

GOLFDOM Starts Its 25th Year

This issue starts the 25th year of GOLFDOM, The Business Journal of Golf.

GOLFDOM is the idea that grew out of the observations my brother, Joe Graffis, made when he was with the old Golfers' Magazine prior to, and after, World War I, and while he was one of the publishers of Chicago Golfer, the first and most successful of the district golf magazines which were published in many cities for several years during the booming 20s.

Joe saw an industry with a billion dollars in assets developing. He saw the great need of a publication that would show what par is for the business operations of that solidly growing sport.

I was in business journal work and had done sports and general reporting. Sport was sport to me then, but Joe sold me on golf becoming a big, alert and important business. We teamed together in a new and risky venture. There never have been two fellows who have had more fun working and worrying at a business that eventually was sweated and thought into a pretty fair-sized property.

If it weren't for two things we might brag big about what GOLFDOM has done for the fellows in the golf business and about how GOLFDOM's grown.

One reason that we have no license to boast about our individual performances is that GOLFDOM was, to a very great extent, built by the progressive greenkeepers, professionals, managers, salesmen and executives of the liveliest manufacturing companies, by the turf scientists and by officials of private, daily fee and public golf establishments. They have made rich contributions of constructive ideas and have cheerfully and patiently worked with us in searching for a lot of the answers.

Another reason for GOLFDOM'S solid growth is the very grand bunch we have in our own organization. We are fully entitled to brag that we are confident there isn't a smarter, more pleasant and more dependable outfit in any other small business in this world than we have with GOLFDOM. We've had that great luck.

Anybody who's been in the golf business for 15 years or more can tell about as well as we can what GOLFDOM's done for the golf business. We don't want to spend time taking bows. There's too much work to be done.

Advertising in GOLFDOM'S first issue were companies that continue in GOLFDOM'S pages: Stumpp & Walter, C. D. Wagstaff, Roseman Mower, Worthington Mower, Fulname Co., O. M. Scott & Sons Co., Fate-Root-Heath Co., G. B. Lewis Co.,

Springfield Lawn Sweeper Co., R. S. Horner, and Ideal Mower Co.

The editorial contents showed some judgment of basic good material that agreeably surprises us now. The lead story was about starting the New Albany (Ind.) CC on \$3,700. There was a piece on the extent of a greenkeeper's knowledge that qualified him to be responsible for a big investment in a course. The story on the first greenkeepers' short course conducted by Prof. L. S. Dickinson at Massachusetts Agricultural College in cooperation with the New England Greenkeepers Club was featured. There were practical course maintenance articles by Edward B. Dearie, Jr., C. M. Melville, Charles B. Mills, and John MacGregor. An interview of the late Dave Livie by A. Earle Schlax was, as far as we have been able to discover, the first magazine piece on pro business operations that went into the fundamentals.

There was a prophetic and practical article on probable development of pros as businessmen, clubhouse management articles by Harry O'Hagan and O. M. Smeltakopf. The budgeting system that put the Charlotte (N. C.) CC on a good business basis was described by H. M. Wade and E. S. Moorss, officials of the club.

Those articles and others set a good pace for editorial material that could be used on the job in making golf an efficiently conducted business. We've been kept busy with our eyes, ears and minds open, covering a tremendous amount of mileage and using a ton of postage stamps speeding up that pace of service.

But it all adds up to thanking you all for what you've done for us in bringing GOLFDOM to its 25th birthday.

What a great break we have in knowing you and working with you.

HERB GRAFFIS
Editor

LET US HELP YOU

Looking for experienced men to manage your clubhouse, golf course or golf department? Write us the details and we'll guide you in making contacts.

Need equipment and supplies that you don't find advertised in this issue of GOLFDOM? Turn to page 61, indicate your needs and mail the page to us. We will find the sources of supply for you.

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