

belabor them with enthusiasm, alacrity and assiduity, when, out of arrogance and destructive meanness of their little souls, they drive the ball off a green, work determinedly to break a flag-pole, ignore deep and destructive divots they have dug, wreck ball-washers, shout maniacally, drive into players ahead, *and then come into the clubhouse and inform you that your course is punk and ought to be sowed to oats or buckwheat?*

"How can we liquidate this acute, triangular pain in one of our large, prominent spheroidal surfaces? Who'll suggest something?"

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GOLFDOM BOOK DEPARTMENT

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Bonnie Briar "Sells" Club By Smart Promotion

A CONSISTENTLY successful job of 'selling' the club to the members has been the good fortune of the Bonnie Briar CC in Larchmont, N. Y. No small share of this accomplishment is credited to the fine handling of club publicity, and to the informative, lively club bulletin, the Bonnie Briar News, rated among the best club organs in the country. Frank M. Wallace, Bonnie Briar manager, tells in the following words how members at his club go about the very important job of keeping the membership 'sold' on the attractions their club offers.

For many years the board of governors at Bonnie Briar has been aware of the importance of good publicity in connection with "selling" the club and its activities to the membership and the community which surrounds the property.

In common with most of the other clubs in Westchester county, there are several reasons why constant promotional efforts are necessary. First of all, as a "community" club, whose members live within a three to five mile radius, Bonnie Briar is indeed a second home the year around . . . and the only disadvantage this presents is that we must not allow the membership to think that their club is anything other than always "alive" and interesting to drop into. Also, the club is located near other nice clubs, and is only a short drive from New York City, so that we are faced with the competition of pleasing distractions easily available other than those being offered at the club.

Has Youngish Membership

Another thing, our membership averages less than 45 years of age, which means that they are active constantly and have many distractions aside from club activities; therefore we feel we must "sell" each function several times with plenty of advance copy to make it register. This results in our getting reservations, which are important in assisting the operator to plan his expense.

The club's promotional literature is presented in four forms. The Bonnie Briar News is a 4-page bulletin published about 9 times each year and is timed "in season"

PROS: Your Profits for 1940
are in the hands of your members

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protects your members' tender hands, improves their grip and their game, keeps 'em happy from start to finish—and that means more business for your shop! PARGLOVS are self-sellers with a good margin of profit. Attractive counter display carton invites members to try them on—and the guarantee behind them is they're, by far, the world's most popular golf glove with leading pros and amateurs.

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THE K. L. BURGETT CO.
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to reach the membership 2½ weeks before an important holiday or major event. In addition to furnishing a means of presenting promotional material at length, we attempt to foster good-will by inserting snapshots of members about the clubhouse and at club functions, which together with chit-chat about personalities is basically flattering. This organ is edited by a member of long standing whose business borders on the advertising sphere, and therefore the material has an original and rapier-like quality.

In connection with our four or five major social functions, we issue a broadside with an intriguing "cut-out" for a cover, which hits the membership at first glance, and from experience, is a most effective reservation producer. For follow-up purposes, timed to reach the membership on the Friday preceding the affair in question, or for lesser functions, we use a French-fold announcement, in colors, to fit a No. 10 envelope.

In order to keep the club before the membership during the winter months, we use a pre-vue announcement in a French-fold and colors, which together with cards, which fit a 6¾ envelope, to advertise special dinner and cocktail dances, permit of a reasonably priced publicity schedule to keep 500 families thinking about their club. Thus the year around the membership receives better than two publicity pieces a month. It is therefore necessary to use ingenuity in connection with the forms, type face, artwork and the text to avoid "typing" our announcements.

As regards text, all announcements are informal in language, and if the social function is in costume, as for instance, the annual barn dance, the text may be in appropriate dialect. We feel that since our members live and work in an atmosphere of constant bombardment by the efforts of the best writers in sales appeal, that anything we could produce in formal invitation would be second rate-reading.

Finally, you can see that instead of budgeting our publicity for the year, we have found it more effective to apportion this expense to the function at hand, and in the final result the publicity is directed to making a success of the particular business at hand, instead of being only a part of a regular schedule. This way, the members get many more encouragements to "drop into" the club.

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