

## **Temperament Plays Important Part in Fitting Golf Clubs**

**BY GUY PAULSEN**

Professional, Old Elm CC, Ft. Sheridan, Ill.

**B**oth the player and the golf manufacturer are fortunate that people generally are built in the same mold. If clubs had to be built to precisely individual specifications for everyone, we'd have about 50,000 persons playing golf rather than the six or seven million that are claimed for the game. That would mean that no more than 200 pros would have employment and probably not more than two or three equipment manufacturers would be in business.

Even though the so-called stock models take care of 99 per cent of the players, that doesn't mean club fitting isn't pretty much of an art. As far as I am concerned it is almost as difficult to learn as the art of golf instruction. Thorough knowledge of fitting doesn't come quickly or simply. The young professional is going to make a few mistakes before he masters it. Quite often he is going to be accused of having bungled a fitting job when he isn't completely at fault. In too many instances, for example, the player can't be properly fitted from the stock on hand, but insists on making an on-the-spot purchase without waiting for his size clubs to be ordered.

### **He'll Go Elsewhere**

Some people contend that it isn't ethical to sell clubs under such conditions, that the pro should stand firm and insist on ordering the proper clubs. In theory, this is fine, but what isn't considered is that the impatient customer probably will go elsewhere and, in all likelihood, end up with poorly fitted clubs.

Maybe I am overemphasizing the rather isolated case, but in learning to fit clubs, impatience on the part of the customer is something we all have to learn to cope with. The lesson sometimes comes hard. Not being a psychologist, I can't advise you to do anything more than try to slow down people like this by showing them

how it is to their advantage to wait until you can properly fill their orders. But I can give you some tips on actual club fitting that I think will be helpful.

Take, for instance, cases where there is a difference in height between two people of approximately one foot. Say you are dealing with a fellow who is five feet, six inches and another who towers to six-six. Stand them side by side and have them close their hands. You'll find, in most cases, that the difference in distance between their hands and the floor is very small, certainly much less than the 12-inch difference in their heights.

### **Narrow Spread**

It is this matter of reach or relative distance between the floor and the hands that plays such an important part in fitting. When the hands are brought to the gripping position, it is the distance between them and the ball that has to be accommodated by the club length. The reach of the short vs. the tall person accounts for the narrow spread of club lengths used by short and tall persons.

The next point to be considered is the club "lie". If the ball is to be played at some distance from the feet, the space between has to be "bridged" with a longer club than if this distance were only normal. Considering both the distance of hands to ground and the distance from the feet to the ball, the professional has to size up the build of the person being fitted. He has to decide whether the player has to be fitted for an upright, medium or flat type of swing. The length of the shaft for the upright swinger should be relatively short, and for the flat swinger, comparatively long. The medium, of course, falls in between these two.

### **Like Old Shoes**

If the person who is being fitted has been playing golf, his old clubs should be studied. When you buy new shoes, an alert clerk studies your old pair to determine where the greatest wear occurred and thus is able to tell if they were too short, too wide or too narrow. Golf clubs can be studied in a similar way. The scratch or wear marks on the sole of and old wood club will tell you if the original "lie" was right, or was too upright or too flat. Combining this information with your observation of the customer's build will enable you, many times, to give him just a little better fit.

*(Continued on page 128)*

# America's Finest Golf Car Battery

## THE ELECTROMATIC 195

### ★ MORE DISTANCE

- Longer Life

### ★ MORE DISTANCE

- Heavier Weight

### ★ MORE DISTANCE

- Thicker Plates

### ★ MORE DISTANCE

- Glass Insulation

### ★ MORE DISTANCE

- ¼ Turn Caps

### ★ MORE DISTANCE

- Less Corrosion

### ★ MORE DISTANCE

- Less Water Consumption

### A TRUE 195 AMP HOUR BATTERY CONTAINING MORE LEAD AND ACTIVE MATERIAL!

Designed exclusively for golf car use.  
Greater Distance — longer life.

### NOT A MASS PRODUCTION BATTERY

Manufactured under a slow, controlled process by specialists in the mobile power field. 24 MONTH WARRANTY.

For that EXTRA 5 OR 6 HOLES PER CHARGE

BUY THE BEST - ELECTROMATIC 195.

LIST PRICE \$56.95 EACH; SPECIAL  
WHOLESALE PRICE TO PROS & CLUBS  
**\$20.00** EACH.

Same price for automotive terminals or wing nuts.

## H. COSTER ELECTRIC CAR SALES & SERVICE

P. O. BOX 40083, INDIANAPOLIS 40, INDIANA • TELEPHONE: FL 6-6388

Warehouse — Indiana State Fairgrounds

supt. A supt. is not just a manager of men and a purchaser of equipment, but is an equipment and mechanical expert.

9. "What about maintenance requirements?" This question, too, shows a great appreciation and awareness of the mechanical aspects of operating equipment. Supts. are becoming aware that the original purchase price of a piece of equipment is not the criteria of economy. The cost of keeping equipment running, as well as the number of hours of "down time", are important considerations.

10. "What about grass catcher durability?" This shows an even closer analysis of the component parts of a particular mowing machine with an eye toward durability and longevity. The supt. has an increasing appreciation of the abuse and usage which his equipment is exposed to during its life span.

### Rutgers Field Days

The Rutgers University turf field days are scheduled for Aug. 7-8 at the College of Agriculture in New Brunswick, N. J. Ralph E. Engel, professor in turf management, again is in charge of the two-day program.

### Temperament in Fitting

(Continued from page 82)

As for flexibility of shaft and club weight, these things aren't as confusing or complex as many of us make them out to be. In many cases, these factors actually come down to the temperament of the person with whom you are dealing. A strong, muscular person naturally should be considered for a firm, possibly even stiff shaft, with club weight on the heavy side. The slight person, of course, probably should be fitted with a quite flexible shaft and a light to medium weight club.

### Nervous or Deliberate Type?

But don't accept this as the final word. Over the years I have taken a fitting cue from the customer's manner of speech and, to a lesser degree, his actions or apparent temperament. If he is a fast talker and something of a nervous type, he is sure to be a fast swinger. For such a person, I recommend a club with a shaft that is not too whippy and overall weight that is on the heavy side. You have to do something with a person like this to get him slowed down. The same kind of

# Longest "DRIVER" in your golf cars



Trojan Mileage Master Golf Car batteries are of special design for deep cycling and built for rugged service... you get:

1. More months of service
2. More rounds of golf
3. Special "Quick Water" vent caps
4. Service time reduced 75%
5. Lowest maintenance and monthly cost



**TROJAN BUILT THE FIRST GOLF CAR BATTERIES.**

"MILEAGE MASTER" features "QUICK-WATER" quarter turn vent caps

## TROJAN GOLF CAR BATTERIES

TROJAN BATTERY CO., 724 E. 61st, LOS ANGELES 1, CALIFORNIA

reasoning applies to other players. One in the other end of the spectrum, the slow, deliberate type, can be fitted with quick-draw clubs because you can be almost 100 per cent sure that nothing is going to cause him to hurry his swing.

About the only other thing I keep in mind is the player's age. With very few exceptions, persons who hit the 50 or 55 mark should be using lightweight clubs with plenty of flex. Many of them will try to talk you out of this notion, but I try to remain firm. I've seen altogether too many Senior golfers who no longer have the muscle or agility to swing stiff and heavy clubs to change my mind on this.

### Move Ladies PGA P.R. Office

The Ladies PGA public relations office has been moved to Kirkwood, Mo., from Dunedin, Fla. The PO Box number is 3810 and the street address is 538 Wood-ell ct. Nan Ryan continues as director of public relations, according to Leonard F. Wirtz, tournament director.

### Swinging Around Golf

*(Continued from page 24)*

each outfit they've been sold to would be decorated with ads like a Paris street toilet . . . Home pros on the job 10 hours a day through the season are remarking they'd like to get some of the fancy money.

More than 7,000 names on a petition protesting use of the nine hole Roosevelt course in Griffith Park, Los Angeles as site for \$6.6 million World Zoo . . . Roosevelt course in 1962 had more than 104,000 rounds played and netted \$48,000 . . . Winter Haven, Fla., removes its golf course from list of city properties for sale . . . Course will be improved . . . Yucca Valley CC, Palm Desert, Calif., building new clubhouse . . . It costs \$20 to enter the USGA Open . . . Dolton (Ga.) CC to build second nine . . . Quite a few prep schools getting Par 3s.

John Dolan, who has been managing hotels and clubs in Florida since 1950, is the new manager of the Diplomat Presidential CC, Hollywood-by-the-Sea, Fla. . . . 48th Women's Southern Amateur Championship will be played May 6-11 at