

GOLFDOM

THE BUSINESS MAGAZINE OF GOLF

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SWINGING AROUND GOLF

A BUSINESS WITH A NEW LOOK

GOLFDOM has a new publisher. And the new team comes onto the job as golf business is coming into a New Day.

The revolution has begun among the foresighted successful men in golf business. They see golf business as it is. It is the third largest recreation operation in this country. Hunting and fishing are first. Boating is second. Then comes golf business with a capital investment of \$4 billion.

The immense annual operating expense of a \$4 billion business has jolted men in the best jobs in golf into a realistic fresh look at their part of golf business.

The superintendent who is well fitted to a top job sees that he is responsible for the development of an expensive, intensively harvested crop of fine turf. The man has this executive position, not because he is in charge of a park, cemetery, landscaping contract, roadsides or airport grass, but because he is in golf business.

The professional who is doing well financially and has job security is employed, not because he is a merchant of clothing and shoes but because he is in golf business.

The club manager isn't hired because he is a good restaurant and bar operator, but because he is expected to make good in golf business.

The specialist in any department of golf business is only as good as he can mesh his operations with the other departmental gears in golf business.

The General Manager policy has grown among the 2,700 private 18-hole and larger clubs of the 11,000 golf facilities in the United States.

The general manager idea grew

at private golf clubs because elected, unpaid officials seldom had time enough to apply themselves to GOLF BUSINESS and have the knowledgeable command of this unique and exacting business as they had of their own businesses of professions.

GOLFDOM grew to become one of the nation's foremost business magazines because it never regarded golf business as a part-time job. Its editorial policy was, and is of the entire golf business picture, and not merely any one section of it. The Golfdom identification of golf business as an entity has been confirmed by the immense growth of well-managed golf business.

The owners of the approximately 4,000 daily fee courses in the United States run their places as a business often much better than private clubs are run. They are great users of GOLFDOM's editorial and advertising pages. The professionals, superintendents and managers who have the best jobs in golf and who operate as business executives in growing up, and staying up, have had the valuable habit of GOLFDOM.

You may notice that the advertisers who have been close enough to golf business to know what's really going on see the "bottom line" nicely in the black each year. They have been steadily telling their sales story to golf business in GOLFDOM.

The founders, and for nearly 40 years the publishers of Golfdom, did very much all right by themselves by working at golf as a business. They were close to the pros, the superintendents and managers and helped these men increase their incomes by being considered as essentials of GOLF BUSINESS, not as satellites.

continued

The going was tough when the founders of GOLFDOM were establishing it as the golf business magazine.

Now the bright golden age of golf business is arriving for those who can see a market as golf business and not merely separated elements of grass maintenance, store keeping at the first tee and running a restaurant and saloon at the 19th tee.

The smart men of today and tomorrow in golf business are learning how to operate Golf Business more efficiently, coordinate departmental operations intelligently, buying wisely and, in the ultimate analysis, to boom golf instead of allowing golf to be priced and slowed down, out of the market.

Watch these development in GOLFDOM so you will know what is happening in ALL of golf business.

SEE TOMORROW'S BUSINESS TODAY

In the next 10-15 years golf growth will be greater than any previous period because:

(1) Population authorities estimate a record movement of people away from concrete high density areas to living with grass.

(2) Despite high interest rates and construction costs the residential project, high rise or house-home type, that sell well are those with golf facilities.

(3) An alarming increase of mental disorders among adults, especially retirees, competent authorities describe as "concrete stir-craziness."

(4) Far more boys and girls are getting golf instruction and play in colleges than the highest number active as caddies.

At this time figures are loose estimates because golf business has been inadequate in accurate market data. That's being remedied.

GOLF BUSINESS EDUCATION

Unfortunately too few club officials and club owners have much of an idea of the educational programs for superintendents, managers and professionals. Some sales and advertising managers of companies in golf business know what has been going on in these programs. And maybe a few advertising agency account men handling golf business clients know what's doing in golf business

education.

Businesses are barely getting the educational program that golf business is giving itself in the schooling of golf professionals, course superintendents and managers.

The specialized training that club managers got in their colleges, that the superintendents got in the agricultural colleges and the professionals learned by experience now is being supplemented by business seminars in the 37 PGA sections and by the instruction in the PGA schools for more than 2,000 assistant pros.

GOLFDOM UP EARLY IN THE NEW DAY

GOLFDOM as the Golf Business magazine has been in a large measure responsible for setting the pattern of the New Day education that qualifies men as golf business executives, acquainted with all departments of the golf operation instead of being confined to one area.

GOLFDOM'S editorial policy and advice about knowing Golf

Business has helped some of Golfdom's good friends get rich in golf business.

Men Golfdom's founders first knew as assistant pros, or workers on golf courses or in clubhouses now have golf properties that exceed in value the wealth of the playing stars publicized as the "Golf Millionaires." These readers of Golfdom got wealthy in golf because they were and are Golf Business men. They are the type whose numbers will increase in the New Day in golf when the schooling of the pros, managers and superintendents is in line with the Golfdom editorial, circulation and advertising policy — get to know ALL golf business.

The money Golfdom has made for club and ball and golf wear advertisers has been big because Golfdom also made money for course equipment and materials makers and for the clubhouse suppliers.

Golfdom with its new publishers is for ALL of golf business in the golden day of golf business that's dawning. □

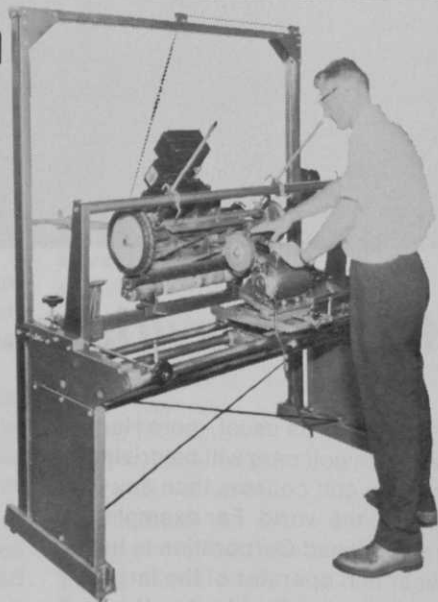
Precision Sharpen All Reels and Bed Knives *without dismantling* **MOWERS**

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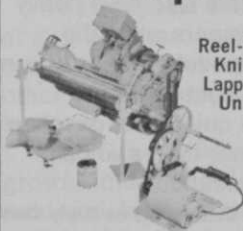
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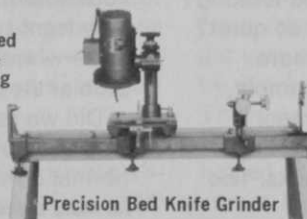
Easy to operate. Restores reel roundness, gives precise, smooth cutting edges quickly and simply. Grinds entire blade in one pass. Powerful winch lifts heaviest mower into place with ease: one man handles any sharpening job. No special training necessary.



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