

# TO OUR READERS

With delight and enthusiasm, we announce the birth of a new publication, hatched by WEEDS TREES & TURF. LAWN CARE INDUSTRY begins publication in July. This new venture is, perhaps, the most exciting news in the lawn maintenance segment of the vegetation management market.

The editorial program for LAWN CARE INDUSTRY will be directed to top management in chemical lawn care and maintenance programs. Readership will include presidents, owners, and managers concerned with this mushrooming billion dollar business serving the residential lawn care market.

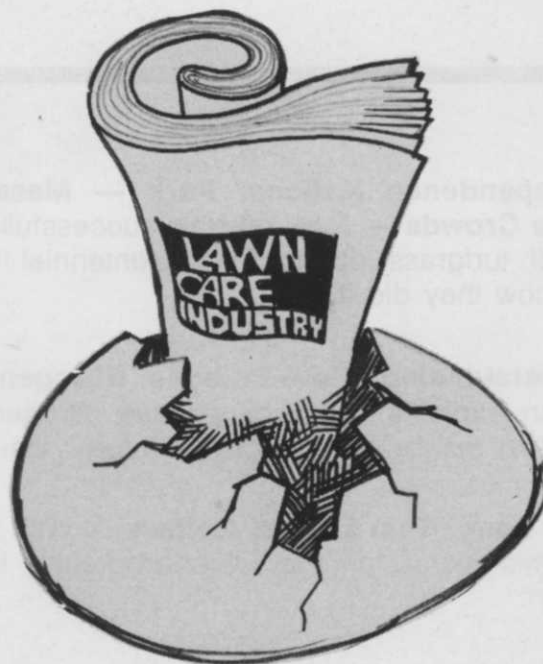
I am personally grateful for the opportunity to participate in the creation of such a promising new publication. My associates and I are committed to doing everything we can to see that Lawn Care Industry serves its readers well. We look forward to hearing from you concerning any comments, questions, or suggestions you may have about LAWN CARE INDUSTRY and, as always, about WEEDS TREES & TURF.

This month we take a close look at that most important facet of our business, grounds maintenance. Because of the time of year, we planned to feature recreation areas.

Before choosing a golf course, we contacted the editors of GOLF BUSINESS for their suggestions. Chief Editor Dave Slaybaugh said there was no question as to the outstanding maintenance at Bel Air Country Club in Los Angeles. He also noted that GOLF BUSINESS had published an article on Bel Air's irrigation system. We immediately dispatched free lance writer Harold LeSieur to talk with Art Twombly, Bel Air's articulate superintendent. The results of the interview, on page 26, give some insight into how this lush course is kept that way.

For parks, we feature Independence National Historical Park in Philadelphia. Besieged by thousands of tourists during the Bicentennial, the park was kept in fine condition with careful attention to maintenance practices. And, a year later, the turfgrass is thriving. See page 10.

For arboretums, I chose the beautiful Holden, in Kirtland, Ohio. My husband introduced me to this marvelous experience several years ago, and today, we try to visit Holden at least twice a month for the incredible sense of peace the natural setting brings. Superintendent Marty Martin has done a fine job of maintaining the grounds, despite the fact that the maintenance budget has not increased proportionately with the phenomenal growth of the arboretum. See page 22.



Turfgrass expert Dr. James Wilkinson explains slow-release nitrogen on page 12. Dr. Wilkinson prepared this article exclusively for WEEDS TREES & TURF and has spent considerable time researching the subject.

Last month, in our Lawn Care Industry column, we printed a letter from Lawn-A-Mat president and founder Daniel Dorfman criticizing us for over-emphasizing liquid application for chemical lawn care in our March supplement. We invited Mr. Dorfman to tell us his story, granular application, which you will find on page 36. He makes a good case for this alternative.

WEEDS TREES & TURF appreciates all comments, pro or con. As Dr. Roger Funk of the Davey Tree Expert Company said, recently, "Criticisms or compliments — at least your readers are talking about your magazine and that's definitely a plus."

*Gail D. Hogan*