

Year-Around Advertising Pays Chicago Semi-Public Course

By BRUCE PATTOU

Most owners of daily fee golf courses will find it profitable to balance their seasonal advertising with some steady out-of-season promotion.

That's the viewpoint of Walter S. Wallace, owner and pres., Cherry Hills G&CC, Flossmoor, Ill. He says that "just because your club is north of the Mason-Dixon line, it doesn't mean you can rely on 6 months of advertising. Particularly for those of us interested in tournament and outing business, year-round sales promotion is essential.

In his six years at Cherry Hills, Wallace has built a prospering business by catering to tournaments, which now provide him with approximately 70 per cent of his total business volume. In addition, Mr. Wallace is host to daily fee golfers and to 75 couples with season playing privileges.

Golfing enthusiasts have their choice of two complete 18-hole courses at Cherry Hills. Founded as a private 18-hole club in 1932, the property was leased in 1941 as a public course. When Wallace assumed ownership in 1946, he embarked on a major improvement program by adding 18 more holes, building the Tally-Ho room in the clubhouse basement, installing a pro shop, and enlarging dining facilities to seat 350 persons.

These accommodations permit winter-time activity at the club, with banquets, dances, and wedding receptions booked the year-round. At the height of the playing season, as many as 700 golfers can be handled comfortably during the day. Total business volume, Mr. Wallace estimates, is running more than 40 per cent over the 1946 level and the club's staff of employees, now numbering 30, has been doubled over the same period.

Phone Directory Ads Pay

In advertising his club, Wallace uses a variety of methods, classified telephone directories, radio, direct mail, and newspapers. Of these, he has found the telephone books' "yellow pages" and direct mail to be the most valuable to him. "They do the best job of attracting guests," he says.

Ads for Cherry Hills can be found in eleven separate classified telephone directories covering the 35 miles North to Chicago's Loop and nearby Northern In-

diana communities. The big Chicago classified carries the club's major display ad, running one-fourth of a page under the "Golf Courses" heading. It is one of the only two of this maximum size to appear in that heading.

Besides picturing a golfer in action, the ad mentions "complete club house facilities" which "will be open all winter", and gives the club's location "30 minutes from Loop via Illinois Central". Two other headings used in the Chicago directory are "Caterers", a one-inch in-column ad citing "Dances, Banquets & Weddings"; and "Ballrooms", a half-inch in-column ad.

The "Golf Courses" headings of ten other directories including those of Hammond and Gary, Indiana, carry display or one-inch in-column ads for this 36-hole course. Also, Cherry Hills is represented in the "Clubs" listings of seven of these same directories.

Two different telephone numbers are used in the directories. Besides a local suburban number, Mr. Wallace has arranged for a direct line from Chicago. Thus, calls from the city to this Chicago number are at reduced cost to the customer, with the club paying extra toll charges. This number is listed only in the Chicago classified telephone directory ads, consequently Mr. Wallace can trace nearly 100 per cent of his daily play business to this single advertising medium.

"All calls to this number are the result of someone seeing our Chicago classified ad," he says, "and on Fridays and Saturdays during the summer we'll get 20 to 25 of these calls a day."

"The 'yellow pages' are even more helpful in promoting our tournament business. It's a fact that March, April and May are our three busiest months for bookings, and fully one-third of the inquiries during that period are the result of telephone directory advertising. But it's also true that reservations for summer golf outings are made even in winter months."

As an example of out-of-season business produced by his directory ad, Wallace cited the Chicago Board of Trade's Fellowship Club whose spokesman called the club in February of this year for a July

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Milady moans, "My lovely hairdo is ruined. Got caught in the rain. I look awful!"

Rain Bonnets are the answer!

Purse-sized. Each in plastic envelope. Smart, flattering colors: Blue, green, yellow, peach, pink, rose or clear. Soft, durable Neo-Seal. Sold by many pro shops from Coast to Coast. Retail \$1.00 each. One dozen in display carton. \$7.20 prepaid.

RAINBONNETS. P.O. Box 6021, St. Petersburg Beach, Fla.

and Grass Retarding; Alfred Dixon, supt., Missoula CC; Mavor S. Boyd, supt., Highland GC, Billings, and Wm. Karth, supt., Meadow Park CC, Construction of Greens; Herb Harsh, supt., Lewistown CC, Greens Maintenance; Henry Fiske, supt., Green Meadow CC, Helena, Fall Treatment of Greens; Dr. F. M. Harrington, MSC, Turf Nurseries.

Dr. Harrington is program chairman, Mavor Boyd, pres. of the association, and R. M. Peterson, secy.

Sprayer on Mower Tractor Keeps Fairways Weedless

Frank Dinelli has come up with an idea, which, although simple enough, is also a smart answer to a fairway problem. Frank has installed on his fairway mowing tractor a hand operated sprayer equipped with an overlength spray pipe.

The idea is for the tractor operator to spot any stray dandelions, plantain, buckhorn, knotweed or patches of chickweed and apply a dose of 2,4-D without leaving the seat of the tractor.

Frank has found that the best way to look over the fairways is from the seat of the tractor used to pull the fairway

mowers. Of course, this would not be practical unless weeds were pretty well under control.

—*The Mole in Midwest Supts. Bull Sheet*

YEAR-AROUND ADVERTISING

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date. Some 300 golfers were involved in that outing.

Goes After Group Business

As to direct mail, he said that "we watch for the sun to come out" before launching the big Spring mailing. This is a sales letter opening with the words "It's that time of year again", and addressed to industrial plants, businessmen's groups, and social and fraternal organizations.

Gentlemen:

It's that time of year again!

The days are getting longer . . . and more of them are fair. It's beginning to get a little warmer. Why, it's just getting to be golfing weather.

Have you had an itch to swing a club lately? How about that longing look you gave your bag the other day. Yes sir, man, it's that time of year again.

Here at Cherry Hills, each pleasant day spurs us on a little more to make our club



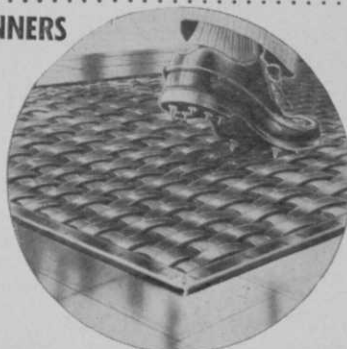
PNEU-MAT-RUNNERS

Are Spike-resistant,
Tough and Durable

Protect Clubhouse
Floors from Spikes

Provide Soft Rug-like
Cushion Under Foot

Are Reversible for
Added Wear



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TRIAL SECTIONS

24"x60"—\$10.00
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Postpaid

Write Today
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SUPERIOR RUBBER MFG. CO., INC., 122 East 25th St., New York 10, N. Y.

more and more 'golf shape' (apologies to all ships at sea). And as each additional request for a tournament or club date comes in and is assigned, we know that this is going to be a bigger and better season than ever. But, we'd like to know that our old friends are going to be here too. How about you, friend? Have you made your plans and reservation yet? We've got some choice dates for some choice people. Let's hear from you . . . soon.

Walter S. Wallace

P. S. You won't know the place this year. Everything but that old 'homey' atmosphere is changed . . . and out at the first tee there's a spanking new Pro Shop that carries everything for us 'Pill Pushers' . . . W. W.

p. p. s. I'm enclosing a handy reference sheet with all particulars to make it easy to make your decision . . . and the phone number is INteroceen 8-9607

At least 5,000 of these pieces, together with a detailed fact sheet, are sent out at the end of March every year to produce what Wallace calls "a gratifying number of replies": Because the club has never used "cold" sales calls to obtain tournament business, this mailing is an important factor in promotion.

Upon receipt of a telephone or mailed order, the club sends the prospect a confirmation letter telling him that a specific date is being held for his outing. The prospect has only to sign the contract to complete the booking. Then, after the outing, Wallace makes sure that the customer receives a letter of thanks ". . . we're glad you came and we hope you come back again . . ."

Dear Sir:

This is a 'bread and butter' letter.

But it is one about which we are entirely sincere. We were real happy to have your group out here the other day. It is groups such as yours that are our 'bread and butter' and we want you to be sure that any time you come to Cherry Hills the welcome mat is out and our entire staff is ready and eager to serve you.

As you may have gathered, during your visit here, Cherry Hills is a multi-purpose country club. Our facilities have been carefully designed to accommodate golf tournaments, dances, banquets and other forms of group entertainment and enterprise. If, therefore, your group has occasion to put on any function of this nature, why not give us a call (the number is INteroceen 8-9607) and see what we can do for you.

Once again let me say on behalf of the club and its entire staff — we're glad you came and we hope you come back again, soon and many more times thereafter. It is a pleasure to serve you.

Walter S. Wallace
for Cherry Hills

Supplementing this three-stage direct mail program, Cherry Hills makes use of newspapers and radio. Small ads are placed in two metropolitan papers on days preceding holidays and up to five spot announcements per day introduce time signals on a local Hammond station.

Wallace, now in his 17th season in the golf course business, his 13th as a manager, is proud of the repeat business he has seen in his 6 years at Cherry Hills. A number of his tournament accounts have returned for 4 and 5 years, and he cited a steel company in this category whose 700-player outings are "one of my oldest and biggest accounts."

"Incidentally," he added, "it was my Chicago classified directory ad that brought in those steel people in the first place. A group of 85 golfers from a branch office of Coca-Cola came to me recently the same way."

Other firms and groups that play their annual tournaments at Cherry Hills are Sinclair, Standard Oil of Indiana, Acme Steel, Republic Steel, Santa Fe, Rock Island, Elks and Masonic Lodges, and medical and dental societies.

As a man who oversees the golfing pleasures of so many people, Wallace has little time for recreation himself. The business end of the game has kept him off the course for the last 7 years, but he can take pride that he "stopped while he was ahead". That is, he was a 73-74 golfer when he took over Cherry Hills.

LEARNING ABOUT JOB

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placed at all strategic sand traps and that raked by caddies or members be enforced at all times.

(2) Eliminate shrubbery now planted 200 yards out from tee on left of 2 fairway. These are a nuisance and of no value in the playing of the game. In speaking of directions—left and right in identifying traps is given by facing the green from the direction of the tee. Around 2 green, bring the left trap closer to the bunker, on the right reduce the trap to about one-fourth its size and face the side along the green. Seed or sod the balance of the trap. On 2 revet sand traps around green.

(3) Trim and revet traps.

(4) Revet sand traps around green.

(5) Same as 4. Clean shrubbery along left fairway along the ditch.

(6) Eliminate far trap on right. Narrow fairway on left of 6 to green.

(7) Eliminate sand trap on left of tee and face sand trap on right. Around green face both sand traps and revet.

(8) Eliminate most of sand traps on