

Tackle "Favorite Brand" Problem with Letter

EVERY manager is confronted at times with the firm request of members that the club handle some particular brand of product that may not be in general demand. These requests are apt to tie up quite a little money at the end of the year and to avoid this possibility the Sunset Ridge Country club of Winnetka, Ill., circularized its entire membership at the start of the season with the following letter:

"It won't be long before you are asking Sunset Ridge attendants for your favorite smokes and beverages so Sunset Ridge is asking you in advance to say just what you wish provided—and is attaching a card to this letter so that you can easily communicate your wishes.

Your favorite cigar—brand, color, size, packing—will be stocked for you this season provided you will purchase at box rates the unsold portion of any specified box remaining on hand October 31st. New equipment has been installed which makes it easy to care for a larger cigar stock. Please mark the card so your favorite cigar can be ordered.

Cigarettes for yourself and family: Indicate your preference and you will be supplied.

Tobaccos: The same as for cigarettes.

Ginger Ale: If you have a favorite brand please specify.

Mineral Waters: The club will stock any mineral water or soda you specify if reasonably salable—or any unusual water if you will purchase the unsold stock, up to one case, at the end of the season. Just state your desires.

Your co-operation in the above is needed so that we can order intelligently. Please give the card immediate attention and mail it at once, for 'it won't be long now'."

The enclosed return post card read:

My favorite cigar (brand), size, color
No. in box I usually pay

If the club stocks the above cigar will you purchase at box rates the unsold portion of one box, as specified, remaining on hand October 31st?

Favorite cigarette size tips
Family's cigarette size tips
Tobacco Ginger Ale Mineral Water
Other favorites

Signed:



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- ⌚ Prevents mistakes.
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