guesswork out of the Trade-In market and put it on a businesslike basis.

### 562 Caddies in School

A record number of Evans Scholars — 562 — will attend 26 universities this year on caddie scholarships. They represent 204 clubs from coast to coast.