



The author, who teaches club repair courses at the PGA Business School, is shown changing the lie on an iron club.

**I**T is necessary to have some knowledge of golf club construction and the ability to make alterations to properly fit clubs to customers. With this knowledge and ability the golf professional has a great advantage over his competition.

Fitting and alterations are related the same in golf as in the clothing business. Ready made suits are manufactured for the average person and so are golf clubs. Suits come in regulars, shorts and longs. In clubs this compares to shaft flexes, swing weight and sole lies.

When buying a suit of clothes, after you have made your selection of color and style, the salesman selects from his stock a size that he thinks will fit you best. In most cases certain alterations must be made to fit you properly; length of trousers, fit of collar, length of sleeve and etc.

In selling golf clubs a pro should aim to determine what the customer's requirements are and to select from stock a set that needs very little alteration.

#### Facts About Clubs

The average driver is 43 in. long and the No. 2 iron 38½ in. long. These lengths usually fit men from 5 ft. 7 in. to 6 ft. In spite of the five in. difference in height,

#### To Beat Competition

## Take Advantage of Your Knowhow in Golf Club Sales

By **BILL HARDY**

Professional, Chevy Chase (Md.) CC

tance from the open hand to the floor in this group. So, we fit people in this group with average length clubs.

The sole lies of these clubs are also made for the average player. In this group we have three types to fit with the average clubs. For the man of medium build and strength the medium shaft with a swing weight from C9 and D4. For the elderly man, or for one of slight build and not very strong, a softer shaft and a swing weight from C6 to D1 are recommended. For the man of heavy build who is strong, a stiff shaft and a swing weight from D1 to D6 is best.

For men under 5 ft. 7 in. we should sell clubs from ½ in. to one-in. shorter. For fellows over 6 ft. they should be from ½ in. to one in. longer. For players in this group the sole lie generally needs to be adjusted. It should be flatter for the shorter man, more upright for the taller. Tools are available to the golf professional to alter the lie of golf clubs. Properly used, they will do an exact job and won't mar any clubs.

A member may pick up a new iron club and say it is too long or too short. If he is of average height it is an indication that the sole lie is too upright or too flat. For

example, say he selects a No. 5 iron from a set with a lie that is on the upright side. He gets a clear view of the sole line as he places it on the floor. He takes his normal stance and feels that his hands are higher than usual. Therefore, the remark that the club is too long.

The lie of a club has some influence on its length. For instance, take the average lie of a 43 in. driver, alter the sole so it is one deg. more upright. It will bring the grip end of the shaft  $\frac{1}{4}$  in. higher. A one-deg. flatter lie will lower the end of the shaft  $\frac{1}{4}$  in. A 37 in. No. 5 iron shaft will move  $\frac{1}{2}$  in. up or down if the sole lie is made 1 deg. more upright or flatter.

If your member is interested in new irons, show him a set with a slightly flatter lie. Let him hit some shots on the practice fairway or play the course with them. In dealing with you he has the advantage of trying out the clubs in addition to your help when alterations are necessary. After a member buys a new set and has played a few rounds, ask him how he is getting along. He may say that he is hitting well but is fading the No. 6 iron. Check the lie of this club and make it a little more upright as it may be too flat compared with the No. 5 in the set. A lie that is too flat will tend to fade the ball. If too upright, a hook will result.

#### Watch Him Hit

There are occasions, when fitting a player, when the sole lie looks perfect to you when he takes his stance. However he comes back to you after several rounds and says his shots are going off to the right. Go out on the tee and watch him use the clubs. An extreme case, I noted in this respect, was a player whose hands came into the ball much higher on the downswing than at address — in addition he was up on both toes! This of course resulted in the toe of the club going into the turf and opening up the face. We made his entire set a little more upright.

The entire sole of woods and irons should not lie flat on the turf. All clubs should rest toward the heel. High speed photos reveal that all golfers' hands come into the ball a little higher on the down swing than they were at the address. In addition, there is a slight downward bend in the shaft. These factors tend to lower the toe of the club.

#### Fit Clubs to Individual

We should consider a person's likes and natural tendencies. There are cases when a player successfully uses a set with which you would not normally fit him

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### Too Much Slice

Due to a typographical error, Golfdom took a much larger slice out of Bob Rosburg's driver than his clubmaker did. In the January issue (page 78) it was said that a 15 deg. loft was added to Rosburg's No. 1 wood and accounted for part of his success in 1959. This should have read 5 degs. Quite a few pros, including Rosburg, called this error to our attention.

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judging from appearance. Have him indicate the club or clubs he likes best in his old set. Check the entire set for length, weight, swing-weight, lie, loft and face alignment on the woods. These measurements will definitely indicate to you why he likes certain clubs in the set. This information will give you a better idea of what to select from your stock for his inspection.

Certain golf club manufacturers have available printed data on the specifications for all the clubs they make. The companies vary a little on length, weight, swing weight, loft and lies. From these charts you may be able to suggest a brand or model that meets your member's requirements and thus avoid making a major alteration or placing a special order with a manufacturer.

#### More Swing Weight

For most beginners I recommend a little more swing weight. It gives a player club-head feel to develop a swing rather than hit at the ball with his hands.

As for the ladies, do not fit them too short on club lengths. They are inclined to stand more erect than men.

Know your stock. Check every set for swing weight, lie, loft, as well as face alignment of woods. With this information you are in a better position to select from your stock the needs of your customer. There is a variance between two or more sets, and sometimes within a set because of mass production of clubs.

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#### Ease Caddie Age Minimum

The New York legislature recently lowered the minimum age for caddies from 14 to 12 years. Under the new bill, sent to Governor Rockefeller for his signature, 12- and 13-year olds would be limited to a single bag and 36 holes a day. Written consent for kids of this age to caddie would be required from parents.