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"A GOLF COURSE FERTILIZER"

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Quick Coupling, Adjustable  
Opening Valve



Recommended for all hose-less sprinkling systems for golf courses, where speed, economy and efficiency are desired. Write for name of our agent nearest you—he will give free demonstration.

ECONOMY IRRIGATION  
CO., Inc.

21 Spokane Street  
SEATTLE, WASHINGTON

## Bonnie Briar Puts Over Dances By Appeal to Members' Wives

**B**EST 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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without harming the turf. Apply

# ELECTRIC WORM ERADICATOR

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## Lecco THE COMPLETE GRASS FOOD

LYMAN  
CARRIER

—is used by the leading golf clubs. Eliminates the compost pile and cuts down maintenance costs.



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—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.*

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**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.

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**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.

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**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.

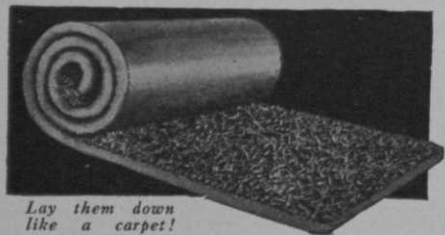
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**Locker-Room Steward**—Experienced man with highest references from his service at several well-known clubs, is available for service as locker-room steward. First class organizer of locker-room service and active, competent worker. For full details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

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**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.

## 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.

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# 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**

Announcement boards	Fountain—Drinking	Seed—Fairway, Green
Architects—Course:	Furniture—Clubhouse,	Seeders
Landscape	Ground, Porch	Shafts—Hickory, Steel
Arsenate of Lead	Garbage incinerators	Shelters, Course
Awnings	Handicap racks	Shoes
Bags (golf)	Handicap cards	Showers
Balls	Harrows	Shrubs, Trees
Ball markers	Heating Systems—Clubhouse,	Silverware
Ball washers	Water	Sodcutters
Bath Slippers—Paper	Hedge trimmers	Soda fountains
Bath Towels	Hole cutters	Soil screeners
Benches, tee	Hole rims	Soil testers
Bent stolens	Hose	Sprayers
Beverages	Indoor putting surfaces	Spreaders
Beverage bars	Insecticides	(arsenate of lead)
Bird houses	Kitchen equipment	Sprinklers
Brown patch preventives	Landscape material	Sprinklers (automatic)
Buffing Motors	Laundry equipment	green, fairway
Caddie badges	Lawn sweepers	Sprinkling carts
Caddie time clocks	Linens	Swimming pools
Calks—for golf shoes	Lockers	Tags, Tickets
Chickweed eradicators	Mole traps	Tanks—Elevated, Gasoline,
Clubs	Motion Picture Cameras,	Underground
Club racks	Projectors	Tea room equipment
Compost distributors	Mowers—Fairway, Green,	Tee boxes
Compost mixers	Rough, Tee	Tee data plates
Coolers, water	Mower blades	Tee markers
Discing machines	Mower overhauling	Tee towels
Dish washers	Pents of Various Kinds	Tee umbrellas
Display cases	Phonographs, automatic	Tees—Patented
Drags	Pipe—Drainage, Water	Teeing devices, automatic
Drainage engineers	Playground equipment	Tennis court equipment
Dryers	Plumbing supplies	Tile—Drainage
Dump carts	Prizes and trophies	Time recorders
Electric systems	Pumps (shallow—deep—)	Tractors
Fencing	Putting cups	Water softeners
Fertilizer	Restaurant Checks	Water systems
Fertilizer distributors	Refrigerators	Water system engineer
Flags	Renovators, turf	Weed killers
Flag poles	Rollers—Fairway, Green,	Weed stingers
Flood lights	Spiked	Worm eradicators
	Score cards	Yardage Markers
	Scythes, motor-driven	

(PLEASE PRINT SIGNATURE AND ADDRESS PLAINLY)

Club .....

By .....

Position .....

Address .....

Date.....1931

Vol. 5 19,900 COPIES OF AUGUST, 1931, GOLFDOM GUARANTEED No. 8

## Advertisers' Index

Allerton Hotel .....	68	Kemp Mfg. Co.....	14
American Cyanamid Co.....	11	Kirkwood, Joe .....	56
Appleton Rubber Co.....	4	Knickerbocker Hotel .....	73
Armour Fertilizer Works.....	13		
		Leach, B. R.....	6
Bayer-Semesan Co. ....	63	Lewis Co., G. B.....	73
Bell & Howell Co.....	59		
Buckner Mfg. Co.....	2	McCullough's Sons Co., The J. M.....	71
Budd Mfg. Co., The.....	80	McWane Cast Iron Pipe Co.....	12
Burke Golf Co.....	55	Michell's Seed House.....	74
		Midwest Golf, Inc.....	74
Carrier, Lyman .....	81	Miller & Associates, W. P.....	1
College Inn Food Products Co.....	68	Milorganite .....	3rd cover
Cogsdill Mfg. Co.....	2	Morley Button Mfg. Co.....	56
Converse Co., Inc., F. S.....	12		
Crane Co.....	69	Nelson Mfg. Co., L. R.....	69
Crawford, McGregor & Canby Co.....	53	Nitrate Agencies Co.....	81
Daray, Jack.....	74	Pack, Dr. H. B.....	79
Davis, Inc., Geo. A.....	10	Peckham, A. N.....	65
Des Moines, Glove & Mfg. Co.....	56	Pennsylvania Lawn Mower Co.....	2nd cover
Diamond Calk Horseshoe Co.....	79	Peterson, Inc., Arthur D.....	75
Dickinson Co., Albert.....	12	Premier Poultry Manure Co.....	8
Dolge Co., The C. B.....	75	Professional Golfers Ass'n.....	47-51
Dunlop Tire & Rubber Co.....	57	Pyratone Products Corp.....	59
Economy Irrigation Co.....	81	Reade Mfg. Co.....	81
		Roseman Tractor Mower Co.....	18
Florex Gardens, The.....	80	Royal Products Co.....	79
Fulname Co., The.....	59	Royer Foundry & Machine Co.....	6
Godwin, Hiram F.....	72	St. Mungo Mfg. Co.....	58
Golf Course Commonsense.....	16	Scott & Sons Co., O. M.....	7
Golfmore Hotel .....	67	Seaside Bent Co.....	71
Goodyear Tire & Rubber Co.....	33	Simplex Mfg. Co., Inc.....	59
Graham & Co., Inc., John H.....	75	Staupe Mak-A-Tractor Co., The E. G. ....	6
		Stumpp & Walter.....	5
Henderson & Co., Peter.....	61	Synthetic Nitrogen Products Corp.....	37
Horner, R. S.....	78		
Horton Mfg. Co.....	49	Toncan Culvert Mfrs. Ass'n.....	17
Hyper-Humus Co.....	80	Toro Mfg. Co.....	9
Ideal Power Lawn Mower Co.....	15	U. S. Rubber Co.....	Back cover
Illinois Grass Co.....	82		
International Harvester Co.....	3	Vestal Co., John H.....	79
		Vulcan Golf Co.....	39
Johnson, Inc., J. Oliver.....	14		
		Willy, John.....	74
		Wilson-Western Sporting Goods Co.....	36-37
		Young Co., L. A.....	41, 42, 43, 44

Editor  
HERB GRAFFIS

**Golfdom**  
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Western—DWIGHT H. EARLY, 100 N. LaSalle St., Chicago. Tel. Central 4158.

Pacific—HALLETT COLE, 846 S. Broadway, Los Angeles, Cal. Tel. Vandike 7386.

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