

## Proposes Club-Fitting Advertising by Pros

LEN KENNETT, pro at Camp Pendleton GC, Oceanside, Calif., has proposed to PGA pros in southern California that they run a cooperative newspaper advertising campaign.

The theme that Kennett believes should be stressed in the advertising is the PGA pros qualifications for fitting clubs to users.

There is no doubt that a large number of clubs sold aren't suitable for their purchasers. The PGA Educational commit-

tee rates this point so important that it stressed it in its winter school program at Dunedin, Fla.

The classic example of the difficulty in fitting clubs—a difficulty that requires expert treatment—is that of Bobby Cruickshank, one of the shorter fine golfers, using long-shafted clubs and "Long Jim" Barnes using short-shafted clubs.

By way of suggestion Kennett proposes the copy shown in the box to be run in a Los Angeles newspaper:

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### GOLFERS' 60-SECOND IMPROVEMENT BULLETIN

#### Did You Know That ———

1. The heart of a golf club is in the shaft. If the shaft is not right, the club cannot be right, and your results, naturally . . . suffer.

2. A PGA pro spends a five-year apprenticeship learning all phases of club fitting and manufacture before his association considers him properly trained to become a full-fledged member.

3. Before a PGA pro sells golf equipment, he considers the following:

(a) Your stance. Accurate measurement of the distance from your hands to the floor and from the club inlay to a line drawn across your toes. These measurements are essential to determine the length of your club and the club's lie angle. (Length of shaft affects distance and direction; improper lie angle can make you slice or hook.

(b) Length of backswing. This indicates the weight and type of shaft you need. (Manufacturers offer at least 6 different choices. A fitted shaft is bending forward at impact. Too often shaft has spent its kick before it reaches the ball, resulting in a loss of distance).

(c) Grip sizes, materials, club head design, and lofts. (What's right for a "pro champ" may not be right for you, A PGA professional because of his thorough training, realizes this.)

4. You spend nothing extra for this fitting service when you purchase your golf equipment from a trained PGA pro.

#### Look for PGA Certificate — — —

Before buying anything for your golf needs, look for the PGA Certificate. It promises that the professional is completely trained and offers the highest in experience, integrity, and service.

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