

## November Is for Thanking

Above a background of thunderous applause, the Chevrolet people say on television that the response to a new 1970 model is "encouraging."

Likewise, the response you've indicated to this magazine in a recent survey is encouraging.

Because November is painted thanksgiving month, we say thanks to you for your generous attention to WEEDS TREES and TURF. We asked for your readership appraisal this summer. This is what you said:

92.7% of you said you read the magazine regularly. Some 41.7% of you read it at the office, 18.6% at home and 39.7% at both places. An average of four other persons read the magazine, giving it a projected readership of 134,998.

86.56% of you said you keep WTT for future reference. (And we might add that 100% of you will particularly want to keep the December issue. It contains the annual story index and suppliers' guide and equipment directory. Suppliers

are listed by product and alphabetically. Addresses are included.)

We also asked you what type articles you prefer. And to the best of our ability, we shall attempt to fulfill your wishes.

Here are your requested preferences: Experiences of other operators, 71%; how-to-do-it, 66%; technical, 63.7%; Business management, 33.8%; ideas for selling new business, 20.6%; and miscellaneous, 7%. Of course, these percentages total more than one hundred because you each requested several preferences.

In coming issues, we shall be reporting some interesting characteristics about your collective businesses—such as services offered, types of equipment, work force, dollar volume, expenditures for certain supplies, and so on.

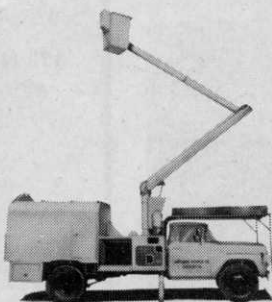
But November seemed the most appropriate time to express our appreciation. It is our pleasure to work with you, and we wish you a surprisingly prosperous coming year.

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When you've had our free, no-obligation demonstration, you'll think we've *still* understated our case.



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