

## Up in a Down Year

**Y**OU CAN EXPECT a better magazine this year. One reason is that we've discovered how constant attention to self-improvement seems to make life more meaningful and worthwhile. Therefore each year, subscribing wholeheartedly to the Avis philosophy, "we try harder," but always setting goals just a smidgen beyond reach. That makes the philosophy perpetuating.

Other reasons for improving are your mushrooming interest in this magazine—and advertisers' reaction to your interest. Example: Last year, we forwarded to manufacturers some 28,000 inquiries from you concerning advertised products and new product announcements. The 1970 total was double the previous year!

Advertisers responded with enthusiasm, increasing their space purchases by 35%! Few magazines can report a gain in 1970.

So we're responding with some new features. One begins with this issue; another comes in March. There will be others.

On pages 12 and 14, you'll find "The National Greenscape." Our intention is to present a summary of events that may affect the "green scene" as we know it through the tree and turf care and weed control industries this magazine serves. More than a Washington column, it will report on developments from many sources—governments at all levels, universities, industries, professional associations, and so on.

Writing or finding an article that has nationwide application in vegetation care is extremely difficult, considering the different climatic regions

and soil characteristics and the multitude of plant species. Yet ours is a national magazine, and we must seek the solution. Therefore, we're approaching the problem from a different angle. Coming in March, we are publishing an index listing sources of information. The first index is "100 References for Weed Control." The index will list source title, publisher, complete address, and the price, if there is one.

We hope to list sources from all parts of the country, and, as our search techniques improve, be able to provide you periodically with an index of information pertinent to your operations—wherever you are located. After the first index comes out, if you've found a helpful source we missed, let us know.

A word about the notice below. We're delighted with your growing interest in WEEDS TREES and TURF. Practically every day we get new requests to receive the magazine. Unfortunately, simple economics limits the number of magazines we can send free. (There are more who can qualify for a free subscription than we're able to send.) Consequently, we must serve the first 33,000 who fill out the renewal card stapled in above. (Of course, we shall happily enter your paid subscription at \$10 per year!)

We hope your interest continues to grow (and particularly your support of our advertisers—who make the magazine possible). As it does, we shall then be able to consider other new and expanded services for you.

## TIME TO RENEW: Your Renewal Card Is Bound In Above

We need your okay to continue sending you WEEDS TREES and TURF magazine on a *free* basis. In fact, we must have it.

We—and other publishers—have been somewhat remiss in the past in that we've sent your copy of the magazine whether or not you sent your card in. This can no longer be done.

As you know, subscriptions are free to bona-fide members of the industry. You qualify. But economics has again reared its head and we must stabilize our circle of readers. We shall maintain the magazine circulation at 33,000—the number which constitutes the basis for our advertising rate. No additional magazines will

be sent except at the published rate of \$10 per year in the U. S. and Canada.

MAY WE HEAR FROM YOU—by way of the bound in card above? Simply tear it out—SIGN and check your answers. DO NOT LOSE YOUR FREE SUBSCRIPTION TO SOMEONE ELSE. We want your continued support and we need you on our list.

Thank you.

Art Edwards, Editorial Director

(This renewal notice is a requirement of our national auditing service to verify that you are a member of the industry and that you wish to receive the magazine.