

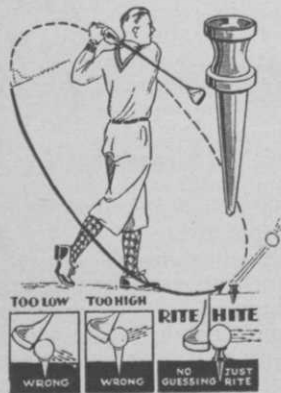
Is It The Pro's Business To Make Money?

The answer is yes! Unless he is in business for his health—the average Pro has plenty of that—thank you. *It's a little wealth he is after.*

Competition and high-power selling has made the Pro a keen merchandiser. He knows that dead goods are a loss no matter how cheap he buys them, and therefore, he stocks only live, up-to-the-minute, sure-selling items that show a real profit.

Like any good merchant, he wants to be in such a position that any item he handles and recommends to his customers has the backing of a reliable house who consistently furnishes him uniform, good quality merchandise.

That is why the Pro stocks RITE-HITE-TEES and displays them prominently—he is sure of the uniform quality, he knows they are made right, he knows he can buy them right and because the great demand for Rite-Hite-Tees is his assurance for quick turnover and generous profits.



Swing Rite With Rite-Hite-Tees

Manufactured by
THE GENERAL TIMBER
& LUMBER CO.

7102 Woodland Ave., Cleveland, Ohio

one good tip-off to the carefulness with which American business houses handle export business when he learned what had happened when his American golf connection, the L. A. Young Co., got an order for a set of Hagen matched clubs to be supplied to His Imperial Highness, Prince Chichibu, brother of the emperor. Having the pro policy of fitting the clubs to the player keenly in mind, the Young outfit was up against it until some bright boy in the organization thought of digging up the prince's picture in a newspaper office. From this pictorial data, measurements of a proper set of clubs were determined.

Managers Keep Dutton Jumping to the Rostrum

HENRY R. DUTTON, secretary of Club Managers association of America, recently addressed the Boston branch of the International Stewards on "Food Control" and its advantages to the steward if properly presented to him in the light of a means by which, through cooperation, the results of his work may be more easily and satisfactorily obtained. An appreciation was also injected into the address for the splendid ideals which characterize the stewards who are members of the International Association and recognition of the fact voiced that the steward, where he is an efficient one, contributes the greatest number of factors to the success of club food service.

The following Thursday afternoon, Dutton appeared before the Hotel Extension course pupils at Boston University, delivering a lecture entitled, "The Business Side of Restaurant Operation." This covered such details as restaurant systems from the time of purchase till delivery of the dish in the dining room; explanation of the various forms used and an argument in favor of food control and its advantages.

February 11, the managers' association secretary and the organization's vice-pres., Tom Jones of the Harvard club, addressed the members of the Rhode Island Chapter of the national association of Club Managers of America, at the Biltmore Hotel, Providence, R. I., on matters pertaining to the association's welfare and future.

GOLFDOM welcomes letters from greenkeepers, managers and pros on their business operations.