Bonnie Briar Puts Over Dances
By Appeal to Members’ Wives

Best success in promoting satisfactory attendance at club dances and other social events lies in appealing to the wives of members. This is obvious, since at the parties at a club are for the women more than for the men, who generally have put in a good day’s work on the golf course and would prefer a session of shut-eye at home to staying up and frolicking until all hours.

Bonnie Briar C. C., Larchmont, N. Y., offers a smart example of playing up to the femmes in the 1931 pre-season announcement of its entertainment schedule. Instead of mailing out a cut-and-dried letter of information, the entertainment committee of this club has told the members—or rather the wives of members—what the season holds in store through the medium of an announcement which takes the form of an old fashioned dance program, with tasselled pencil attached.

Talks to Wives.

The front cover of this unique folder has the club’s crest in a top corner and “Order of Dances” diagonally below. Opening it up, this message from the entertainment committee appears:

Dear Mrs. Member:

You doubtless thought dance programs became extinct about 1915—they did for an evening, but this is for the season. Stick it in the corner of the mirror or where you will. For the more punctilious amongst you we have provided space for your own notes—to whom you’re most indebted, you know, and all that sort of thing.

Your husband will pay little or no attention to this—he’s much more concerned in getting more handicap and less slice.

Rid Your Greens of Earthworms

without harming the turf. Apply

Electric WORM ERADICATOR

Safe for 40 Years.
Used on Nearly 800 Courses.
Write for particulars and prices
READE MFG. CO., 165 Hoboken Ave., Jersey City, N. J.

Lecco THE COMPLETE GRASS FOOD
—is used by the leading golf clubs. Eliminates the compost pile and cuts down maintenance costs.

Cocoos Creeping Bent Seed
—the greatest advertisement any golf course could have. Guaranteed to stand up under heavy play, sub-zero weather and survives heat and drought.

Washington Creeping Bent Stolons and Sod at Reduced Prices
Booklets and Information on request.

LYMAN CARRIER, Granger, Ind.
Nevertheless, he enjoys the parties once you get him there so we'll rely on you to keep track of them.

The music always starts at 8 P.M. The cover charge doesn't start until 9 P.M. There will always be a $1.75 dinner or you may order a la carte—a supper menu will be available from 11 P.M. on. If we numbered thirty instead of three we'd promise always to dance with you!

Notice how the wording plays up to the women and razzes the men. And the subtle suggestion in the second paragraph that it is the wife's duty to get her husband to show up, because "he enjoys parties once you get him there."

Sprightly Comment on Events.

Bonnie Briar plans eight parties this season; they are listed on the inside two pages of the folder, as follows:

**MAY 30TH—DECORATION DAY—$2.50 COVER**

Inaugurating sport clothes for the men—Your husband will be in his best mood.

**JUNE 20TH—SATURDAY—$1.50 COVER**

A perfect date for meeting social obligations the inexpensive way; cocktails and buffet supper at home—then to the club for dancing.

**JULY 4TH—INDEPENDENCE DAY—$2.50 COVER**

Husband plays golf—you bring children at 8:30—all see fireworks—husband returns children while you catch up with him—comes dinner and dancing—whole family contented.

**JULY 18TH—SATURDAY—$1.50 COVER**

Those people from Jersey—this is the week-end to have them. The course at its best—the terrace lovely.

**AUGUST 1ST—SATURDAY—$1.50 COVER**

This will be the hottest August 1 on record—the Club will be the coolest place to spend the evening.

**AUGUST 15TH—SATURDAY—$1.50 COVER**

This night a moon—and a famous quartette will be there to sing beneath it—you'll love it.

**SEPTEMBER 5TH—SATURDAY—$2.50 COVER**

Before Labor Day. So few of us will go away this Labor Day—it should be quite a gala party.

**SEPTEMBER 26TH—SATURDAY—$1.50 COVER**

The last chance to wear sport clothes—the last real summer party.

**BUY YOUR GREENS NOW READY MADE!**

Lay them down like a carpet?

Hundreds of landscape architects, golf and country clubs, greenkeepers, parks, athletic fields, estates, homes, etc., utilize Illinois Grass Co.'s True Washington Strain Creeping Bent in solid turf form. Furnished in rolls ready to lay down like a carpet. Our solid turf has the reputation of being extremely hardy and uniform in texture. It is mowed with a putting green mower and is hand-weeded at our nurseries. Guaranteed to grow vigorously into rich, velvety greens if properly cared for. Our scientific nursery methods of preparation and growth are unexcelled. Also sold in stolon form, packed 250 sq. ft. to the bag, same high quality as the turf.

Write today for prices, samples and facts about our unusual service.

J. A. CARTER, Sales Agent—75 E. Wacker Drive, Chicago, or the nurseries at ILLINOIS GRASS CO.

18455 Reigel Road, Dept. 581 Homewood, Ill.
This Helps Your Buying

Use this page to notify GOLFDOM of your club's requirements for course, clubhouse and pro shop, and you will get prompt and complete details from leading manufacturers.

Check this page and mail it to
GOLFDOM, 205 W. Wacker Drive, CHICAGO

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Arsenate of Lead
Awnings
Baggio (golf)
Balls
Ball markers
Ball washers
Bath slippers—Paper
Bath Towels
Benches, tee
Bent stolon*
Beverages
Beverage bars
Bird houses
Brown patch preventive
Buffing Motors
Caddie badges
Caddie time clocks
Calks—for golf shoes
Chickweed eradicators
Clubs
Club racks
Compost distributors
Compost mixers
Coolers, water
Discing machines
Dish washers
Display cases
Drags
Drainage engineers
Dryers
Dump carts
Electric systems
Fencing
Fertilizer
Fertilizer distributors
Flags
Flag poles
Flood lights

Fountain—Drinking
Furniture—Clubhouse, Ground, Porch
Garbage incinerators
Handicap racks
Handicap cards
Harrow
Heating Systems—Clubhouse, Water
Hedge trimmers
Hole cutters
Hole rims
Hose
Indoor putting surfaces
Insecticides
Kitchen equipment
Landscaping material
Laundry equipment
Lawn sweepers
Linens
Lockers
Mole traps
Motion Picture Cameras, Projectors
Mowers—Fairway, Green, Rough, Tee
Mower blades
Mower overhauling
Peats of Various Kinds
Phonographs, automatic
Pipe—Drainage, Water
Playground equipment
Plumbing supplies
Prizes and trophies
Pumps (shallow—deep—)
Putting cups
Restaurant Checks
Refrigerators
Renovators, turf
Rollers—Fairway, Green, Spiked
Score cards
Scythes, motor-driven

Seed—Fairway, Green
Seeders
Shafts—Hickory, Steel
Shelters, Course
Shoes
Showers
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Silverware
Sodcutters
Soda fountains
Soy screens
Soy testers
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Tee data plates
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tennis court equipment
tile—Drainage
time recorders
Tractors
Water softeners
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Weed killers
Weed stingers
Worm eradicators
Yardage Markers

(PLEASE PRINT SIGNATURE AND ADDRESS PLAINLY)

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**Editor**

HERB GRAFFIS

**Advertising Manager**

JOE GRAFFIS

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