GOLFDOM



Daily fee course advertising is producing more newspaper advertising revenue and more habitual reader interest than any other sport ever contributed to the advertising pages.

on in front of them or be liberally supplied with press releases. They have to "go out and get it" with no particular help other than that supplied by the occasional releases of the golf associations, a fair amount of help from the pros (despite its cold turndown in many instances) and intermittant tips from club managers or other officials. The mistake in judgment, where it is committed, is either the publisher's or the sports editor's. Golf copy is cut to the bone on many papers by orders of sports editors who made their commercial debut as copy-boys and escaped the now national kid training of caddying.

Consider what the newspaper golf writer frequently is up against and it is amazing that the newspapers have developed as many star special writers on golf as can be named casually. But the really impressive feature of this matter of golf as a sport section hot spot comes when the *Editor and Publisher* statement of newspaper advertising for the first quarter of 1931 is studied. With very few exceptions the newspapers that give golf news a good play are those with the best advertising lineage records for the period. It may be just a coincidence, or it may be...... Your PRESIDENT GREEN-CHAIRMAN MANAGER PROFESSIONAL GREENKEEPER are entitled to a copy of GOLFDOM free each month. Are all five on our

Neighbors Have Guest Days

mailing list?

H ERE IS a stunt to boost the club's 1931 income. Several clubs in adjacent Iowa towns are instituting "Guest Days" this season, the idea being to throw open, in turn, the facilities of each course and clubhouse to members of all the other clubs on a scheduled day without green-fees. These members have the privilege of signing charge tickets for meals and other purchases, adjustment being made later between the clubs. Golfers who visit the various clubs can bring along their own home club foursome.

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