

Golf Club Makers' association SET SHAFT STANDARDS and plan team-work with P. G. A.

TWO definite steps that golf club manufacturers believe will tend to emphasize the superiority of American-made golf clubs were taken by the National Association of Golf Club Manufacturers holding its third semi-annual session at White Sulphur Springs, W. Va., May 2. The first of these was the recommendation that all manufacturers adopt the plan proposed by the Committee on Standardization of Hickory Shafts, as presented by L. W. Crandall, chairman of the committee, and explained and emphasized by Mr. Seidel, of the United States Bureau of Standards, and by Mr. Dickinson, president of the Hickory Golf Shaft Association. Associated with Mr. Crandall on the committee were George W. Mattern and A. C. Link. The committee, Mr. Dickinson, Mr. Seidel and the latter's associates in the Bureau of Standards, have done much work looking to the establishment of definite grades in golf shafts and in developing accurate and scientific tests that will reveal the quality, stiffness and resiliency of hickory.

Each member of the association will receive a written report outlining the standard grades and tests and will put the program into effect as soon as factory schedules can be adjusted. Members of the association expressed themselves as believing that adoption of the standard grades and tests will result in more uniform shafts of higher quality. The tests proposed will permit accurate selection of shafts not only for quality and stiffness but also for suitability to various types of clubs, that is, whether No. 1, 2, 3, 4 irons, etc. A resolution was adopted extending a vote of thanks and appreciation to the members of the committee, the Hickory Golf Shaft Association, Mr. Seidel and others who participated in the extensive investigations and gave intelligent effort and valuable time to the project.

Color No Index of Shaft Quality

The second forward step also concerned hickory shafts. Recently there has grown up in the trade a demand for white hickory shafts in high grade matched sets, the impression having been created in some way that white shafts are superior and that red shafts and two-tone shafts are of

inferior quality. A resolution adopted by the association recited this situation and recommended that members help to dispel this incorrect impression by use in their advertising, catalogues, etc., the slogan, "All good shafts are not white." In the discussion of this resolution it was pointed out that this demand for white shafts, if not held in check, will leave manufacturers with a lot of high grade red and two-tone shafts on their hands, deprive golfers of the excellent playing qualities of the colored hickory and, if the demand for white shafts increases, result in lower grades of white shafts being used. The guarantee policy of the association, adopted at its November meeting, seems to be working satisfactorily according to reports. To emphasize that there is a definite guarantee only on the higher grades of golf clubs, a placard or display sign, carrying the newly adopted emblem of the association and emphasizing the guarantee terms and other trade policies adopted by the association, will be prepared under supervision of Glenn Morris, of the L. A. Young Company, Detroit, and distributed among jobbers and dealers. C. B. Johnson, secretary of the association, presented a plan for the expansion of the delinquent account service. Closer contact with the Professional Golfers' Association and its state branches will be maintained and efforts will be made to maintain contact with delinquents and to locate those whose addresses are not known. Mr. Johnson explained in his report, which was adopted, that there was no intention, however, that the association should act as a collection or arbitration agency. The Vulcan Golf Company, Portsmouth, O., and the Schavolite Golf Corporation, New York City, were elected to membership.

Re-elect Officers

The present officers were re-elected as follows:

- F. W. Bradsby, President.
- H. B. Canby, Vice-President.
- L. W. Crandall, Treasurer.
- C. B. Johnson, Secretary.

It was voted hold the next semi-annual session in New York City, November 14, 1929.