

are averaged and from this average the par of the course is subtracted. Players are allowed, as their handicap, 80% of this difference between the average of their five best scores and par. Fractional strokes above .5 are raised to the next full stroke.

Whenever a player completes a round in fewer strokes than the worst of his previous five best scores he is expected to turn it in so that a new average and a new handicap can be computed. Handicapping is a waste of time unless your players cooperate to the extent of keeping their scores recorded and their handicaps where they should be.

Rainy Weather Is Money-Maker for Smart Pros

RAIN, which has caused many pros to mourn lost sales, has been made a sales ally of many of the most alert merchandisers in pro golf. As far as course playing conditions are concerned the fortunes spent by golf clubs on drainage have made most of the courses quick draining and there no longer are small lakes to be negotiated.

In player's equipment there are now so many excellent practical items for rain

play the pro's own failure to take command of the situation is the major factor in curtailing play on the mildly wet or threatening days. Spiked rubber overshoes are available at moderate prices and due to their stretching make a comparatively easy proposition in stocking so that a wide range of fits is provided the members.

Waterproof jackets, overtrousers and skirts now are smart and comfortable. The old days when the garments bound the players and were as hot as Turkish baths, have passed. If the players aren't aware of the new developments, the pro loses money. Improvements in grips and the availability of some excellent non-slip grip waxes have virtually eliminated the former problem of slipping clubs.

All you need do to see that scoring conditions are not made unbeatably adverse by rains is to consider some of the tournament rounds played during quite heavy rains on last winter's tournament circuit. Scores, generally, didn't get out of line.

As British-born pros and homebreds who have visited England and Scotland know, there is considerable golf played overseas under weather conditions that would keep our own players indoors. Pros

QUALITY BAGS AT EVERY PRICE

—for every member of the family

from pro-shop outlets only

Boost shop profits this season with Southern Saddlery golf bags—eight popular models retailing from \$37.50, down to as low as \$5.75—every model the best money can buy, in quality, serviceability and beauty.

All Southern Saddlery models have heavy weight sling straps, waterproof sole leather bottoms and genuine talon fasteners and non-rusting hardware throughout.

Sold only through pro-shops. Write for confidential price list, and illustrated folder which makes attractive wall display.

QUICKMAIL COUPON No. 26 will bring you complete information—quick! Use it today.

5" x 9" oval, slate gray, black elk leather trim. Net weight 3½ lbs. Recommended load: 10-12 irons, 3 woods. \$7.50 Retail.

5" x 9" oval, natural russet colored tallow finished cowhide. Net weight 7 lbs. Recommended load: 14 irons and 4 woods. \$31.00 Retail.

Southern Saddlery Co.

Chattanooga, Tenn.



PGA *Indorses* JACKMAN SPORTSWEAR

For many years, JACKMAN SPORTSWEAR has provided, through professionals, smart apparel specifically designed for golf.

Now a group of distinctive JACKMAN sport shirts and jackets come to you with the exclusive endorsement of the PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA. Consult your pro; or write for catalog to

Jackman Sportswear Co., Inc.
14 E. Jackson, Chicago



PATRONIZE YOUR PRO

NOTE

The above ad appears in GOLFING, reaching your members. Be sure to "cash in". Order your stock of Jackman Sportswear now. Write for catalog—Tufhorse Golf Bags, too.

"A man's way of escape from business bothers is his Golf. A wise Pro provides

Fulname Marked Balls

to insure Peaceful Playing, and this is only one of the many advantages Fulname offers."

Write for full information to
THE FULNAME COMPANY

Box 85, Station "O"
Cincinnati, Ohio

need to talk about this British refusal to let the rain ruin a healthy afternoon's fun.

It's highly important that the pro himself be outfitted smartly with modern rainwear and that by his own play he set an example for his players to play in the rain. Very few balls, clubs and bags have been sold by pros sitting in bridge games on rainy afternoons, and there usually are enough crabs around a club to rap a pro for sitting in on an afternoon bridge game regardless of the weather.

Give the rainwear business a strong plug this season and you will find it a strong business-builder. The other smart boys have.

LAATEST answer to why sales are low at some places is provided by the Prophylactic Brush Co. The company gave its salesmen \$300 with instructions to make a small purchase in independent drug stores in the East and spend up to \$10 in any store that suggested other merchandise for sale.

The salesmen came back with \$271. And gosh, how salesmen hate to bring back expense-account money, because it's fun to spend dough.

How many times pros miss sales and chances for member service by not tactfully suggesting purchases, heaven only knows. Maybe they're afraid of scaring members and getting in wrong by giving some evidence of high-pressure selling. Successful pro merchants at the ritziest and touchiest clubs get around this threat by never suggesting a purchase, but always suggesting some merchandise service that will interest and help the member. Then the member gets the buying idea.

Pros on the Air—Radio is featuring many pros in golf instruction and news broadcasts this spring. One of the pioneers in radio golf programs is Stanley Davies, Omaha (Neb.) Field Club pro who has been on WOW at Omaha for several years with a program of broad interest. Davies puts drama and zip into his broadcast instead of making them just plain talkies. He's featured in a story in Radio News Tower, the house-organ of station WOW.

Lew Waldron on station WGN at Chicago also is scoring far better than par with his golf broadcasts. Lew is glib, brisk, closeup, and has a change of pace and tone that distinguish his broadcasts from the usual dreary monotone and obvious reading of sports broadcasts.