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continued to improve their golf club products. Much better steel became available for shafts, with the result that they were made lighter and stronger, and it was possible to reduce their diameters in the lower extremities. Hosels were shortened and weight distribution through the clubhead was improved because designers were learning more tricks about locating the “sweet spot” in precisely the place where it should be.

The '50s and, of course, the '60s have been an era of refinement in the manufacture of golf clubs, part of it stemming from the whims and wishes of golfers. For example, the loft of the driver has been increased by 1 to 2 degrees so that players can get away from hitting line drives and get the ball up in the air. Iron lofts have been increased to make each iron one club stronger. The leading edge of iron clubs has been made rounder so that less turf and more ball are contacted. The quest for better weight distribution and balance has gone on in the reduction of the grip from 13 to 11 inches, and the use of different materials in fabricating grips so that even better balance can be squeezed out between shaft and clubhead. To give the player a better feel of the clubhead and enable him to keep hands and shaft ahead of the blade, there has been a strong trend to offset clubs. Manufacturers have even gone back to restoring fancy inserts in woods in order to reclaim the sexy look of the '20s and sell more clubs.

Where does it all lead? Joe Wolfe says the clubs of the future will be even better than they are today. One reason is that designers are not so dependent on the trial and error method as they were only five years or so ago. Testing machines, developed since 1962, are being rather widely used to detect weaknesses in the design concept and manufacture of clubs. Of late, too, more and more physicists, frustrated perhaps by their inability to play better golf, are becoming interested in the dynamics...
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Coming Events

Northern Michigan Turfgrass Conference, Traverse City Country Club, Traverse City, Michigan, September 13.
Pan American Hotel & Restaurant Exposition, Miami Beach Auditorium and Convention Hall, Miami Beach, Florida, October 29 through November 5.

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Continued from page 84

of the swing and the equipment. Something revolutionary in club construction may come out of their cerebrations.

There are limitations, however, as to what can be done with clubs, according to Wolfe. The diminishing return factor is an exorable one in club construction. For example, it was thought a few years ago that by lengthening shafts, especially those in the woods, more leverage might be realized. But weight and balance again asserted itself. Clubheads had to be made heavier to compensate for the increased length and weight of the shafts or swing weights were thrown off. Manufacturers came to the wise conclusion that pros might be able to effectively swing longer shafted clubs, but the average golfer can't.

When there is a temptation to tamper with the basic measurements or standards of clubs, designers first ask themselves how will it affect balance, and

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what will it do to the average player's swing. It's all because of that diminishing return factor.

A club that is made lighter so that it can be swung faster, doesn't necessarily put more power in the hands of the golfer because critical weight may be removed from the clubhead. A shaft that is shortened on the supposition that it will enhance clubhead feel may decrease the arc of the swing to the extent that needed leverage is lost. Scientific design has become so much a part of club construction that tolerances in weight and length of the various components of a club have been reduced to near zero.

Joe Wolfe's close association with playing professionals in the last 20 years has been enlightening, frustrating and amusing. The temperaments of the great players, he observes, are pretty well mirrored in their reactions to the clubs that have been made especially for them, or the ones they have been asked to test.

Gene Sarazen, for example, has always been the most methodical test pilot on the Wilson staff. He works diligently with the clubs Wolfe sends down to him at Belleaire, makes notes on their good and weak points and generally is a very severe critic of overall construction. But his criticism always has been constructive and has been made not so much with himself in mind as the poor fellow who has to use the clubs to beat a ball around a course.

Postwar improvements in club design and manufacture, Sarazen freely concedes, enabled him to play competitively as long as he did.

Sam Snead is the best substitute for a testing machine that Wolfe or anyone else ever has run across. Snead adjusts quickly to anything that is handed to him and is particularly valuable in testing women's clubs. But the Slammer has dour moments when anything he swings isn't right. Wolfe explains that Sam isn't necessarily being cantankerous when this happens. It's just that he isn't given the right clubs to work with. “And, that,” Joe says with a smile, “is what we are trying to find out.”

The late Ed Oliver was the reluctant dragon of the Wilson staff when it came Continued on next page
HICKORY TO MATCHED
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to switching to new clubs. "Some of the equipment he used," says Wolfe, "was disreputable, but the only way we could get it away from him was to steal it." Ed didn't care how a club looked as long as it felt comfortable.

Bill Casper of the present staff is, as you might expect, a great deal like Oliver when it comes to selecting equipment. Casper knows what he wants, carefully details it when he confers with the design staff, and usually is quite well pleased with the finished product. Arnold Palmer, a staff member until he turned capitalist a few years ago and started his own company, was somewhat indecisive in his years with Wilson.

"Arnie changed his mind a lot about clubs in the early years," Wolfe recalls. "He did a lot of experimenting, sometimes to the point of confusing himself. There were times when I delivered a dozen drivers to him and he used each one in a single practice round. Palmer probably had more trouble than the average pro in getting adjusted to equipment, but his experience proved what I have long contended—it takes a man from four to six years to become a super or near-super golfer because it takes that long for him to find or become fully adjusted to his equipment."

Joe Wolfe's days of migraine and vexation possibly were multiplied more by Cary Middlecoff than any man he ever dealt with. The good Memphis dentist was the most meticulous kind of a person about his golf clubs. He had paired micrometers where his eyes should have been and Wolfe often suspected that Cary swallowed a swing weight scale in his youth. The only thing that kept their friendship from erupting into a thing of violence was that away from a golf course and work bench, Cary was, and still is, a most affable kind of a person.

In his peak years, Middlecoff, like so many other circuit professionals, was most sensitive to the grips of his clubs. If they were off by the diameter of a thread he detected it. He was almost as fastidious about loft and club weight. If it had been only one club, the Wilson designers would have been happy to
suffer silently, but like everyone else, Cary was carrying 14. You can imagine the complications.

"Once," says Wolfe, "I delivered a set of clubs that Cary used to shoot a 64 and break a course record. I thought that I had designed the ultimate. But Cary decided he couldn't use the clubs. 'Joe,' he drawled, taking great pains to be apologetic, 'those clubs aren't quite right. On every shot I hit out there today I noticed the ball wasn't hanging the way I wanted it to!'" •

**Dick Daley dead at 64**

Colonel Dick Daley, 1957 president of the Club Managers Association, died recently of a heart attack at age 64.

Daley's impact on CMAA and clubdom will long be felt. It was he who first appeared before Congress in 1955 to plead for reduction of excise tax on dues, which has finally come to pass.

Dick is survived by his wife, Fay, his son, Richard, and eight brothers and sisters.

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**National Golf Camp open to girls and boys**

Jack Redmond and Jimmy Nichols will head the National Golf Camp located in Windham Center, Connecticut, off the Connecticut Turnpike near Williamantic and the University of Connecticut.

The golf camp is open to boys and girls 8-20 years of age and will be conducted from June 25-August 6. They may register for one to five weeks of intensive instruction in fundamentals, course play and strategy.

Redmond and Nichols are having Ray Klein and Don Zabit to serve as guest instructors. Upon request, they will send you on loan a 16 mm film describing the camp activities. For further information or registration materials contact: Jack Redmond, 18 Hampton Avenue, Yonkers, New York 10710.

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