

Pros of the Midwest and Oklahoma sections of the PGA will meet in a team match at Wichita, Kan., Oct. 13, as a curtain-raiser for the Wichita \$1,600 Open.

The pro team-matches go especially well in the Southwest. The boys stir up a lot of interest with their set-tos and enjoy these sessions as opportunities for business discussions and mild evening entertainment such as checkers, chess, anagrams, London Bridge Is Falling Down, and card tricks.

spected. The merchandise which is in demand will move out quickly. It is only when the goods move that you can make a profit.

Unknown brands and private brands are slow movers. Don't be fooled by the wide margin of difference between your cost and the selling price. Don't be fooled either by any extra inducements offered. You might purchase a set of clubs for twenty-five dollars which are supposed to sell for sixty dollars—looks like a sweet profit! But just remember that before there can be a profit, there must be a sale. And while that "sweet profit" set remains on your shelf awaiting your opportunity to "cram it down some golfers throat," a dozen sets of clubs of a nationally known make, honestly made and honestly priced might be sold!

Don't Spend Capital

Keep your stock down—but keep it turning. Restrict your purchases to the manufacturers who are in a position to give you prompt deliveries on your re-orders. In that way, you will not require a big capital and you will not need to place an undue strain upon your credit.

From each day's sales, or each week's sales, lay enough aside to pay the cost of those sales. Keep it always in mind that only the profit is yours to spend. If your stock has not been paid for, then a substantial part of what you take in on your sales belongs to the manufacturer. If you have paid for the merchandise sold, then you owe a substantial part of the sales income to the "business"—the stock must be replaced. There should be two pockets for your sales income—one for the part which is yours—the other for the part which is the manufacturer's or required for reinvestment.

No distributor—no manufacturer—is interested in financing your trips to tournaments or in having you use his money to make good your losses at golf, craps or

poker—and that is exactly what happens when you indulge in these things and let your bills ride. In extending credit to you, the manufacturer has supplied money for you to work with—he cannot afford to extend the time for repayment and thus supply also the money for you to play with!

Whether you know it or not, you are selecting the letters which follow your name on the credit score-board—they can be pretty—or they can be awful ugly! The choice is up to you!

Treat Your Credit As A Sacred Trust.

"Uncle Julian" Resigns as Spalding Board Chairman

JULIAN W. CURTISS, on his eightieth birthday, August 29, stepped from his responsibilities as chairman of the board of A. G. Spalding & Bros. into chairmanship of the advisory committee. "Uncle Julian" has been with Spalding 53 years and has hit the ball hard all during this stretch. He asked that the company directors give him an "out" on the board chairmanship so he could give more of his time to demonstrating "It Pays to Play." He argued himself into somewhat of a vacation, although, as chairman of the Spalding advisory committee, he continues as a pinch hitter in the batting order which has Charley Robbins as president in the clean-up position.

Curtiss probably is the outstanding man of his years in American business. It bumps the consciousness of his thousands of friends to be reminded that he is 80 years old. That time isn't associated generally with the Curtiss pep and keenness.

More than any other one man Julian Curtiss is responsible for the growth of golf in this country. When he brought from England the first clubs and ball that Spalding sold into this country, he was suspected of having been talked into something while he'd been propping a friendly elbow on a British tavern counter and discussing how to best enjoy life with some of his new-found pals. By financing the early exhibition tours and by importing and acting as fiscal angel, ballyhoo man, employment agent and godfather to scores of this country's pioneer pros, Curtiss gave golf the right sort of a start as an American game and business.

William T. Brown has been elected a director. Brown, as advertising manager, then as treasurer of the company, has

turned in a great performance. He has been chairman of the Pullman boards for Spalding for the past few years, touring around observing the state of the nation.

He is well above 6 feet in height, with sideways specifications to fit, so a discreet guy will take up any controversies with him by mail.

Michigan PGA Holds Successful "Trade-In" Week

"TRADE-IN-WEEK" run under the auspices of the Michigan section PGA, gave lively evidence that pro merchandising is earnestly endeavoring to learn the answers.

Michigan pros made shop displays offering trade-in-deals to pep up sales that had been retarded by adverse weather and

Reproduction of sign, in two colors and five feet in width, that was displayed by Michigan pros, with approval of state PGA section, in their shops during Trade-In Week.

about applying the trade-in stimulus to their individual situations had no reluctance about expressing a general approval of the sales push as worthy of national PGA adoption.

Michigan pros, being closely associated with men who are responsible for smart merchandising in the automotive industry, have shown considerable resourcefulness in surmounting sluggish sales factors. The successful test of the Trade-in week idea proved to them that pros who go strongly at the job can wake up the public to a realization that the pro-shop is the liveliest merchandising spot in golf.

PGA Executive Committee Meets in Chicago

EXECUTIVE committee of the PGA met at Chicago August 3 and 4 to discuss a plan for handling the approximately \$45,000 golf promotion money given the PGA by the club and ball manufacturers.

A teaching program based on an educational film will be shown by a lecturer and instructor in each of the PGA 28 sections. Parts of the old PGA instruction film, together with new film of contemporaneous stars, will be used in making up a 16 mm. film. The plan, in some respects, is similar to the highly successful instruction and promotion work done by the U. S. Lawn Tennis Assn., and follows up along the lines of the Spalding and Wilson films.

The PGA Hole-in-One club, which has enrolled 1,899 members in its first year,

Shop posters were also furnished the Michigan pros by a manufacturer who tied in its advertising with the Trade-in idea.

general business conditions. The idea of a concentrated sales drive made good, according to the majority of observation, and even the fellows who were hesitant