

Possibilities for improved business in our industry are stronger than they have been in a couple of years. And that's quite an achievement . . . even with the roller-coaster summer the national economy has been having.

A month ago, the U.S. economy seemed to be bursting out of a recession like a swimmer coming up for air. Profits of major corporations were increasing, output of industry was up, more people were at work, retail sales were rising rapidly and personal income was increasing. Even prospects for slowing the rate of inflation were good. At the core of the recovery, output of American business came back stronger than normal in the 2nd and 3rd quarters and massive reduction of inventories was in full swing.

Through November, however, the situation became much less encouraging. Some big business areas were cutting back and the recovery was slowing considerably. Some experts feared an end to the recovery and possible entry into another recession. But, most economic observers still feel general business indicators continue to improve and probably still will be

improving through all of 1976, even though the recovery is slower than before.

Many commercial turfgrass managers believe 1976 will be a lot like the last few years in some respects: higher volume, higher prices and tougher problems. But, businessmen in the industry believe demand at facilities and demand for services will make 1976 a better year than most.

In most segments of the green industry the basic indicator — however far removed — is consumer optimism. While many observers rate consumer confidence in the economy less than strong . . . it is, at least, improved from a year ago. And to back it up, personal incomes are moving up well (an increase of 8.4 percent from June to September) and income from small businesses and from dividends and interest is increasing.

We recommend an optimistic approach to 1976 . . . a plan of action aimed at expansion and growth. If "know your costs" was the favorite phrase of 1975, then "plan your growth" is the slogan of 1976. It may be a year for rebuilding, but 1976 is a year for growth. DDM

Editorial

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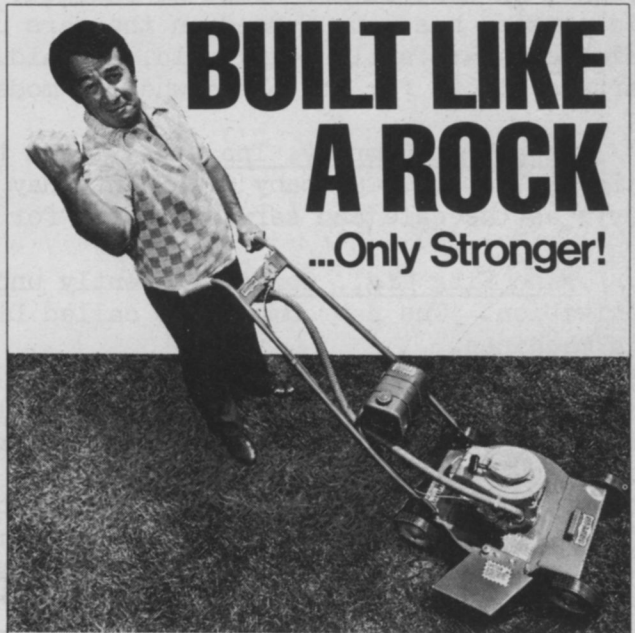
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