

# OUTLOOK

By Bruce F. Shank, Editor

When Weeds Trees & Turf was born in 1962 as a section in Pest Control Magazine, no one imagined it would become a \$1 million property with offices in the publishing center of the world, New York City. That's what I said, New York City.

The November issue of Weeds Trees & Turf is brought to you by one of the world's most respected publishing houses, Harcourt Brace Jovanovich, Inc. Perhaps if I named a few publications by HBJ you will understand better. How about Instructor Magazine, Modern Medicine, Home & Auto, Rent All, Dental Management, Housewares, Ready to Wear, Food Management, Hotel & Motel Management, Snack Food, and Professional Remodeling? HBJ is also a top publisher of books to schools and universities in the U.S. and foreign countries.

More important is what this means to you, the subscriber. I assure you, as edi-

tor, the standards will go up, not down. There will be more color illustrations, the best research reports from universities, more international coverage, better regional reporting, more news, and closer contact with associations. We will continue to build our mail order book program for a central source of turf and tree references. Authors for future references will be sought to help build the information base for the future. The full force of one of the world's biggest publishers is now behind the Green Industries.

Harvest Publishing Company, a subsidiary of HBJ, moved the magazine to New York so that it could reap the full benefit of business magazine publishing expertise. The staff from Harvest has been maintained, which indicates HBJ wants to improve, not diminish the contribution of the magazine. This is not a step toward production line journalism. It is a vote of

confidence from a publisher that knows a good audience.

West Coast subscribers will also gain. As of January, we will have a West Coast correspondent to cover the particular needs of the West more fully. Then we plan to grow internationally. It is a big challenge requiring the expertise of an international publisher. Weeds Trees & Turf as a publication of HBJ will be able to grow with the resources it needs and now has.

One of our hopes is to begin publishing letters again from you. Although we have been receiving some extremely insightful mail, lack of space has inhibited our including this in the magazine. Don't think your comments and criticisms have fallen on deaf ears. Send them to me at our new address:

Weeds Trees & Turf  
757 Third Avenue  
New York, NY 10017

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