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SEATTLE, WASHINGTON

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 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.

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ELECTRIC WORM ERADICATOR

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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.

Professional—Scotch, age 40, married; 20 years' experience as pro and groundkeeper on northern and southern courses. Ten years with one club—7 seasons with another. Unusual success as instructor. Can furnish highest references. For further details write: Ad 1503, % Golfdom, Chicago.

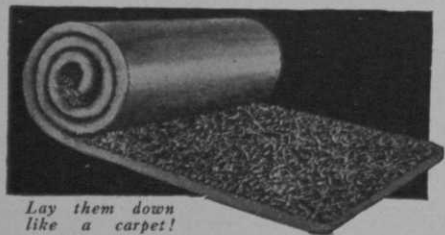
For Sale—Golf Shop and School established 20 years. Grand opportunity for single man who knows golf and golf equipment. Fine profit record. Excellent location in Chicago. Big lesson and equipment sale income. Good reason for selling. Reasonable price. Write for full details. Address: Ad 1501, % Golfdom, Chicago.

Professional—22 years old, single, desires connection with club for remainder of season. Ten years in game; good instructor and player. Best of references as to character and ability. Address: Ad 1502, % Golfdom, Chicago.

Locker-Room Steward—Experienced man with highest references from his service at several well-known clubs, is available for service as locker-room steward. First class organizer of locker-room service and active, competent worker. For full details of experience, write: Ad 1504, % Golfdom, 236 N. Clark St., Chicago.

Manager—Successful manager of high class country club is available for connection due to unfortunate outcome of business with which he was associated after last club connection. Experienced in all details. Excellent references. Moderate salary. Complete details of records, qualification, etc., upon request. Address: Ad 1505, % Golfdom, 236 N. Clark St., Chicago.

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