

pay pros in order that the manufacturers could get the delinquents off the cuff, against which the PGA protested, was pronounced by the manufacturers as something that isn't being done. "If it is," continued the manufacturers, "we are, as a body, against this practice."

Another deal that both condemn was the practice of pros putting their names on cheap merchandise that the endorsing pros didn't play.

The proposal of the PGA that the manufacturers aid in bettering the credit situation by urging the employment of PGA members for positions open, the manufacturers ruled out, saying "it would be unwise for either the PGA or the manufacturers, acting concertedly, to attempt anything in the nature of a boycott against any class of professionals." The manufacturers did, however, express themselves as being of the opinion that PGA membership was a point in favor of any pro seeking a position.

Reference to a boycott, even in very dainty terms, has been vigorously condemned by thoughtful and foresighted PGA leaders. Any ill-considered talk or effort on the part of PGA encouraging a boycott against legitimate work to get employment, would be certain to arouse public wrath, according to the judgment of these astute pro officials. They state: Such a movement would be a misuse of the position of trust in which the PGA members are placed by their responsibility to their club players and would be certain to arouse public resentment so positive and widespread as to imperil the PGA.

One point on which both manufacturers and pros agreed to the limit was opposition to selling golf equipment at wholesale prices to amateurs. The manufacturers probably are happier than the pros are to have a positive commitment on this subject as the pressure brought to bear in effecting "buy it wholesale" deals has seriously interfered with the ordinary legitimate procedure of distribution.

The matter of replacing the former pro discount of 7% with the new deal of a 5% trade discount and 2% cash was chewed out thoroughly. The manufacturers explained the new deal by saying it was necessary to provide a pro discount that met the standard discount terms of the athletic goods industry. Legally, so members of the club and ball makers' associations had been advised, the old deal to the pros was all wet and threatened

trouble in court in addition to the trouble the manufacturers already had suffered from the demands of the store buyers for a 7% cash discount.

On the pro end, the PGA men said it was hell that the good pay pro would get 2% instead of the former 7% for laying the dough on the line, but agreed, in view of the legal slant, that the new deal was necessary and called for reminding the pros who were business men that the 2% deal still meant 24% a year.

Both sides agreed that the 7% deal had showed that about the same fellows kept good credit before and after the deal was in force. Credit standing, they decided, was a matter of business education and ethics as much as the difference in discounts.

SOME HOPE NOW

Golf Bag Manufacturers After Years in Misery, Organize to Seek Profits

IT LOOKS almost like the millenium has come in the golf business, for the leading golf bag manufacturers have organized an association and committed themselves to policies of trade operation that at least gives some of the bag makers a chance to break even, which would be a vast improvement on the last few years' ledgers.

What hell the pros, the ball makers and club makers think they have had since the years of the profit-locust came on, has been as love's sweet dream to the bag manufacturers.

First of all, almost any bird with a loft, a sewing machine and some leather and canvas would start up as a bag manufacturer. Then he'd go out to sell. So much of the bag business is done through stores that the manufacturers didn't have the fair profit volume the pro business ordinarily affords. After a few minutes trying to sell some of the shrewd store buyers the distressed bag manufacturer would emerge with an order but minus his outer clothing, lingerie and profits. He had set a price for the fellows who followed him so it wasn't long until the entire industry was demoralized.

That sort of business could go on just so long. After the necessary time, when each fellow who lost a profitless order had to spend time cussing his competitors and

laying plans to get even by losing more money in getting the next order, the survivors finally assembled on a raft in the storm-swept area and decided to sink or swim 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 organization 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 arrangements were possible but the manufacturers talked frankly and honestly enough about manufacturing costs and losses to indicate there will be considerably less of the ruinous 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 almost 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 tattered, 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 respond to intelligent, concerted development, it looks like the sorriest part of the golf business picture is going to give way to a scene of peace and security.

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.

NEW PRO DISCOUNTS

Manufacturers' Spokesman Tells Pros Why New Deal Is Needed, Logical

PRESIDENT H. BOARDMAN SPALDING of the Golf Ball Manufacturers' ass'n explains the change in pro discounts. His statement as spokesman for the manufacturers, tells questioning pros why the change was advisable. Mr. Spalding says:

"In the sporting goods industry there has prevailed for a period of more than 50 years a custom of selling merchandise on terms of 30 days net, 2% ten days. I think originally these dates were computed from the date of the invoice, but for at least the past 25 years they have come universally to mean that payment was due by the 30th of the month succeeding the month in which the invoice was dated, and that the 2% cash discount could be taken if payment was made within the first ten days of such month. Where the terms of sale are therefore lived up to the 2% cash discount is given for payment twenty days earlier than the due date of the bill net and is hence at the rate of 36% per annum, which is certainly an attractive enough rate for any professional or dealer in good credit standing to borrow funds from his bank in order to take advantage of such a rate.

"It is true that professionals and dealers who do not discount their bills also may fail to pay them promptly on their due date. If they appear not to suffer any immediate penalty for their delay, they will ultimately find that where they persistently fail to pay bills promptly when due, they seriously hurt their credit standing and brand themselves as individuals who have no regard for the sanctity of their contracts. As you well know, a sale is a contract between a buyer and a seller, and where made on credit involves the promise on the part of the buyer to make payment upon the due date of his bill.

"Golf clubs and balls are only a part of the athletic goods industry. Many of the same companies that manufacture and distribute golf goods also manufacture and distribute baseball, football, basket ball, tennis and other athletic lines. It has been found impossible to have different cash discounts applying to different parts of the athletic goods industry. The margin of