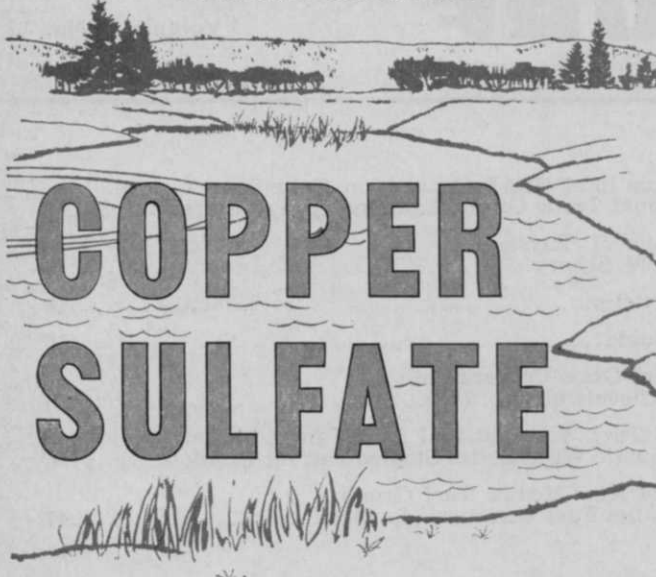




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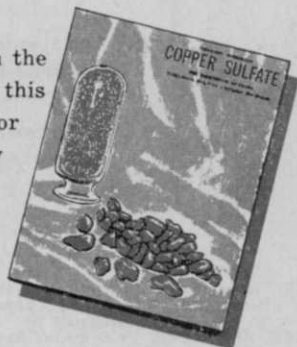


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Our New Name

Last summer this magazine conducted an extensive survey to determine exactly what kinds of services our readers perform. We were not surprised to learn that hardly any contract applicator offers only one kind of service (viz. only tree care, or only lawn spraying). The pattern seems to be that well-rounded businesses offer lawn maintenance in conjunction with tree work, or weed control in conjunction with tree pruning, etc. Our circulation figures show that arborists, lawn sprayers, landscape nurserymen, and similar operators, make up the bulk of our readership, with golf course superintendents, highway and railway rights-of-way supervisors, park supervisors, etc., making up the remainder.

Because of this total coverage of what has become a single, definitive market (vegetation maintenance and control, as it is now called), we have decided to call this publication *Weeds Trees and Turf*, so that the name more accurately reflects what the magazine is all about.

During the past year, our staff has prepared articles on tree pruning, on chemical brush control, on aquatic weed control, and on various kinds of turf problems; in short, on each of the fields of activity which our readers engage in. These same staff members have traveled to trade meetings and educational seminars where they talk with horticultural sprayers, weed control firms, tree specialists, etc. We have tried, over the past 12 months, to keep rounding out our editorial content so that it reflects the three major phases of the industry as it exists in America today.

We shall continue to do so. In the coming months, *Weeds Trees and Turf* intends to present each month a well-rounded group of articles. There'll be studies of the latest chemicals for weed control in ornamentals, for example. There'll be another in Dr. Richard Campana's series on non-infectious tree diseases, and more on pruning as well. There'll be more staff-written turf features, plus those written by such experts as Dr. Robert Schery, whose "Turf Portrait" series has been so widely hailed. Many of these articles are already in the schedule, and others will be added as we go along. Each issue of *WTT* in 1965 will be considerably larger than the average one was this year. So we hope the new name will please all of you, and we hope you'll let us know how we can continue to communicate effectively all the latest helpful data in the weed and brush control, turf management, and tree maintenance industry!

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.