Let's get down to grass facts!

Average business increase 25% 1978 vs. 1977

More than 8,000 businesses have emerged almost over night - to serve the wants and needs of the 45 million home owners in the residential turf and ornamental market. Last year these businesses served over 4 million accounts, produced \$1.25 billion in receipts and a 25% growth. These facts make it clear that chemical lawn care and maintenance services are booming businesses today ... and have just scratched the surface of the huge residential market. If you've been trying to sell this emerging service industry,

we don't have to tell you how difficult it's been to reach. Now at last there is a magazine that delivers this exclusive audience. Now for the first time you can communicate with this growth market. Now you can match your message



lawn care...the growingest market.



EVENTS

103rd American Association of Nurserymen Convention, Fairmont Hotel, New Orleans, La. **July 15-19**. American Association of Nurserymen, Inc., 230 Southern Bldg., 15th and H Streets, NW, Washington, D.C. 20005. 202/737-4060.

American Sod Producers Association Summer Convention & Field Days, Sheraton-Spokane, Spokane, Wash., July 19-21, 402/463-5691.

Missouri Turf Field Day, University of Missouri South Farms, Columbia, Mo., July 25. Call: 314/882-7838.

1978 Penn Allied Nursery Trade Show, Hershey Motor Lodge and Convention Center, Hershey, Pa., July 25-27. Call: 717/243-1786.

University of Massachusetts Turfgrass Field Day, University Farm, South Deer-field, **July 26**. Call: 413/545-2353.

The South Carolina Plant Food Educational Society Annual Summer Meeting, Holiday Inn, Hilton Head, S.C., July 30-Aug. 1, Contact: A. B. Everett, Sec.-Treas., TSCPFES, 615 Saluda Ave., Columbia, S.C. 29205.

Illinois Landscape Contractors Association Annual Summer Field Day, Stonegate Farm Nursery, Poplar Grove, Ill., Aug. 2. Call: 312/894-4774.

ALCA Erosion Control/Revegetation Symposium, Marriott Hotel, Denver, Colo., Aug. 3-4, Call: 703/893-5400.

American Association of Nurserymen 1978 Management Seminar, Colorado State University, Fort Collins, Colo., Aug. 13-18, Call: 202/737-4060.

54th Annual Convention of the International Society of Arboriculture, Sheraton Centre Hotel, Toronto, Ontario, Canada, Aug. 13-17. Call: 217/328-2032.

Lawn, Garden, Outdoor Living Show, Division of National Hardware Show, McCormick Place, Chicago, Ill., Aug. 14-17. Call: 212/682-4802.

Tenth Biennial National Christmas Tree Convention, Amherst, Mass. August 16-18. Contact: National Christmas Tree Assoc., 611 E. Wells St., Milwaukee, Wisc.

Central Plains Turfgrass Association/Kansas State University Field Day, Kansas State University, Manhattan, Kan., Aug. 23. Call: 913/532-6170.

Farwest Nursery Garden and Supply Show, Memorial Coliseum, Portland, Ore., Aug. 25-27. Call: 503/221-1182.

Transworld Home Horticulture Exhibit, Chicago Expocenter, Chicago, Ill., Sept. 10-13. Call: 312/446-8434.

Turf and Landscape Day, Ohio Agricultural Development and Research Center, Wooster, Ohio, Sept. 12. Call: 216/264-

International Pesticide Applicators Association Annual Convention, Sea-Tac Motor Inn, 18740 Pacific Highway South, Seattle, Wash., Sept. 13-15. Call: 206/362-9100.

Michigan Turfgrass Northern Field Day, Traverse City Country Club, Traverse City, Mich., Sept. 13. Contact: Paula M. Dietz, Dept. of Crop and Soil Sciences, Soil Science Building, Michigan State University, East Lansing, Mich., 48824.

Virginia Tech Turfgrass Field Days and Trade Show, Virginia Polytechnic In-

stitute and State University, Blacksburg, Va., Sept. 13-14. Contact: John Shulders, Cooperative Extension Service, Va., Polytechnic Institute and State University, Blacksburg, Va., 24061.

Pacific Horticultural Trade Show, Anaheim Convention Center, Anaheim, Ca., Sept. 20-22, Call: 916/443-7373.



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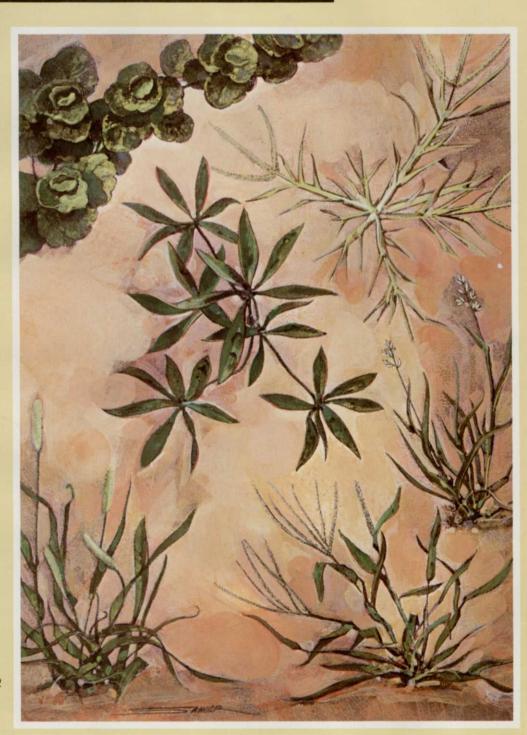
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