

The Professional Golfer Magazine

By **WALLY MUND**

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It is a privilege to have this opportunity to tell amateur golfers and officials of the USGA of the work that is being done through the magazine department of the Professional Golfers' Association.

For many years, the PROFESSIONAL GOLFER magazine served only as a voice to members of our Association. Its primary function was to acquaint them with all of the activities of the national body.

In recent years, however, we have become aware of the tremendous public-relations possibilities of a magazine of this type, a medium whereby the many activities of the PGA could be brought to the attention of the golfing public and in the process provide interesting and informative reading.

More recently, the department has been further expanded to take on many of the public-relations activities of the national body. Typical was the publication of THE PGA TEACHERS' GUIDE in 1950 and THE BOOK OF GOLF, which served as a program for the 1951 Ryder Cup Match and at the same time was a capsule pictorial history of the game in both the United States and Great Britain.

Last spring approval was given to the expansion of the department to handle all Association publicity, including that of our Tournament Bureau. Effective with the PGA Summer Tour, this new program will be in operation and will offer complete personality, feature and pictorial material on some sixty tournament players. This material will be channeled to the press, radio and television in more than forty tournament cities.

While the expansion in publicity is, of course, of vital importance, our primary interest continues to be in our monthly magazine. This publication is mailed each month to the 3,032 members of the Professional Golfers' Association, to nearly 1,000 members of the press and to some



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3,000 subscribers, the majority of whom are members of clubs where PGA professionals are employed.

Through the pages of the magazine, we feel that we are able constantly to win friends for the professional by pointing out the many activities of the Association which benefit him and thereby also benefit his students and customers.

Considerable space is now being devoted each month to amateur, foreign and women's golfing activities. This is done on the premise that golf continues to be an amateur game and its amateur activities must be chronicled.

I might take this opportunity to thank the USGA for its co-operation in providing us with Rules of Golf decisions which make up one of our most entertaining monthly features.

The magazine and publicity department is now under the direction of Robert A. Gibson, who has been in charge of this program for the last three years.