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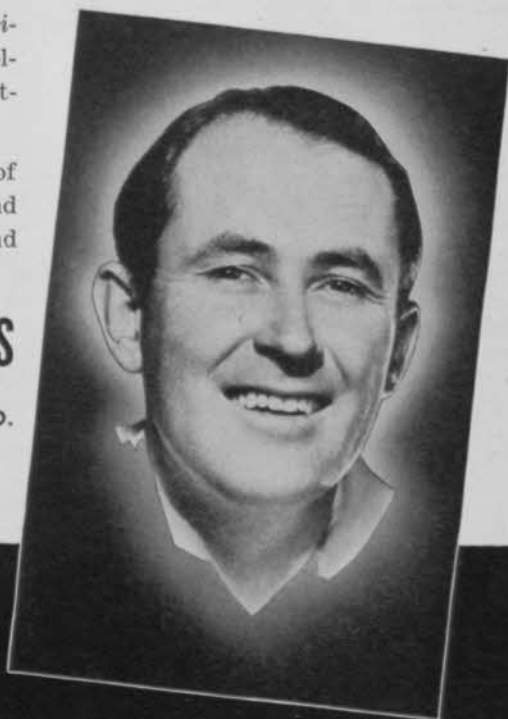
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PAUL RUNYAN CLUBS

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College Golf Indoors

By Mel Larson



Shown (left) using the rubber-matted, double backdrop nets of the Gopher gym, are Roy Spillman, state high school golf titleholder in 1938, and Virginia Riley, a promising freshman coed from St. Cloud, Minnesota. Neil Croonquist (right), Minnesota No. 1 varsity man for the past two years and student president of the National Collegiate Golf Assn., sharpens his putting on the smooth putting carpets in the Minnesota golf gym.

Watching him is Stan Larson, popular young pro at the Minnesota course.

SIX hundred golfers enjoying their golf in the middle of 20 below weather—that's what's happening at the University of Minnesota where an indoor golf school is now going strong in its sixth year. Up in Minneapolis where wind and cold hardly make the winters conducive to golf or even talk of golf, the Gopher athletic department has developed an indoor driving and putting gym second to no college in the Midwest.

The germ behind the gym hatched 6 years ago when Golf Coach W. R. Smith, who also doubles as Intramural Director, got the idea. He bought one net, got another from the girls' gym, and from that little start built it up until it now has five nets plus a 6-hole putting course.

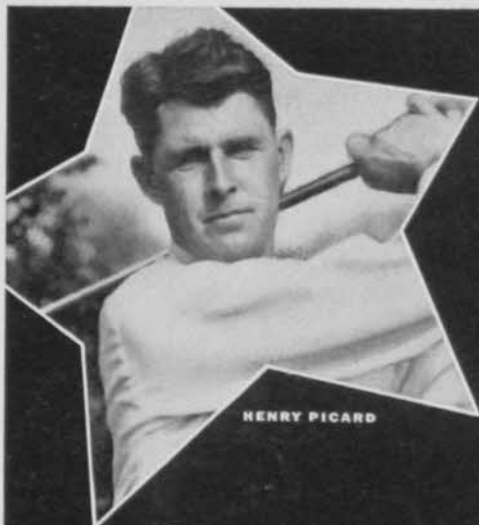
The room used, which is 120' x 30', is located under the concrete bowl that holds as many as 63,000 football fans on Saturday afternoons during the football season. Because it is enclosed, with only small windows, it serves all the better the "winter golf bugs," for they now

can hit the balls as hard as they want without fear of disturbing anyone.

Setting up the gym was not costly. There are 5 nets, all with double backstops (an added canvas sheet behind the regular drop). Overhead is a meshed net to protect the ceiling windows from shots wrongly hit. Placing the nets adjacent to each other at the two ends of the gym saved an extra bit of in-between canvas.

For the first year or two Smith used a cocoa mat as "turf," much the same as doormats in some sections of the country. These, however, proved unsatisfactory due to the heavy use, and so last year mats made of rubber such as used in car tires, were purchased. Now even after the daily beating they took last year, plus the first poundings of 1940, they're still in good shape and usable for an indefinite period.

As on the cocoa mats, tees can be placed in the new mats when the students want to practice drives. But now there are no loose pieces of string and rope messing

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HENRY PICARD

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to give you hole after
hole of extra play!"

"IT'S SLO-AGED
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that actually wears longer"



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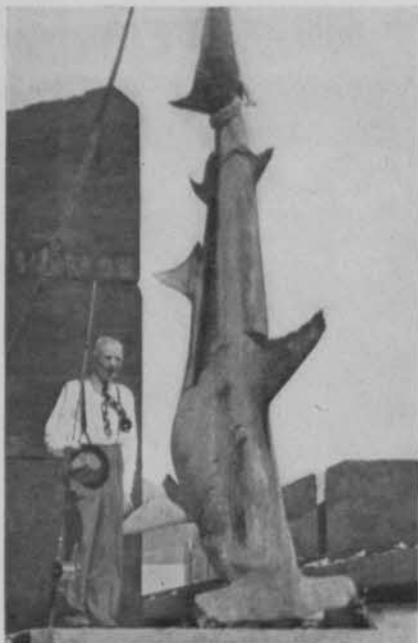
The greatest golf ball news in ten years! Dunlop Maxfli, the championship ball with the famous "Click", is now SLO-AGED for even longer, tougher play! Every Maxfli ball is now aged *six full months* to season those extra yards of winding and Dunlop's Geer patent cover; to improve paint adhesion too! It's a playing premium that doesn't cost your customers an extra cent... a guarantee that they'll never get a "green" Maxfli ball! Take a tip for extra profits from Henry Picard and Craig Wood, who tested the new Maxfli in actual play! Order today!

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1940

DUNLOP MAXFLI

Now SLO-AGED six months
for peak performance



While on a trip to Mexico during early January, L. B. Icelly, president, Wilson Sporting Goods Co., got down to Acapulco, a tropical Pacific coast harbor famous for its fishing and scenery. The result of that jaunt to Acapulco is shown here—the largest hammer-head shark ever caught in Pacific waters. The huge fish was caught by a fishing party which included Icelly, Al Espinosa and his wife, and Harry Wright, president of the Mexico City CC and of the Mexico Golf Assn.

up the nets. The main disadvantage comes when hitting iron shots; the stiff rubber forms a fairly hard "turf" on which to hit through, so a tendency to hit iron shots clean might develop. But as most students practice only for a half hour or so, the wrists generally can stand it very well.

Another advantage, and probably the biggest one, is the fact that the foundation on which the hitter stands is the same as the one from which the shot is hit. With the old mats a rubber-topped board was used to put the golfer even with the mat, and only too often the board or the mat would slide away at impact. This naturally hindered improvement in foot-work.

The 6-hole putting course is the same thing that you could have in your own living room. The carpets vary in length from 15 to 45 feet, rubber holes are placed at or near the ends, with wood supports to keep the ball from straying too far. An inch-thick padding, stiff, firm, and made of a brown, matted cloth fur-

nishes a good base without making the carpet a mass of footprints. Green carpet, about one-half inch thick, is placed over this brown base.

In addition to the nets and carpets, the gym, under the active supervision of Pro Stan Larson, instructor at the University's 18-hole course, seeks to develop the sort of "homey" atmosphere you like to find around any golf course. Pictures of leading pros and amateurs dot the walls, instruction charts are placed at convenient spots, and all golf magazines are put within easy reach. So when on a Saturday afternoon you have to wait an hour or so for a net the time can be profitably spent.

Gopher school authorities are pleased with the way the gym is going. They recognize the big carryover value of the sport, and are seeking to interest more and more students in the game. Here's partly what they do:

Three Sessions Weekly

Every Monday, Wednesday and Friday from 10:30 a. m. until 12:30 p. m. the gym is used by the Sports Orientation classes, each one getting some personal instruction from Larson. On Tuesdays and Thursdays there is a class for coeds conducted on the same order. There are not as many as the 200 in the men's class, but the women's group is bigger than last year.

Then there is the golf class offered in the Extension school. It meets nights, and after a few preliminary lectures by Smith, each enrollee spends 6 half-hour periods in the nets, and under the direct supervision of one of the Twin City's leading professionals. When the students move outside, the instruction continues, but then instruction is given more in groups, and by exhibitions.

In addition to these formal classes, any student can stop up while the gym is open (daily from 10:30 to 5:30) and hit balls for a dime a half hour. Clubs, balls and tees are furnished, and if the book-wear student wants help, Larson will give it to him.

An innovation this year is the season rate. For \$1.00 students can play from the time the gym opened, January 4, until the snow is gone and the golf course opens. This has boomed the number using the gym, with more money taken in so far this year than almost all of last year.

Faculty members pay the 10 cent rate

Congo SUNHATS

TOPS FOR GOLFERS

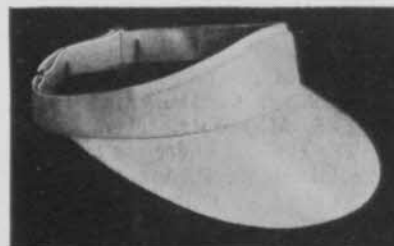
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Smart new model in fine white or tan duck. Fashionable new type blocking, eyelet vents and transparent pyralin eyeshade. Small, medium, large and extra large sizes.



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The perfected tennis visor for men and women. Made of sanforized twill with padded forehead shield. White visor has underlining of green material. Adjustable elastic back. Good for badminton, golf and other sports as well as tennis. Colors, white, tan, blue and green.

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CONGO . . . No. 2300

Made of fine white or tan duck, neatly tailored and steam blocked. Has famous transparent green pyralin eyeshade and airstream ventilators. Small, medium, large and extra large sizes.



KING CONGO . . No. 2900

The super Sports Hat, smartly tailored in high quality sanforized twill. Steam blocked to the latest fashionable shape. Flexible multi-stitched brim. Colors, white, blue, tan and green. Small, medium, large and extra large sizes.



FOREST HILLS . . . No. 395

Tennis cap for men and women in sanforized gabardine. Felt sweat-band. White cap has green underlining in visor. Good for all sports. Colors: white, tan, blue and green. Small, medium, large and extra large sizes.

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for half hours, but shell out \$2.00 for the season privilege. Alumni get the same rate as the faculty, but pay 20 cents per half hour when not on the season rate.

Along with serving as a center for the average golfer to straighten out a few kinks, the gym is the molding place of the varsity golf team. This year Coach Smith has a squad of 25 linksmen on his potential team, and they practice at least twice a week. As the team never goes South for spring practice, the indoor drills are doubly important, especially in the early matches in mid-April.

Pleased, too, are the athletic bosses over the increase in the number of coeds taking advantage of the gym's facilities. Egged on by the presence of Patty Berg, 1938 National Women's titleholder, on the campus, more and more girls have been using the nets. Some are just starting; others, like Margaret Barry of St. Paul, have made their mark in Midwest circles and look likely to challenge Patty and Bea Barrett in their roles as rulers of Minnesota women's golf.

So golf on the Gopher campus is a popular "winter" sport, and the golf gym is the center of all of that popularity. If it's 20 above or 20 below, nets are usually at a premium, with the first thaw the sign for a general converging on the place.

Let Mailman Help Hike Shop Sales Volume

BILL MACKENZIE, pro at the Dallas (Tex.) CC, got busy last year and by two excellently timed, cleverly worded mailing pieces to his members, helped himself to a great big chunk of extra business—and profits.

Early last season Bill mailed a card to the membership telling that beginning April 18, two special classes of golf instruction for children would be held under his personal supervision. The classes were for boys and girls under 16, and the course was to consist of 6 class lessons of one hour each. He opened with 37 boys and 15 girls. He ended up his lessons July 15th with a class of 57 boys and 35 girls. Bill devoted 24 hours of his time to developing new golfers gratis, but much to his agree-

able surprise, he was repaid two-fold by purchases of new equipment by these kids who otherwise would have had no inclination to buy.

MacKenzie's second bid for business, bringing even greater returns than the first, came at a time of year when his members weren't much in the habit of buying new equipment. Late in November Bill got out a mailing piece to his members, asking if he could not help them with their Christmas gift problem. He pointed out that as the golf professional of their club, he had the opportunity and privilege of being personally acquainted with the needs in golfing equipment of most of the members—and that any help or information he could give them was their's for the asking. The piece was gotten out on attractive stock, was printed both sides, and included prices on all equipment in the shop. The result: the folder sold \$1,200 worth of merchandise, and gave Bill some extra dough in the pocket when ordinarily sales would be moving slow.

Pros to Have Short Course at U. of Minnesota

ONE of the first in what is expected to be a series of pro educational clinics about the country, will be held at the University of Minnesota, Minneapolis, April 8-9. The clinic is under the sponsorship of the Minnesota PGA section, who have been assured by university officials, notably Frank McCormick, athletic director, of the cooperation and of the full use of the athletic department facilities.

Two full days of lectures and demonstrations on pro duties will feature pro merchandising, caddie training, how to evolve the most efficient club handicapping system, instruction methods, tournament procedure, and getting the most out of the physical makeup of the pupil; i. e., how to fit instruction to a particular pupil's needs. Instruction will also be given in golf architecture, greenkeeping methods, and rules interpretation.

The educational committee for the clinic is composed of Len Mattson, chairman, Jock Hendry, Herb Snow, Lester Bolstad, and Wally Mund. At the banquet which will conclude the session, Frank McCormick will be the principal speaker.

THE RULES OF GOLF AT A GLANCE . . . GREENS

WARNING: This chart deals with the rules of the greens.

Two strokes penalty if your ball, placed here.

If your ball returns to a position to another.

Lower immediately penalties.

THE RULES OF GOLF AT A GLANCE . . . GREENS

WARNING: This chart deals with the rules of the greens.

No penalty for touching grass, etc., while searching for ball, but no more touching after you find it.

Lower immediately penalty.

If ball moves after time expires, but not after you find it.

THE RULES OF GOLF AT A GLANCE . . . TEES

GOOD PRACTICE:

Ball may be moved.

If tees, place here outside the lines.

Ball is out of bounds when.

Ball placed, from the tee.

THE RULES OF GOLF AT A GLANCE . . . SAND TRAPS

Ball within club length. Lift ball nearest hole until further to player, then replace it straight to line of green, closest to hole. If ball which has not been lifted is moved by opponent, no time limit.

You may play from casual water or beach, or take one stroke penalty for dropping water in an obstacle. Check Rules 27 (f), which says if ball comes from line, you may lie up on line.

Stroke if may be repaired because it does not touch the longest, but after one ball is on the trap, it may be repaired, but not be lifted.

If steps, etc., move them if possible, if not, place ball in nearest similar lie.

Unconcessed slopes are not part of a sand trap—only the exposed sand or sand.

Improvements may be repaired, if ball is moved in so doing, replace.

In water, if opponent's ball moves across, moving promptly on player from hole. In stroke play, replace to be disqualified.

Don't touch consistency of sand with your feet, club or otherwise prior to stroke.

Footprints, etc., may be smoothed out before stroke, if lie of ball is not improved or advantage thereby obtained. Neat golfers wait until their shot.

You may have hole if you play opponent's ball before he has taken stroke, or if he makes club to be substituted for his own. If mistake is discovered before opponent plays his next stroke, penalty by dropping sand as possible to spot where he lay, no penalty. If you play opponent's ball, no penalty if you hit opponent before he has hit your shot. Therefore, you may hit. Stroke play is penalty for playing wrong ball while in hazard, two strokes if you hit it after leaving trap. In stroke play you may play with own ball before sand dries to be disqualifying.

WARNING: This chart deals only with sandtraps. There are other types of hazards, in which some of the provisions here do not apply.

An island of grass is not a part of a sand trap. The sand "island" rules apply.

Should touch sand with club prior to clearing.

PENALTY FOR VIOLATIONS: Match Play—Loss of Hole. Stroke Play—Two Strokes.

GOOD PRACTICE:

Never lift or move trap when back is toward it.

Do not touch surface as little as possible.

Search only your partner's and/or "double".

Do not permit your caddy to enter the trap.

No penalty for touching grass, etc., while searching for ball, but no more touching after you find it.

Stroke of touch, or anything coming may be touched anytime during address or swing.

No penalty if club does not touch the sand on the backing.

PLAYERS, CLUB OFFICIALS and PROS *Say:* "RULES of GOLF at a GLANCE

give them the clearest, most concise explanation of the Rules in understandable language they have ever seen.

Over 1,200 clubs from coast to coast already have reprints of these charts hanging in their locker-rooms, grills and golf shops.

Here is what they say:

"These are just what we need to settle those locker-room squabbles that are bound to arise."—N. Dak.

"Their immediate effect prompts me to order three additional sets, to extend the evangelistic work into our locker-rooms and our golf shop."—Minn.

"You have given golfers something they have needed for years."—Calif.

"It puts the Rules in such interesting form that everyone wants to read them, whereas heretofore it was next to impossible to get the players to read the rules."—Ohio.

"As an official in all of the Kentucky tournaments, and some Southern and Western ones, I have used these charts on the score board the entire year."—Ky.

Here is all it costs to solve "Golf's Toughest Problem" at your club:

Prices are moderate. **Framed sets**, mounted under glass in one 19x24 inch walnut finish frame and carefully packed for shipment, are \$2.50 each, 3 sets for \$7.00, plus express charges collect.

Unmounted sets, 4 charts to the set, 7x10 inches, plus ample margins for framing, on durable paper, are priced at: 1 set, 60c; 2 sets, \$1.00; 3 sets, \$1.50; 10 sets, \$4.00—all postpaid.

Remit with order; be sure to specify if framed or unframed charts are wanted.

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Rehabilitation, Patronage Push, Key Managers' Meet

By Herb Graffis

PPROMOTION of membership and member activities, and clubhouse rehabilitation highlighted addresses and discussions at the fourteenth annual convention of the Club Managers Assn. of America, held at Hotel Statler, Detroit, Feb. 26-29.

Attendance of approximately 350 and a program considered the most definitely practical of any CMA convention brought to a high point the administration of President Fred Crawford, manager of Louisville's famed Pendennis Club. Closer cohesion of regional chapters constituting the national organization also was much in evidence as the result of work by Crawford, Wayne Miller, Cincinnati CC mgr., who is the association's sec., and Wm. F. Roulo, University Club of Detroit, the CMA treas.

Detroit's convention committees provided a crowded and interesting program, with the dinner dance at the Detroit Yacht club, at which R. Wallace & Co. was host, and the annual banquet at Hotel Statler, being high spots.

CMA Is Healthy

Officials' reports at the opening session showed the association to be in thriving, active condition. Featuring the district organization reports was that of New Jersey chapter advocating a specific program of CMA future endeavor along lines of CMA member welfare and prestige, club advancement, research and information service to members and their clubs, club official relations, maintenance, taxation and legal advisory service.

For the first time women club managers held their own group session. This conference was in charge of Mrs. Ruth S. Jones, mgr., Oak Hill CC, Pittsford, N. Y.

Prof. Bernard R. Proulx, whose hotel and club management course at Michigan State college has 160 students, opened the general educational conference. This conference was presided over by the association's treasurer, Wm. F. Roulo.

Prof. Proulx reminded managers that their problems were getting basically more complex because of the expanding demands for club service for the whole family, in

the face of a contracting economy. He recommended that club members be acquainted with the club's fundamental principles and policies, instead of being acquainted only—and in a general way—with the house rules.

He advised that a job description be made of every job in the club and that carefully selected personnel be made completely acquainted with the requirements of their job. The Michigan State man counseled more emphasis on the marketing of the club product. He also advised that greater research and reports be made on the extent and character of member participation in club activities. He warned against lumping food and beverage figures to make a good clubhouse showing.

A premium was placed on the thoroughly qualified manager by Prof. Proulx in telling of the difficulty of getting the right combination of ability and personality in the young men and women who are training for careers in club and hotel management.

G. Harry Davies, genl. mgr. and sec., Beaconsfield GC, Montreal, in a thought-provoking address salted with humor, told that "a club must have environment or it's just another place where people eat or play." He spoke of the primary job of tradition-establishing that must be done by management when the years haven't built the tradition that makes sound clubs. Club management, as Davies sees it "through the member's spectacles" is more than supplying food and drink service. It is a matter of inculcating the new member with the club traditions. If this isn't done, the character of the club changes, Davies pointed out.

Objective Viewpoint Pays

Davies suggested that the manager discharge himself periodically and look over his operations from the viewpoint of a new member, rather than that of a man concerned with the mechanics of operation. He told of the advantages of the manager having the same privileges as a member in order that the manager see operations as a member does. However, he advised

strongly against becoming over-familiar with members.

Dr. Frank A. Weiser, associate professor, Wayne University, gave a great-discussed address on "The Importance of Keeping Well." Dr. Weiser declared that the nervous type of life a club manager must lead puts unduly heavy strain on the physical, intellectual and emotional health of the managers. He reminded his hearers that recovery from fatigue begins to get slower after 40, so readjustment must be made by sane budgeting of activities. He told of the importance of creating leisure hours and balancing mental loads with a hobby. He underlined the importance of moderate eating under quiet, happy and leisurely surroundings for the manager and member who have passed the 35 mark. The doctor implied that not a little of the grouchiness of members was due to over-burdened bellies, to which the labor of an afternoon's golf was added, instead of the relaxation and pleasure a round should furnish. Liquor, judiciously used, is beneficial to a man after the age of 45, Dr. Weiser said, detailing some of the physicians' findings.

He epitomized his address by telling the managers they must learn themselves to live in order to be qualified to teach their members good living.

Lists Principles for Success

W. E. Kapp, architect, who has been responsible for 10 clubhouses in the Detroit district, stated the first 3 principles of successful clubhouse construction and operation, are:

- 1 . . . Build smaller but better clubhouses, and plan for future growth.
- 2 . . . Avoid use of cheap materials and equipment.
- 3 . . . Set up a clubhouse maintenance budget instead of waiting until things go to pieces.

He said that most clubhouses are built during boom times but must be operated after the boom bursts. He urged that the manager who is to operate the new clubhouse take part in the architect's and building committee's preliminary work, in-

cluding inspections of existing clubhouses. The architect and committee see the obvious good things about a clubhouse. The manager and the experienced clubhouse architect look for the bad things.

An operating budget should be prepared for the new clubhouse, Kapp advised. He warned against the common mistake of planning for peak loads in the clubhouse. In designing the clubhouse don't get it finer than the members are accustomed to and can pay for. Wear and abuse will be unbelievably heavy, even with furnishings made especially to withstand club use.

Major fault with clubhouses, according to Kapp, is that after the architect plans what the committee wants, the cost is too great. The committee is unwilling to sacrifice size, so the architect is compelled to build cheaply.

The manager's advice about local conditions is invaluable to the architect, Kapp declared. He strongly advised weather-stripping and storm sash, items too generally neglected and responsible for undue interior depreciation. To get distinction in locker-rooms he suggested getting away from the common olive green lockers, even if the cost is slightly greater for non-standard colors. He told of a new rubber-backed carpet for locker-rooms that he thought is the answer. Clubs are paying the penalty for cheap fittings and fixtures in bath departments now, Kapp noted. Club kitchens, store-rooms and locker-rooms should be at least equal in area to the dining rooms, he said, in telling about the inadequate kitchen facilities of many clubs.

Employees' Quarters Generally Bad

Help's quarters he declared were generally bad, and far from being pleasant, sanitary living facilities club members would expect to be provided for people from whom cheerful and clean service was expected.

Kapp recommended that fire insurance authorities go over clubhouse design, construction and rehabilitation plans. Fire protection in club kitchens often is inadequate, he stated. There needs to be plenty done in air conditioning, Kapp declared, in

C. M. A. 1940 OFFICERS

Fred Crawford, Pendennis Club, Louisville, Ky., was unanimously re-elected president of the Club Managers' Association. Unanimously re-elected also were Wayne Miller, Cincinnati CC, as secretary and William Roulo, University Club

of Detroit, as treasurer. The 1940 stretch at this hard labor makes the third for Crawford and Roulo, and the fourth for Miller. During the Crawford administrations membership of the CMA has increased 60 per cent.

pointing out that recirculation of cooled air without removing odors is a bad feature of most existing systems. He said that in planning clubhouses his organization assigned different colors to members and help, and by charting routes with pencils of corresponding colors, these people would take in the clubhouse; faults in plans frequently were disclosed thereby.

Wednesday's educational program was featured by the "Foods on Parade" address of Miss Jane Porter, nationally noted authority of Women's City Club, Detroit. Miss Porter lectured on and exhibited the evolution of cuisine, with special emphasis on flavor and eye appeal to fit modern conditions.

The country club managers, over which John Pomeroy presided, brought out the necessity of revising and pepping up golf programs yearly to stimulate golf interest and club patronage. Problems of pool operation, especially towel extravagance and broken glassware around pools, were considered. It was generally agreed that swimming pools had been of great value in extending club appeal and total profit.

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The K. L. BURGETT CO. Peoria, Ill.

An outline of the new \$1,500 gas fuel laundry at Cascade Hills CC, Grand Rapids, Mich., highlighted a lively discussion on club laundries. Smart tips from this discussion included drying towels before they were sent to commercial laundry where charge is made on weight, and the handing of towels to members and guests by locker-room attendants instead of keeping a supply handy to encourage excessive use.

Slot machines and gambling parties to raise club revenue were condemned as lowering social status of club, but managers as realists couldn't find anything surer than the gambling instinct to get revenue in desperate situations.

Country club managers discussed tax problems at length, in particular the varied state and national rulings on amusement tax on dinner dances, and social security and employee compensation taxes on pro department employees where this department is under the pro as an independent contractor. Tax matters where the house is operated on a concession basis also bewildered the managers.

Reciprocal relations entitling visiting members to other clubs' privileges was hot subject at the city club managers session.

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