

Late Season Play Push Pays Dividends

A REMINDER that lots of golf playing equipment can be sold after Labor Day is given to pros in a letter from John Sproul, sales mgr. of the golf ball dept., U. S. Rubber Co. The after-Labor Day matter is not the only one in which pros—and others in the golf business—out-smart themselves by knowing all the reasons why business should be lousy.

A punch is put in the letter by drawing a parallel with a hot dog merchant. The letter reads:

An Old Hot Dog Story

There was a man who lived by the side of the road and he sold hot dogs. He was hard of hearing, so he had no radio. He had trouble with his eyes, so he read no daily newspapers.

But he sold good hot dogs. He put signs up on the highway telling how good they were. He stood on the side of the road and cried: "Buy a Hot Dog, Mister?" And people bought.

He increased his meat and bun orders. He bought a bigger stove to take care of his trade. He finally got his son home from college to help him.

But then something happened. His son said: "Father, haven't you been listening to the radio? Haven't you been reading the newspapers? There's a big depression on. The European situation is terrible. The domestic situation is worse. Everything's going to pot."

Whereupon the father thought: "Well, my son's been to college. He has lived in the city with big business men. He reads the paper and he listens to the radio, and he ought to know."

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So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell off almost overnight.

"You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."

* * *

The point is that in some sections of the country we have taken it too much for granted that Labor Day marks the end of the golf season. After Labor Day just as much effort should be made to sell more golf balls and golf equipment to your customers, for the true fact is—the best golfing weather of the year comes after Labor Day.

Days are still sunny and cooler; daylight saving goes on; Saturdays and Sundays each have fourteen hours of daylight—every hour good for golf. Labor Day is the beginning of the fall golf season. This is the time to get some business.

Defense Bonds and Stamps Information

— Defense Savings Staff of the U. S. Treasury Dept. has just issued five Defense Bond Quizzes designated for emphasis during each week during September. Pushed during week from Sept. 1-7 are Defense Savings Bonds, followed the next week by Defense Savings Stamps, then Retailers-for-Defense Week (during which the retail industry will concentrate its efforts to enlist customer interest in buying Defense Savings Stamps; the two

Resort Courses and Golf Clubs in Winter Play Area:

Can you, during the period from Nov. 1 to April 1, put to good use the services of a successful, well-known pro, now employed, who—

- is nationally known as an instructor
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- is a member of the PGA

Some golf club is going to profit well by securing this man. Write: Ad 160, c/o Golfdom, Chicago.