



Some day one of these Autogiros will make a safe landing in a telephone booth, and then what will their press agents do? But at present the Autogiro's trickiest achievement has been made by Pilot Guy Miller who flew to Locust Grove C. C. in New Jersey and then played around flying his Kellelt Autogiro from stroke to stroke. Honest now; on somebody's word of honor as a press agent! Doesn't the picture prove it? Anyway, these flying fans are great stunts and sure to play a prominent part in country club development right soon.

dance guest fees—pro shop—service charges—caddies—cancellation of checks outstanding more than a year—tennis courts—tennis equipment sales—bowling green—clubhouse rent—locker-room towel books—real estate sales—employees' Christmas fund—food store room sales—winter sports—cash sales—lawn maintenance for members—

Vistors cards—news-stand—laundry commissions—gasoline and oil—ball room rent—private dining room rent—contributions—billiards—club magazine—caddie concession—refreshment stand concessions—cottage rents—gain on forfeited memberships—

Trapshooting—masseur dept.—invitation tournaments—club cleaning—exhibition matches—squash courts—barber shop—flower sales—bus—leasehold rental—valet—bowling alley—stables—garage—bridge party guest fees.

Those 60 items run the scales on most clubs' income, but in addition to the all embracing "miscellaneous" department, there are several other items that have

some importance. One of them, playing card sales, is a substantial amount at a number of clubs. At one club the annual net profit from playing card sales is \$610.75. One club has a fair little income from space on its announcement board sold for announcements of members. Another one inserts an item concerning sales of fertilizer and garden tools. One segregates the sale of sandals for its locker-room and pool. Still another one has a big gross income from a Boy Scout camp. At one club the annual sale of grapes from a vineyard on the club property is \$359.19, and at an eastern club there is a good sign on the club books in an income item "milk"...\$.47 indicating that the club is keeping a cow in its books, instead of the bull that a lot of other club books show is present.

In future issues we shall go further into this matter of club accounting in the belief that members, officials and department heads should know exactly where the club stands.

It is a free-for-all; comments welcomed.

Able Greensmen, Equipment and Records Boost Park Golf

By W. W. PAAPE

Maint. Engr., Pleasure Driveway and Park Distr., Peoria, Ill.

THIS DISCUSSION of municipal golf maintenance is based on the last 5 years' experience of the writer in maintaining an 18-hole course on which over 75,000 play each season and the maintenance of another 18-hole course on which over 50,000 play each season. It is readily understandable that two courses enjoying such a heavy play present many problems of upkeep and management.

Due to the success with which these courses are operated, and their excellent condition at all times, many requests have been made regarding systems and methods of maintenance employed.

Any person to be successful in maintain-

ing a golf course to that degree of perfection demanded by the ever increasing number of golfers has work clearly outlined. Efficiency and economy of operation must be strictly adhered to, a thorough understanding of the many problems arising must be obtained, and good judgment exercised in foreseeing and preparing for future requirements.

Educate the Staff

The selection of the working personnel and their fitness to the work required of them is a topic on which a great deal might be written, and one to which I give a great deal of credit for the success I have enjoyed. The more stress the greenkeeper can place on educating his workers to carry out their duties with thorough understanding of their work, the more cooperation he can expect.

At the start of each year I set a definite period of a half hour each week, for what I call a school. At these times the men are called together, and I make a special effort to explain in detail all the degrees of maintenance, from the proper adjustments of hand mowers, thru the characteristics of the many worms and bugs, why certain treatments are used, their action, recognition of brown-patch in its earliest stages, treatments required, why certain fertilizers are used and their reaction, and all problems of working conditions with which they will have some connection.

The extent to which this small amount of time spent is a success is best appreciated thru the brown-patch season, and the knowing that whatever duty a man is to perform, it will be done well, and its relationship to the whole maintenance program clearly understood.

Keep Condition Charts

In the past year when the different forms of diseases were playing havoc with many greens, and a number of widely varying opinions given as to cures, the smart greenkeeper had before him a chart show-

COURSE		GREEN NUMBER		YEAR	
SOIL ANALYSIS					
DATE	APPLICATOR	ANALYST	TEST	OTHER CHARACTERISTICS	
INSECTICIDE TREATMENTS					
DATE	KIND USED	AMOUNT USED	HOW APPLIED	RESULTS AND INFORMATION	
FUNGICIDE TREATMENTS					
DATE	KIND	AMOUNT	APPLIED	RESULTS AND INFORMATION	
FERTILIZER TREATMENTS					
DATE	KIND	AMOUNT	APPLIED	RESULTS AND INFORMATION	

One chart, similar to this, is used for each of the 36 greens under Mr. Paape's management. Soil analyses are taken three times a year—in early March, to tell him what each green needs; in July, as a check on the results of the year's fertilization program; and in September, just prior to the fall fertilizing. The chart is printed on medium weight cardboard and is about 7x10 in. in size.

ing the entire treatment a green had received from the start of the season.

At the start of each year, I have a soil analysis made of each of the 36 greens under my supervision, and the findings are placed on yearly charts kept on each separate green. Using this method, every pound of fertilizer, fungicide treatment, top-dressing, sanding, perforation, direction last cut, and any work performed is down in black and white.

Chances of damaging by over-fertilization are reduced to a minimum. At any time during the year a clear picture of the work accomplished and results obtained are before the greenkeeper. In conjunction with each chart is shown the result of two inspections made by the superintendent in charge of each green under his supervision every morning and afternoon.

The value of this phase of work is easily recognized with the rapidity with which fungus diseases are detected and treated. The writer will be glad to elaborate on these two valuable aids, and to send copies of charts and progressions to any of the readers of this article to whom the above systems are of interest.

It may seem to some that I place considerable importance on small details, but experience has taught that the greenkeeper who conscientiously performs the smaller items of maintenance, has met with very gratifying success in management of the whole.

In my system of maintenance, I am particularly proud of my equipment, not so much as to its make or kind, but the condition in which it is kept. To be caught in times of emergency with equipment that is sorely needed but is not in first class working order is an experience I have

COURSE												
Reference	1	2	3	4	5	6	7	8	9	10	11	12
A. M. Inspections												
P. M. Inspections												
Top Dressing												
Fertilizer												
Can Material Used												
Application												
Time App.												
Hours Worked												
Notes												
Notes												
Notes												
Notes												
Notes												
Weather												

Where a man is in daily contact with his course, a chart such as this might not be necessary. But where the maintenance work is through foremen, a report of this character is most valuable and paints an accurate picture of the day's accomplishments. The chart, printed on medium heavy cardboard, is about 8x14 in. Additional columns, enough to devote one to each hole of the course, appear on the chart; only the left half is reproduced above.

never enjoyed, and furthermore, would not stand for.

Each fall an inventory is made of every piece of working equipment, its condition stated, repair work necessary, and recommendations for replacements made. During the winter months, all equipment is overhauled and painted and with the advent of the golfing season the knowledge that every tool and machine is ready to give you 100% efficiency during the season tends both for economical and efficient performance of work.

W. J. Rockefeller, Inverness Veteran Greensman, Is Dead

Toledo, O.—Wm. J. Rockefeller, greenkeeper at Inverness Golf club for the last 29 years, and responsible for much of the construction work on the course, died here Sunday, Feb. 7, after a lingering illness.

"Rocky" was a greenkeeping pioneer who saw his profession advance from a stepchild of farming into recognition as one of the most exacting of agricultural pursuits. Many of the country's noted greenkeepers had worked for him as youngsters

and to the end of his active days he kept in close touch with his proteges.

He was active in the organization of the National Association of Greenkeepers and was on the USGA Green Section advisory committee.

Several days before the beginning of the 1931 Open at Inverness Mr. Rockefeller suffered a sharp decline in his health and was unable to attend the championship, to his deep distress.

Mr. Rockefeller, a year prior to his death, wrote his memoirs as a veteran greenkeeper, which appeared serially in GOLFDOM.

Pro 1932 Business No Cause for Fears and Tears

By HERB GRAFFIS

UNDER THE head "What Causes Golf Professionals to Grumble," Gordon Wallace writes an article in February *Northwest Golfer* that ought to make a lot of the boys stop and think. In the first place that word "grumble" is a danger signal. If the players get the idea that grumbling is a pro keynote, the pros won't benefit any.

The grumbling is done by a minority of all the professionals, but a loud-mouthed minority can do more damage in 10 minutes than a substantial but silent larger group can do in a year. The pros ought to know that from their observation of club politics.

Some of Wallace's yarn we quote:

"During a recent tour to many of the golf courses in the Pacific Northwest we found a large majority of the golf professionals 'down in the mouth' because business conditions 'ain't what they used to be.' And we returned to our office wondering if these 'Down-in-the-Mouth' golf professionals ever give a thought to correcting conditions.

"At the present time the word 'economy' is on every person's lips, whether he belongs to the upper, middle, or lower classes; all have one common ideal, to put that word into practice. During these trying times one hears on all sides how difficult it is to obtain business; indeed, even when matters improve, greater competition will continue to test the powers of salesmen and commercial houses.

"The tremendous popularity of the game today means that many more golfers are playing the game than ever before, and if therefore follows that the professional golfer has more clients than he ever had before. Naturally, when trade is good, the business man spends more on his pleasures, but even at the present time he is quite willing to spend, provided he has sufficient inducement to do so. The difficult part is to make a man spend; professional golfers throughout the country realize, as well as anyone, that that is only too true.

We have heard—in fact we hear practically every week—how badly hit some professionals are by the present business depression. Several golf clubs have received a great number of resignations lately, due to the fact that certain golfers find themselves unable to carry on; others deciding to limit their pleasures.

"But, as we have said, the majority of golfers today are quite willing to spend, willing to purchase new clubs and golfing requisites. Now quite a number of professionals, through one cause or another, have become very slack, have neglected their business, lost interest in it and in the members of their clubs. Their shops have become untidy, they and their assistants quite morose, and what goods are on view are shown in a very unbusinesslike way indeed. This is fatal. Everyone knows what a difference neatness, civility and a ready smile makes. Half the present troubles in the world today would be dispelled if we all looked on the bright side of our affairs and went about our duties happily. If we gave up our pessimistic outlook. What is needed is confidence; confidence in our fellow-beings, in our business associates, in our own capabilities.

"The professional would do well to realize this, to take a new lease of life, as it were. The professional golfer must maintain an interest in each and every member of his club; otherwise they will simply go elsewhere for their repairs and purchases. There are lots of little things such as wrapping or filing the faces of wooden clubs, that could be done (free of charge) to bring to the member's notice that his professional had served him in a thoughtful, valuable and practical way. What happens then? The player is bound to realize that he is receiving an inspection service from his professional which he could not obtain elsewhere.

"Thus he is reminded that his professional's shop is one place where *service* follows the sale of clubs. The golf professional grumbles because the sports

stores have taken a great deal of his business. Well, here is a practical method by which he can retaliate and increase his sales and thus his profits. Nothing pleases a person more than the knowledge that he is being looked after."

Not All Pros Wilting

There are some serious indictments of the professionals in Wallace's words. The most serious is that of pros wilting and turning yellow in the face of harder competition. It is our observation that these cases of the whining weaklings are not as frequent as the *Northwest Golfer's* writer maintains, but certainly there are too many pros complaining without doing anything to correct their own situations.

The sporting goods dealers have had their troubles to an extent that makes the pros' grief seem comparatively mild. As a matter of fact the pro is experiencing less trouble than might really be expected in a time when general business conditions are not favorable and the violent climb of the game has been replaced by a steady normal business.

The successful pros are using their energies in thinking and acting instead of talking gloom. They are planning for a season that most of them expect will reward workers while the whiners are easing out of the picture.

Let's consider pro 1932 prospects, to see the futility of wasting effort in singing the blues.

In the first place, let's grant that the pros will have trouble in 1932 making the same profits they did in 1929 and 1930. What business won't have, unless there is a decided upturn in general business conditions?

Read elsewhere in this issue, the comment made on the conditions perplexing the sporting goods dealers and the stores. They have heavy investments and rather inflexible operating enterprises. They are dopey from the whipping they took when they got caught with heavy inventories. They were unable to escape the readjustments that every business is having to make in these times. They tried cut-prices until they lost a good part of their anatomy in the region of the checkbook pocket, and the more they cut the more their competitors under-cut them. Other outlets cut into their market.

Business Grief General

You would think, to hear some of the whining ones sob, that the pro golf busi-

ness had all the commercial trouble of the world rolled into one sad burden and placed on the shoulders of the martyred pros by the deliberate and diabolical plan of sinister forces.

Just by such laments the complainers expose their ignorance of conditions in general business and their incapacity to reach the first point of business thinking—that in tough times the good business man is the one who puts pressure on his thinking and action to outsmart conditions and competition.

These are times when the strong-hearted men come into their own. There even may be good times for the pro business as the plain truth today is that there are too many so-called pros disturbing the job situation. But one glance at the newspapers will show that jobs in many other fields are hard to get and the pay is low.

Job Situation Distresses

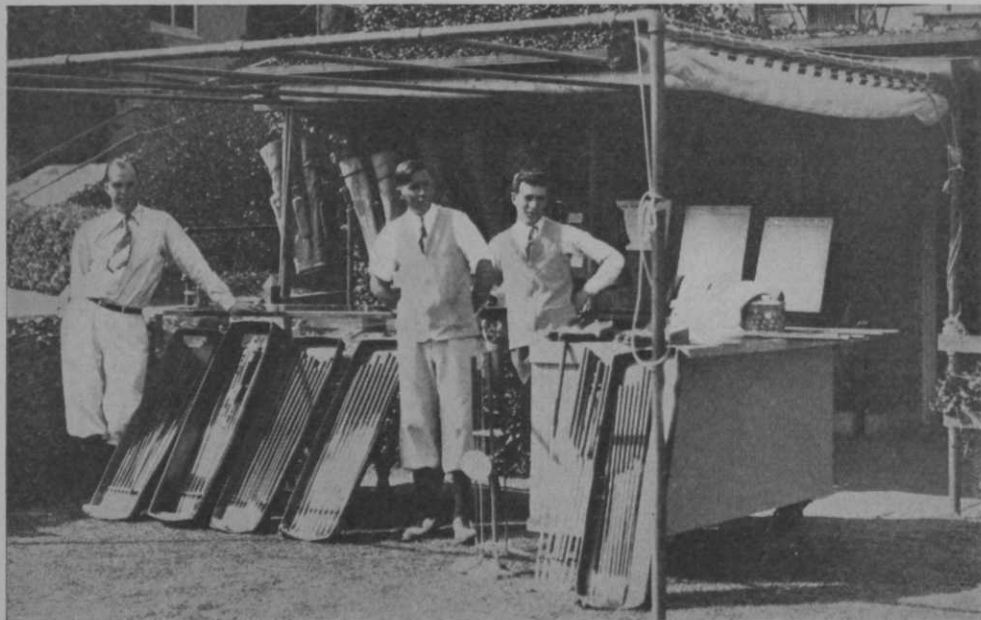
It admittedly is griping to see how many clubs are experimenting on the pro situation and taking inexperienced boys at figures meaning no net income to the so-called pros. But the clubs that are doing this are in financial plights resulting, mainly, from their own lack of foresight. They'll work their ways out and emerge from the morass as good pro spots. Some of the kids being baptized under present conditions probably will develop into first class pros. Jack Mackie, sage pro pioneer, once reminded the writer that the best of them were young once, so there's no use in howling because the kids are picking off some good jobs.

Look at that job situation from another angle; I have seen several fellows, who lost out at the end of last season, step into better jobs. A few of these fellows have bluntly confessed that they had been taking things too matter of fact in the jobs they lost. They took inventory of themselves and went after the new jobs with clear vision of what the pro job calls for these days and readjusted policies.

No Fault of Pros

The pro is at mid-channel now, and although some of the boys are bewildered and possibly apprehensive, there is no need to blame any inherent defect in the pro's place in golf or in the pro personnel.

There is really much cheer in the fact that so many substantial pros are sitting down and taking a quiet inventory of their



Fred Morrison, pro at Midwick C. C., Pasadena, Cal., is one of those fellows who doesn't believe being a No. 1 player should interfere in the slightest with the same fellow being a first class pro business man. The accompanying photograph of Fred's outdoor display at Midwick should suggest something to fellows who complain that their shops are in out-of-the-way locations. Note that Fred's outdoor shop is on casters so he can spot it conveniently. It makes an especially valuable set-up for fellows who have shops located where women can't patronize them handily or for pros who miss a lot of the week-end sales because their displays don't get to the attention of the members. Such a portable show-room, with the displays changed often, and with prominent display cards on special sales, is going to play a star part in the selling service many of the pros will do this season.

performances, their positions and their possibilities.

Maybe this golf business has reached a point of steady, easy growth instead of the hectic advance it enjoyed in the 10 years from 1920 to 1930. If so, there's no distress to be found in that situation. It points toward a more earnest development of the pros' superior spot in the golf promotion picture. It will call for personal development of the possibilities instead of letting the feverish growth of a craze bring in the new business.

Golf Looks Solid

Oswald Spengler, one of the foremost philosophers of the day, recently had an article in the *American Mercury* that painted a drab picture for the present civilization. Spengler forecasts that the machine age would bring about its own end. It was a blue view for many businesses,

but for the sport business there were cheering words. The masterly thinker said that the popularity of outdoor life was due to continue because of modern civilization's need for something to compensate for the crushing effect of mechanized living. So, on this basis golf's present and future looks excellent.

The pros are going through some readjustment that is in many cases inevitable. Some of the boys did their own readjusting a year ago, much to the satisfaction of their clubs. Other changes in pro operating policies will have to be made, but for the pro who is competent to handle his job for the good of the club and its members there is every reason for confidence that 1932 will be a first class normal year.

It's a season that begins brightly for the planners and the workers. No others need apply for a cozy corner in the pro field this season.

Cafeteria on Wheels Will Solve Dining Room Deficits

By HELEN EWING BENJAMIN

IMAGINE replacing the present service by waiters, now in effect in your club dining room, with cafeteria service. Your immediate reaction will probably be: "It can't be done—my members wouldn't stand for it." Granted. But suppose you so disguise this cafeteria idea that your members consider it more distinctive than your present method of service? Would it then be possible for you to cut down costs, increase revenue, and generally make a better showing in the club food department? The author of this article tells you how this can be done.

IN THIS article, I shall describe a type of cafeteria service with several unusual features never adopted, to the best of my knowledge, in any club dining room, although the principle has been most successful in other eating establishments where high standards of service are demanded.

The basis of the whole plan is to wheel before your dinner-guests a tea-cart for each course of the meal: one cart at a time rolls up, the guest chooses the foods his appetite dictates, he is served, and the cart wheeled away.

That, in a nut-shell, is the idea. Important details appear later in this article, but for the time being let us consider what advantages the plan offers.

Plan Permits Economies

Outstanding is the sharp reduction possible in the number of items the menu must carry. Where a printed menu is used it is necessary to list many dishes to meet the various whims of your diners. A printed menu is cold, unattractive and rarely arouses great enthusiasm in a reader's breast. Unless a large variety of foods are offered, it is frequently difficult to please the tender palate of an eater. He reads: "Fillet of Flounder, Tartar Sauce" and says, "Bah, fish!"

But if this same hungry diner sees this flounder, skillfully cooked to bring out its best appearance and odor, plus artful little touches in the way of garnishes, he's very liable to decide fillet of flounder is exactly the food he wants.

Advantage number one, then, is that the

tea-cart plan will reduce by half or more the number of items the kitchen must prepare. This does not mean that steaks and chops and various quick-order dishes are to be eliminated from the menu; but it does mean that a diner, seeing and smelling several entree choices in front of him, is very liable to choose one of them, rather than wait several minutes for a special dish to be prepared.

Fewer Employes Needed

Advantage number two has to do with the elimination of several employes, both in the dining room and in the kitchen. Service from tea-carts can be effected with surprising economy; one waiter or waitress can easily take care of twenty-five diners, passing from one to another as they finish each course. Instead of countless trips to the kitchen and back again, the carts hold enough servings for 12 or more diners; until the cart has been emptied, no kitchen trips take time from the active work of serving the food.

When the cart is empty, wheel it to the kitchen. Remove the empty serving platters, etc., from the cart, replace them with other platters ready filled by the kitchen staff, and wheel the cart back into the dining room, ready to take care of a dozen more patrons.

Advantage number three to the tea-cart service scheme lies in the reaction of your members. To them, there is nothing about the service which hints at economies or suggests a cafeteria in any way. Instead, they like the promptness with which they are given their food, and the novelty of the

method of serving gives an air of distinction and smartness to the meal.

A fourth advantage of the plan lies in the human failing long ago noticed in cafeterias for people to order more food than they really want. Go to any cafeteria and notice the portions of food that the customers buy, carry to the table and then barely nibble at. It's one of the secrets of cafeteria success.

The same tendency is present where the tea-cart service is used. Your members see the food *while they are still hungry*; their eyes are bigger than their stomachs; they order more than they want. Especially if your dining room is on an a la carte basis, this is an important factor.

Simplicity Can Have Distinction

Some managers, to whom I have described the tea-cart plan, brought up the point that it would eliminate from their dining rooms the atmosphere of luxury their members so dearly love. I cannot agree that elaborate service is essential to distinction.

There are certain Americans badly bitten with this false idea of European luxury. These are often people who have grown suddenly rich; and there's no knowing what people will want who have had heaps of money come to them with swift ease. Some of them like to pay for six men back of a dining room chair; a butler, four footmen, a water boy, and a bus boy—all with badges of office clearly indicated by their liveries. This is a common concept of luxury in these United States.

The same notion has invaded many country club dining rooms—not through the managers, but more often at the suggestion of members or officials. The belief is that a lot of "swank" will so please the general membership that a larger and therefore a more profitable patronage results.

Well, the answer is that it doesn't.

Yet frills are attractive and they can be profitable. They add to the interest and therefore to the patronage. But as clubs in general are now organized, they are a good deal like the Irishman's statement: "the more you succeed the faster you fail," for costs mount skyward out of all proportion with patronage.

Elaborateness Is No Guide

Elaborate formalities add nothing to the distinction of dining room service. Families on whom fortune has smiled for generations find the service of a maid or two ample—and that is certainly simple.

Or, take the country families of England, or of Scandinavia, or of France—their dining room service has so simplified itself that a maid or two will now suffice for their most exacting dinners.

At Holman Kolan, the show club of Norway, a single waiter takes care of you. The Norwegian King frequently dines at Holman Kolan, where one waiter cares for his Majesty and his entire party in these famous dining rooms. The same simplicity is acceptable to the English King. At Cap Martin, a few miles towards Italy from Monte Carlo, the English King and his party of twelve have eaten in the public dining room and were well satisfied with the services of two waiters.

Early Tea-Cart Services

Like everything new the best results seem to arrive by the miserable route of trial and failure; and this tea-cart system which is set out here is no exception.

The first move in the direction I recommend was made in London at the famous "Simpson's." The motive was to give an unusual style and great distinction to the service.

A large copper, rather shallow box was set on wheels. After filling the box with boiling water, a huge tray was set in an opening on top. On this tray an enormous roast of beef was laid and this was covered by a large dome, which was raised and lowered on balancing weights; underneath the water was kept hot with a spirit-lamp. This roast-cart was wheeled up to the table of the guest, the cover was raised, and a slice of the roast was carved to the guest's liking.

Shortly, this same service was transported to New York where it became a much discussed feature of the service using it. The cost of the roast cart at that time was \$875, yet it carried just one item of the menu!

Then, a manufacturer of silver developed what he called an "hors d'oeuvres cart." This was nothing more than an ice cart, built along the same lines as Simpson's roast cart, but devoted to the *first* course instead of the main course of the dinner. For some time these hors d'oeuvres carts have been popular in distinguished American homes as well as in exclusive city clubs and a few country clubs.

It remained for one of the largest and most attractive apartment hotels in Chicago to adopt this service as a means of reducing costs in the dining room. Instead

of applying the principle to the first course of the dinner, the Edgewater Beach apartments put the entire main course on wheels. This resulted in a real saving, not only in service but in the reduction of waste as well. Fewer dishes were needed to meet every diner's taste. Fewer employees were needed to render adequate service.

How Food Is Kept Hot

You are possibly wondering how food can be kept hot from the time it is dished out in the kitchen until it is served from these "rolling cafeteria" tea-carts. There are two types of containers which solve this problem.

First, there are "hot water plates," or platters, which in reality are nothing more than chafing dishes, except that they are heated over electric hot-plates instead of standing on tripods with a spirit lamp beneath. They have china tops which fit over a metal basin in which water is kept hot. Although the china tops are subject to breakage, the original cost of these platters is not prohibitive, running around \$15 complete. A cart and complete service can be purchased for \$200.

The second type of dish is a patented metal "hollow-ware," silver-plated in simple design and of a size such as a family of eight or twelve would require. Two shells of heavy metal have been hermetically sealed together; in the space between the shells is a material which makes continued outside heat unnecessary. To get the heat to keep the food at proper temperature, the dish is immersed in boiling water for several minutes. It takes on the heat of the water and retains it for two hours or more.

The cost of these silver containers is higher than the china hot-plates, running around \$375 for the complete set of dishes needed and the cart. The metal-ware will give many years of continued service and therefore is probably as economical as the other type. You will need one set for each 25 guests.

At this point it might be well to point out that it will require some investment to install the "rolling cafeteria" idea in your dining room, but the cost will not begin to approach the amount of money necessary to put in an adequate cafeteria unit of the regular type, which runs into several thousand dollars as a rule. The necessary plumbing alone is very expensive.

Now for a few words on the sort of meal that can be served from these tea-carts in a club dining room.

How Rolling Meal Is Served

The tables are laid just as they would be in a fastidious home, with linen, silver, glasses and service plates in place.

You seat yourself and the waiter rolls alongside your table a cart of hors d'oeuvres. You see such things as:

- Tort plate of Canapes
- Plate of Mixed Meats
- Pickles Chow-Chow Cole Slaw
- Salted Nuts Celery Radishes
- Sardines Anchovies Caviar
- Ginger Ale Punch

You look the cart over, indicate your choice and the waiter serves you, after removing your service plate. You take exactly what you want and only what you like. When you and your guests have been served, the cart is wheeled away.

Having enjoyed your hors d'oeuvres and canapes, and while your table is being put in order again, a second tea-cart is wheeled to your table, on which will be such items as:

- Chicken Gumbo, with Rice
- Cream of Asparagus, Crotons
- Bellevue Toast Assorted Rolls
- Toasted Crackers Cheese Sticks
- Bran Rolls

- Butter Orange Marmalade Jelly Jam
- Fruit Cocktail Shrimp Cocktail

The waiter serves you as before. You take what you like from the serving dish, or the waiter can lay the food on the plate for you.

When this course is past, the main part of the dinner is brought up on cart number 3. The items are kept hot by the hot-plates discussed above, which makes possible serving such things as these, for instance:

- Roast Lamb, Brown Gravy or Mint Sauce
- Breaded Veal Cutlet, Cream Sauce
- Chicken and Noodles
- Fillet of Flounder, Tartar Sauce
- French Fried Potatoes Roasted Potatoes
- New Snap Beans Creamed Cauliflower

If you prefer your coffee with your meal, it is brought to you from a side-board in the dining room, where several electric hot plates and medium-sized glass percolators stand ready to brew the beverage quickly.

When you have finished your main course, your soiled dishes are removed and the cart brings the salad course: hearts of lettuce, thoroughly marinated in French dressing; crimson tomato salad;

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!

* * *

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.