Let's get down to grass facts!

More than 8,000 businesses have emerged—almost over night—to serve the wants and needs of the 45 million home owners in the residential turf and ornamental market. Last year these businesses served over 4 million accounts, produced $1.25 billion in receipts and a 25% growth. These facts make it clear that chemical lawn care and maintenance services are booming businesses today...and have just scratched the surface of the huge residential market. If you've been trying to sell this emerging service industry, we don't have to tell you how difficult it's been to reach. Now at last there is a magazine that delivers this exclusive audience. Now for the first time you can communicate with this growth market. Now you can match your message to the market.

Lawn Care Industry
A Harvest business publication.

Lawn care...the growingest market.
WT&T EVENTS


Virginia Tech Turfgrass Field Days and Trade Show, Virginia Polytechnic Institute and State University, Blacksburg, Va., Sept. 13-14. Contact: John Shuldies, Cooperative Extension Service, Va., Polytechnic Institute and State University, Blacksburg, Va., 24061.


WT&T ADVERTISERS

Aquamarine Corp. ........................................ 18
Bowie Industries, Inc. ................................. 24
Brower Turf Equipment Ltd. .......................... 11
Bunton Co., Div. Goodall .............................. 53
Champion Co. ........................................ 52
Chevron Chemical Corp. .............................. 7
Conwed ................................................ 34
John Deere & Co., Inc. ................................. 40, 41
Diamond Shamrock ....................................... 3
Ditch Witch, Div. Charles ................................
Machines Works ......................................... 43
Dow Chemical Co. ......................................... 59
Elanco Products Co. ......................................
Div. Eli Lilly ............................................ 13
FMC Corp. ................................................ 51
PHI Gordon Corp. ......................................... 47
Gravely, Div. Clarke Gravely Corp. 4, 5
Great Lakes Biochemical ................................
Hopkins Agricultural Chemical Co. 55
International Seed Co. ................................ 48
Jacobsen Mfg. Co. ....................................... 57
Kemflo, Inc. .............................................. 31
Laval Separator .......................................... 28
Lim Lopper .............................................. 46
Lofts Piedgred Seed ..................................... 64
Mallinckrodt Chemical ................................ 35
Merck & Co., Inc. ......................................... 15
Moody Sprinkler Co. ................................. cover 2
Mott Mower Corp. ......................................... 23
Nalco Chemical ........................................... 37
Occidental Chemical ................................... 61
Olin Chemical Corp. ..................................... 54
Pennwell Chemicals ..................................... 21
Pickseed ................................................ 49
Princeton Mfg. Co. ....................................... 20
RainBird .................................................. 6
Royer Foundry & Machine Co. ....................... 38
Saltco ..................................................... 8
O.M. Scott & Sons ........................................ 39
Solo Motors Inc. ......................................... 46
Spartan Tree Equipment ................................ 53
SPIC, Pennfime .......................................... 32, 33
Spraying Systems Co. ................................. 18
Sto-Cote ............................................... 38
Tee-2-Green ............................................. 29
Telso Ind., Weathermatic Div. ....................... 34
Tuflex Mfg. Co. ......................................... 48
Turf Seed ............................................... 26
Vermeer .................................................. 44, 45
Weed Eater ............................................... 19

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62 WEEDS TREES & TURF/JUNE 1978

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