

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 3 3/4 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

Official
JACKMAN
PGA
SPORTSWEAR

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.

If Manager Delivers the Goods, Club Will Rate High

BILL EVANS, veteran club manager who now is sales missionary for Pabst in the club and restaurant fields, makes a remark worth the consideration of club officials.

Says Evans: "It is no accident that managers stay longer at the higher class clubs. At the other clubs the members and officials do not know what they want in clubhouse service and cuisine; how can the manager be expected to guess? The higher class clubs expect service and pay for it; consequently they get the type of men who know how to satisfy the club's requirements, and whose services are hard to replace."

Evans adds: "The rating of a club as high class is not entirely dependent on the wealth of its membership or the facilities of its clubhouse. Quite a number of the smaller community clubs are expertly managed in such a way that they rate just as high in their own situations as the famous metropolitan district clubs stand in their respective territories."

From his perspective Evans believes that if a club has a frequent turnover of managers, the explanation lies within the club and is by no means a damning reflection on managers who have attempted to cope with the condition.

Meet to Arrange Cooperation—Manufacturers' Relations committee of the Illinois PGA was host to representatives of the leading golf goods manufacturing companies at a luncheon in the Morrison hotel, Chicago, April 18. After lunch the pros' chairman, Jack Patterson, presented to the manufacturers' men a list of points proposed by state PGA members for discussion.

Several misunderstandings were cleared away and working arrangements made for closer cooperation of pros and manufacturers in handling some problems of expense and concern to both parties.

Free Lesson to Buyers—Olin Dutra, Wilshire CC pro, and his assistant Kurt Apel, offer free one golf lesson for every set of clubs bought in the Wilshire shop. The Wilshire Club News says: "This idea proves profitable in two ways. The player has an opportunity to correct his errors or brush up on his fundamentals, and he assures himself getting a set of clubs fitted to his style and choice."

Congo HATS



Tops for golfers . . . the coolest hats under the sun . . . worn by scratch men and stroke-a-hole duffers . . . everybody wears 'em. You sell 'em! The "Congo", illustrated above, retails for 50 cents. Made of white or tan duck with green transparent pyralin visor. Steam blocked to perfect shape.



Composition Head Display free with 3 Dozen King Congo Hats. Increases sales tremendously.

KING Congo

Now the famous "Congo" has a new big brother . . . the "King Congo" retailing at \$1.00. Made of light weight sanforized Panama Repp in white, tan, grey and light green. Soft flexible stitched brim. Steam blocked. Write for free copy of complete Sportswee Catalog.

JACKMAN SPORTSWEAR CO.
14 E. Jackson Blvd. :-: Chicago, Ill.

YOUR HANDS PERSPIRE?



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Golfers Use
SPORT GRIP

for GRIP CONTROL

Smart golfers don't play without new, scientific SPORT GRIP. They all use this handy little packet which assures a firm, positive grip on every shot. SPORT GRIP is greaseless, stainless, antiseptic and healing. GIVES YOU A BETTER GAME! Dealer territories open. Write

SPORT GRIP MANUFACTURING CO.
451 E. 63rd St., Chicago. Tel. Normal 1714

The Choice Of
Famous Golf Clubs
EVERYWHERE



Send Quickmail Coupon No. 8 for full information on Lyon's outstanding values in Single Tier, Double Tier, simple and deluxe golf locker equipment.

LYON METAL PRODUCTS, INCORPORATED
3405 River St. Aurora, Ill.

LYON

Golf Lockers

ONLY THE FINEST

(Continued from page 21)

remove. French cooking terms are not so much French as they are international.

'Know thyself' is a famous admonition. For you club managers I would substitute 'know thy food.' To do this, know your kitchen. Does your chef call you as you go through the kitchen and ask you to sample this sauce or that, to see if it pleases you? When you get a complaint from a member are you satisfied that the kitchen or the member is wrong? For six seasons in one club noted for the excellence of its food the chef stood in front of the counter and every order went through his hands before he turned it over to the waiters. Then whether he knew it or not it passed under my personal inspection before it went into the dining room.

**Each Serving
Inspected**

Many dishes which might have been served without a complaint were ordered back for re-arranging—for sauce forgotten, for garniture misplaced or omitted. Sometimes they were re-cooked or rejected for another portion of the same item. Perhaps you will say that this is impossible, but I say to you in the small club it is not only possible—it is imperative. And after all what is there so mysterious about the cooking end of the business that you with your intellect, which has made you manager, should not after some study be able to say "this is not right"—or at least "this is not the way I want it."

Do you, just prior to the serving of an important party, go out and count the portions to see whether or not you will be over or short when all are served? Times without number my counting of portions has brought to the chef's attention that one of his crew had been careless in the count—that not enough of this or that item had been prepared—and how red your face would be if you tried to serve say 180 baked lobsters to, say, 200 members. In establishments which are noted for fine catering, hot food must be served on hot dishes—cold on cold. Do you actually feel the dishes yourself to see whether the cooks are going to so dish the food? And count the dishes too. If you are going to serve 50, 100 or 500, have dishes for each menu requirement counted and heated or

cooled as the case may be—ahead of time—and don't take anyone's word for the count. Don't think because the title of manager is attached to your name that it lowers your standing to do these things. To a real manager—one who is ever learning as a real manager will—nothing about his profession is unimportant.

Learning What Members Want

Who is better qualified to know what the members want than you? Often your chef is a foreigner. Differences in environment have brought his family life and his recreation into different channels than that to which your members are accustomed. In many cases you managers are used to the same quality and kind of cooking as your members want and appreciate. Then why not instill your ideas into your cuisine? When you go on trips or vacations do you frequent the same class of resort or hotel your members do? If not, how can you go home and prepare them the same kind of food and serve it in the way to which they are accustomed? Too expensive you say? Well, you must pay something for education if you want to fit yourself for things better.

There is no better way to educate yourself now that you are on the firing line than to find out the scale of catering and service your members are used to. Get out and go to their resorts, their hotels, even if it sets you back a little for the education you thus get. If you can't travel, read. I recommend to every member the book of that grand old man of the culinary art, Escoffier. Most of my menus are made from his recipes. Victor Hirtzler, too, wrote a very fine cook book and every man catering in the better class establishment should digest this text book. Make your own menus. It's not hard when you get into it. Do your own food buying. Don't waste your time going to the markets—that is a relic of the old days. Pick out a market you can rely on and pay them a fair price. No money has ever been made buying bargains in food.

Establish the standards best fitted for your house and have a clear understanding with your markets as to that standard. My own creed expressed in no unmistakable terms to my employees is—"We pay for the best that is in the market. We expect to get that. You are at liberty and I expect that you will return at once to



NO HAZARDS HERE!

**A SAFE
LOCKER
APPROACH
ON
SANI-TREADS**

● SANI-TREADS protect your club members against the danger of "athlete's foot", and other infectious foot diseases, that lurk on all shower and locker room floors. SANI-TREADS are the original fibre-bath slippers, patented, cleverly-shaped to fit any foot. SANI-TREADS prevent infection—and save 'wear and tear' on your towels.



SANI-TREADS with their exclusive, patented features are obtainable at rock-bottom prices. Protect your club against cheap imitations. Insist on SANI-TREADS—the name is stamped on every slipper.

SANI-TREADS

THE ORIGINAL CLUB BATH SLIPPERS
SANI-TREAD COMPANY, INC.

567 Washington St., Buffalo, N. Y.
578 King St. W., Toronto, Canada

CHARLES F. HUBBS & COMPANY
383-389 Lafayette St., New York City
Distributors in Metropolitan District

the purveyor any article not up to that standard." Working on this principle we have had very few returns of any kind to make, in fact my usual experience is that when I have ordered something that does not happen to be in the market at its best, my supplier will call me on the phone and tell me he would rather not ship such item that day.

For the small club's daily service and even for its banquets or parties use French service. In fact I can see little excuse for the Russian or plate service at any time unless it be in a grill room, bar or some similar quick service room where it is usual to have a chef or cook serve from a side station in view of the members. Nothing shows off your fine food, the skill of your culinary crew or will reflect greater credit on your management than the tasty arrangement of food in services for more than one person. Nothing gives the well trained kitchen greater scope to show training, skill and ingenuity than French service. The French people have an old and very true saying that literally translated means that the body has two stomachs, the one we

all are familiar with and the other, "the stomach of the eye."

Showmanship In Food

I do not recommend showmanship as being the essence of fine catering but showmanship helps out and this same showmanship can be expressed in many ways. Personally, I favor creating all possible show effects with food itself. In coloring foods use only natural food colors. They are much more pleasing to the eye and if the eye is pleased your task of pleasing the palate is already won. I do not like the use of paper cases in hot food service. If you must put peas or other vegetables or garnitures in a case to be served with hot foods, use croustades and make them in your own kitchen. Croustades can be bought of course, but when I broke into the business every kitchen had one or more sets of irons and made their own. The batter is inexpensive and the result is a satisfaction to yourself.

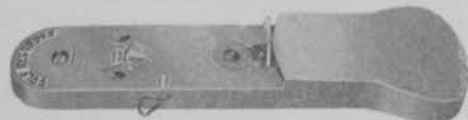
Some managers go from one year to the other in fear and trembling over losses in the dining room. If you are one of the

"ANYONE CAN IMPROVE HIS GAME BY PRACTICING ON THE NEW IMPROVED GOLF RECORDER"

says John Revolta

The Golf Recorder can be used anywhere.
Ideal for

Home use	Gymnasiums
Golf Clubs	Schools, Colleges
Golf Schools	Summer Resorts
Practice Grounds	In Fact, Anywhere,
Athletic Clubs	Anytime



As An Exerciser

Trains the muscles and coordinates the eye—limbers up the body for better golf and better health.

As a Game—A New Feature

A beautiful replica of an eighteen hole course and colored pins are furnished with each Recorder, making possible an actual game of Golf at home or in your club. Make up a twosome or foursome—play the whole course, or see who can make the longest drives, the greatest number of perfect shots.

PRICE \$14.50 F.O.B. CHICAGO

GOLF RECORDER -:- 325 N. Wells St.
CHICAGO, ILLINOIS

Answer above ad with QUICKMAIL No. 27



VELVET BENT GRASS SEED

The Finest of All Turf Grasses for Golf Greens

1937 Crop Now Available

Purity—90%, Germination—85%,
Other Grasses, 0.1%, Inert Matter—
9%. Inquire of your seed dealer, or
write us directly

EMERALD FARM, Newton, N. J.
(Growers of Velvet Bent Grass Seed)

Three Styles of One-Color

Score Cards

of Excellent Quality are

Priced \$21 to \$26 for 5,000

Produced by a New Process they
are complete and of correct size.

Samples of these and 4 higher priced
2-color cards to clubs on request.

JOHN H. VESTAL CO., Printers
703 South La Salle Street - - - Chicago

favored few that has a club large enough to have volume similar to a hotel or downtown restaurant, and have a loss, you should be concerned. Given proper volume there is no excuse for loss. If, however, you are the average club manager having 200 to 300 members it will be hard indeed to show a profit on that department since club membership carries with it no responsibility to patronize that department except whenever it pleases the member to do so. If there is no such responsibility on the part of the individual member, he will come there when it pleases him and you find such an uncertainty of patronage that it is difficult for you to arrange your menus, your purchases and your labor to bring about that steady volume on which profit depends.

Expense Is Not a Loss

In the way of summary, keep the dining room up to the standard your board prescribes and by educating yourself to the problems of the most complex job in the world. Keep your dining room expense at a minimum. Note that I do not say dining

room loss. In the small club where dining operation cannot be otherwise than an expense insist that your board regard it no longer as a loss but an expense of operation of a department on a basis comparable with the operation of the golf course.

There is no club manager today worthy of the name who is not qualified to keep some form of food control himself. Mind you there are accounting firms who specialize in this and good ones. To those whose volume of business permit I cannot recommend too strongly the services of Horwath and Horwath, or Harris, Kerr, Forster. However, you yourself should be the man to first realize the importance of this form of cost accounting and in the smaller club you should institute and install a system. None is to old to learn the fundamentals of food control, which are simple enough for the average person to grasp in a very short time, and I know of no time that could better be spent than in the education I am advocating as a means to better fitting yourself for the position you now hold or hope to some day hold. I see many men holding jobs today who have achieved the managerial reins

A MODERN SWIM POOL

Will Add to the Beauty and Enjoyment of Your Club

The most important consideration in planning a pool is the purity of its water. Graver has solved this problem by designing a Complete Swim Pool Unit (adapted to any size pool) for filtering and recirculating the water. The Graver Unit consists of filters, sterilizer, heater, pumps, and all needed accessories. It is compact, easy to operate, economical to install and maintain.

All Graver Equipment is the result of three-quarters of a century of engineering skill and experience.

Send today for recent Research, showing how pools have increased memberships and revenue for country clubs. An interesting book will be included on Design, Construction, and Operation of Modern Pools.

GRAVER TANK & MFG. CO., INC.

New York, N. Y. - - Chicago, Ill.
Catasauqua, Pa. - - East Chicago, Ind.



through other channels but I say to you if you want to remain in the most interesting trade in the world today, you will have to educate yourself in the food end. Just remember Webster's definition of food: "Nutritive material—for the maintenance of the vital processes."

Club Converts Basement Room Into Attractive Cocktail Lounge

AT a cost that would make rehabilitation an attractive idea at most any club the St. Charles (Ill.) CC converted a basement room into a bright and attractive cocktail lounge, installed modern steel tables and chairs, a lounge seat in the club bar-room, and added new steel furniture to both men and women's locker-rooms. The basement room has become very popular, winter and summer, for card parties and other fairly small social gatherings. A cheery fireplace, sound-deadening ceilings and walls, and convenient for speedy bar service, are among the features of the room.

A standout feature is a local product, Howell Chromsteel furniture, made by The



Modern steel furniture has transformed this basement section at St. Charles into one of the most popular clubhouse rooms

Howell Co., St. Charles, Ill. The beautiful steel furniture doesn't have the polished pipe-fittings look of so much of this sort of furniture and it stands lots of hard treatment without showing signs of wear. Comparable furniture setups to the one at St. Charles can be made for around \$500, Howell Co. officials say.

Many other clubs that have basement rooms now somewhat resembling the dark, damp spots used for solitary confinement of penitentiary prisoners can take a tip from the St. Charles job.

WHAT'S THIS MEAN TO YOU?

25,000

PRO-ONLY CUSTOMERS ARE ENTHUSIASMING OVER THE PERFORMANCE OF

Kenneth Smith

Hand Made

WOODS & IRONS

- It means 25,000 golfers are getting more out of their golf because they have been 'fitted' with clubs especially suited to their individual requirements;
- It means that PROS alone have profited from these sales to players, for Kenneth Smith clubs are sold only thru pro shops—never stores;
- It means that 25,000 players are boosting a sound selling service that is **EXCLUSIVE WITH PROS!**

FIT YOUR MEMBERS TO A BETTER GAME with **KENNETH SMITHS**—they cost no more than other fine clubs. Write for 1938 catalog and analysis charts.

KENNETH SMITH
3037 Gillham Road -- Kansas City, Mo.

PROS— HOW'S YOUR EYESIGHT?

If you've been overlooking the steady flow of Parglov profits that have been rolling into hundreds of pro-shops, your eyes need immediate attention. Pass up Parglovs and you pass up a sizable annual profit. Ask the pros who sell Parglovs!



Parglovs are self-sellers with a good margin of profit. Attractive counter display carton invites members to try them on—and the guarantee behind them is they're the world's most popular golf glove, worn by all the leading amateurs and pros.

PARGLOV

Get set for Parglov's heavy early season demand—protect your members' tender hands, and start 'em off happy. And, that means more business for your shop. Order your supply today from your local jobber, or use **QUICKMAIL COUPON** No. 22 to get Parglovs direct.

THE K. L. BURGETT CO.
PEORIA, ILL.

Here Is Creed of Golf Pro's Service to Golf

By LEWIS MYERS

I AM a golf professional because I love the game of golf, not only the playing or because it enables me to make a living, but because it makes friends for me and permits me to be of some earthly use by teaching others to play the game properly. I bring happiness and the great outdoors to those I sell the game.

The duties of a golf pro are many. The pro is the game's doctor. He takes the patient in hand and teaches him or her. He starts first by explaining the etiquette of golf. The mere fact that a club is known by the etiquette of the members while on and off the links is a great introduction. He must take stock of his prospects, treat all alike regardless of the patronage he receives, and must try to win the confidence and good will of all.

The truly representative golf pro is not mercenary; he gives as well as he receives. The pro is on the job when traffic is at its heaviest, to give a hearty "Hello, how is your game?" He tactfully asks, "Have you tried the new clubs Mr. Manufacturer has introduced? or a new ball best suited for your kind of a game." He explains why such ball should be bought and played. He promotes golf tournaments to hold the interests of the club members, seeing that the club gets the proper publicity to create outside interest. He acts in an advisory capacity to the greens committee, tournament committee and even the house committee. He helps arrange trips and introduces them by letter to various brother pros where the member may visit, thus enabling his member to feel at home and to have some one to guide him correctly and be his host.

Such a pro can rest assured that he will be successful at any golf club.

Inverness Event to Be Held May 26-29—
The fourth annual Inverness Invitational event will be played at the famous Toledo (O.) club May 26-29, with the usual field of 16 star pros competing. Some of the boys who'd like to accept invitations won't be able to play because of their club contracts restricting summer absences.

Their genuine regret may be imagined when one recalls that all expenses of the Inverness players are paid by the club, hence every player is certain to come out ahead financially because prize money is split down to the last twosome. It's a round robin event of two-men teams.



- New 68-page booklet gives complete revised rules of golf for 1938. Copies free to any Golf Professional who will write us on his club stationery.

SOMETHING ELSE NEW!



The new 1938 Tommy Armour "50"
—sells for 50c—Tommy Armour "75"
—sells for 75c. Both new in construction and triple tested for performance—first, the Compression Test; second, the Guillotine Test; third, the X-Ray Test. Write for sales helps.

THE WORTHINGTON BALL COMPANY
ELYRIA, OHIO

World's Largest Exclusive Maker of Golf Balls

WORTHINGTON
world's largest exclusive maker of
GOLF BALLS

Answer above ad with QUICKMAIL No. 25

SNAP UP YOUR PUTTING GREENS WITH A McCLAIN SPIKER AND PERFORATOR

REMARKABLE TURF CONDITIONING IMPLEMENT

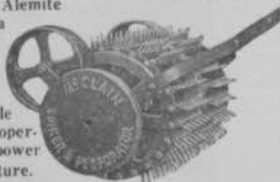
GET THIS highly engineered machine for putting new life in Greens.

Hundreds of stainless steel spikes punch millions of holes in the turf to let in oxygen, sunshine, water and new top dressing.

Oscillating action of spikes produces mild, safe cultivation of grass roots without injury to turf.

Opening of soil surface allows quicker and better action of chemicals and fertilizers. Frequent aeration of turf prevents Brown Patch and other diseases.

McClain Spiker and Perforator has bronze and roller bearings; Alemite oiling; extra weights for hard Greens; special transport wheels; and many other new and valuable features. Easily operated by hand or power. Write for literature.



McCLAIN BROTHERS COMPANY
CANTON, OHIO

R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf that's why more than half the U.S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes. Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

MFR. OF SPUDS, FORDSON WHEELS, ETC.



IN the Detroit News hole-in-one contest, conducted by the paper's noted golf editor, John Walter, 217 players took turns for 11 hours banging at the 155-yard eleventh of the Clinton Valley CC. Contestants ages ranged from a 75-year-old doctor to a 13-year-old 70-pound caddie.

Nearest to the hole of the 1,085 shots was 1 ft. 7 in., made by Lewis Woodward, an amateur. Second was 1 ft. 9 in., made by a woman. First in the pro class was Albert Sherwood, Clinton Valley green-keeper, who put one of the five balls allowed each competitor 2 ft. 8 in. from the cup.

HALF-MADE pros, the result of depression years in golf, may cause trouble to Class-A professionals, believes Bill Klish, young Eastern pro. Klish says that failure of present-day pros to give assistants the thorough training old-time pros demanded of their apprentices, and the inability to help the graduate assistants land jobs where they can make up for time invested as assistants, has sharply reduced the crop of first-class newcomers in pro ranks.

Klish further maintains that the development of good games by amateurs will throw many of these amateurs into jobs without adequate training, simply because of the pro lack of interest in training young men to maintain the high standards the veterans have set.

THE British PGA, which had a charter membership of 70, now has about 1,600 members.

GOLF'S MARKET PLACE

The Golf Recorder, a golf swing device that records every shot made, whether it be sliced, hooked, pushed or pulled—250 yards or 25 yards—is proving a popular selling item among pros, and to golfers who want to make the most of the lessons they are taking from their pros. The 1938 Golf Recorder is a new and improved model from that introduced last year, and is offered for \$5 under the price of the former model.

There are no balls to tee up—target is made of resilient combination fabric and rubber and is always in perfect tee position, ready for every shot. Full recording of each shot remains in view until you release it by pressing clubhead on plunger at base of indicators, and the Recorder is reset for the next shot. If you