

Why let your sales efforts go to sleep?

In these new days of business management of golf clubs there is no such a thing as an "off season."

Approximately 28% of GOLFDOM'S readers are in parts of the country where the winter is the big season. The big buying clubs in the north make the most of fall and winter to properly plan their building, operating, maintenance and construction plans for the following season.

In view of these positive truths, what manufacturer selling to the golf field can justify a let-up in his sales solicitation? Economies in the manufacture and distribution of golf goods may be effected by this substantial and logical ad-

vance work, instead of letting everything wait until the last minute.

Because GOLFDOM, and GOLFDOM alone, reaches the buying power in the golf field thoroughly (going each month to EVERY president, green-chairman, greenkeeper, manager and pro), GOLFDOM does your advertising most effectively and at lowest cost per inquiry and sale. The results to which GOLFDOM advertisers testify prove its decided leadership in profit-making.

Write us for an outline of an advertising plan that will help you steal a march on sleeping competition.

Golfdom

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JOE GRAFFIS, Advertising Manager

236 North Clark Street

CHICAGO