

### **Amateurs in Ads**

The use of the pictures of amateur players in connection with advertising and announcements is the cause of much worry for many amateurs—some of which is not at all necessary. The U. S. G. A. is very insistent that amateur golfers shall not lend themselves to any commercial propaganda, or be directly associated with products that may be benefited by their endorsement. Such commercial connection as the U. S. G. A. frowns upon are never seen. Occasionally, however, a prominent amateur may play over a particular golf course, or may be snapped while playing over an indoor course. Later these pictures may appear in a business announcement as they have in several recent instances, much to the annoyance of amateurs, as the fear of having a tournament entry rejected by the U. S. G. A. is not a pleasant sensation for a conscientious amateur.

GOLF ILLUSTRATED has concluded to do what it can toward the removal of any such fears by refusing in future to publish the pictures of any amateur golfer, used in connection with a business announcement, without the approval of the person whose picture is used.