

considerably lower than those you expect from extremely busy men. Their enjoyment of these clubs brings them out for a lot of golf, and that's to the benefit of any executive under the pace they maintain in Detroit.

Extension of this appreciation of club-making artistry is by no means without its angles of hard work, expense and responsibility. Watrous makes two factory trips a year at his own expense to see that clubs are made exactly to the requirements of his members. Some of these requirements are special and involve extra cost in the selling price, but to a buyer who really knows, it's worth money to get clubs exactly right, and nothing but perfection to the prevailing modern standard will do.

Club Must Fit Or It Is No Sale!

Watrous will not sell a club that is not exactly right for the player who is to use the club. If Al hasn't the right club in stock, the player either will wait until Watrous can get it from some manufacturers' stock or get it made special, or the player can buy elsewhere. Now and then some of them do buy elsewhere, but they come back to Al eventually with a tale that's an advertisement for his policy.

An important effect of the Watrous practice of educating his members in fine club appreciation is that sharp seasonal selling does not fold up his business after the early spring sprint. When a player sees and feels a new club or a new set that makes a lively appeal, that player buys, even if it's September. Again, there may be the automotive business influence because the automobile people have been smart in easing off the seasonal selling curse which still tends to choke off club selling after June despite the fact that numerous first class pro businessmen have shown both pros and manufacturers that golf clubs can be sold while golf is being played.

The greater part of the golfing public undervalues the difference that clubs make in a game. You hear the remark that regardless of what clubs the star pros have, there wouldn't be a difference of two strokes a round in their individual games. The pros themselves know that's the baloney and are their own best customers in the ceaseless hunt for perfect clubs.

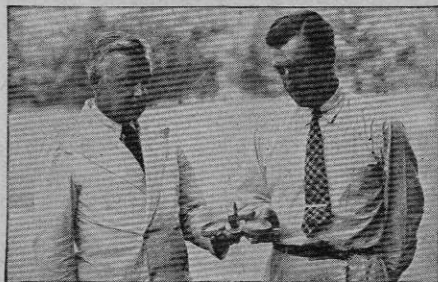
However, the pros will admit from their extensive observation that clubs make more difference to the poorer player's score than

to the games of the stars; hence, there's a greater reason for the poorer players being given conscientious expert advice in club purchasing. On that basis the Watrous policy has worked out happily for the Oakland Hill members. Al's own profit results from the service members of a first class club are entitled to get.

The public does not realize the vast and significant improvements that have been made in golf clubs during the last three years. Counting each development in head design and construction, shafts and grips of fourteen of the clubmaking companies supplying the pro trade and the five steel shaft makers, you could conservatively estimate that there have been 5,000 changes in golf club design and construction in the period 1935-36. It stands to reason that each of those changes is an improvement in the opinion of some qualified expert or the change would not have been made. Hence there are 5,000 reasons why a club bought in 1933 is enough behind the times today to be costing its owner strokes and enjoyment—and probably money.

But to get the golf public aware of that, constant change and advance requires their education in clubs as works of art. Watrous has been teaching his members in that respect and it has been mutually pleasant and profitable to the members and Watrous. It's something for you to think about.

Manero Given Wrist Watch as Reward for Open Win



TONY MANERO'S timing is under good control. The Gruen watch people gave the National Open champion one of their handsome wrist watches in appreciation of Tony joining them as a high-priest of good timing.

Lou DeGarmo, who handles the Gruen advertising, engineered the presentation, which was made by Bill Richardson.