

sparkling lime salads; endive stuffed with Roquefort cheese; emerald water-cress, etc., etc. The appeal of this colorful, aromatic display of salads is hard to resist.

Finally comes the dessert cart, with such tempting items as genuine old-fashioned cocoanut cake, cookies, creams, mousses, snow pudding, ice-box confections and the like—delicate things we all fall for hard, once they hit the eye.

If you will visualize the sort of service I have tried to describe, you will realize the possibilities this "rolling cafeteria" plan offers in lifting the dining rooms of country clubs out of their deficits to profitable returns. It will destroy the Goliath that has seemed so formidable.

But remember: as I hinted last month, this rolling cafeteria can succeed only when backed up with proper menus, appealing to the eye and taste, fastidiously presented, with constant change in the items offered.

It is well known that wherever cafeterias have been installed in clubs they have been profitable. Here is a cafeteria shorn of its commonplace appearance and eliminating the unpopular feature of turning every guest into a waiter. Economy and style are combined in a fashion so tempting that the average check is higher than the usual table d'hote check, and with no one to blame but the man who serves himself!

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GOLFDOM would appreciate opinions from readers on the practical aspects of the "rolling cafeteria" plan. Are there any mechanical difficulties that would prevent successful operation?

NEW CREDIT FORM

Club and Ball Makers Have Simplified Pro Record

A NEW STANDARD form for first order report on credit has been adopted by the golf club and golf ball manufacturers associations, with the intention of simplifying the matter of a pro establishing his credit rating on a confidential basis. Use of this data at present is confined to members of the two associations, but as these associations include practically all the leading makers of clubs and balls, the matter of establishing credit is simplified by the association report.

Pros have complained about telephone requests from unknown sources for credit

information, and in our opinion the fellows have a sound basis for complaint. There can be no holler from a pro business man about furnishing information necessary to establish credit to the companies with whom he is dealing, or intending to deal. Every other business has to do it, and whatever complaint some of the laddies have to make on that score leaves us rather cold. After all it's the seller's cash that is invested in the deal, and he has a right to know when—or if—he is going to get paid. In our own business the folks have to know about us before they sell, and in the club and ball manufacturers business they buy on credit only when the seller knows that the buyer is good.

Of course a lot of the pros during the last couple of years have sold to members and been stuck, simply because they could not get tough about collecting or were compelled to accept as 100 per cent recommendation the fact that credit of the member was rated good when he was passed by the clubs' membership committees.

It would be a good thing for the pros and the manufacturers if the club and ball associations' credit data were made more generally available as pros are bothered and bewildered by requests for credit information from makers of bags and accessories who are not members of the club and ball groups.

New Form Decided Change

On the old form of the association there was requested a statement of financial condition that stumped not a few of the fellows desiring purchases on a charge basis. There also was requested three character references, statement of purchases made from 3 companies on open terms and some personal data.

The simplified new first order credit form calls for data about terms of contract with club, years of connection with present club and previous 5 years' service, ownership of home, automobile and other property, married, number of children, member of P. G. A. Six spaces for data on other purchases from manufacturers on open terms.

Some of the fellows have been wondering what this credit information business is all about and have written GOLFDOM for the close-up. Our dope is that properly and promptly filling out the forms when so requested by the accredited representatives of the club and ball manufacturers associations' members is an entirely correct action for the pros.