

'75 may be the year we mature as an industry. We have problems which — once solved — will be convincing proof we've been tried by fire.

We have the energy problem — contributing to inflation. Summed up, this means we will face the same critical parts shortage for equipment we faced early last year. We will pay more for parts and for all inputs.

Yet, despite this situation business is good. Most suppliers and manufacturers we deal with are projecting a good '75. These projections when backed by more care directed toward efficiency promise to hold up.

Quite frankly, we believe the major problems during '75 will continue to be the battle of communications — a fight which pervades the political and governmental areas affecting the industry.

When we speak of communications — we have to consider the need to get every entity within our industry — every national and state organization, every regional group, every commercial enterprise — to speak as one to those who, for example, criticize the use of chemical fertilizers for green areas without con-

sidering the fact that much of the Green Industry technical compound tonnage is not economically feasible for agricultural production of food products. We have to continue the fight for labels to fill the specific needs of the business.

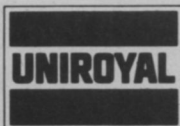
We believe that the Green Industry Council — a new group which seeks only to fill an existing communications gap among Green Industry organizations — can best do this.

We need as an industry to give voice to matters involving greenbelt legislation, implementation of applicator certification programs, energy needs of our industry, and a myriad of other problems.

We need to back with some clout those people in government and those in legislative bodies who understand the contribution our industry makes to society and to the common good — including the massive number of jobs this green industry provides.

We are a little agriculture phenomenon; an economic bulwark to the nation which has previously been recognized only when speaking of food and fiber production.

We firmly believe that '75 can be our year both politically and economically.



SLO-GRO®...now more than ever the key to lower mowing and pruning costs.

If rising labor costs are keeping you from doing the kind of mowing and pruning job you know should be done, maybe the answer you're looking for is Slo-Gro.

Slo-Gro is a unique chemical growth retardant that economically controls the growth of trees, grass, shrubs and ivy. In tough-to-control areas, Slo-Gro can usually do the job

better, and at less expense than mechanical methods.

It's fast, systemic, safe, and produces no persistent residue. For complete details write: Uniroyal Chemical, Division of Uniroyal, Inc., Naugatuck, CT 06770.

As with any growth regulant, always follow instructions on the label.



Roadside Grass Control. Slo-Gro is recommended for use on all "commercial" turf areas that require regular maintenance, but are difficult to mow. Maintenance situations like highway medians, airfields, steep embankments, ditches, and grassed areas around fences and guard rails.



Growth Control on Trees. Slo-Gro inhibits tree growth by stopping the terminal growth of woody plants. Primary applications include control of tree size under power lines, along streets, or wherever excessive foliage is a problem.



Golf Course Maintenance. While Slo-Gro is not recommended for general use on fine grass areas such as residential or commercial lawns, it has been used extensively on golf course roughs. It can also be used in conjunction with herbicides wherever weed control is required.