

turing one first class line of clubs at standard prices.

The spring sales are demonstrating that it is plenty hard to sell the cheap stuff. Who wants to buy a cheap iron club at \$1.25, even, when some of the discontinued high grade irons can be had for as little as \$2.50? You might think there would be plenty of beginners or women players who would go for this \$1.25 difference, but it hasn't seemed to make many sales.

Manufacturers say they want to get away from the vicious circle in which the store sales figures, but they don't know how they can get to the public course player in any other way. This, unfortunately has some basis in truth, and will continue to have so long as many of the public and fee courses refuse to hire able pros on a basis that will give the pro a living, attract play to the course and serve the players.

One of the most interesting developments in changing this situation for the better is the engagement of Abe Espinosa by Cog-Hill club, a 36-hole fee establishment in the Chicago district. The operators know Abe as a well known pro instructor whose services are freely available to the course's patrons.

Even a superficial study of the spring sales by stores shows that the position of the able pro is unassailable in golf. The only merchandise that is selling is that for which the pros have built a reputation. Eliminate the pros from the deal as builders of the game and of brand reputation and you cut down the golf business to an extent that would very seriously, promptly and permanently affect every golf course and every manufacturer.

There has been no brilliant stroke of genius shown by the stores in putting on their spring sales. Not a dozen lines of copy in all the store ads is devoted to building up the game or developing the market with any other factor than cut price.

A couple of pros at a fee course in Massillon, O.—the Bonnie Brae course—put more selling stuff in their newspaper ad than any of the big stores in the metropolitan districts. These two boys, Sandy Hannah and Jock Taylor, headline their copy, "A Round a Day Keeps the Doctor Away." They invite the golfers to see a new line of first class clubs they have on display. They tell that "Saturday, April

15, will find our course in perfect playing condition."

Where they feature price is on a deal suggesting that the players "Have Those Golf Clubs Repaired Now! 50c a bag. For a limited time only."

Where clubs are beyond repair Jock and Sandy will offer the owners bargains in new clubs. It's a great feeder for business.

So, looking it all over, even the murderous prices at the store sales haven't put the pro up against a proposition that he can't beat without much trouble if he uses his head, his arms and legs.

Green Section Meeting at Midwest Garden, June 9

A NNUAL meeting of the USGA Green Section will be held at the Midwest turf garden Friday, June 9. The garden is on the estate of A. D. Lasker at West Lake Forest, Ill., about 8 miles north of the North Shore golf course where the National Open will be played June 8, 9, 10. Lasker's private 18-hole golf course, which the garden adjoins, is pronounced by many experts to be the finest 18-hole private golf course in the world and an inspection of it, as well as attendance at the Green Section meeting, will be well worth while.

Meeting will start about 1:30 p. m. There will be no golf tournament as the session is to be strictly business.

Dr. John Monteith, Jr., of the Section will explain the various tests at the garden and comment on the results. This year there will be a good chance to show the effects of various mixtures of organic materials in soil for topdressing. This series of experiments was started last year but was checked by reduced funds and bad weather after delayed planting.

Especially this year, when curtailed budgets are leading courses into many sad and lasting errors in maintenance, will the Green Section meeting attract the attention of those who are anxious to learn what is true thrift and what is expensive shortsightedness.

I NSIST THAT a soft fiber brush be used for scraping dishes in the dish-washing department. When a hard scraper or knife is used, the china suffers unnecessary breakage and scratching.