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?"

"IT'S INDISPENSABLE!"

These are the oft-repeated words by smart greensmen who found out it didn't pay to try to 'get along' without a copy of...

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**GOLFDOM BOOK DEPARTMENT**

14 E. Jackson Blvd. Chicago
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 6½ 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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