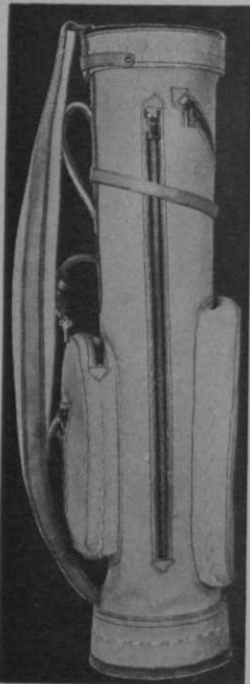


Tufhorse Golf Bags



SUPERIOR MODEL
Lists \$65.00

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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for Professionals and Dealers Only.*

**DES MOINES
GLOVE & MFG. CO.**
Des Moines, Iowa

for 1930
made from

Genuine Pig
Skin

Genuine
Walrus

Black—Brown
—Tan

Elk Skin

Smoked—Cuba
Tan—Chocolate
—Black

Cow Hide

Chocolate—Black

Wexford
Sport Duck

English
Service Duck

Dupont
Fabrikoid

Heavy
Canvas

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

COSTS of meals rather than the speed with which the members are served calls for managerial attention these days, in the opinion of Arthur B. Collett, general manager of the Westmoreland C. C. (Chicago district). With the manager on the job there is assurance of pep in the service in the dining room, up to the fullest extent permitted by the size of the staff, so this factor shouldn't give much worry.

At Westmoreland, Collett has cafeteria service for the members who are in a big hurry to get going but this service is only employed Saturdays, Sundays and ladies' days. A few exceptions are made when week-day play is exceptionally heavy. The normal need for speedy service with the usual limitations of size of a country club service staff the Westmoreland executive has solved by having a \$1.00 golfers' luncheon with all dishes practically ready to serve.

He doubts that golf club feeding policies are due for much of a change as members' wives are entertaining at the clubs more each year, which calls for bigger and better kitchens especially in the metropolitan district clubs.