

fornia presents a distinct set of conditions of temperature, rainfall, and soils, and no two are alike. It takes a greenkeeper about a year to learn of all the quirks pertaining to one particular layout and rules of procedure learned on one course will not apply to another. To illustrate: near Los Angeles are two courses within three miles of each other; one is the San Gabriel C. C., the other the Montebello Park course. On the San Gabriel course any amount of rain soaks right into the ground immediately and players experience little discomfort in playing immediately after a storm. But at Montebello open ditches have had to be dug along low spots in the fairways to carry away water that will not soak in. The reason for this difference between the two courses is simple: the San Gabriel club is laid out on soil composed of coarse material washed down from the mountains, while the Montebello soil is largely adobe. And yet a cursory examination would show very little difference.

But there is still a tendency on the part of club officials to consider the discharge of a greenkeeper all in the day's work. This may be a throwback to the old days when the man in charge of a course was nothing but a promoted laborer with no special skill or knowledge of his own except that displayed in wielding a shovelful of dirt. Perhaps the real reason for the continued disregard of greenkeepers is what sociologists call social distance. This is a state brought about by lack of contact with other groups and individuals. On golf courses, social distance crops out in the fact that there is very little contact between golfers and the man on the course and the feeling prevails that if anything is wrong with the greens it must be the greenkeeper's fault because there is no one else handy to blame.

A case in point here in California is that in which a greenkeeper helped to build a course from infancy to a class-A golf club, but in the meantime he kept very much in the background, although he is a very capable man. Recently it was decided to get a new general manager, but in order to do this members decided that it was necessary to discharge both the house manager and the greenkeeper. The greenkeeper had been satisfactory in every way and yet he was not considered. If it had not been for the vigorous action of the green chairman, the one man who knew the greenkeeper, he would have been unjustly fired.

## Bag Bargain Sale to Open Pro's Season

Ed Newkirk, newly elected secretary of the Illinois P. G. A., left this gem of selling thought in the editor's padded cell before shoving off for Florida.

Spake Edward:

"I am going to open the season with a real bag sale. T' hell with this business of sticking around until the end of the season and closing out a few bags at a cut just so you won't have to carry them over the winter.

"More than half of the bags at every pro shop ought to be thrown into the city dump pile and the only reason they're not is because the pros haven't put on enough push behind good bags that will make the old stuff look doubly terrible by comparison.

"When you get right down to it, a pro can sell a good looking and honestly made bag at a price that none of the stores can touch. The pro's low overhead accounts for this. But the stores have been unloading a raft of trick looking trash on the golfers just by putting on some price ending in 98 cents so people think it's a bargain.

"People who come into my shop at the start of next season are going to see a bag display and some signs advertising the attractive prices. I'm going to play it up so strong that a fellow or woman with a worn, dirty bag will feel ashamed without having anything directly said about the relic.

"Figure 200 bags in the rack and a hundred of them being overdue on replacement. I'll replace that hundred at, say, an average profit of \$2 a bag on the kick-off bargain sale prices. There is \$200 in the clear. Anyway it will be a noble experiment."

**H**ARRY ADAMS, pro at Hickory Hills (Chicago district), is giving the boys a good little lesson in how a pro can capitalize his wide acquaintance and learn some of the smart stunts of selling. Harry this winter is at a prominent clothing store, spending part of his time in the store and part out calling on his player friends to get them to come to his winter location and buy.

Harry has received quite a little newspaper publicity on this connection, probably as a result of the store advertising man's work.