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# Editorial

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One of the papers in this issue touches on a matter of interest throughout the poultry industry, namely the power of the written word and its consequences in terms of decision making. In his review of broiler cellulitis, Dr R A Norton refers to the importance of the popular poultry press in identifying industry problems and in drawing attention to the experiences of producers – particularly where there has been insufficient research. Because there can be little doubt that a great many decision makers are influenced by such information, there are considerable dangers when, through repetition, faulty information becomes accepted as fact. In explaining how defective hatchery practice became wrongly blamed for the increased incidence of broiler cellulitis, Dr Norton has provided a timely reminder that constant vigilance is necessary and that there is no substitute for sound experimental evidence. When, through lack of resources or, in the case of new problems, there has not been enough time for research to have been undertaken, extra responsibility rests on those who draw conclusions from 'field experience'. Too often the conclusions are not infallible and may tell only part of the story – or they may even be wrong.

At this time of the year the WPSA secretary sends out a list of the names and addresses of the members of each WPSA branch to each branch secretary. After checking, the corrected list is returned so that the Association's records can be brought up to date. This system helps to maximize the chances that members will receive copies of the journal without undue delay and WPSA resources are not wasted by sending journals to out-of-date addresses and to those who are no longer members of the WPSA. For the system to work properly requires the co-operation of all members by paying their membership dues on time and by notifying their branch secretaries promptly of changes of address (or status). In turn, the help of branch secretaries is needed in sending lists back to the WPSA Secretariat without delay. While this may seem a rather mundane matter, it really is vital for the efficient and cost effective operation of your Association.

It is with great sadness that we report the passing of Professor Yukio Yamada on 23 October 1997. Professor Yamada organized and hosted the World's Poultry Congress in Nagoya, Japan in 1988 and served the WPSA as its President for the ensuing four years. An Obituary appears on page 415 of this issue.

**Chris Hann**