

TO OUR READERS —

This issue marks our first in-depth look at the emerging lawn care industry. When we first discussed the possibility of a supplement we knew: A. there was such a business; B. the names of three of four large companies; and C. one reputable tree company that was expanding its share of the lawn care market. Today we know a whole lot more.

Our information was gathered from a special WT&T survey mailed to over a thousand lawn care industry people, a telephone survey conducted for us, and from extensive investigation by the staff. Assistant Editor Eric Friedman, alone, talked with over one hundred lawn care industry people.

Although it is impossible to personally thank each of the people who helped us compile our information, we would like to extend thanks to the following individuals: Daniel Dorfman, founder of Lawn-A-Mat; Anthony Giordano, founder of Lawn Doctor; Dr. Robert Miller, vice president of research and development for Chem-Lawn; Dr. Roger Funk, director of research at The Davey Horticultural Institute of the Davey Tree Expert Co.; Marty Erbaugh, head of the Davey landscape division of the Davey Tree Expert Co.; and Dr. David Harmon, director of research for Harvest Publishing.

All of the factual information we gathered appears in our supplement. But perhaps the one important aspect our supplement does not stress enough is the importance of quality service. Lawn care is a service-oriented business. No amount of advertising will erase incompetent work. And one of the most important sales tools available is the satisfied customer. This all leads me to an important point — the need for a professional organization.

A professional association can upgrade an industry. It can be a vehicle for the exchange of developments and ideas, and for setting standards for quality and performance. We urge lawn care industry people to form such an organization and extend an offer to help in the formation.

If you are in the lawn care business and agree with us, won't you write to us, expressing your opinions on how the organization should be formed, what its goals should be, and if you would be willing to play an active

role in such a group. We will keep you informed as to the developments in this area through this editorial page in future issues.

Recently we received the following letter:
Gentlemen:

Congratulations on your superb articles concerning irrigation in your January '77 issue. They were not only well written but extremely informative for those who are in the process of evaluating their irrigation needs.

I have one comment to make and this is, if at all possible, in the future could a footnote be added to the end of each article where the reader can write and obtain further information pertaining to the subject material.

Fred Wilochka
Aqua-Matic Lawn Sprinkler and
Irrigation Co.
Longmeadow, MA.

We shall make every effort to comply with Mr. Wilochka's request.

And another letter:
Gentlemen:

How about equal time for us Easterners? I refer to the January issue, page 12, in which you plug "Trees of the Berkeley Campus" at \$5.00.

"Trees in Amherst" a pictorial and descriptive record of native, cultivated and historically interesting trees in Amherst, Massachusetts; assembled and edited by The Tree Book Committee and published by the Garden Club of Amherst, copyright 1975 is an excellent compilation of text and pictures in a plastic three-ring binder. The index leaves out some essential cross references and is somewhat arbitrary, but the closeups of flowers, bark, seeds, etc. are most unusual and very clear.

G. A. Yarwood
Yarwood & Block, Inc.
Simsbury, CN.

