

Club Makers Act on Their Problems

Standardization—Credits—Returned Goods—Guarantees

THAT the National Association of Golf Club Manufacturers intends to be a real force for progress and improved conditions and practices in the industry is indicated by action taken at the second meeting of that organization.

One of the most important actions taken was adoption of definite terms of guarantee on golf clubs, in line with recommendations of the Bureau of Standards and Division of Simplified Practice of the United States Chamber of Commerce.

Heretofore, there has been no fixed standard of guarantee; each dealer and manufacturer has interpreted the general broad guarantee against defective material and workmanship as conditions in each individual case seemed to demand. As a result, many abuses have developed, especially in the replacement or repair at no charge of lower priced clubs. It was pointed out such clubs necessarily are assembled from second quality materials which cannot be expected to give equal service to clubs assembled from first quality materials and that, since such clubs usually are sold to beginners and inexperienced players, breakage more often is due to carelessness or abuse rather than faulty construction.

Limits Guarantee

The Association, therefore, adopted a resolution providing for a limited guarantee of one year's duration against defect in material or workmanship, abuse or improper use excepted, on the higher priced clubs and a distinct disclaimer of any guarantee on the lower priced clubs. The guarantee will apply on clubs carrying the following retail prices, as advertised by the manufacturers:

Steel Shafted wood

clubs, \$8.00 each and higher.

Steel Shafted iron clubs, \$6.00 each and higher.

Hickory Shafted wood clubs, \$5.00 each and higher.

Hickory Shafted iron clubs, \$3.50 each and higher.

Hereafter, there will be no guarantee on clubs selling at lower prices than those listed above; such clubs, however, may be accepted for repair at a nominal charge sufficient to cover the cost of the repair.

The resolution also provided for notifying dealers and consumers of the limited guarantee and the disclaimer by printed tags or other methods the individual manufacturers may select. General adoption of the specific guarantee terms, it is anticipated, will bring welcome relief to both pros and manufacturers.

Bear Down on Returns

Through another resolution, the Association took steps to eradicate the returned goods evil. Certain classes of trade have made a practice of returning, at the end of the season, merchandise for credit in lieu of a money settlement. Members of the Association agreed that such a practice

was unfair to dealers who do not resort to such methods, contrary to the distribution policies adopted by the Association and the indirect cause for higher costs to the general trade. Hereafter, such merchandise will be accepted by manufacturers only as a protection of his outstanding account and at a discount of 20 per cent from the invoiced prices in consideration of the use of the merchandise for the period.

The same resolution provided for a time limit of thirty days from date of invoice for claims for ad-



justment by the makers of the goods.

Check-Up on Credit

The Association also strengthened the machinery for the collection and dissemination of credit information by authorizing the Secretary to compile new and complete lists of all firms and individuals whose accounts with manufacturers are twelve months or more overdue and to revise these lists monthly on reports supplied by the various members.

A proposal of the Hickory Golf Shaft Association to standardize dimensions and qualities of hickory golf shafts was considered and a committee consisting of L. W. Crandall, chairman, George Mattern and A. C. Link was appointed by the President to investigate the recommendations and report at the next meeting.

A committee reported recommendations on the standardization of lofts, a numbering system for iron golf clubs. The report was discussed, but action was postponed temporarily. Several manufacturers, however, considered the recommendations of sufficient importance to justify immediate adoption and plan to put them into effect as soon as possible.

Ten companies including all U. S. leading makers of golf clubs, were represented by executives at this meeting.

How the Pro Looks at the Club's Side

A LETTER to GOLFDOM from a pro who has been connected with well known clubs during the past 11 years of his experience, gives an interesting slant on what the pro thinks of club policies. The comment is interesting as well as rare, as the good pro, by reason of discretion, seldom talks publicly or privately on the subject.

This pro writes: "I have read GOLFDOM's reasons why it pays the club to let a good pro have the shop concessions, rather than lease this privilege, and extend my congratulations for presenting the logic of the pro's side of the case. I know of one club that undertook this sort of a deal. Many of its members told me they would not patronize a shop run on this leased basis.

"You usually can find when this happens, that a dozen or fewer people in a

club are for taking the pro's concessions away, while the big majority of the members are for the pro keeping them. If several of this unfavorable dozen are on the board, then "good-bye pro." It seems to be the case that membership in general doesn't have much to say about its club. A few dominating spirits on the board run the whole works.

"Another factor in these diminishing and unfortunate experiments in eliminating the pro shop concessions is the manager, every so often. These managers need enlightenment on the matter. They are desperate when they see the house end of the business running so deeply into the red. They look around frantically to see where they can push back the tide of deficit and, not knowing all of the facts, think that the pro shop income is great, expenses practically nothing, so why not grab this and charge up other losses against the fat profits of the pro shop? After the club loses a good pro because of a sum that is small compared with the other items in the club's operations, and the pro shop is run on the unsatisfactory basis that usually exists where there is no profit incentive, then everyone wakes up. The manager hasn't helped his case any, the pro is out a legitimate profit, and the club service suffers.

"In one case I know such a procedure was being considered in compiling figures on the pro's probable income. It was estimated that the pro gave \$2,400 worth of lessons a season. It was the wildest sort of a guess. I'd like to pat the fellow on the back who could do this at even the liveliest of the metropolitan district 18-hole clubs. But, the pro got "burnt" because this guess was set up.

"When the P. G. A. gets its campaign of education and co-operation under way, this matter of the managers should be taken into consideration. We're both trying to work for the club's best interests and there's no justification for the lack of understanding and harmony that now exists too frequently."

TO test for lime carbonate in sand or soil, pour a little muriatic acid on a sample of the material. This acid reacts with lime carbonate to form carbon dioxide. The liquid froths and the gas escapes into the air. The amount of lime carbonate present can be roughly estimated by the amount of gas liberated.