

Memo **from the Publisher**



As the proud cover of this issue proclaims, this is a milestone edition of GOLFDOM—the start of its fortieth year of service to the golf industry. And it's an appropriate occasion, I feel, to acknowledge my great pleasure, professionally and personally, over our new association with Herb and Joe Graffis in the publishing of GOLFDOM.

The Anniversary Year symbol on the cover may well serve as a monument to the Graffis Brothers, for it represents the longest period of continuous publication of any periodical in the golfing field. But, on the other hand, Herb and Joe have built their own monument over the past four decades as proponents of a type of personal publishing that stresses courageous independence and the warmth and integrity of a handshake. And in their unique ways they have contributed as much to the healthy growth of the game and the industry which serves it as all the Joneses, Hagens, Sarazens and Hogans. Indeed, they have left footprints in the sand that those who follow will be hard-pressed to fill.

Since fortieth anniversaries do not occur every day, we are launching a year-round celebration, effective with this issue, that should be a stimulating trip down memory lane for many of our friends. The Graffises will reminisce about their experiences as golf missionary workers and appraise the contributions that various individuals have made to the great progress of the industry (see page 26). Our advertisers, 13 of whom have been with GOLFDOM since its beginning, will review their own experiences of growth (see page 28), and we'll also reprint articles of significance from the pages of past issues of GOLFDOM. It should be interesting reading, but more than that, it is designed to point up what has been learned after 40 years of publishing service.

It is in the spirit of continuing the work to which Herb and Joe Graffis have dedicated their lives that we dedicate the next 40 years of GOLFDOM.

— *Arnold E. Abramson*

ARNOLD E. ABRAMSON

Publisher