

tion, tied up with a local stage show. Blind bogey tournaments and exhibitions have been the main features of promotion. Play is divided about 70 per cent men and 30 per cent women, with the youngsters constituting a fair part of the trade. It is expected that the 1932 play will show a larger percentage of women as many women followed the men players during the first season.

The course does not offer the variety of shots that West Wilmette provides and its 40 traps not as deep as those as West Wilmette where championship-size course conditions are approximated.

One interesting operating detail has to do with out-of-bounds balls on the south side of the course. This forbidden territory is used by a florist who usually has about \$2,000 worth of flowers growing. So much damage was done to these flowers during the early weeks of course operation that a boy is sent among the flowers at intervals to pick up the balls. Players are prohibited from going after the balls.

## PRO HAS CLUB PAPER

### Jack Martin Boosts Sales and Club with Fircrest

**I**NTENSIVE cultivation of the pro's sharply confined market is responsible for many pros doing some good advertising. Probably 1932 will see a lot more of this sort of work as the smart boys are planning to make the most of their chances for business.

In several instances pros have used house organs of their own for effective advertising to their members. The little publications are sent to the members and have great good-will value as well as direct sales effect because the pros do considerable boosting for their clubs in this publicity.

One of the most recent of the house-organs is that put out by Jack J. Martin, pro at the Fircrest G. C., Tacoma, Wash. Jack calls this four-page 4½ in. by 7 in. publication the *Fircrest*. The material is sent out as a folder with the member's address and an attractive illustration of a Fircrest green with Mount Tacoma in the background, on the front cover.

The middle two pages of the *Fircrest* are devoted to boosting the club. There is a story "Fircrest members pay less" on page 2 in which the costs of playing at

other clubs in the vicinity are compared with the expenses of membership at Jack's home spot. Fircrest has quite a story to tell in this respect as the dues are only \$6.67 a month.

On the third page is "The President's Monthly Message." President R. C. Barlow devotes the first part of his page to telling how Fircrest stacks up with some of the leading, expensive courses in California which he recently visited. The concluding paragraph of his message he uses for telling about Jack Martin's collection difficulties and urging the members to pay their pro accounts promptly.

Jack uses the last page for an ad on golf bags, clubs, balls and apparel. He features the line "Buy From Your Pro at Lower Prices." He also pushes a good little story on getting clubs ready for the spring campaign and invites the members to come in and visit by the pro shop fire-side.

### Pro Is Pleased

The Fircrest club has 300 members. It costs Jack \$25 a month to get out the *Fircrest*. Martin's comment on the publication, tips off the other fellows to a stunt that they might try to beat up some business during 1932. Martin says:

"For some time I have had the idea that a pro could advertise at a profit as well as any other business. The ordinary sales letter never has had the desired effect with me, so it occurred to me that if I could get something out that would carry news that would interest the members, I could at the same time advertise my wares. Hence the *Fircrest*. It is my opinion that if the members of my club know that I am interested in their problems and welfare they will be interested in me and my shop.

"The *Fircrest* is published monthly and is sent to every member in the club. Our President, Mr. R. C. Barlow, writes his little say every month. I might add he is very clever and has a large following in the club, so the stuff he writes is read.

"I have only brought out 3 issues to date and have more than been repaid for my efforts. My club cleaning list is larger today than it was last summer. I have always heretofore dropped down at least one-third. It is difficult to trace any sale back to a thing of this kind, but I will say that I have no kick on the amount of business that I have done this winter."