

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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Noer, Dickinson, Horsfall Address New Yorkers

A THREE-STAR presentation of expert talent gave the fourth meeting of the Northeastern New York Greenkeepers' assn. semblance to a national gathering. Dr. L. S. Dickinson of Mass. A. C., O. J. Noer of Milwaukee Sewerage commission

and Dr. E. M. Horsfall of American Cyanamid and Chemical Corp. spoke before an audience of 45 greenkeepers and chairmen.

Noer, who certainly sees America first in turf development work, said that the former bugaboo of over-feeding of golf grasses no longer exists. During his extensive observation of courses this season he has noted evidences of turf starvation for which clubs ultimately will pay dearly. He mentioned excessive watering and faulty drainage as two other major troubles he has viewed.

Horsfall discussed quantities and time between applications of mercuric compounds in citing the degree of protection against brown patch that could be expected from the preventive treatments. He also spoke on arsenate of lead control of grubs.

Dickinson pointed out that for the first 15 days the grass seedling lives on the nourishment encased in the seed, therefore was unable to use additional available fertilizer. He said that providing fertilizer to young seedlings too early makes them inactive and root systems thin and shallow.

JOE LE DUC WILSON-WESTERN RECRUIT

Chicago, Ill.—Joseph Le Duc, widely known to mid-western pros through his 25 year active connection with amateur golf, has signed with the Wilson-Western Sporting Goods Co. Willie Hoare, who with Tom MacNamara, makes up the Wilson old-guard of the pro business, has had Le Duc as a team-mate, making his pro trade debut in the Chicago territory. Le Duc's territory will be the south.



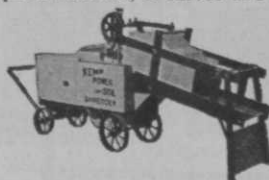
Joe Le Duc

For 2 years Le Duc was treasurer of the Western G. A. and was a semi-finalist in that association's 1914 championship. He has been winner of many invitation tournaments. Recently he was elected a director of the Illinois G. C.

Le Duc was born in Bradford, Ont. For the last 15 years he has been active in the automobile business. He was in charge of sales for Locomobile, Mercer and Wills Ste. Claire in Chicago territory

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