



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 Sportsweare 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 Sportsweare 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.