

# golfing

for Country Club Golfers

**Concentrates Selective Selling on Golf's Blue Chip Market!**

## **GOLFING SCORES—WHERE IT COUNTS!**

—with America's country club families — the golf market's top spending customers for top quality equipment and apparel.

## **GOLFING REACHES THEM—WHERE THEY LIVE!**

— by mail subscription, to country club members' homes. GOLFING is **not** sold on newstands.

## **GOLFING PRE-SELLS PRO CUSTOMERS**

GOLFING's Pro-only advertising pre-conditions customers to Pro Shop quality and service, builds sales and prestige for the Pro, builds Pro and customer goodwill for the advertiser!

407 S. Dearborn St., Chicago 5, Ill.

## **All Clubs Invited to Take Part in Golf Day**

Every golf club and course in America has been invited to participate in National Golf Day. The PGA will sponsor the 11th annual observance of the nation-wide competition June 2.

Invitations to participate in National Golf Day have been sent to every club and course, every golf club president and to every golf professional. In addition, the governors of all of the 50 States have been asked to recognize National Golf Day through proclamations or official statements. Twenty-one Governors have already made National Golf Day "official" in their states, and three others have indicated that they will do so.

On National Golf Day, and during the entire period from June 2, through June 10, golfers of America will donate \$1.00 or more per round to compete against the nation's two major champions. The "target" score will be established on the

5th when Jerry Barber, 1961 PGA Champion, and Gene Littler, 1961 USGA Open winner, meet in an 18-hole "round of the champion" at Aronimink GC, Newtown Square, Pa.

### **How They're Scored**

The nation's golfers will match their own scores in relation to par to the score of the winner of the "round of the champion". Men will use their club handicaps plus three strokes, and ladies their club handicaps plus 10 strokes. Those who do not have established handicaps can use the Callaway system.

Through the years, Golf Day contributions have amounted to \$160,705 for the United Service Organizations, \$63,392 for the American Red Cross, \$2,584 for the Babe Didrikson Zaharias Cancer Fund, \$2,000 for the U. S. Olympic Association and \$1,584 for the Institute for the Crippled and Disabled.

Golf charities and worthwhile golf projects have benefitted from National Golf Day from its inception in 1952. During the last six years, National Golf

## Par Golfer/Trim Golfer Slacks by DiFini

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**CONVERTIBLE MODEL** Perfect for Golf and Dress Wear. Domestic, Imported and Forstmann Fabrics. Full Belt. . . . . \$22.95 to \$37.50

**MEN'S BERMUDA SHORTS.** . . . . from \$10.95

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Fund, Inc. has concentrated on these beneficiaries, since other charities have other sources of income.

### \$621,380 to Charities

A total of \$621,380 has gone to golf charities and worthwhile golf projects in the last 10 years, compared to \$230,267 for non-golf activities. Thus, the overall contribution has been \$851,647.

Caddie scholarship funds have received \$229,930, and turf research and education fund of the USGA, \$87,000, the Jaycee fund for the promotion of Junior golf \$55,400, amputee golf \$38,600 and blind golf \$23,100.

The Scholarship and Research Fund of the GCSA has received \$21,700, United Voluntary Services \$18,300 and American Women's Voluntary Services \$13,550. National Golf Fund Inc. has contributed to three PGA activities, allocating \$75,500 to the educational fund, \$33,900 to the relief fund and \$24,400 to the benevolent fund.

## Ten Countries in Southeast Asia Golf Championships

More than 10 countries are expected to compete in the second annual South-East Asia golf championships to be held in Kuala Lumpur from June 19 to June 23.

Teams from Burma, Thailand, Hongkong, Vietnam, Indonesia, the Philippines, Singapore, Borneo, Brunei, Sarawak and Malaya are likely to participate for the "Putra" challenge cup, presented by Tun-ku Abdul Rahman, the prime minister of the federation of Malaya.

Each team will comprise four players but the lowest scores of three will be taken for the team championships. The player with the lowest score wins the individual championship title.

The Selendor Golf Club course was also the venue of the recent Malayan open golf championships which attracted more than 70 international stars.