

Mower Makers Hope for Peace and Profits Via New Code

A CODE OF fair competition was adopted by members of the Power and Gang Lawn Mower Mfrs. Assn. in a meeting held September 8 at Stevens Hotel, Chicago. Membership of the association includes Toro, Ideal, Worthington, Roseman, F & N, Jacobsen, Philadelphia, Moto-Mower, Coldwell, Locke and Great States. This group is said to represent more than 80 per cent of the industry's sales. Other manufacturers are expected to join in the near future.

The mower makers have affiliated with the Fabricated Metal Products Federation, under which basic code the mower organization members will operate.

Among features of the new mower code are:

(1) Uniform classification of dealers, distributors, etc.

(2) No mowers to be sold on consignment or at prices less than advertised list prices. Trade-in allowances will be limited to schedules as shown in Association Blue-Book of trade-in allowances. Terms of sale will be 3 per cent sight draft, 2 per cent 10 days, 30 days net.

(3) Guarantees limited to replacement of defective material for a 90-day period.

(4) Equipment may not be left on trial for a period exceeding 24 hours, and such trial shall be limited to 4 hours' actual use.

(5) Granting of secret rebates, special discounts, gratuities to employees or others, or any other act to falsify the correct and true selling price of the product will be unfair competition. Dealers and representatives will not engage in willful or malicious defamation of a competitor or competitor's products.

Principal code sections tip off what the trouble is in the mower business and it all adds up to nothing minus when the manufacturers' books have been examined at the conclusion of the last few years' business. There has been such bitter competition in the golf course mower business that sharp-buying or bum credit golf clubs have found it easy to play one manufacturer against another in a sucker game. Big allowances have been made for old mowers and tractors for which Uncle Izzy the Square Deal Junk Man couldn't have offered \$10 without being picked up as a patient for a silly ward. Trick discounts have been played around with in some instances so the buyer never knew what the bottom was, and when he bought was left

with the sad hunch that he was a sap and might have hung on longer to get a still lower price.

The tears really came when the boys got to adding it all up and realized that not one mower unit or one tractor was sold by the frenzied price slashing that wouldn't have been bought if fair prices had been maintained.

Harlow Named Tournament Bureau Head by PGA

ROBERT E. HARLOW, experienced director of tournament and exhibition golf affairs, has been appointed tournament bureau manager and assistant business administrator of the PGA.

Harlow in New York conferences with George Jacobus and Jack Mackie, president and treasurer of the PGA, and working with A. L. Gates, business administrator and James Wilson, tournament committee chairman at Chicago, has been whipping the tournament schedule into shape. The west coast events look due for about \$25,000 in purses and there is a probability of an equal amount from the southeastern territory, although positive statements still are lacking from several cities that have indicated an intention to present Open tournaments during this winter.

The Augusta (Ga.) National course, headed by Bob Jones, has grabbed an early lead in winter golf publicity by announcing a \$5,000 Open. Plans for the Miami-Biltmore events have not been officially released by the Doherty interests. Pinehurst's North and South Open will be the big-time finale of the winter season. There is in prospect a \$5,000 winter tournament with the purse put up by one of the cigarette manufacturers.

Wilson has approached the leading golf goods manufacturers with a proposal for cooperation with the PGA in financing tournament bureau activities. Manufacturers' reception of the idea has been favorable. This idea was employed when Harlow was head of the tournament bureau two seasons ago, but was criticized in some pro quarters because of a feeling that the PGA should be entirely independent in conducting the winter tour. Lack of PGA funds sufficient to finance the tournament bureau on a vigorous basis and a realization that the winter tournament activities are of mutual importance and benefit to pros, local sponsors of events, and manufacturers, has been responsible for the change in the pro attitude.