

VIEWPOINT

Bruce F. Shank, Editor

What are rising fuel prices doing to your balance sheet? I'd like to compile remarks from all Green Industries on the affect of fuel prices. Please take a moment and jot down your remarks on this pressing subject.

To what extent will rising fuel prices reduce projected profits? Will they cause a loss? Are you forced to lay off employees to meet expenses? Are you having to refinance loans? Where are you cutting back?

After I've received your remarks,

I'll take them to a number of financial advisors for solutions. In November or December, the advise of these financial experts will be published in the magazine.

It is important to deal with these problems on both an individual and industry-wide basis. Solutions for service businesses will differ from businesses selling products. But the overall impact to the Green Industry should be collected and recorded and made known to government officials.

So please participate in this survey by mailing your remarks to Business Survey, Weeds Trees and Turf, 9800 Detroit Ave., Cleveland, OH 44102. The more responses, the better the impact and the more weight it will carry with officials.

Directory first . . . on computer

After three years of index cards and tons of retyping, the Buyer's Guide is now stored in the memory of our computer. This will make corrections more certain and allows us to instantaneously obtain specific lists of manufacturers.

The directory is twice as large as last year as a result. We'll continue to improve and expand it to meet your needs. Phone numbers have been added to eliminate delays of mail information requests. Please use it to make buying decisions this fall. Let the manufacturers know you got their number from Weeds Trees & Turf.



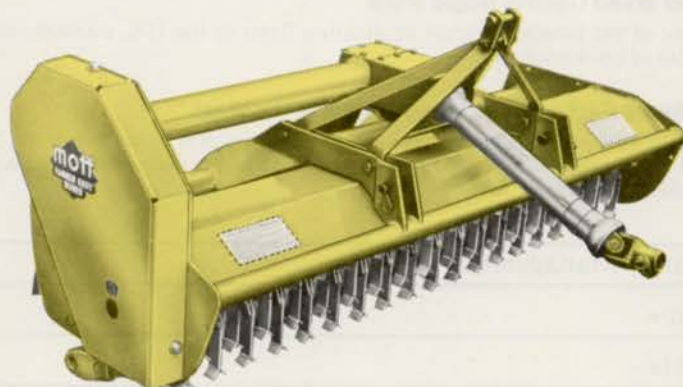
Computer operator Eileen Dring and I produce the first WTT computerized buyer's guide.

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