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KENTUCKY BLUEGRASS

Ca-da-bra!

the magic word for beautiful lawns

Say MERION and you almost talk magic, the way grass roots multiply. Whether you sell it—whether you use it—MERION grass seed or sod is preferred for good reasons: MERION Kentucky Bluegrass is uniformly dark green, thick and cushiony—a denser turf that crowds out weeds and crabgrass. Deeper roots mean less watering. Like magic, it comes right back after rough wear and tear.

THE "CRITICS" APPROVE—and so does the public. The men who know best have placed their continuing stamp of approval for many years on MERION: park and golf-course superintendents, scientists, growers and experimental stations—and most important, the guy who mows his own lawn, Mr. Public himself.

If you don't know MERION, get acquainted now. There's an information kit available for the asking.



MERION BLUEGRASS ASSOCIATION

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A \$3 Billion Business

Commercial weed, tree, and turf operations are a \$3 billion business in this country today. Further, they are being expanded.

WEEDS TREES AND TURF magazine editors have just completed a survey study of operators in the non-crop horticultural field. Based on accepted research sampling methods, the study clearly establishes the scope of the vegetation care and control industry. The \$3 billion figure represents the total gross volume of business by 30,000 operators who read WTT.

Generally, 1968 has been a good year with operators reporting a 14 percent net profit margin. Some 75 percent of those answering say they expect an even better year in 1969.

The non-crop areas of weed, tree and turf care and control constitute an important segment of our economy. The study indicates it will grow even more as more and more homeowners and industries turn to professionals for this type of service work. In the study, more than half of those reporting said that homeowner service contracts were the fastest growing segment of their individual businesses.

Looking ahead to 1969, and specifically at some of the major categories in the industry, we see many of the same problems which ushered in the previous year.

Namely, these concern pesticide applicators. This important group faces certain restrictive legislation and desperately needs a national organization to channel their efforts effectively. We are among the first to realize the need to protect the citizenry. But we also realize the impracticability of some proposed legislation. Perhaps the best start should be more state pesticide applicator associations.

Sod producers also are part of a growing industry in the field. They will shortly hold their second national annual convention. This group while making great strides during its first two years still has a long way to go. More growers need to join the association and help further their own business operations.

Turf and tree areas of the business are well organized and their state and national organizations are serving them well. These organizations have done an excellent job in providing forums for ironing out mutual problems of legislation, labor shortages, rising costs, and general management. The new year offers the first opportunity for other groups to do likewise.

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.