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WEEDS and TURF

PEST CONTROL

A SECTION OF PEST CONTROL MAGAZINE

July, 1963

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CHARLES D. WEBB
Editor

WALLIS W. WOOD
Editorial Assistant

DAVID E. SCHNEIDER
Staff Biologist

R. J. HOFFER
Circulation Manager

Advertising Representatives

National Headquarters
1900 Euclid Avenue
Cleveland 15, Ohio
Phone: Area Code: 216 + 771-4169

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The first year

This July issue marks the first anniversary of *Weeds and Turf*, a publication conceived as a service to America's contract applicators.

It would be false modesty to deny how successful the fledgling magazine has been. But it would be equally incorrect if we failed to take note of all the people who've helped spur on this successful year.

Readers have been most generous with their letters, most of which contain very constructive suggestions.

Suppliers have offered their counsel, and have given important support through our advertising pages, which of course make this kind of venture possible.

Researchers from universities, from government agencies, and from manufacturers have written many articles for us (or more accurately, for *you*); these same men have offered technical guidance, and have reviewed manuscripts by our research staff.

In the past year, several original staff-written articles were presented. Approved after many weeks of study, these papers on turf diseases, pre-emergent herbicides, soil sterilants, lawn insects, and the definitive study of the chinch bug, are all examples of the editorial policy which has gained the confidence of the 10,000 who receive *W&T* each month.

In the coming year, more of such articles are planned, along with features on legislation, business management, advertising, equipment maintenance, and dozens of technical articles on turf, trees, and weeds.

The widely praised weed identification box will be continued.

We hope that these future issues will find the same hearty welcome that marked last year. We'll be glad to get any suggestions about the content of *Weeds and Turf* as it heads for its *second* anniversary.

In the meantime, we want to say a sincere thank you to our readers, our advertisers, and to our authors for making the first year a success.