**The Last Issue of 1973**

This October marks the completion of your Society's first year as publishers of a quarterly Newsletter. It has been late, and plentifully sprinkled with errors, but I am sure both of these conditions will improve.

We need manuscripts. We need sharp glossy prints of all members of the magnoliaceae. We need reprint permission on good articles that appear in other publications. We need the active participation of all the membership in writing or finding the above, and in enrolling others. Magnolias are worthy of a little work.

If you have not sent your 1974 dues to the Secretary, please do so at once. This issue marks the cut-off of 1973, and the forthcoming January issue can only be mailed to those whose five dollar dues for the year 1974 are paid. — P.J.S.
Every year a society like ours unavoidably loses a number of members. Some move into apartments; some lose or change interests, and some, alas, die.

Unless such losses can be more than replaced each year, with a sizeable gain of interested, participating, magnolia lovers, our future is indeed bleak.

I don't have the feeling this is going to happen. Quite the opposite, I feel there are literally thousands of people who wish they knew of a magnolia organization so they could join it! Consider, for example, how satisfied and prosperous we would be, and what a fine Newsletter we could publish, if we had a thousand active members. Consider also that this would represent an enrollment of roughly one man or woman out of every quarter million people in the United States and Canada! Actually, in proportion to population, we have the same percentage of Englishmen on our roster as our percentage of the people in the United States and Canada.

Obviously we can't advertise on television or in daily newspapers in order to enroll one person in a city the size of Mobile, Alabama, so perhaps our Secretary's suggestion of Round Robins will do the job.

Get the campaign plan from Secretary Virginia and let's all give the wheel a push.

— P. J. S.