extensively, but it is wise to have a few of the practical sweaters, gloves, raincoats and leather jackets on hand in addition to the clubs, bags, balls and so forth. Eddie Gayer of Twin Orchards says he does not carry a large stock of leather coats and rain coats, but has samples of each on display. Orders can be taken for these articles and delivery made within a few days. In the matter of shoes, professionals cannot, of course, afford to show the variety that the downtown shops exhibit, but they can carry the sturdy dark brown brogues with calks in the soles that are popular with both men and women.

At Olympia Fields, where there is an unusually large membership with many golfing events scheduled during the playing season, the women members do not want to take a day off to go to the loop to shop. They are especially glad to be able to have their golf requirements filled at the club. Not all members take lessons but all need new equipment from time to time, and the pro should center his attention on that possibility.

Costs, But Not Service Speed, Demand Managers’ Study

The 1930 TUFHORSE line is more complete and attractive than ever before. Hundreds of pros can tell you what this will mean in increased pro shop profits for those who order their stocks early.

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