

is of primary importance, as from it the length and other items of suitability are determined.

As the lie of the club is important it perhaps would be wise to point out that when a club is held in the position of address to a ball by the person being suited the sole of the club should rest on the heel side of center.

The reason for having the sole resting nearer the heel is that when any golf club is put into swinging motion each club actually changes to a flatter "lie" than when in the stationary position of address to ball; therefore, never should a club be selected where the sole is resting at or forward of center when held in the position of ball address.

Many have been the studies for arriving at the range of golf clubs considered best to meet the requirements of the vast variety of people, and in the latest analysis the decisions arrived at have been made by applying the law of averages. That is why, unless a person be of unusual build, each can, from a well assorted stock and

with proper guidance, be suited or fitted with clubs to best serve his or her respective needs.

Supplying players with the proper clubs is a primary function of the pro's valuable merchandising service. Knowing golf, the player, and making more of a study of club design and construction than any other class of merchants selling golf equipment, the pro logically is qualified best to correctly fit the player.

Younger pros have asked GOLFDOM for some basic material on the club fitting responsibility, so we got Vic East, with his extensive experience as a pro and in golf club design and manufacturing, to handle the assignment.

The development of club design and making has been so rapid since World War II ended that the pro must make an intense and thorough study of this element of his business. He will find that in shaft design and construction alone the advances of the past few years have accounted for such marked improvements as to make clubs with pre-war shafts antiquities that cost strokes.

Annual Turf Conferences

1950

- Oct. 15-17—National Turf Field Days, USGA Green Section, Beltsville, Md.
Oct. 25-27—Central Plains Turf Conference, Kansas State College, Manhattan.
Oct. 30-31—Southeastern N. Y. Turf Short Course, White Plains, N. Y.
Oct. 30-Nov. 3—American Society of Agronomy Annual Meetings, Cincinnati, Ohio.
Nov. 27-29—Oklahoma Turf Conference, Oklahoma A. & M. College, Stillwater, Okla.

1951

- Jan. 11, 12—Annual Conference, Mid-Atlantic Association of Greenkeepers, Lord Baltimore Hotel, Baltimore, Md.
Jan. 22-26—20th Annual Rutgers One Week Turf Course, Rutgers Univ., New Brunswick, N. J.
JAN. 29-FEB. 2—22nd NATIONAL TURF CONFERENCE AND SHOW, SHERMAN HOTEL, CHICAGO, ILL.
Feb. 12-14—Texas Turf Conference, Texas Turf Association, College Station.
Feb. 26-Mar. 1—20th Annual Turf Conference, Pennsylvania State College, State College, Pa.
Mar. 5-8—Annual Turf Conference, Midwest Regional Turf Foundation, Purdue Univ., Lafayette, Ind.
Mar. 6, 7—Fourth Annual Turf Conference, Cornell University, Ithaca, N. Y.
Mar. 7, 8—Fourth Annual Turf Conference, State College of Washington, Pullman.
Mar. 8, 9—Annual Turf Conference (Concluding 10-Weeks Winter School), Univ. of Mass., Amherst.
Mar. 12-14—17th Annual Turf Conference, Iowa Greenkeepers Association, Iowa State College, Ames.
Mar. (?)—Annual Turf Conference and Short Course, Minnesota Greenkeepers Association.
May (?)—Annual Meeting, Florida Association of Golf Course Supts., Tampa.