

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."

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

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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.

remaining weeks will be devoted to explaining Stamp and Bond sales.

The Staff adds that to buy Defense Bonds and Stamps, go to the nearest post office, bank, or savings and loan association, or write to the Treasurer of the U. S., Washington, D. C. Stamps are also on sale at retail stores.

GOLF MUNITIONS WANTED

Many thousands of active young golfers and potential golfers are in army training camps.

In the majority of cases these lads have been compelled to give up the game. Where golf courses are near army posts it's seldom possible for the courses to allow playing privileges to private soldiers. Officers and non-coms—the latter only in a few instances—are accommodated.

Golf practice ranges at the camps would fill a wide-open place in the army recreational program.

The ranges would provide entertainment not only for the boys who are golfers, but would introduce the life-long sport to men who haven't had an opportunity to get into golf.

Ground ideal for practice ranges is available at the camps.

What is needed is clubs, balls and lighting equipment.

With clubs and balls available, army recreation authorities will see to it that lighting is supplied.

Now the greatest part of army athletic funds are earmarked for baseball, boxing and football. The accent on sport as a spectacle instead of as a strong invitation to participate is carrying over into the army from American private life.

GOLFDOM has had requests from pros now in the army, asking for used clubs and balls to equip makeshift golf practice ranges.

Here's where every private golf club, every public golf course, each P. G. A. section, and all amateur golf groups need to get busy.

Contact ranking officers of army posts in your vicinity regarding installing of golf practice ranges, start a campaign to collect used clubs and balls with each pro-shop being a receiving station, and you'll see golf as one of the popular solutions of the important problem of soldiers' recreation.

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