

VIEWPOINT

by Bruce F. Shank, Editor

This magazine has a very obligating name, Weeds Trees & Turf. If we get too light on any one area for more than a month, I get letters suggesting that the name should be changed. We have committed fraud in their opinion when we call the magazine Weeds Trees & Turf and then don't have something on each subject area every month.

I get criticism from former editors, long-time readers, and die hard specialists. There is little time to rest on our laurels when our watchdogs pay such close attention to the magazine.

So, in this time of thanksgiving and reflection, I'd like to thank our critics. Their criticism is what keeps the magazine comprehensive and informative. Every letter is considered for its remarks and kept on file for action. In 1980, these remarks will be reflected in article topics and

new monthly features. Once again, thank you dear critics for keeping me on my toes to provide you with your money's worth.

Student subscription program

College students are a transient bunch, driving our computers nuts with address changes. Nevertheless, we want to make sure they receive the magazine on a monthly basis.

Therefore, for the 1980/81 school year we are offering a student subscription program. We offer the following: half price rate for each student in Green Industry classes, complimentary subscription to the instructor, magazines will be distributed by the instructor the first week of each month.

Seniors especially should subscribe for the job listings and news of

employment trends. We will extend the student rate for one year after graduation.

We encourage instructors of technical and four-year programs to write for more details. In fact, if there are areas which you would like us to research and feature in the magazine, please let me know. Or, if you have research findings you would like to publish let me know.

As I have told other professors, if a student project reveals important trends or events in the Green Industry, we'd like to publish the work.

Seasons greetings and best wishes

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