

lying thought in advertising the world over today. The price of an article, so far as the manufacturer is concerned and so far as a large percentage of the prospective buyers are concerned, is secondary. Even those who are compelled by lack of money to buy on what might be termed a "temporary basis" realize, just as the others more fortunate appreciate, that you get only that which you pay for.

Some companies which handle those important commodities necessary to our everyday life, spend the largest part of their advertising appropriation not in saying how cheaply you may buy their particular product but rather in telling you the story over and over again of the quality of their product. This is referred to in advertising parlance as "institutional copy."

There are other manufacturers who from time to time make the tragic mistake of eliminating institutional copy when conditions are bad and they hope to save money. For the moment it may be money in hand but over the long haul they will have lost out, not only for a temporary period but in many cases for all time.

When you are in business, your natural reaction, when you are first approached with the idea of advertising your product, is that advertising raises the cost of your

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product or service. As a matter of fact, the very opposite is true.

Let me give you an example: The price that you pay for any product covers several items, including the cost of making it, the cost of selling it and all of the taxes—federal, state, county, city, as well as many hidden taxes direct and indirect.

By advertising, the cost of production and the cost of selling is made less. Business men know that in order to manufacture economically, they must have volume production. This in turn means volume sales and volume sales cannot be achieved economically without advertising!

Without advertising, people do not readily learn about merchandise or services or make up their minds to buy. Knowing this, dealers are slow to invest in merchandise which is not well advertised. When they do so, they must be permitted to make a bigger margin of profit because that merchandise sells much more slowly. The public has to pay the larger price, quality considered.

G. P. A. Organized to Smooth Pro-Salesman Relations

ABOUT 40 golf salesmen operating in and around Ohio have organized an association called the G. P. A. (Golf Peddlers Association). A. Earle Schlaw (Kroydon Golf Co.), 310 East 238th Street, Euclid, O., is president; Lloyd "Red" Barton (Worthington Ball Co.), Box 71, Elyria, O., is secretary and treasurer; and William Roney (Burke), and Gordon Goyette (Hagen), are vice-presidents.

The association is essentially social in operation but it plans to bring the salesmen and pros in closer contact, and sell professionals on patronizing golf salesmen, who have year-round positions. It also plans to create better understanding between salesmen of competitive firms.

Toward this end the G. P. A. will stage a tournament at the Elyria (Ohio) CC, August 7. A sweepstakes will enable the pros, peddlers, and newspapermen to shoot for about \$700 in cash and merchandise. This Pro-Peddler scramble will be open to all pros and class A assistants in the Cleveland, Youngstown, and Akron districts, along with the presidents of the other PGA districts in Ohio. Next year the event will be held in Cincinnati. Columbus and Toledo will get the event in the order named, thereafter.