

PUBLISHER'S MEMO:

In February of 1976, GOLFDOM begins its 50th year of service to the business of golf. In the business of publishing a half century of survival is no mean accomplishment — no doubt at least equal to scoring one's age for 18 holes.

Herb and Joe Graffis were the founders of GOLFDOM and, like them, their offspring has been around a bit. And, also like them, we look to the future of golf business and our role in it with confidence and anticipation. This magazine will not be pulled screaming into the second half century of its life. We go with vigor.

In our anniversary year we pledge to continue the publishing philosophy which we believe will best contribute to the solid growth of golf business. Our philosophy is to use substantial editorial material which is important to our readers in their role as golf businessmen first, and separately in their duties as golf professional, club manager and course superintendent. We believe the interaction of these businessmen is crucial for the successful working structure of our industry.

Golf business and GOLFDOM have developed together through the years. In the five decades since 1927, golf has literally exploded into one of the greatest participative sports in the world, and the industry it has fostered has become one of the most progressive and important in the field of recreation.

We believe GOLFDOM magazine is the one medium which can best coalesce the varied interests in golf business. We want to involve our readers as intensely as possible in our pages. We want to help move the industry forward through the experiences and with the participation of golf businessmen. □



Hugh Chronister