



Sporting goods representatives who attended the New York City meeting held April 2 to stimulate participation of sports manufacturers in promotion of Father's Day.

Manufacturers Push Father's Day Sales

FATHER'S Day meeting of the sporting goods group of the National Council for the Promotion of Father's Day, was held April 2, at the Hotel Pennsylvania, New York City. W. J. Kiley, representing L. B. Icely of the Wilson Sporting Goods Co., co-chairman for the sporting goods industry for the N.C.P.F.D., was in charge of the meeting, the purpose being to stimulate participation in Father's Day by the retailers and manufacturers of sporting goods.

Among those present at the meeting

were Brooke W. Leman, A. G. Spalding & Bros.; G. D. Wallace, Wilson Sporting Goods Co.; E. Rynne, A. J. Reach-Wright & Ditson Co.; and Alvin Austin, director of Father's Day Council. Austin reported that promotion of the council had resulted last year in a 25 per cent increase in volume of sales over the year before, and told that the activities will be financed in 1940 by the sale of Father's Day stamps which are priced at the rate of \$100 for 25,000 stamps. Father's Day this year will be held June 16.

Michigan PGA Appoints Director of High School Golf

THE spring meeting of the Michigan Section PGA, held Monday, April 22, at the Detroit-Leland Hotel in Detroit, was featured by one of the largest turnouts in its history. A new and interesting precedent was established at the meeting when James Anderson, section president, announced the appointment of a state director of high school and golf extension to better coordinate the efforts of the Michigan PGA members and the high school and college physical education officials in their golf extension plans.

Douglas Woodrow, professional at Berrien Hills CC, St. Joseph, Mich., and a member of the PGA national high school and college committee, was named by President Anderson to function in the newly created office. Woodrow is also

to head a committee which will be formed to carry on the PGA school golf promotion plans through which the Michigan professionals hope to bring many thousands of additional participants into the game.

The meeting adopted a schedule of competitive events for the year, which include the Michigan open championship to be held at Midland CC, Aug. 16, 17 and 18th. The Michigan PGA championship is to be held at Jackson CC in mid-September.

Foundation's Activities Outlined

Glenn Morris, director, the National Golf Foundation, was a guest speaker at the session and outlined the purposes and functions of the organization. Morris gave the results of the Foundation's survey of school golf activities throughout the country and outlined its plans for co-operating with PGA sectional organizations during 1940.