

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,



Milwaukee Journal photo.

GALLAGHER SHOWS 'EM HOW

Here's a flashlight showing Jim Gallagher, PGA traveling club-maker, demonstrating before members of the Wisconsin PGA the proper use of the tools he has developed for efficient club-making.

During the past season, Gallagher visited approximately 300 pro shops to demonstrate how bench repairs with proper tools can eliminate almost all of the delays formerly required in sending a club to the factory for repair.

but we are not in that kind of business. We are specialists and must concentrate upon high grade merchandise and hand made golf clubs. We are in a position to make, as well as repair, our own hickory shafted clubs and steel shafted clubs. In addition we have the knowledge and ability to select full finished clubs of the proper balance and quality from the lines of the leading manufacturers, who are now concentrating on giving the pros more for their money than they have ever before received.

By dispensing with the PGA trade marked balls the manufacturers have made it possible for us to enrich our treasury to the point where it will allow us to put three men on the road in the spring of the year for educational and promotional work, which work, as has already been proven, will be very valuable and instructive to the professional.

This educational program contemplates furnishing the services of three field men. Mr. Gallagher, of course, is to be one of them. One other is to be of the same high type, with the same knowledge and experience as Mr. Gallagher and to do the same work as he is now doing. The third is to be a greens expert with complete knowledge of golf course maintenance and, if possible, golf course construction. These

men are to concentrate on PGA members only and will cover every section thoroughly. In fact, Mr. Gallagher will cover the south this winter. He has already covered portions of the west and those who have seen his demonstrations are highly enthusiastic about his work and the good they have derived therefrom. They have been quite free with their expressions of approval and appreciation, which naturally leads us to believe that such work is much needed and desired.

PGA Issues Clip Sheet for Golf Writers

PUBLICITY committee of the PGA now is issuing a clip sheet of news items concerning the pros' activities and general golf news. Copies of the clip sheet are sent to golf writers on all metropolitan dailies and sports magazines and to sports departments of many of the smaller daily newspapers. PGA sectional officials also receive a copy of the clip sheet as issued. Elmer Biggs, pro at Peoria (Ill.) C. C., who is chairman of the PGA publicity committee will welcome any news tips or suggestions of national interest, for use in the clip sheet. Other members of the publicity committee are R. W. Treacy and Ed Newkirk.