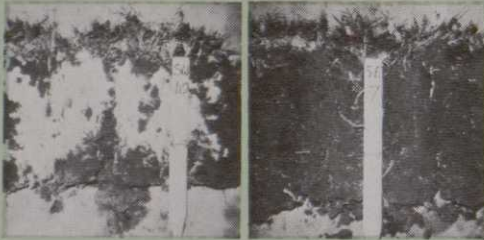


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Viewpoint

This issue brings to a close a year that has seen GOLF BUSINESS lay a solid foundation as a magazine for those who maintain turf on golf courses. We have significantly increased the number of editorial pages over 1979 and have the GOLF BUSINESS South section. Support in this effort has been outstanding. I thank you.

From our travels and conversations this past year, the consensus has been that the only problem is the magazine's awkward size, especially for storage on bookshelves. Our graphics director has been studying the problem and has come up with a superb appearance for GOLF BUSINESS in a standard magazine size. You will see this beginning with the January issue.

1980 has not been a year to eulogize as a nation. We all have hope that new faces and methods will let us go forward together as a nation of achievers. We wish you a Merry Christmas, a Happy New Year, and hope that you will continue to support us as we make 1981 our best year yet!

Ron Morris

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