

insistent on getting just what happens to be in stock rather than wait until the pro can get from another pro in the neighborhood, or from a factory, the clubs that exactly fit the individuals.

The fourth explanation is that some members, usually women, buy on price and are sold almost anything that looks like a golf club.

Public Needs Education

Regardless of what accounts for improperly fitting golf clubs the fact remains that pros generally, due to reluctance to appear to be high-pressuring sales, or lack of knowledge of how to fit clubs, are not impressing the golfing public with the importance of properly fitted clubs.

The pro, being the only one who knows and who can study the club buyer's physical make-up and swing, is the only golf club retailer who is in the ideal position to properly fit clubs—that is, if the pro knows how.

Older pros who are thorough in training their assistants make the club fitting training a part of the schooling in teaching. Willie Hunter, Claude Harmon, Henry Picard, Harry Bassler, Errie Ball, Eddie Williams, Al Ciuci—to name a few of the veterans who have trained excellent younger pros—teach their assistants to study the club factor in getting results with pupils.

And it's a sure thing that every successful professional has seen over the years that the lesson tee is the place where a great many club sales originate.

Jerry Glynn, professional at Glen Flora CC, Waukegan district, and a veteran who has done exceedingly well in satisfying Chicago district golfers with clubs he's sold them over many years, says:

"The pro knows how important correctly fitted clubs are to one's own game but a lot of his members don't, and that educational problem is the biggest one in pro merchandising of clubs.

Message for Pro Shop Display

"Tommy Armour had a line in his book that ought to be in big letters in every pro shop in the country—'Properly fitted clubs are the only part of improved golf that anyone can buy.'

"That canny remark in Tommy's best seller had enough of an effect on golfers to possibly account for more profit in club sales, by pros who know how to fit clubs, than Armour has made out of his book.

"Golfers are receptive to education in

fitted clubs and all pros who are qualified to hold good jobs must be able to do the required teaching and fitting."

Swingweight, which may or may not be much of a factor in fitting clubs, certainly has been a strong selling point but how it may be correctly applied to individuals is a mystery to pros who talk glibly about swingweight.

Shaft stiffness or flexibility, overall weight, lies, lofts, facing of the club straight or toed-in or toed-out, grips, weight distribution and other specifications to suit the buyer and user of a club; all call for expert pro fitting.

Inventory Problems Minor

The requirements aren't too extensive to create a heavy problem of pro shop inventory. Experienced pros say that probably 90 per cent of a club's players—or a public course's players—could be fitted very well from stock that should be in a first class pro shop—at the start of the season, anyway.

Some minor alterations in lies of irons may be dictated by the pro's judgment, with equipment now available and which the expert pro club fitter ought to be able to use properly. Guy Paulsen, pro at Medinah CC (Chicago dist.) reports that he has decidedly increased his sales by letting it be known among his members that this detail of exact fitting is available.

Now that the subject of club fitting is before you as a club professional you'll think of a lot more ideas beyond those relayed from successful older pros in this article.

And you'd better think a lot about pushing the idea of correctly fitted clubs to all club buyers, and making certain that the clubs are fitted right, because that is the big reason for golfers buying quality clubs from professionals.

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