

Foreword to the Reader

THIS first number of GOLF ILLUSTRATED & OUTDOOR AMERICA must decide in a general way the place of such a periodical in the golfing world. In justice to this undertaking, the opinions of leading golfers substantiate our carefully considered view that there is a demand for a magazine which will give not only the best of reading and illustration, but reflect in its appearance a dignity in keeping with the high esteem and love which golfers have for their game. This first number we believe is convincing that GOLF ILLUSTRATED & OUTDOOR AMERICA will foster and reflect the best there is in golf and will aim to give its readers a keener and greater zest for the game. It is inevitable that the followers of golf, numbering well over one-half million, should command considerable influence and that they wish to see this concentrated in some representative tangible form. In what other way may this be accomplished unless it be through a magazine that is fully alive to the position the game occupies and which will strive in every way not only to protect this position, but dignify it? This conception of its place in the golfing world will always dominate the policies of GOLF ILLUSTRATED & OUTDOOR AMERICA.

Editorially the pages of GOLF ILLUSTRATED & OUTDOOR AMERICA will furnish golfers with a wealth of reading and illustration. Articles by such golfers as Jerome D. Travers, Francis Ouimet, Harold H. Hilton, Bernard Darwin, Horace G. Hutchinson, C. B. Macdonald, H. J. Whigham, John G. Anderson, Frederick Herreshoff, A. C. M. Croome, Arnold Haultain, G. Herbert Fowler and the Hon R. S. Weir, is sufficient evidence that the best will be given.

We are determined to make GOLF ILLUSTRATED & OUTDOOR AMERICA have such a compelling interest that no month will ever pass without your seeing a copy. The special features below will go far to substantiate this in your mind.

SPECIAL AND EXCLUSIVE FEATURES

Impressions of the British Amateur and Open Championships

By JEROME D. TRAVERS AND FRANCIS OUIMET

With the exception of the cabled accounts which Mr. Ouimet will send to a New York newspaper, no other periodical or newspaper here or abroad will publish these two golfers' impressions of the British Championships.

Fifty Years of Golf

By HORACE G. HUTCHINSON

This title covers the golfing reminiscences of Great Britain's first amateur champion. They will appear serially and be fully illustrated with old prints and photographs.

Golf Architecture

By W. HERBERT FOWLER

Mr. Fowler is noted as a great golf architect. He has designed numberless courses, Walton Heath being perhaps his greatest achievement. He will treat the subject in three fully illustrated articles which will be the first exhaustive treatise of the subject.

Special Subscription Offer The regular yearly subscription price is \$4.00. We offer with this number to those wishing to become charter subscribers a two years' subscription at \$5.00.

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