

Golfdom

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H. H. Ramsey, President
U. S. Golf Association

U S G A CHIEF Suggests New Year Policy to Club Department Heads

THE business of golf equipment, accessories and supplies has grown to be an enormous one in this country and I am satisfied it is going to continue to increase. Increased business, of course, means increased competition, and the result is going to be that the customers for this kind of merchandise get more for their money.

Many golf clubs have taken advantage of business depression in the past year to reconstruct their operations just as many businesses have done. This is the time to make ready for the prosperous days which are not far ahead, and every golf professional, greenkeeper and club manager can profit by taking a lesson from what business is doing in this regard.

A handwritten signature in dark ink, appearing to read 'H. H. Ramsey'.

1930 Golf Leaves 3-Point Legacy to 1931

By HERB GRAFFIS

1. More Machine Maintenance
2. Lower Interest Payments
3. Simpler Service Standards

CRIES of "fore" sounded even above the wails of general business during 1930. The year's golf play at private and public courses set a new high mark. At a number of representative private clubs in metropolitan areas play was from

15% to double ahead of that of 1929. The popularity of the golf course as a dug-out in the business battle-front was further marked by the figures of business done by the leading makers of golf playing equipment.