

“Eleventh Hour” Selling Is Doomed

In eliminating the extravagances and bettering the buying in golf club operation the old policy of purchasing at the “eleventh hour” is doomed. It’s extinct now with the better managed clubs.

So why should a manufacturer wait to do his selling to golf clubs at the “eleventh hour” since buying is definitely planned far ahead of the time of his heaviest selling effort?

Approximately 70% of the elections of the country’s golf club officials take place between October 15th and December 15th. The newly elected officials, full of enthusiasm and eager to learn, are strongly responsive to the advertising of the manufacturer who keeps on the job the year around.

With this condition prevailing and with 28% of GOLF-DOM’S readers being in territory where winter is the heavy playing season, try and

find us a logical and aggressive seller of supplies and equipment for course, clubhouse and pro shop, who can justify “playing dead” with his advertising during any part of the year.

GOLFDOM is the one and only thoroughly circulated Business Journal of Golf. It reaches, each month, every golf club president, green-chairman, greenkeeper, professional and manager in the country. Its circulation list is kept strictly up-to-date, so GOLFDOM advertising takes your sales story to the new officials and employees with buying power, right after their election or employment.

If you have something to sell to golf clubs or pros, better get in touch with us *now*. You’re fooling yourself if you think you can wait until spring with your advertising and still get the big business you want from the golf field.

Golfdom

THE BUSINESS JOURNAL OF GOLF

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