

Golfing, New Player Magazine, Hailed with Wide Welcome

RESPONSE to the announcement of *Golfing*, the new free circulation golf player magazine, to be published by Joe and Herb Graffis, has given substantial evidence that the golf field expects this lively innovation to be a substantial factor in the success of golf clubs' 1933 operations.

Golfing will be mailed free each month of its publication to the homes of 400,000 golf club members whose names and addresses are supplied by their club officials, pros, managers or greenkeepers. The new magazine will be issued April, May, June, July and August of each year.

Advertising commitments from the leading manufacturers of the field, at whose recommendation *Golfing* was started, already are sufficient to assure the players of a thoroughly high-class, entertaining and informative publication.

Lists of club members and their addresses have been received to an extent that indicates there will be a waiting list after April 1, as the budget limits the circulation the first year to 400,000 home-mailed copies.

Action of clubs, both large and small, in promptly sending names and addresses of their members has been accompanied by many enthusiastic letters commending the policies of the new publication and expressing the belief that *Golfing* is especially well-timed for the assistance it will provide clubs and their operating department heads in spurring a brisk interest in golf. Some of the larger and older clubs, as well as the clubs in the smaller towns, have written warm letters in praise of the *Golfing* editorial policy, which is based on the idea that golf is "fun" instead of a serious, life-and-death effort to score in the seventies. This policy, these officials and pros say, must have a strongly beneficial effect on the membership problem. Some of the most distinguished clubs in the U. S. have waived traditional rules against release of their club membership lists in order that their members may get *Golfing*. These club officials reason that their members need the reminder that golf is fun and health more than do the lesser

lights in the vast firmament of golf for the simple reason that the members of the wealthier clubs have unaccustomed worries calling for either golf or windows of tall buildings these days.

Lists Are Confidential

All lists of members received for mailing of *Golfing* are used only for this purpose, no mailing of advertising material or reference being permissible under the express agreement *Golfing* publishers make with the clubs sending their lists. This agreement naturally is in strictest accord with the idea of the club's earlier boards had in mind when they expressed themselves as opposed to use of lists of members' names for any purpose other than that of club mailing. As the basic idea of *Golfing* is the promotion of club progress and interest in the game the new magazine is entirely in the spirit of club mailings.

Democracy of golf is brilliantly evident in the extent and character of clubs that have supplied their lists. Three of the clubs that still are entitled to debate among themselves over which is the wealthiest and most exclusive club in the country have sent in names and addresses of their members, together with greatly appreciated letters of "good luck" and endorsement. Smaller clubs with only 30 to 50 members also have rushed in their lists.

Pros, managers and greenkeepers are sharply aware that their present and future depends on interest in the game and in the club and are promoting their security by furnishing lists. Some pros, like Wendell Kay of Hyde Park, Niagara Falls, in sending out a business promotion letter to their players, have inserted such paragraphs as:

"I have taken the liberty of placing your name on the mailing list of *Golfing*, a new summer golf publication. Through an arrangement made with the publishers this magazine will be mailed you monthly through April, May, June, July and August without cost to you. I am sure you will find this an interesting magazine."

Kay and his players won't be disappointed in *Golfing* as its editorial plans and

budget assure material from many of the country's leading writers, illustrators and photographers.

Rush in Your List

Clubs that have not already made certain of receipt of *Golfing* by their members are asked to rush names and addresses of members at the earliest possible moment. There will be no expense whatever attached to receipt of *Golfing* and it most certainly will be something of value and interest to the individual and his family as well as being a very logical and timely promoter of club interest and progress in these times when some members may not really know how much they really need golf.

It is especially to the advantage of the professional whose livelihood depends directly on his clubs' advancement and activity to see that *Golfing* gets to his members. Lists received from professionals are certain evidence of those professionals' earnest desire to see that their members enjoy their golf and get full value from their club memberships.

Bargain Day Green-Fees Are Timely Club Idea

INTERLACHEN C. C., scene of the 1930 Open and a ranking club of the northwest, reduced its green-fees to \$1.50 on Mondays and Fridays this year. Other week days are \$2.00. Monday and Friday play always was light, but the bargain rate worked so well green-fees to August 5 were only about \$600 less than those of 1931.

Same smart idea was adopted by Audubon C. C., a leading club of the Louisville, Ky., sector. Regular week-day green-fees are \$2.00, but on Mondays and Fridays of this year the rate was cut to \$1.00 for guests playing with members. Audubon's green-fee income this year is ahead of 1931.

House income at both clubs is about same this year as last, although sharp reductions in meal prices were made at start of this season. Interlachen reduced golfers' luncheons from 75c to 65c and regular dinners from \$1.50 to \$1.25. Number of meals served in 1932 thus far exceeds number served for same period in 1931.

NEED A GOOD GREENKEEPER?

Write for GOLFDOM'S list of qualified men seeking positions for 1933.

P. G. A. 1933 PLANS

Benefits of Trade Mark Deal and Extension of Educational Work Are Explained

By GEORGE JACOBUS

Pres., Professional Golfers' Assn.
(Winter Address: Kenilworth Lodge,
Sebring, Fla.)

BENEFITS to be derived from the withdrawal of the PGA trade mark do not seem to be clear to many professionals. They wonder just what we are going to receive for withdrawing the trade mark.

The most valuable thing we will receive is full co-operation from all of the manu-



George Jacobus.

facturers instead of from only those who are permitted to use our trade mark. All manufacturers have promised, among other things, stabilization of prices on standard merchandise, which in itself is an important item.

We must all bear in mind that cheap golf clubs and golf balls will always be made,