

\$2000 tied up in drills, grinders, hand tools and manufacturing supplies and a good piece of money tied up in shafts, heads and grips. I am not making any more money on my custom-made clubs than I make on factory clubs. The reason I make these clubs is to emphatically advertise my policy of assuring members exact fit whether on custom-made or factory-made clubs.

The forbidding difficulty in making a feature of custom-made clubs is that of getting clubmakers. You have to train youngsters for there are very few older clubmaking craftsmen left. My son, Chuck, Jr., always liked to work around the shop and I had him repairing and reconditioning clubs before he went away for 2½ years in submarine service. Another young man, Richard (Scotty) Scott, who was in charge of the rack room in the summer and worked at repairing and overhauling clubs in the winter, was the other capable one I could assign to clubmaking.

I would have them practice on waste material until they gained command of the correct methods. Some young men simply can't do this work. Clubmaking, whether in the pro shop or in a factory, is still a fine art despite the extensive use of mechanical methods.

#### Extensive Stock Required

We have two models of woods for women and four models of woods for men. The men's models have two deep-faced models for the better players and two shallow-faced for the higher handicap men. We have to carry in stock all weights of shafts from 3½ oz. to 5½ oz., and about 400 of them.

We also feature factory-made irons to specifications, in addition to the large regular stocks we carry in our sales room and stock. The irons require too much machinery for us to make in our shop with the precision and expert workmanship that must justify the price of a custom-built club.

At present the Park all-weather grip is preferred by about 75% of our customers for custom-made clubs. Making the grip to specifications is quite important and I think that, considering the variations in hand and finger structure of golfers, attention to the grip is one of the points in which the individuality of a custom-made club is most apparent to the buyer.

We believe we have our manufacturing methods and costs so we can operate about as efficiently as possible yet, as I have pointed out, the net profit per club isn't any more than on a factory club and is made only by assuming the load of more work, worry and responsibility.

However the protection of the pro's market and publicizing his set-up and authority in exactly fitting clubs to the customers'

needs makes my club manufacturing worth the risk. In the great majority of cases, due to labor and investment required, the pro is better off to let the manufacturers bear every worry that can be avoided.

One worry the thoughtful professional can't escape is that of letting his reputation as the one thoroughly qualified fitter of clubs get dim in the minds of his members. Keep pounding away on that every chance you get and adjust your stocks accordingly. Pound at the matter so strong and continuously that you'll have members waiting until they can buy from you and be sure of getting exactly what they need. All of them won't wait and you'll lose some sales. But you certainly won't lose as many as you may when the player has the idea that almost any club at any price is good enough for his game.

#### Hudson Honored By Writers For Contribution to Golf

Robert A. Hudson, packer and grocer of Portland, Ore., has been named by the Golf Writers' Assn. of America as the individual making the most outstanding contribution to the game of golf for the year 1947 and for his service will be the first recipient of the William D. Richardson Memorial Trophy. The award goes to him



The William D. Richardson Memorial Trophy presented by the Golf Writers Assn. of America in recognition of outstanding contribution to golf.

for his untiring efforts in stimulating the game in the Pacific northwest through sponsorship of Open tournaments in Portland, especially the National PGA in 1946. His crowning achievement however came in 1947 when he brought the British Ryder Cup team to this country at a time when it appeared the series might be discontinued.