

heardabout

35 Years Serving You

DO YOU REMEMBER 1970?

Simon and Garfunkel's "Bridge Over Troubled Waters" was at the top of the charts. Richard Nixon was President. The movie "Love Story" was boosting the sale of tissues for crying to record levels. Marcus Welby, M.D. was the top television show.

In a small office in downtown Minneapolis, a new magazine designed to help equine retailers succeed was being produced. *Tack Merchandising*, as it was called back then, was designed to bring retailers new ideas, new products, trends and industry news. That's probably the only thing about the publication that hasn't changed from 35 years ago.

From those humble beginning, *Tack 'n Togs* has grown into an international trade magazine for the equine industry, distributed across the United States and in nearly 50 foreign countries. This month, we begin a yearlong celebration of our 35th year of continuous monthly publication.

Not to blow our own horn, but that's quite a record of accomplishment, given the ups and downs in the publishing industry, as well as the equine industry. Like most of the rest of you reading this, we've weathered the storms, took a licking and kept on ticking, you might say.

The changes in the publication throughout the years have been dramatic. Once a predominantly black and white publication, today we use full color reproduction throughout.

The changes in technology that have allowed us to continue to upgrade and improve the quality of the publication have been phenomenal. Early editions were written on typewriters, laid out with glue and wax and shipped to the printer in a box. Today, we write stories on computers, flow the text into design templates and send electronic files via the Internet to the printer.

Thirty-five years ago, content that didn't fit within the allotted pages ended up on the cutting room floor. Today, we have a Web site that has almost unlimited capacity to absorb whatever we feed it.

While the appearance and the process has changed, one thing has not changed and that's our devotion to the retailers, manufacturers, reps, distributors and everyone else who are a part of the equine trade industry.

You are the reason we exist. You are the reason why we've had 35 wonderful years of success as a publication. Many of you out there remember receiving and reading those initial editions of *Tack 'n Togs*, and you've been loyal readers for the past 35 years. We salute you and thank you.

Some of you reading this were among the first advertisers in this magazine. We also salute you and thank you for your contribution to our success.

Throughout 2005, we'll spend time reminiscing about the industry and how it's changed. If you have recollections you'd like to share with us, send them along.

Also, if your business is marking a significant anniversary this year, tell us about it and we'll share it with the industry. Just like we've always done. ☐

Paul Wahl, Editor

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