

# **Goldom, Golfing Sold to Publishers of Golf**

Goldom and its Christmas pro sales promotion supplement, Christmas Shopping at Your Pro Shop, and Golfing magazine, have been sold to Universal Publishing and Distributing Co., New York, publishers of Golf magazine, Golf Business quarterly, Ski magazine, Ski Business and other magazines and books.

Principals of UPD are the Abramson brothers, Arnie and Bob, who bought the publications from Joe and Herb Graffis. In the new lineup the Graffis brothers will continue active, Joe as associate publisher and Herb as executive editor. Joe Graffis, Jr., continues with the merged organizations as Western advertising manager of Goldom.

Goldom will absorb Golf Business and Golf magazine will absorb Golfing.

Goldom was started in 1927 as "The Business Journal of Golf." Previously the Graffis brothers, with the Chicago Tribune's golf writer, Joseph G. Davis, as editor, published Chicago Golfer, most successful of the numerous district golf publications of the mid-20s.

Before and after World War I service with a pioneer U.S. naval aviation group, Joe Graffis was with Golfer's magazine, then the publication of the Western Golf Association.

Goldom, in becoming a valuable working tool for superintendents, professionals, club managers, course owners and club officials and a vigorous independent supporter of the professionals, superintendents and managers, long carried a heavy load of responsibilities. The necessity of closer tie-up of manufacturers' advertising with pro shop merchandising resulted in the publication of Golfing, beginning in 1933, at the suggestion of leading manufacturers.

Goldom figured in the formation of the National Association of Greenkeepers

and of the Club Managers Association of America. It campaigned for changing the name of the greenkeepers' organization to identify these men in their important capacity as course superintendents and in many other ways has been strongly effective in the economic and status progress of the course managers. Goldom and Golfing have followed a pro-only policy, many times to the extent of getting hurt financially. The Graffis brothers have been long convinced that whatever is good for the good pro is even better for his club.

The National Golf Foundation was an idea the Graffis brothers brought into reality. It was run at their expense of time and money during its formative years, and before its sponsorship by the leading manufacturers of golf playing equipment and its great growth. Joe Graffis was National Golf Foundation president for 26 years.

Joe Graffis says: "Herb and I have been the two luckiest guys in business. We both are in love with golf and discovered you could be in love and make a few dollars, too. Never have any other men in business been as fortunate as we in the friendship and help of wonderful people in every phase of golf. We've been unusually lucky in having the greatest staff of smart and hard workers any business possibly could have. Selling to the Abramson brothers was not altogether a matter of price. We are confident they will do more for golf as a game and business than any other of the good outfits that sought to buy our publications. We thank thousands in golf who have gone out of their way to help us and work with us. And we will keep on working for the good of golf and golfers."

Herb's comment is, "Amen. Now let's play some more golf instead of working so hard at it!"