

top writers, and all that sort of thing. Raise the standard, old chap. Wrap the message up, as it were. Double the price."

"But we give most of them away"

"Who to?" (He wasn't the sort of bloke who says "To whom?"—he is a very average golfer himself)

"To golf clubs."

"Oh Gawd."

* * *

There is only one thing to do, we thought. Get enough of the trade to buy advertising space so that we can enlarge the scope of the editorial matter and publish every darned thing we do. Cut out all this "social round" stuff. Who wants to read about dinners and speeches and whether they were held in the Café Royal or the Burp and Guzzle?

* * *

The telephone rang.

* * *

"I say," said the caller, "thanks for the write-up you gave our dinner this month. Can you send a couple of dozen copies over for the chaps. Might as well have another dozen Year Books if you've got 'em. I'll send you a cheque."

* * *

The funny thing about this is that it really happened.

With grateful acknowledgments to the Author The E.G.U. Dates Calendar costs 5/ p.a., post free.



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