

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

**I**NTERLACHEN 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.)

**B**ENEFITS 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,