

PRO LABEL CURTAILED

PGA and Manufacturers Decide to Curb Use of Pro O.K.

THE PGA and the Club and Ball Manufacturers association have come to an agreement eliminating the indiscriminate use of "pro" brand titles from golf equipment.

Ways and Means committee of the PGA considered the action at its New York meeting the middle of the month and from the manufacturers' end action was decided on at a meeting held at Palmer House, Chicago, September 30. The press release handed out by the manufacturers reads:

The Committee of Appeals of the Athletic Goods Industry has decided that the use of

the words PROFESSIONAL—PRO—P.G.A.—or any initials having a similar significance when used on golf equipment, is an unfair trade practice unless such equipment has been approved or endorsed by the P.G.A., and for the reason that the public is deceived into believing that it has been so endorsed by such designations.

It is understood that both manufacturers' associations—National Association of Golf Club Manufacturers and the Golf Ball Manufacturers' Association—acquiesce in this ruling.

Further development in restricting use of any pro label is expected, but no official statement has been approved for publication.

The move has been recommended by some of the pros for the past several years due to the complications involved in allotment and distribution of PGA merchandise.

Action on the matter indicates a closer harmony between the pro organization and the manufacturers than ever before has existed. Apparently the manufacturers and pros are reaching a platform of unity in operation for the purpose of assuring both of them a reasonable profit and strength to curb market disturbances.

One of the angles discussed on the fringes of both meetings was the manufacturers' energetic functioning in the promotion of tournament golf along with the PGA. Although officials of both pro and manufacturers' organizations are reluctant to give definite confirmation to the belief, it is expected that the manufacturers will give the pros a helping hand with one of their impending problems, the financing of the Ryder Cup 1933 team.

As the manufacturers who agreed to the elimination of the pro reference in labels compose the greater part of the golf goods production and wholesale distribution organization of the country, their agreement means that any material bearing unauthorized pro labels after the present stocks and contracts are disposed of, is the product of a lesser manufacturer.

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