

Golf catalogue proves there's a sucker born every minute

Phineas T. Barnum, who proclaimed well over a century ago that there's a sucker born every minute, must have spent a lot of time on the golf course.

That would appear obvious after perusing a 1997 catalogue recently distributed by an American-based mail order outfit that has marketing down to such a fine art that it will be accepting orders for its vast array of golf goodies via the Internet. While this sea-



From where I live

Bruce Stapley

son's offerings include the usual selection of oversized titanium drivers, water proof wingtip saddle golf shoes, and hard-sided travel cases to protect the clubs of

frequent flyers, it is also full of the type of golf gimmickry that would make Fred Couples cringe.

There are wildlife series club head covers that resemble a muppets reunion, ball hawkers that dredge the bottom of ponds to retrieve your water shots, as well as the errant efforts of others, and clock/thermometers that clip on to a golf bag for people who must know the exact time and temperature as they play a

round. How about a pair of acrylic fur mitts for the die-hard winter golfer?

Or maybe the 'old pro' alarm clock, a bed side time piece in the form of an old duffer who awakens the Saturday swinger with the cry of "Wake up! You're going to miss your tee time!"

Not to mention golf balls painted up to look like a baseball, a basketball or a football, or those struck with the markings of Ameri-

can dollars.

A genuine Swiss Army Knife comes complete with the usual locking screwdriver and surgical steel blade, but also includes golfer extras like a groove cleaner, spike wrench, divot tool, and bottle opener. I know what you're thinking. Don't go there.

A night light golf ball can be activated by slipping a lit insert into the centre of a specially made ball, enabling the player looking to take advantage of cheaper after hours rates to finish after dusk.

The caddy statue is a must for those who desire a golf motif for their home or back yard. Standing two feet tall, this hand poured, cast stone beauty weighs in at just over 50 pounds.

Cotton throw cushions with golf prints round out the look. Costume jewellery and executive desk sets also come with a golf theme, and antique style "old course" playing cards can be had by the fanatic who must eat, breathe and sleep the game.

A full range of books covering every aspect of life on the links is also available. Topics include everything from 'how to' books written by the pros, right through a volume on the drama of the pro golf tour with a title I can relate to, A Good Walk Spoiled.

The same goes with videos, with one particular flick featuring classic course gags such as disappearing golf balls. Sounds like they've been filming me on the course.

And from the "Well I guess it had to happen sooner or later department" there is the all new Monopoly - Golf Edition.

This adaptation of the old classic has seen real estate such as Atlantic Ave., the Reading Railroad and Boardwalk changed to Arnold Palmer's Bay Hill Club and Lodge, the Nabisco/Dinah Shore Classic, and Pebble Beach Golf Links.

Instead of picking up a Community Chest card to find there's been a bank error in your favor, you collect 20 bucks for your first hole in one!

Add it up and it's just another example of good old American marketing. In other words, take a national pastime and beat it to death by offering for sale every off beat and wacky device that can be remotely tied in with it.

Then again, maybe it's not too late for Eaton's to climb on board in an attempt to "reinvent themselves!"

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CORRECTION NOTICE

The advertisement for North Pointe Chevrolet Oldsmobile in the March 12 Markham Economist & Sun should have read:

"No Charge Rustproofing & Paint Protection, new vehicles only"

"96 Cavalier Lease price from \$210/month"

We apologize for any inconvenience this may have caused North Pointe or their customers.