

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

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 profes-

sional 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 be 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-