

## New Team Weeds Trees and Turf

James A. Sample joins the editorial staff of WEEDS TREES and TURF as editor. He succeeds Gene Ingalsbe who left The Harvest Publishing Company in 1971. The staff change was announced by Art Edwards, editorial director of WEEDS TREES and TURF and PEST CONTROL magazines.

In making the announcement, Edwards, who edited the magazine during its infancy, said that circulation has grown from 9,000 in 1967 to more than 33,000 today. WTT now serves the non-crop and industrial weed control business, nurserymen, tree service companies, grounds and maintenance contractors, Federal installations, contract and aerial applicators, university specialists and the entire commercial turfgrass market.

As editorial director, Edwards will continue to work closely with advertisers, association groups and industry members.

Sample was previously part of a two man agri-chemicals public relations team for E. I. Du Pont de



Nemours & Co., Inc., Wilmington, Del. For several years he has worked closely in communicating the role of crop protection chemicals to farmers, non-crop and industrial vegetation control industries, agricultural suppliers and the USDA.

He has written numerous articles and produced films, radio and television presentations on agri-chemicals as they relate to food production and vegetation control. He brings a wealth of experience in the fields of journalism and agricultural to WTT.

The new editor is 31, and has a wife, Anita, and two sons.

## 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 bonafide 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).*

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