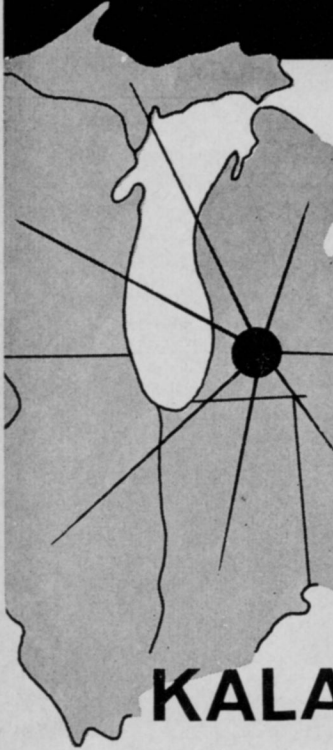


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Business looks good for the new year! We haven't talked with anyone or read a statistical outlook that would indicate otherwise. Sure there are problems ahead. Pending legislation, new taxes, labor shortages, and general increases in the costs of doing business will continue to challenge the management acumen of the best. Even so, 1968 promises to be a good one from the standpoint of cash income.

Assuming this is true, you can expect some volume increase dollarwise . . . and businesswise, if you seek out the business. But what about the image of your company—to you, to your employes, and to the clients or public you serve? What can you do during the coming year to further establish your likely already strong position?

We believe a practice which pays major public relations dividends and builds image is attendance at industry meetings. You can't make them all, but most businessmen today readily agree that many good tips for them through the years have resulted from trading ideas at annual meetings, conventions, short courses, etc. They agree further that nothing boosts the morale so much as a convention break. Today, you can expect programs to be technical and keyed to your specific needs. The suppliers you buy from, along with the manufacturers, are on hand. They help solve many knotty problems with both official and "off the record" information about their products and equipment and how to use them.

If attendance at a conference lifts the spirits of the owner or manager, it does even more for the associate members of the firm. It may even help keep a man in the business. This point is especially important to the vegetation care business, which is already short of trained people.

Another point in favor of representation at a meeting, besides your influence on proceedings, is the image you present to your clients. Attendance will always make the local newspaper and radio station, if you are sure to let the news people know of your trip. By this means, the community can be made aware that yours is a business operated by technicians in the know, on the order of the "factory trained" mechanic or service man.

Now is the time to make firm plans. During the next 60 days, national and regional meetings are scheduled in every phase of the vegetation care and control business. Not only will you and your associates benefit, but you will also add your influence to the upgrading of your industry's image.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.