



Promote Rainy Day Sales

## A Script for A Club Clinic

*In the January, 1965, issue of Golf-dom (page 44) it was reported that J. B. Harris, the young pro at Elizabeth Manor, puts rainy days to work by lecturing to golfers who will listen to him (he usually has a large audience) on club construction and other interesting matters that pertain to clubs. Harris started this more than a year ago and was surprised and elated at the response to his talks, each of which usually last about an hour. Needless to say, his sales have been stepped up because he has made his members conscious of the difference between good clubs and just clubs.*

*Recently, Harris consented to write a resume of his club education talk for Golfdom. Everything he says is not included here, but for professionals who may be inclined to follow his lead, the beginning or making of a lecture on clubs is to be found on this and the following page. — Ed.*

**By J. B. HARRIS**

Professional, Elizabeth Manor CC,  
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**A** professional should never assume that a person knows very much about golf equipment even if he is a fairly good player or has been playing the game for a long time. And, anytime a pro takes the attitude, "Anything my members want to know about playing equipment, they can ask me," he is probably making a mistake. The trouble is that most golfers don't realize how little they know about clubs. Not knowing what they don't know, it doesn't occur to them to ask questions.

Since turning professional at 18 and teaching a great deal since that time, I have become increasingly interested in finding out how much my customers, members and pupils know about clubs.

Some years ago, after about a third lesson, a beginning golfer became very upset. It took me a little time to find out why this was. It turned out that the starter set I let him use didn't seem right to him. It was, I'll admit, not a matched set, but a collection of miscellaneous clubs I had around the shop. This didn't annoy him because he didn't know enough about clubs to be perturbed by something like this. What bothered him was that no two clubs were the same length.

I was guilty of an oversight in not explaining to him that the clubs in a set aren't the same length. I was so busy teaching him how to swing a club that I forgot about equipment. This led me to think: *How many people learn to play golf without learning anything about the equipment they use in playing?*

You can't read any golf magazine without reading something about how to swing a club. But how often do you read about the equipment with which you play?

So, let's correct this now. Let's go over a few simple things about clubs that every person should know if he is going to play golf. They are so simple, in fact, that nobody ever writes about them —

- Let us compare a golf club to your own leg and foot. Starting with the foot first, the club has a heel, toe and sole. Of course, the shaft is like your leg. You



Demonstrate flex by using your shoe, says Harris.

have heard someone say he has shanked the ball and you might have wondered what he meant. In this case, the ball was struck in the shank or where the shaft goes into the head of the club. This is comparable to where your leg and foot come together. You know now where a ball has been hit if someone says it has been hit on the toe, heel or shanked.

- A topped ball has been hit by what part of the club? With the sole of the club.

- The face of the club strikes the ball. The face is open when turned to the right of target by a righthanded player, and in the opposite direction in the case of a lefthander.

- As you can see, the degree of loft on the shorter shafted clubs is greater, causing the ball, when struck, to go higher and not as far. The less loft a club has, the further the ball will go but as long as there is some loft.

- The length of the shaft, starting with the driver and going down through the sand wedge is shorter, as the degree of

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Assume your audience knows nothing about clubs. Show how loft varies between different clubs.



## Club Clinic Script

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loft increases. You will find the longer hitting, longer shafted clubs have a flatter lie than the short-shafted clubs. By this I mean, the shaft in a number nine iron is more upright than the shaft in a number two iron. Whether or not your clubs have the correct lie for you is important.

- If you understand my next statement you are still with me. A very short person who stands farther from the ball than normal, needs a set of clubs with a flatter than standard lie. It follows that an exceptionally tall player would stand closer to the ball and need a somewhat more upright shafted set of clubs.

- The length of shaft you should use is determined to a great extent by the distance your hands are from the floor.. If you are tall with short arms or short with long arms, some complications are introduced. Great care should be taken in measuring you for clubs. That's why we say: "See a professional."

- I feel that the shaft of the club is its most important part. Length and flexibility are equally important.

In all cases, the shafts in a professional's shop will be marked in some way to let you know if they are extra stiff, stiff, medium stiff, medium or flexible. In fitting you with clubs, a pro takes note of your strength in determining the flexibility of shafts you can handle.

- If you wear a size ten E shoe and refuse to wear a free pair of size ten A shoes, you can understand why a flexible shaft is no good for you if you need a stiff shaft. The stiffness of your shafts are just as important as the width of your shoes. The swing weight and length would be comparable to the size of your shoes

- The swing weight is, let's say, the weight of the head of the club in comparison to the weight of the rest of the club. Swing weight is expressed in measures like C7 - C8 - C9 for women and D0 - D1 - D2 - D3 and so on for men.

- How hard a golf ball is struck is determined by how fast the club head

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is moving and how heavy it is. If you'd rather be hit by a fast moving chicken feather than a slow moving brick, then you are still with me. If you get a club so heavy that you can't swing it, you defeat your purpose. If it is so light you can't feel where it is, you are in trouble.

• As far as the grip is concerned you have a choice of leather or rubber composition. If you have very large or small hands, you might need a special size grip. I feel the most important thing is to keep your grips clean, so they will not get slick.

• One club you can't do without is a putter. The next most important club is the wedge. Whenever you check an average golfer's bag, the club most often missing is the wedge. A sand wedge has a different sole than any other club. The leading edge of the sole does not protrude as much as the flange or back part. To make this more clear, if you place a dime flat on the floor and slide the sole of a No. 9 iron toward it, you will see that the leading edge catches the dime. From the same position, slide a sand wedge toward the dime and you'll notice the leading edge is high above the dime. The back part of the sole is sliding on the floor because it protrudes more than the leading edge.

• Now you will understand, I am sure, that the same part of the club that caught the dime will hit the sand early, making the wedge blast through the sand instead of continuing to dig in. You will also find that the sand wedge is heavier than your other clubs.

There are many other simple things and some not so simple about golf clubs that you might benefit from. The things we have discussed are important. A professional knows many other things that he considers before he recommends a club or set of clubs for you. Do not assume that he is trying to sell you some clubs when he compares your clubs with what you possibly should have. Like myself, he is trying to help you. Never buy a set of golf clubs — have them fitted to you!