

ORCHIDS FOR HERB & JOE, AND GOLFDOM

Looking back over the years to the first issue of GOLFDOM brings back many pleasant memories. It was then that I first became acquainted with the Graffis boys, Herb and Joe.

My friendship with them over this period has been one of the highlights of my years in the golf business. Joe and Herb have given of themselves to the game of golf both in time and in many cases their own money. Their contribution to this game excels any other. To golf professionals, greenskeepers and manufacturers they have given guidance and help, and above everything else friendship.

I hope they will be around for another forty years!

E. R. WOOLLEY
President,
Golfcraft, Inc.

Both individually and as a team, Herb and Joe Graffis have made many sizable contributions to the game of golf. Their dedication to golf, encompassing all aspects of the game, have earned them the respect of week-end golfers and golf professionals, alike.

Appreciating that the golf professional was the key figure to both the enjoyment of the sport and the growth of the game, Herb and Joe concentrated their efforts in his behalf. Everyone in golf today, participant or businessman, owes Herb and Joe a great deal for helping the golf professional to realize the potential of his contribution.

WILLIAM BOMMER
President,
Acushnet Process Sales Co.

It doesn't seem possible that Herb and Joe Graffis have been making their priceless contributions to golf for 40 years. On the other hand, maybe it does—for I can't ever recall a time when Herb and Joe were not knocking themselves out contributing to most every phase of the game.

While their basic work probably emanated through their publications, their magazines actually only served as a part of their overall contributions to golf. No detail was too small for them to check, and down through the years Herb and Joe, and the organization they represented, became the information center for most

everyone who had a question about golf.

MARK H. COX
President,
Golf Equipment Group
Victor Comptometer Corporation

Golf has been blessed to have the lifetime dedication of Joe and Herb Graffis whose unselfish devotion to the game has benefitted everyone, whether it be professional or casual golfer. Their major contributions are well known, such as publishing GOLFDOM and GOLFING, being the catalysts that foresaw the need of a National Foundation and then guided it through the trying depression and war years, but they were also always happy to give their time and help whenever golf had a problem, whether it be helping to resolve misunderstandings between major elements in the game or finding a nine-hole job for an unemployed professional. However, the only return they ever asked for their tireless efforts was that golf prospered. In fact, the most certain way to offend them was to try to give them public recognition for their contribution. Golf's present prominence has been credited to many things, to television, super-stars and even presidential participation, all of which have been extremely important, but none as important as the contribution made by the Graffis brothers.

ROBERT D. RICKEY
Vice President,
MacGregor Brunswick Division
Brunswick Corporation

It has been a genuine pleasure to do business with your publications over the many years. We realize that our history does not go back 40 years but it does go back quite a distance.

The fact that the Graffis brothers and GOLFDOM are now celebrating a 40th Anniversary is an achievement of which both brothers can be very proud.

CARL J. BENKERT
Vice President,
Hillierich & Bradsby Co.

I am so pleased to know that 'at long last' Herb and Joe Graffis are being honored among those 'pioneers' in the field of golf course maintenance and the professional's area.

I know of no team of brothers, and I
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have been active in this field of golf over 44 years, who have done so much to elevate this from a mixture of amateur enthusiasts and dedicated turf men (prior to professionalism in the turf maintenance area) into a going business.

I well remember my late Dad, J. S. Clapper, Founder and long time President of Toro, telling me of the very first visit of the Graffis Boys to his office and telling him what they planned to do—that is issue a magazine this might even be called the 'bible' of golf maintenance. Dad was so pleased with the idea and the enthusiasm of these 'boys' (that was some 40 years ago) that he virtually promised them a full page ad each issue from Toro as long as he had anything to say about it. I believe that Dad kept his word.

The personal magnetism of these two men, and they each had plenty to spare, was injected into their every statement, verbal as well as written so they actually became the official spokesmen for golf.

ORVILLE CLAPPER
President,
The Clapper Co.

Jacobsen salutes Herb and Joe Graffis on their 40th anniversary of developing GOLFDOM as an outstanding publication in the golf industry. Their foresight and stimulating counsel have been major factors in making golf the great sport and recreation it is today. To Herb and Joe go our congratulations and best wishes for the future.

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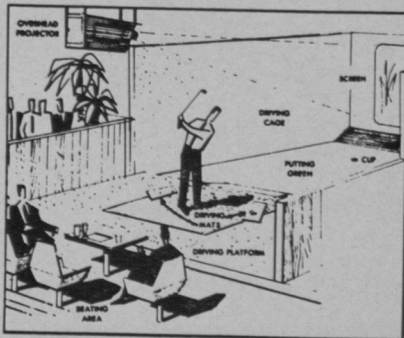
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