

CONTROL SALES

Pacific PGA and Manufacturers Agree on Terms of Ball Distribution

IN ACCORDANCE with an agreement made at San Francisco recently between representatives of the Pacific Coast PGA and the leading manufacturers, a new deal on golf ball distribution now is in effect. This arrangement promises to clear up the long existing situation hampering the legitimate merchandising of golf balls and follows action instituted by the PGA and outlined by Harold Sampson, PGA official, in May GOLFDOM.

Already the Pacific Coast experiment is proving successful and has stiffened opposition to the chiseling done by prominent amateurs and the "buy it at a discount" deals. Pros were willing to do away with the free ball deals they have been receiving in return for the firm promises of the manufacturers to put all ball selling on the leading brands on a straight business basis. The pros figure they will be away ahead if the new arrangement is firmly upheld.

Action is expected by other PGA sections along the lines of the San Francisco agreement, providing there is no cheating on the deal as it has been set forth. Instances of failure to live up to the agreement are to be promptly and publicly reported with the promise of corrective measures that certainly should guarantee adherence to the agreement.

Details of the new deal, which gives the pros and the manufacturers both a chance to stabilize the market and make the ball retail price mean something.

1. A golf professional who has the sale of golf balls is no longer to receive free golf balls.
2. A golf professional who has not the sale of golf balls is to remain on the free list of one manufacturer only, and is to receive one dozen golf balls or less per month. Of course, this does not mean that every golf professional who has not the sale of golf balls, but only such professionals who may be important enough from a manufacturer's standpoint should be on the free golf list.
3. A committee of the PGA should decide who is a bona fide professional and

who is entitled to golf professionals' discount.

4. All amateurs have been taken off the list completely, and golf professionals and dealers should sell the amateur golf balls at retail prices only.
5. Golf professionals should not sell golf balls at wholesale to anyone.
6. Golf ball manufacturers should not sell golf balls to commercial houses at wholesale, for according to reports, all such balls are resold to employes at wholesale.
7. Wholesale prices on golf balls should only be extended to bona fide dealers and bona fide golf professionals.
8. Golf ball manufacturers should not extend trade prices on golf balls to managers of different mercantile houses, banks, newspapers, and other concerns.

JACK REDMOND, trick shot golfer, has returned from a world cruise as touring pro on the Carinthia. Jack not only taught the passengers so quite a few of them developed into pretty good golfers by the time the boat docked in New York, but judging from the picture postals he sent back to sports writers, he must have been an active golf evangelist in many far-off spots.

Redmond has sent pictures of savage chiefs getting instruction from him and several shots of brassiereless high-brown dames clustered around our hero club-swinging for the education of the aborigines.

A couple of years ago Redmond told us he was going to be the first pro golfer to tour the world. He haunted the steamship offices trying to make deals and was frequently turned down but he kept on trying and finally landed.

Jack as a golfer is no prime candidate for the National Open title but as a promoter and golf entertainer and salesman he has given the boys an example of how it pays to keep in there trying.

HORTON SMITH says: "I do not believe rock-piles or unkempt trees, bushes or ditches should be permitted on a golf course. A skillful player should be able to play from any position in which his ball lies. In other words, there should be no impossible lie within the reasonable playing zone of the golf course, under normal conditions."