

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