

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



Ten of the leading pros in the St. Louis district operate one of the most popular practice ranges in the Midwest. There are 42 clay tees and 84 grass tees, brilliant night lighting, and an attractive office and shelter building at the establishment. Umbrellas and lounging chairs help keep the customers comfortable.

The establishment has produced a vast amount of night instruction business for the 10 pros from club members and non-members. During the Western Open an exhibition of noted players was staged at the Pros' range and caused a traffic jam. The place was packed, and outside, the police turned away about 1,000 automobiles. Cars were parked for a mile in both directions from the range.

will be continued. An increase in golf tourney interest and purses was reported by Fred Corcoran, tournament bureau mgr. for the PGA. Fred advised that tournament purses for 1938 will exceed \$180,000. High satisfaction was expressed with Corcoran's work. The official press release on the Executive committee meeting promised "a continuance of the Bureau's work along more extensive lines," although no specific information was released.

The Seniors' tournament, which was so successful in its initial staging last year, will be perpetuated. Grange Alves, Acacia CC, Cleveland, O., is head of the Seniors' committee which will select the course and dates for the next veteran's tourney.

Other subjects discussed during the meeting concerned a purge of the membership based on one section of the PGA Code of Ethics, and ruling out a non-member's Open tournament entry. The tournament entry matter bumped into a legal jam.

#### Ask Golfers to Donate Travers' Mashie to Museum

**T**HIRTY-FIVE years ago, 14-year-old Jerry Travers bought a thin-bladed mashie from Alex Smith. That club played an important part in winning four National Amateur and a National Open title for Jerry, and now it's the one club of the old lot that he has left.

Jerry's got to get rid of that. For the

past six years the fellow has had hell's own time trying to keep his family and himself going. When he was a top-notch golfer Jerry turned down frequent offers to cash in on his amateur standing. Now they don't even offer him a job. Travers has kept in there swinging and showing in a far more critical spot, the same desperate guts he used to show when he came from behind and knocked out victories in golf matches.

The USGA Museum would like to have that Travers mashie in its championship club display, so Travers' admirers are being invited to make modest contributions to a fund for buying the mashie, with the money going to Jerry, and the club going to the USGA museum with the winning contributor's name attached as the donor of the historic club. This benefit plan is approved by Archie Reid, USGA pres., and by George Blossom, Jr., chairman of the museum committee.

Hundreds of veteran pros and amateurs will want to kick in for this and hope that the dough will give Jerry a lift. Price of the tickets is \$1 each. Innis Brown, *Golf*, 52 Vanderbilt ave., New York City, is treasurer.

GOLFDOM suggests that some of the older pros and amateurs who were in competitions with Jerry and knew him as one of golf's greats, display this item on their club bulletin boards, over their names as local collectors of the Travers' Mashie dollars, and then send the amount collected to Brown.