In this paper, we obtain a new sufficient condition for the global attractivity of solution of the delay differential equation

$$x'(t) + p(t)x(t - \tau) = 0, \quad t \geq 0 \text{ and } \tau > 0 \text{ is a constant.}$$

Further, the result have been applied to different mathematical models arising in ecology. (Received September 23, 2010)