

VIEWPOINT

Ron Morris, Technical Editor

It is my habit to scan journals coming across my desk for information that might be newsworthy to the layman in the field. In talking with several authors of articles in our magazine, it has come to my attention that journal articles are a means of recognition for researchers by their supervisors. One author went so far as to say, "They don't care what is in WEEDS TREES & TURF, if it isn't in a journal, it doesn't count."

What a shame, and what a loss to those who depend upon trade magazines for information, and to those who don't receive the journals, aren't aware of them, can't bear the expense of multiple society memberships to receive them, don't have the time to interpret a highly technical journal article, or simply don't understand the language of journals.

It is of extreme benefit to have these scientific articles available to anyone in the scientific community who is interested, for reference, etc. But at the same time, those researchers who go further and present their material to the end user in lay publications like Weeds Trees and Turf ironically fail to achieve the degree of recognition they deserve.

All I am trying to gain is recognition of researchers who publish articles in our magazine. Journal articles are great, but should not always take preference over getting the information to users.

That is our function and we must work with authors to do it. It is also not our habit to make the authors pay for the privilege of being published, quite the contrary. We feel that it is necessary to present up-to-date information to our readers so that they support our function.

We strive to be the "turf journal" that is readable and reaches the most readers with the most significant information. To this end, we wish to have it recognized that those researchers that supply us with articles are performing one of the greatest services of their profession: Supplying you, the end user, with information that helps you carry out your business with the most professionalism possible.

WTT

Why Search All Over... When Princeton Has It All!



From inside this plant comes one of the most complete lines of Sod and Nursery Equipment available today. Search around and compare...but before you buy anything...CHECK WITH PRINCETON.

For example:

- Fully Automatic Sod Harvester
- Self-Propelled (crew served) Sod Harvester
- "Tow-Boy" Sod Harvester
- Rolled Sod Harvester (under development)
- Nursery Transplanters (various sizes & models)
- Tree Carts
- Fork Lifts (under development)
- Sod Plugger
- And Many Others



For further information write or call collect:
Rodger Osborne, General Manager
955 W. Walnut St.
Canal Winchester, Ohio 43110
614/837-9096