laying plans to get even by losing more money in getting the next order, the surviv-
ors finally assembled on a raft in the storm-swept area and decided to sink or swin
together.

Theodore S. Cart, president of Atlantic Products Corp., was elected president of the
Golf Bag Manufacturers Assn., and Harry West of Wilson-Western Sporting Goods Co., secy.-treas. of the organization.

Twelve of the foremost bag manufacturers who had managed to weather the long
storm became charter members of the organi-
zation and agreed to trade practices that already had been adopted by the club and ball manufacturers in the rather well-
founded hope such practices would give them a chance at making a profit. Due to
legal restrictions no general price arrange-
ments were possible but the manufacturers
talked frankly and honestly enough about
manufacturing costs and losses to indicate there will be considerably less of the ruin-
ous prices at which golf bags have sold for
during the last few years—even during
the delirious days of general prosperity
for everybody except the bag makers.

Concerted promotion of the bag market
is among the constructive work planned
by the new association. This is something
that will be welcomed by pros as a great
and long overdue aid to business. In al-
most every golf club’s storage racks about
50 percent of the bags are obviously in
need of replacement and some unified sales
and advertising effort will hasten the move.
It’s not at all uncommon to see $75 sets
of irons and $45 sets of woods all bought in
1931 or 1932 and carried around in a tat-
tered, outworn $5 bag bought in 1928.

Now that the bag manufacturers have
agreed to stop chewing at each other’s
throats and are planning to have a delayed
banquet on a big market that should re-
spond to intelligent, concerted development,

Merry Christmas Is Smart Publicity
for PGA

Several P.G.A. sections showed good,
timely advertising sense in sending out
Christmas cards to officials of golf clubs
in their sections, to newspapermen and
the association’s own members. Texas and
Northeastern New York Christmas cards
came to GOLFDOM’s particular attention.
profit in the industry is such that a larger cash discount than 2% could not be given. To avoid complete chaos in the matter of cash discounts, it was necessary to make the terms uniform by bringing the cash discount on golf goods to the 2% generally prevailing throughout the industry.

"Admittedly this does away with the little advantage which those professionals who have been prompt in the discounting of their bills have over those who for one reason or another are unable to take advantage of the cash discount. However, this is a small sacrifice to ask from those professionals. The manufacturers are making a larger sacrifice because they are giving the 5% trade discount generally to all professionals, so that the total amount of the discount under the new plan will be greater than under the old. That the manufacturers are willing to make this greater sacrifice is evidence of the seriousness with which they regarded the situation produced by having a different cash discount prevailing on golf goods than on other lines of athletic merchandise.

"Naturally there are bound to be points here and there where the interests of the professionals and manufacturers are in conflict but basically their interests are the same. The manufacturers are vitally interested in maintaining the golf professional as a distributor of golf merchandise and in assuring to him so far as it lies within their power, the earning of a fair profit on that distribution. Likewise I believe it to the interests of the professionals that the manufacturers should succeed in their business. Both objectives require mutual co-operation and support in whatever measures are necessary and desirable for improvement of the trading conditions in the industry.

"At the recent meeting in Chicago between the Executive committee and the Ways and Means committee of the PGA, and the two associations of manufacturers of golf balls and clubs respectively, there was the most cordial and friendly discussion of the immediate problems before the industry. It was extremely gratifying to observe the intelligent understanding and approach to these problems displayed by the professionals and especially by Mr. Hall who acted as their spokesman. It is the hope of the manufacturers that their contacts with the PGA may be kept as close as possible and that the problems of the industry will always be met with the same cordial and friendly attitude on both sides. After all, we are both interested in the same industry and whatever differences there may exist between us are small in comparison with the greater interests which we have in common."

Pro’s Golf Class Draws Big Enrolment at Eastern University

By LES HEON
Pro. Montpelier (Vt.). C. C.

As a follow-up to the article in November GOLFDOM advising pros to look to schools and colleges for future golfers and customers, this article tells how Heon organized last season a most successful class at Norwich College. See illustration on front cover, this issue.

MY ASSOCIATIONS in the work of promoting golf in schools and colleges have been the pleasantest of any I have yet run across in my duties as professional. This prompts me to set down my own experiences and opinions on the subject.

In August, 1931, I approached Colonel Plumley, president of Norwich university at Northfield, Vt., with a proposal to inaugurate a course of golf as part of the regular athletic curriculum at the university. He, as an enthusiastic golfer himself, thought well of the plan and, as a re-