

Golfdom sizes up...



Records are made to be broken in business as well as sports. With the January issue, our small page size will go the way of the four-minute mile and match-play championships. GOLFDOM will then be a standard size, eight and a half by eleven inch magazine. Why the change after 41 years of successful service to the golf industry? Because the golf industry is growing at the greatest rate in its long history, and, because we too are now in the space age, we need more space—more space for pictures, more space for strong, in-depth editorial, more space for our advertisers to tell their story to GOLFDOM's readers. In short, we need more space to do a better job of servicing the key people in the booming golf market.

Much of the change in the golf market is the direct result of trends that GOLFDOM spotted and developed for the betterment of operations and services at private golf clubs and fee courses, both public and private.

Superintendents will remember those early articles on better planning to get courses in play earlier in the spring, just as they saw the steady campaign in GOLFDOM to win for superintendents the economic and professional status they so richly deserved.

Professionals will remember the continuing educational campaign in GOLFDOM that had much to do with making pros the highly successful merchandising specialists of today—no longer dependent on the income derived from the teaching tee.

Managers will recall how GOLFDOM early saw that the effects of frozen foods, labor shortage, higher club costs and more programs for members' families would mean in clubhouse management and architecture. Many managers now have the title of General Manager as the result of a trend GOLFDOM forecast and endorsed to the hilt.

The golf businessman—club owner or officer, professional, superintendent or manager—has to keep well informed on all phases of the business. It is GOLFDOM's responsibility and purpose to do just that. GOLFDOM's new larger size will enable us to meet these responsibilities as successfully in the next 40 years as we have done in the past 40 years.

A handwritten signature in black ink, appearing to read "Hank Kraft". The signature is fluid and stylized, with a long horizontal stroke extending to the right.

EXECUTIVE EDITOR