A Letter to Readers

Arnoldia has been published continuously by the Arnold Arboretum since 1911. Next year will mark the magazine's seventy-fifth anniversary. During Arnoldia's seven and one-half decades of existence, its format, frequency of publication, subject matter, and even purpose have changed dramatically—from weekly or fortnightly newsletter published only during spring, summer, and fall, to monthly, then bimonthly, and finally quarterly magazine covering most aspects of horticulture and botany. During its early years the publication was called the Bulletin of Popular Information. The name was changed to Arnoldia in 1941.

In 1986, Arnoldia's tradition of evolution will continue. Appropriate (but modest) changes will be made: minor adjustments in format, improvements in quality, increases in content, broadening of scope and diversity, etc.—all without rises in production costs. In fact, with respect to cost, the goal will continue to be economy in every possible way. This goal of cost-cutting will be pursued in part through the aid of much-appreciated volunteer help from Friends of the Arboretum, and others. At the same time, a serious campaign will be launched to raise outside funding for special issues, as well as for general operating costs.

Ten months ago, the Friends of the Arnold Arboretum, who receive Arnoldia as a membership benefit, were polled on their attitudes toward the Arboretum, membership benefits, and so on. From Arnoldia's perspective, the response was especially gratifying. Rated at or very near the top as a membership benefit, Arnoldia was held to be an important benefit by a margin of seventeen to one.

A difficult and important challenge for Arnoldia in the coming year or two will be to expand its mix of subject matter without neglecting or abandoning any of the traditional subjects that have delighted readers over the years. To guide the staff members and volunteers who produce Arnoldia in that critical task, a questionnaire will be sent to all readers, Friends and subscribers alike, early in 1986, in the hopes that they will share valuable insights and opinions with those of us who produce the magazine.

The past twelve months have been a period of careful analysis and assessment of Arnoldia's role vis-à-vis the University, the Arboretum, and the Friends. The verdict has been favorable in every respect. During the period of introspection, however, Arnoldia fell substantially behind in its publication schedule. The spring and summer issues have appeared only in the last month. With the present issue, Arnoldia's normal publication schedule resumes. Winter issues will again appear in January, spring issues in April, summer issues in July, and fall issues in October.

During 1986, a variety of interesting articles and special issues will be published by Arnoldia—a special issue on the Arboretum's historic involvement in Chinese botany, as well as an issue on the vine, articles on camellias, enkianthus, plant collecting in China and North Africa, propagation of Metasequoia, and the multifarious activities...
of the Arboretum's staff members. In 1986 or 1987, we hope to have articles or special issues on the forests of the United States, Chinese food plants, plant conservation, and techniques for ameliorating the impacts of air pollutants on woody ornamentals and other cultivated plants. As always, we will be eager to consider manuscripts on horticultural or botanical subjects for publication.

We are grateful for the patience and enthusiastic support readers have accorded Arnoldia over the past twelve months and hope they will continue to express their support by responding to the questionnaire next year.