

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.

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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.

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**M**Y 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-

sult, starting the first week in January, 1932, the course was initiated into the regular college schedule.

It was so arranged that any student was entitled to participate in this course at no cost to himself. Out of a total enrollment of 275 students, 158 of them took advantage of the opportunity to better their game through winter practice. Out of the 158 students who took the course, 100 of them had never handled a golf club before. The attendance at all of the classes was very large.

The course was not compulsory, but through the splendid cooperation of the faculty and the University officers in giving credits for the work in this field, the project came to be regarded as the finest activity to promote contentment and goodwill among the students.

### Athletic Angle Not Stressed.

We aimed to place more stress upon the educational and social advantages of the game than upon its real athletic value, in order that the students might realize the importance of this work in connection with their own particular vocations following graduation.

Classes were so arranged that they fitted smoothly into the college schedule. The freshmen classes met twice a week, the upper classes once. The privilege was extended to each and every student of practicing at his own convenience. This was in addition to the instructions received in classes.

The classes were held in the State Armory, the building having considerable floor space. In one corner of the main auditorium a long canvas was dropped from the indoor track above. This canvas was long enough to accommodate five pupils at a time. Classes of fifteen were the rule. This made it possible for the boys not actually at work taking instructions to observe the corrections as pointed out to the others. In this way they were better able to recognize the more glaring faults and to grasp more quickly the significance of the corrections. They usually spent 20 minutes in active work and had 40 minutes of each hour to concentrate their attention on the models before them. In a surprising short time the fundamentals were taken care of and actual progress was rapid.

### Finds Groups Learn Quicker.

The course was one of education as well as of accomplishment. An interesting feature of the work was the fact that the ed-

ucation was not confined to the students alone but it helped me considerably in my teaching. I discovered, for instance, that pupils progressed far more rapidly working in groups than they would individually. In trying to find a reason for this, I noticed that whenever there was a group at work, where one pupil had a particularly well-timed swing, this pupil's finer sense of rhythm was a definite aid in developing this very thing in the other students. After this became evident, I placed this particular pupil at the head of the line and the results of his influence were very evident.

The course ran for three months and during that time we were able to take up every phase of the game. Before the course was completed it had earned for itself a prominent and permanent place in the activities of the university.

This year the course will cover a period of five months. Equipment has been added to accommodate a larger number of pupils at one time. Work has already been started and the enrollment in the classes promises to be heavy. Enthusiasm is at a high pitch and we are looking forward to a progressive and successful school year of golf.

## CDGA Reports Club Operating Cost 18% Lower in 1932

**A**NUAL report of the Chicago District Golf Assn. presented statistics assembled by Harry Radix, chairman of Club Relations committee, indicating that operating costs of representative private clubs in the Chicago district were 18% lower in 1932 than in 1931. Radix, elected president for 1933, suggested stabilization of green-fees at private clubs. Cut rates in 1932 apparently had no effect in increasing rounds of guest play.

George Harrington, chairman of green section, CDGA, reported widespread regret at abandonment of USGA greens experimental station, saying, "USGA Green Section, in addition to advancing science of greenkeeping, has enabled many of the clubs to save many times the amount of their annual subscription." He also paid tribute to "excellent work of the Midwest Greenkeepers' Assn."

Jack Westland, chairman of Handicap committee, reported 2,447 handicap cards issued at a cost of \$1 per card.