

WTT Joins Home State Network

As subtle as it may appear to be, there's a big behind-the-scenes change in this issue of WTT. You might call it a case of disappearing Inc. As a matter of fact, Trade Magazines, publisher of WTT, is now a division of Home State Farm Publications, a Cleveland-based publisher of leading farm magazines in five states, having a combined circulation of over 500,000.

Announced January 10, the acquisition makes WTT the junior partner, in terms of age, in the network of seven magazines. Home State's publications were all founded between 1843 and 1862, and our companion publication, *Pest Control*, was begun in 1933. This, we believe, is as it should be.

Dr. J. A. Long, Director of Biochemical Research for O. M. Scott & Sons Co., points out in this issue (page 12) that much of the current interest in turfgrasses is of very recent origin. It's only been about 20 years since agriculture began to move into urban environments.

We think of the swiftly growing interest in turfgrass culture as an urban agricultural phenomenon. And this is equally true of other areas covered by WTT: noncropland weed control, industrial spraying, tree service, landscape maintenance, sod production. All are relatively junior partners in an urban phenomenon with an almost unlimited potential for future growth. And we intend to grow and expand with the industry.

We should emphasize that our joining the larger network will not alter WTT's editorial policies or the scope of our coverage. By permitting our Inc. to disappear in favor of Div., we are deepening our grassroots in the field of vegetation maintenance and control. We're looking forward to greater contact and expanded service to our readers.

We think this is only the beginning of a new era of growth for the urban/industrial vegetation industry and for those who serve it. To expand along with the industry, we'll need the services and backing of a larger organization with offices throughout the country. Now we have it. But Home State Publications offers more than this; our new parent organization has stature and a reputation that makes us proud—pardonably we hope—to join them as their urban/industrial arm. (See photo, page 46).

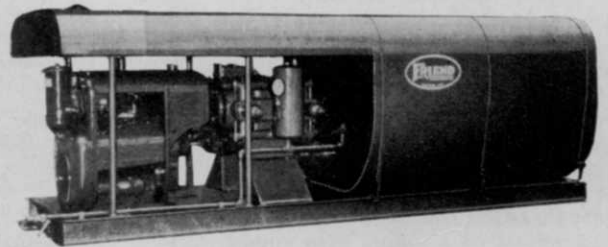
WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf 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.

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