

Safety rules will up power mower prices

Proposed safety regulations for power mowers are expected to increase prices while decreasing product efficiency, according to a study for the Outdoor Power Equipment Institute (OPEI).

The lawn mower safety standard, proposed by the Consumer Product Safety Commission, would cause the price of the least expensive walk-behind mower to jump from \$69 to \$104—a 51 percent increase. Cost of a middle-priced walk-behind model would go up 24 percent. Riding mowers could leap 36 percent in price, while garden tractors might show a 14 percent higher price tag if the proposed standard becomes law.

The OPEI study, conducted

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REGULATION

Sales, use of DBCP halted by EPA order

The federal Environmental Protection Agency has ordered a halt to sales and use of the soil fumigant pesticide DBCP, or dibromochloropropane, which has been linked to sterility in employees involved in its production.

The major U.S. producers of it are Dow Chemical Co. and Shell Oil Co.'s chemical unit, which voluntarily stopped production in August and began recalling the pesticide from retailers and users.

As reported in the last issue of *LAWN CARE INDUSTRY* (see Sept/Oct, page 1) the federal Labor Department in September ordered limits on worker exposure to DBCP, and EPA pro-

The White House has urged the Federal Communications Commission (FCC) to take a tough stand on advertising by telephone.

William Thaler, acting director of the White House Office of Telecommunications Policy, told the FCC that it should consider an outright ban on all types of advertising by telephone. In a letter to the commission, Thaler said, "solicitation by phone, regardless of the method, raises serious questions concerning the infringement of individual privacy."

A spokesman for Thaler's office told *LAWN CARE INDUSTRY* that no one industry was being singled out, but that the practice was being questioned across-the-board against all firms that solicit by phone. Many lawn care companies across the country regularly use phone solicitations as part of their business practices.

Thaler also asked the agency to broaden an investigation it began last August into automated dialing devices that transmit unsolicited recorded advertising messages and whether they

should be regulated to consider all types of telephone advertising.

Charles Ferris, new FCC chairman, said the White House was raising "very valid questions," but said he "would want to give some more thought be-

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TAXES

Social Security bill hits employers harder

In early November, the Senate began debate on a Social Security financing bill that would more than double the maximum payroll tax paid by employees in 1986.

Unlike a measure passed by the House earlier, the bill would, for the first time, require employers, including lawn care businessmen across the country, to pay a greater share of Social Security taxes than is paid by workers.

The bill is aimed at shoring up the Social Security system, whose financial health is threatened by some overly generous benefits, a declining

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LAWN CARE INDUSTRY

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posed restricting the pesticide's use on crops.

The EPA is offering to make exceptions in its ban, allowing DBCP to be sold for use on home lawns, if manufacturers will limit their sales to certified pesticide applicators.

In a report released in mid-November, Dow Chemical said sperm sampling among 249 former employees of its Midland, Mich. plant that produced DBCP showed few cases of unusually low fertility.

GOVERNMENT

Cadmium uses on lawns goes under EPA review

The federal Environmental Protection Agency is reviewing the safety of cadmium in products used to treat diseases on home lawns, after discovering that it has caused prostrate cancer among workers in battery, rubber and metals smelting plants.

The EPA further said women of child-bearing ages exposed to cadmium used in home lawn treatment products could bear children with birth defects. It says that rats, mice and hamsters fed or injected with cadmium have borne offspring with decreased brain growth, cleft palates and other deformities.

Cadmium is used in products that help remove dollar spot, copper spot, *Helminthosporium* and *Curvularia* diseases, said Dr. Roger Funk of Davey Lawnscape Service in Kent, Ohio. Brand names include, Caddy, Vi-Cad, Cad-Trete, Puraturf, Miller 531 and Crag Turf Fungicide 531, he said.

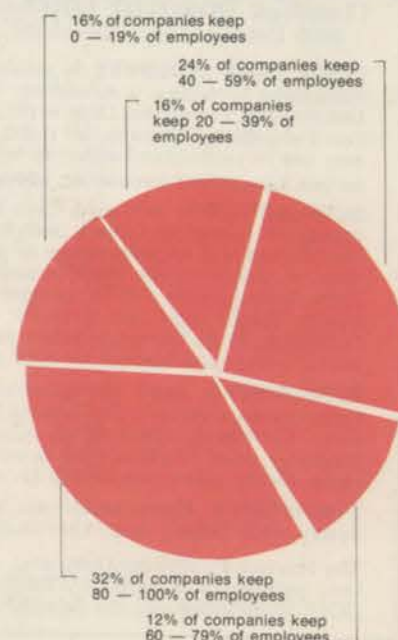
Manufacturers include W.A. Cleary Corp., Somerset, N.J.; Mallinckrodt, Inc., St. Louis, Mo.; Chevron Chemical Co., San Francisco, Calif.; Vineland Chemical Co., Vineland, N.J.; and Guard Chemical Co., Newark, N.J.

Nick Clifford, business man-

ager for Mallinckrodt, told *LAWN CARE INDUSTRY* that his company is following the EPA's "rebuttable presumption against registration" process and commenting on the risks versus benefits of cadmium.

He said Mallinckrodt feels the risk of fungicides containing cadmium are minimal if not undetectable.

Percentage of Staff Retained During Winter



QUICK STARTS

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For a complete study of the lawn care industry in Dallas/Fort Worth, see *MARKETPLACE*, page 16. This is part of a continuing series of in-depth looks at regions of the country where the lawn care business thrives. The study includes a profile of the city, potential lawn care customers, lawn care companies that operate there and how they go about getting and keeping customers.

Bill ups minimum wage to \$2.65 by Jan. 1

President Carter in early November signed a new minimum wage bill boosting the federal minimum wage to \$2.65 an hour next year and to \$3.35 by 1981.

The bill calls for a four-step increase in the current \$2.30-an-hour minimum wage. It goes to \$2.65 an hour Jan. 1, \$2.90 in January 1979, \$3.10 a year later and finally \$3.35 on Jan. 1, 1981.

The bill also increases the exemption from federal minimum-wage requirements for small businesses such as some lawn care companies. At present, concerns with less than \$250,000 in annual sales don't have to pay the minimum wage. This small-business exemption would increase to \$275,000 in sales July 1 and then gradually climb to \$362,500 on Dec. 31, 1981.

RESEARCH

New turfgrass variety is introduced in East

A new turfgrass variety is now available to turf professionals through Garfield Williamson, Inc., Jersey City, N.J.

The new variety — Omega — is a fine-leaved perennial and combines the deep green appearance of a bluegrass with the rapid germination of a ryegrass, the company said. It is recommended for upgrading established lawns and for reseeding bare spots, as well as slopes, traffic areas and other hard-to-grow places.

Germination takes place within a week, with the first mowing in three weeks, the company said. Other features include improved drought and disease resistance, cold hardiness and adaptability to a wide range of growing conditions the company said.

COMPANIES

Miami's Safe-T-Lawn moves into new offices

Safe-T-Lawn, Inc., Miami, has moved into new world headquarters.

The company's new address is 5350 N.W. 165 St., Miami, Fla. 33014. Phone is (305) 625-7000.

The new facility will combine all facets of the company's operation, including corporate management, marketing and advertising, product and development engineering, plastic molding and unit fabrication, as well as warehousing facilities.

HOUSING

5.6% new home rise in October is 4-year high

Construction of new homes jumped 5.6 percent in October as the housing industry enjoyed its best month in four years, the Commerce Department has reported.

New houses were started at an annual rate of 2.18 million units, the highest rate since 2.27 million in May, 1973. October construction was particularly strong for a month when building usually begins trailing off for the winter, a spokesman for the National Association of Home Builders (NAHB) told **LAWN CARE INDUSTRY**.

Previously, the industry group had forecast a slowdown at the end of the year but it revised its predictions for 1977 housing to 1.95 million homes, which would be the biggest year since 1972, when 2.38 million buildings were constructed. The most recent NAHB figures are even higher than those reported by the industry group in the last issue of **LAWN CARE IN-**

INDUSTRY (see page 1, Sept/Oct)

October housing starts were 27 percent higher than the October 1976 rate. During 1977's first 10 months, 1.7 million units were started, up from 1.3 million units in the same period of 1976, an increase of 31 percent.

The Commerce Department, saying it takes about the three months to establish a trend for housing starts, noted that they rose 10 percent in July and were virtually unchanged in August and September. In the last four months, however, construction has been at an annual rate above two million, well above the 1.6 million rate established throughout the 1960s.

The strongest increase in construction last month was in the Northeast, where starts rose from an annual rate of 177,000 to 244,000. In the West, housing starts declined from 526,000 to 525,000.

SOCIAL SECURITY PUTS BITE ON EMPLOYERS

from page 1

birth rate and high unemployment.

The current maximum annual Social Security tax paid by a worker is \$965. The employer matches that for each employee earning \$16,500 or more. When increases already scheduled under current law are added in, the committee bill would raise that maximum to \$1,525 in 1981, \$1,684 in 1982, \$2,121 in 1985 and \$2,263 in 1986.

An employer, however, would see this maximum tax per employee jump from \$965 to \$3,068 in 1979, and to \$5,250 in 1985.

The Finance Committee's method of shifting a larger portion of Social Security taxes to employers was inserted in the bill by Sen. Gaylord Nelson (D-Wis.).

The practical effect of the rapid jump in the wage base for employers is that through 1983, according to Social Security Administration officials, the Senate bill would bring in \$72.1 billion in new revenues above increases already scheduled in previous law. Of this, \$52.8 billion would come from employers, only \$17.2 billion from employees and \$22.1 billion from the self-employed. Under the House bill, which maintains parity between employers and employees, about \$76 billion would be raised through 1983 in new revenues.

Sen. Carl T. Curtis (R-Neb.), calling the Nelson plan a method of "soaking the employers," and he will offer a floor amendment restoring parity between the taxable wage bases and imposing a new tax equally on workers and their bosses.

SAFETY RULES WILL UP MOWER PRICES

from page 1

by the Stanford Research Institute, projected that the safety proposal would cost consumers \$371 million the first year it is in effect.

As a result, lawn care companies and other consumers would not only have to pay more for mowing equipment, but also would have fewer models to choose from.

John J. Cantu, executive vice president for outdoor products, The Toro Co., stated recently that "under the onslaught of inflation and the economic impact of the proposed standards on mower safety and noise, the prices of mowers are bound to be driven sharply upward."

It is estimated that the lower price categories, now accounting for one-third of the sales, will be eliminated — and the premium segment will also be reduced.

The main thrust of the proposed standard is to provide means to protect hands and feet from injury by power mowers. Also included are provisions to turn off a mower's engine when the user releases the handle. Although "the mower-using public will benefit from improved safety," says the OPEI report, "mower performance will be reduced by the standard."

"Mowers will be more difficult to push and maneuver, will not cut as cleanly, will not bag as efficiently, and will likely clog more frequently. Maintenance requirements will probably increase."

OPEI is a trade association whose members produce lawn mowing equipment.

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fore expanding our inquiry."

But at least one FCC member, Joseph Fogarty, said the commission should consider expanding its investigation in the wake of the Thaler letter. "We should get into the issues Bill Thaler raises," Fogarty said. "We ought to broaden our inquiry to look into the whole area of invasion of privacy."

Telephones have commonly been used to solicit magazine and newspaper subscriptions, sell insurance and promote charity drives, in addition to its use in the lawn care industry. Increasingly automated dialing devices

have been used to phone individuals in their homes with recorded advertising messages.

Thaler said the commission should look into whether the use of automatic dialing devices may overburden current telephone systems. He also listed several possibilities short of a total ban that the FCC might consider to deal with the problem. They include prohibiting the solicitation of persons who have told the phone company that they do not want to receive unsolicited advertising messages over the phone or requiring a message to state at the outset what the call is about before the actual advertising message begins.

He also suggested charging users of automated calling devices higher phone rates, requiring the use of special phone lines by the automated devices and exempting non-commercial solicitations from any advertising ban.

RESEARCH

Musser Foundation names new director

Mario DiFederico, president of Firestone Tire and Rubber Co., Akron, has been appointed to the board of directors of the Musser International Turfgrass Foundation, according to Dr. Fred V. Grau, president of this tax-exempt educational research organization.

Currently, the Foundation is supporting research on the *Ataenius spretulus* beetle, a topic of considerable interest to those working with home lawns and golf courses.

Other recent appointments to the board of directors are John J. Weinberg of South Africa and J. Nakatsukasa of Tokyo.

CONVENTIONS

Mid-Am Trade Show Jan. 15-18 in Chicago

Even though enlarged to 375 exhibits, covering more than two acres to accommodate a still-growing list of exhibitors, the 1978 Mid-America Trade Show is almost sold out. Former U.S. Secretary of Agriculture Earl L. Butz will be the keynote speaker.

More than 150 exhibitors, drawn from every section of the country have already reserved space to show a wide variety of plant materials, supplies and equipment during the show's four-day run, January 15-18 in Rosemont, Illinois, a Chicago suburb. The final count of exhibitors is expected to top 250 companies.

Sponsored by the Illinois State Nurserymen's Association, Illinois Landscape Contractors Association and the Wisconsin Landscape Federation, the 1977 Mid-Am attracted more than 4,000 attendees who came to Chicago from 37 states and Canada.

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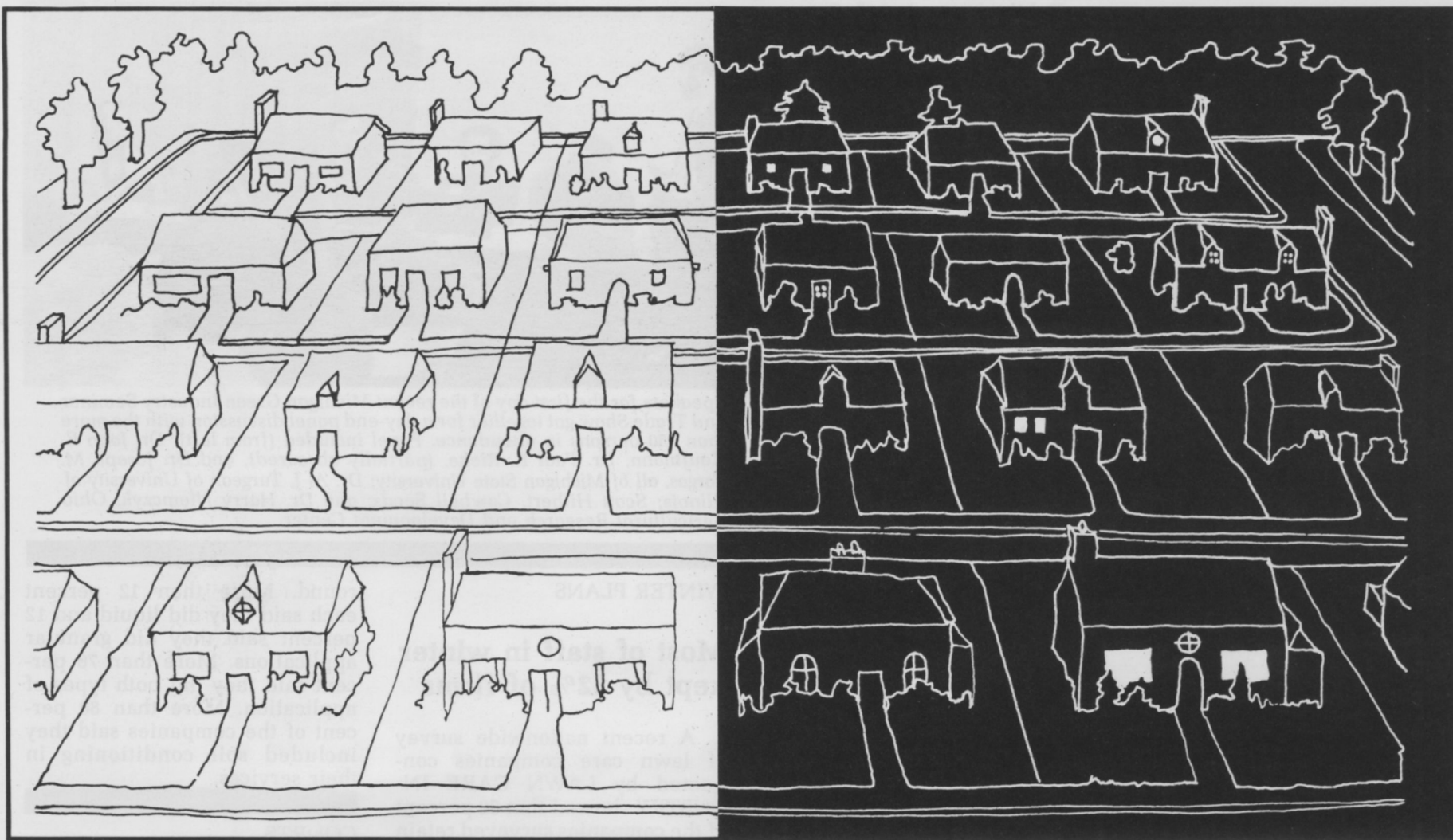
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Dr. James Beard, turf specialist at Texas A & M University, addressed the Professional Grounds Management Society at their recent annual meeting in Houston. He spoke on a number of areas of turfgrass management in the Southwest.



Dean Roy M. Kottman (right) dean of the College of Agriculture and Home Economics at Ohio State University, recently accepted a check of \$17,000 from Ohio Turfgrass Foundation president Lou Greco. The funds were donated by the Ohio Turfgrass Foundation for turfgrass research at Ohio State and the Ohio Agricultural Research and Development Center in agronomy, entomology and plant pathology. OTF executive secretary and OSU extension agronomist Dr. Dave Martin (left) and OTF president-elect John Fitzgerald participated in the presentation.



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MEETINGS

More than 700 attend Michigan green seminar

The organizers of the recent fifth annual Michigan Green Industry Seminar and Trade Show had such good response that they ran out of food and had to send attendees to local restaurants for lunch.

More than 700 green industry professionals turned out in late October to hear a two-day program at the Youth Activities Center at Springfield-Oaks Park in Davisburg, Mich. The first day was devoted to turf; the second day ornamentals. There were over 45 companies exhibiting at the show.

Exhibitors included Century Supply, J.J. Dill Co., Hanson Equipment Co., Lakeshore Equipment and Supply Co., Lawn Equipment Corp., Wilkie Turf, W.F. Miller Garden and Lawn Equipment, Hugget Sod Farm Co. and Ditch Witch Sales of Michigan.

Sponsors of the event included Michigan State University and its Cooperative Extension Services, Lawn Sprayers Association of Michigan, Metropolitan Detroit Landscape Association, Michigan Forestry and Parks Association, Michigan Pesticide Applicators Association, Michigan Recreation and Parks Association, Professional Grounds Management Society and the Sod Growers Association of Michigan.



Speakers for the first day of the recent Michigan Green Industry Seminar and Trade Show got together for a day-end panel discussion with the more than 350 persons in attendance. Panel included (from left): Dr. John E. Kaufmann, Dr. Paul E. Rieke, (partially obscured), and Dr. Joseph M. Vargas, all of Michigan State University; Dr. Al J. Turgeon of University of Illinois; Scott Hilbert, Cowbell Seeds; and Dr. Harry Niemczyk, Ohio Agricultural Research and Development Center.

The standout in it's field.



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WINTER PLANS

Most of staff in winter kept by 32% of firms

A recent nationwide survey of lawn care companies conducted by LAWN CARE INDUSTRY showed that 32 percent of the companies surveyed retain between 80 and 100 percent of their staff through the winter months.

Other findings from the survey dealt with timing of last applications for the season, services performed during the winter, timing of budget planning, timing of training sessions, liquid versus dry application and use of soil conditioning.

The survey also showed that 12 percent of the companies surveyed retain 60-79 percent of their staff; 24 percent retain 40-59 percent of their staff; 16 percent retained 20-39 percent of their staff; and 16 percent retained 0-19 percent of their staff.

Of the companies surveyed, 44 percent said they did their last application in October, and 20 percent said they did their last application in September.

Forty percent of the companies surveyed said they do tree trimming during the winter months, and 40 percent said they do snow plowing. Twenty percent said they do weed control in the winter, and 12 percent said they do equipment repair, 12 percent said they raked leaves. Other winter services mentioned included: winter grass planting, shade tree planting, landscaping, cutting and delivery of firewood, fertilizing, underground sprinkler installation, retail store operation and selling Christmas trees.

More than 24 percent of the respondents said they planned their budgets in November and 20 percent said they planned their budgets in January. More than 24 percent said they budgeted all year round. Almost 17 percent of the companies said they held training sessions in the spring, and 83 percent said they held training sessions all year

round. More than 12 percent each said they did liquid and 12 percent said they did granular applications. More than 76 percent said they did both types of application. More than 80 percent of the companies said they included soil conditioning in their services.

COURTS

Two men are indicted in grass-growing scheme

A federal grand jury in San Francisco has indicted two men on a charge of transporting persons interstate to perpetuate a fraud.

Named in the indictment were Oliver Hemphill, Junction City, Or., and Thomas W. Wilbur, of Lakeport, Calif. They are charged with representing to three individual investors that if the investors, for \$10,000 each, purchased hydroponic grass-growing machines and franchises to sell such machines, the two defendants would be able to produce these machines.

According to Assistant U.S. Attorney Edward Davis, the two defendants told investors they had an agreement from a manufacturer of hydroponic grass-growing machines to supply such machines. Actually, the defendants did not have such an agreement, Davis told LAWN CARE INDUSTRY.

The machines were guaranteed to grow seven-inch-high grass in seven days. The machine scheme was part of a package deal offered investors by Hemphill and Wilbur. The transaction also involved a promotion of the beefalo, which is a new hybrid animal resulting from a cross between American buffaloes, or bison, and domestic beef cattle. Like bison, beefaloes grow much faster than ordinary cattle and thrive on grass rather than expensive grain feed.

Davis noted that both beefaloes and hydroponic grass-growing machines are legitimate projects, but the defendants misrepresented themselves when they said they had both ready to sell when such was not the case, it was reported in the *Wall Street Journal*.

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EXPANSION

Dry to liquid change easy if planned well

Making the change from dry to liquid chemical lawn applications doesn't demand financial or time sacrifices if the job is carefully considered and planned. It can be a very efficient, economical move.

In many ways, granular and liquid applications compliment each other. According to John Linkhart, vice president of Perf-A-Lawn Corp., Dayton, Ohio, liquid chemicals work as well as dry in most weather except winds above 15 miles per hour. It

follows the same seasonal calendar as dry and works at the same rate of fertilization.

Although some fear fertilizer "burn" and drift from liquids, he noted that liquid provides easier formulations with simpler ratios. Its nutrients are in solution for spraying time. Burn is lessened by using a nonsoluble, low salt index formulation. Some also cite dry's reliability for less soil leaching, uniform growth and better coverage by avoiding handheld application or application above ground level. Linkhart stressed that choice of chemicals prevents leeching, adding, "I see more uniformity with sprays than I do with

spread. It always turns out well every time."

In time allotments, liquid methods require only one crewman and a truck, compared to two to three men per truck on dry application. Liquid, he said, also gives quicker action, usually within three days, and doesn't need frequent reloading, like granular.

He also praised liquid's abilities to remain in one place. Granules tend to bounce around and can stain sidewalks, patios and other non-target areas. The unwary lawn specialist who neglects to clean up the spills could face problems, he noted.

Some new equipment may be necessary for the transition — 1-1½ T. trucks, pumping units, protective gloves, reels and hoses, but Linkhart said he believed having new or improved gear can offer a fitting, psychological and sporting lift to a new venture.

The transition best occurs in winter but can happen at any time whether the business is old or new since it involves little restructuring or financial out-

lay. Proper preparation and knowledge can accomplish the task in a week, he said.

What may change is the company's employee count. Since liquid jobs don't need as many workers, the company has the choice of laying off some employees or using them to support a heavier job demand. Training is no problem. Beyond the first few trials at preparing mixes properly and developing compatibility with chemicals, little new training is indicated.

Another change is chemicals. Linkhart said liquid chemicals aren't subject to greater availability or cutbacks than dry are, but have a smaller selection. Sometimes a company deals with new distributors to get chemicals.

Perf-A-Lawn used liquid formulations since its founding in 1971 and Linkhart is satisfied. "Liquids are readily available and if you want a quick green and a good week killer, move to a liquid," he said. I feel the liquid process is an excellent means for getting professional services."

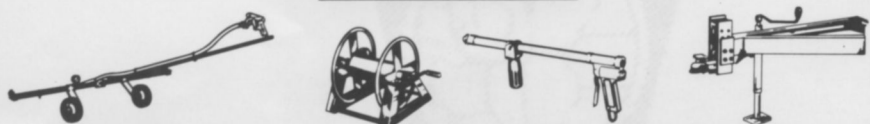
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MANAGEMENT

Could computer use help your business?

The trend in the computer industry toward more emphasis on servicing the small businessman could be a boon to lawn care specialists.

Both time sharing and mini-computers could help you with routing, billing and many other common operations procedures.

The first step is to find a data processing center that can help you organize your material. (Look in your Yellow Pages). Data processing centers can also provide you with information such as cost per account and investment analysis.

The purpose of computer utilization is not to reduce staff size. It is intended primarily to increase efficiency, permit expansion, and provide better service to your customers.

Switching to computers is a major decision requiring thorough study, a great deal of planning, and full cooperation of your staff. Only those uses which are financially significant should be considered when discussing time sharing with a service bureau salesman. The gimmick attraction should be played down or totally suppressed.

Cost is determined by the number of application programs, the time needed for inputting your data, the time required by the computer to process your data, and the amount of storage needed. Chargers may be as little as \$250 per month.

The most efficient use of computers is achieved when data is collected into batches and run at one time. Store only significant data on computer tape or discs. The service bureau can run your data during its slack periods for a cheaper rate.

When you start to look for a service bureau, have a list of your needs ready and get a number of bids. Smaller bureaus may want your business more and thus offer a lower price. After you have heard each salesman's pitch, consider paying a consultant to check the proposals and to recommend the best one.

Applications you may want to consider are:

- Order entry and billing
- Products cost analysis
- Accounts receivable
- Vehicle scheduling
- Cost estimating
- Monthly sales analysis
- Sales forecasting

Keep in mind that a period of adjustment is required. Records will have to be organized before they are entered into the computer. Initially, the computer may seem like more work, but its benefits should be recognizable within a year.

After your company becomes familiar with computer processing and its needs grow, a mini-computer can be considered. Models are available for as little as \$5,000. You can buy or lease "canned" programs to meet your needs with which input and output can be obtained in simple English.

Minicomputers are growing to an increasing proportion of the data processing market. It is possible that they will become even less expensive. But, data processing is not cheap and no one should expect it to be. Many companies lease medium-sized computers at a cost of \$16,000 or more per month. Planning is essential because mistakes are expensive.

They are an important factor in growth of business today. They operate in split seconds and permit immediate access to data otherwise hard to get.

—Bruce F. Shank



RON GIFFEN

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MEETING DATES

Tennessee Turfgrass Conference, Music City Rodeway Inn, Nashville, Tenn., Jan. 3-4.

TURFGRASS '78, Maryland Turfgrass Council, Sheraton Lanham Inn, Lanham, Md., Jan. 8-12.

Nebraska Turfgrass Conference and Training School, University of Nebraska Center for Continuing Education, East Campus, Jan. 9-11.

Mid-America Trade Show, O'Hare International Trade and Exposition Center, Rosemont, Ill., Jan. 9-12.

Michigan Turfgrass Conference, Kellogg Center, Michigan State University, East Lansing, Mich., Jan. 10-11.

Penn State University Turfgrass Conference, J. Orvis Keller Conference Center, University Park, Pa., Jan. 16-19.

Virginia Turfgrass Conference, Sheraton Motor Inn, Fredericksburg, Va., Jan. 18-19.

Northern California Turfgrass and Environmental Landscape Exposition, Hall of Flowers, San Mateo Fairgrounds, Jan. 25-26.

Southern Turfgrass Conference and Show, Broadwater Beach Hotel, Biloxi-Gulfport, Miss., Jan. 29-31.

Associated Landscape Contractors of America Annual meeting and Trade Exhibit, Hyatt House, Orlando, Fla. Jan. 30-Feb. 2.

National Arborist Association Annual Meeting, Sarasota Hyatt House, Sarasota, Fla., Feb. 19-23.

WINTER

How to prevent injury to frosted, frozen lawn

Each winter, your customer, the homeowner, and many lawn care businessmen are faced with the problem of how to protect lawns from frost injury and management of lawns.

Here is what to do or what to tell your customer, keeping in mind of course that these recommendations are under optimum conditions, something that is not usually possible with a home lawn.

Any traffic on a lawn while frost is present results in injury to the turf, says John F. Shoulters, extension turfgrass specialist at Virginia Polytechnic Institute and State University. For example, walking across a frosty lawn results in the death of the grass blades in the footprints. There is usually little or no damage to the crown or roots. The preferred management practice for a frosted lawn is to prevent all traffic until the frost has melted.

Turning to the management of freezing, frozen or thawing lawn areas, it is helpful to keep in mind that the most severe damage from traffic occurs during the freezing and thawing processes. Traffic of any kind should be prevented while either of these processes are taking place. Limited traffic may be permitted under certain conditions when the ground is frozen solid.

While the lawn and soil are in the process of freezing, cells are particularly vulnerable to damage from traffic. Areas of turf that would otherwise remain alive have frequently been killed by traffic during the freezing process.

Most cool-season lawn grasses are also vulnerable to injury during the thawing process. The most vulnerable time is when the surface of the lawn has thawed but the soil just underneath the surface of the lawn remains frozen. This is true from the time the surface of the lawn begins to thaw and may remain true until the lawn has thawed to a depth of perhaps two to three inches. During this period, roots are easily injured by traffic.

After the lawn has frozen solid and enough time has elapsed for the frost and ice to disappear from the surface of the blades and from the cells within the blades, little damage occurs from play so long as the area remains firmly frozen.

A rule of thumb to consider to allowing traffic on lawns during thawing is to permit traffic if the soil has thawed and dried to the point that the surface of the lawn is firm enough to support a person's weight without leaving footprints as one walks across it. When one feels the foot sinking into the soft, upper portion of the lawn, traffic should be avoided.

Leisure Lawn to open new Ohio headquarters

Leisure Lawn expects to operate from new headquarters outside Dayton, Ohio before the year ends. It is currently headquartered in Dayton.

The new 10,000 sq. ft. headquarters building occupies freeway frontage in W. Carrollton, Ohio, and will house both warehousing and management functions when it is completed later this year, according to Doug Baker, Leisure Lawn's vice president of marketing.

The activity follows a highly successful 1976 which saw a 60 to 100 percent increase in revenues and opening of branches in Indianapolis, Cincinnati, and the relatively uncharted market in Minneapolis, Baker said. Current statistics show a 40 percent profit increase for 1977.

Other changes included a different marketing strategy, from a logo change to "specialty interest" mailing. Using this method of reaching a selective market rather than random mailing produced more efficient costs per customer, Baker noted. Television advertising also helped show "that we're a business that's good to work with" for liquid lawn care needs in the area.

Another new project is the company's line of Leisure Time "luxury lawn products" such as quality lawn furniture, picnic sets and lawn games like croquet and jarts. Baker said a catalog service for these products is forthcoming.

Leisure Lawn plans to expand two more offices in the future but didn't announce the locations.



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☐ Granular
☐ Both

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☐ Chain
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☐ 500-1,000
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Which article in this issue did you find the most interesting and/or helpful? _____

What subjects would you like us to cover in future issues of LAWN CARE INDUSTRY?

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NEWSMAKERS

Gary Richard Holland and Kenneth D. Larson have been appointed vice presidents of **Toro Co.**, Minneapolis, Minn. Holland becomes vice president — general manager of Toro's Outdoor Appliance Division, which he has headed since it was created last year to manufacture and market flexible-line trimmers and other yard care accessories. Larson moves into the new post of vice president — manufacturing and engineering with responsibility over all manufacturing and product engineering functions for the Outdoor Power Equipment Group.



Holland

Larson

Jim Commisso has joined **Lakeshore Equipment & Supply Co.**, Elyria, Ohio, as a sales representative in the Buffalo, Rochester and Syracuse areas in New York. He has worked for the last seven years as a representative in the Rochester area for a distributor for the Jacobsen Mfg. Co., Racine, Wis.

Gary Foote has joined **Jacobsen Mfg. Co.**, Racine, Wis., as a field representative for the Turf Products Division. Based in Fort Lauderdale, Fla., he will serve the company's Southeast region, including North Carolina, South Carolina, Florida, Georgia, Alabama, Tennessee and Ken-

tucky. He was previously a sales representative for **Debra Turf Equipment Co.**, Hollywood, Fla.

John Regier, who designed, built and produced the original Hustler riding lawn mower nearly 15 years ago, has returned to **Excel Industries, Inc.**, Hesston, Kan., as product services manager.

Richard H. Hurley has been named director of research and development for **Lofts Pedigreed Seed, Inc.**, Bound Brook, N.J. He is a member of the American Society of Agronomy, Crop Science Society of America, Weed Science Society of America and the Golf Course Superintendents Association of America. He holds B.S. and M.S. degrees in agronomy and turfgrass management from the University of Rhode Island.

Dick Gray has been named executive technical representative for the **ProTurf Division** of O.M. Scott & Sons, Marysville, Ohio. He has been a ProTurf representative for four years, handling sales in central Indiana.

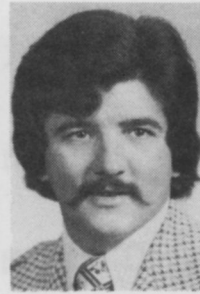
Vincent Mazza has been promoted to director of marketing, Agricultural Business Group, **Velsicol Chemical Corp.**, Chicago, Ill. His responsibilities include advertising, promotion, merchandising and market planning for Velsicol's chemicals used in the following markets: agriculture, industrial brush control, pest control and home, lawn and garden.

Northrup King Co., Minneapolis, Minn. recently announced the appointment of Larry G. Vetter as manager, Professional Turf Products Division. He was

most recently an instructor in turf and golf course maintenance at Anoka Area Vocational Technical Institute in Anoka, Minn.



Bergen



Brophy

Robert E. Bergen has joined **FMC Corp.'s** Outdoor Power Equipment Division, Port Washington, Wis., as assistant division manager. He will be directing his activities toward

the total future growth of the division and will be developing plans and programs to enhance the sales and position of Bolens products.

Robert C. Brophy has been named midwestern district sales manager for Outboard Marine Corp.'s **Cushman** and **Ryan** product lines. His territory includes Arkansas, Colorado, Kansas, Missouri, Nebraska and Oklahoma.

The **Upjohn Co.**, Kalamazoo, Mich., has promoted Joseph F. Niedbalski to research head, plant health technical extension. The responsibilities of his new position include field service turf specialty liaison and technical extension activities in connection with the company's chemicals.

RESEARCH

Home lawn turf adds to basic quality of life

The quality of life is improved from the beauty of turfgrasses, particularly when grown in combination with flowers, shrubs and tree plantings in a total landscape concept.

The next time you are asked to speak before a city government body or homeowner's association, you might tell them that according to Dr. James B. Beard, noted turf and crop physiologist with the Texas Agricultural Experiment Station, a more favorable, harmonious environment and improved mental health are important benefits of turfs, particularly to people living in high density urban areas.

Dr. Beard suggests seven distinct areas in which turfs make

significant functional contributions to the quality of life.

Grass is by far the most effective and least costly method available to stabilize soil against loss by water erosion, whether it be on a lawn, roadside, park, ditch bank, institutional ground or ski slope.

Dust stabilization value of an established lawn is well known to those who have lived in a newly constructed house. Wind blown dust can permeate a house or other building, decreasing comfort and increasing cleaning problems.

Heat dissipation is a valuable byproduct of green, actively growing grasses which release water to the atmosphere by transpiration. This conversion of water from liquid to vapor requires energy and, in effect, cools the leaf surface. This process dissipates heat, and is particularly valuable in urban areas where there are high concentrations of hard surfaces that absorb and radiate heat.

Noise abatement is helped by turfs, plus surrounding tree and shrub vegetation. Properly placed, vegetation can decrease the noise level of 15 to 45 percent at a distance of 30 to 70 feet along intensely busy urban freeways.

Turfgrasses have a low level, diffuse reflection that causes nominal glare and associated eye discomfort in contrast to relatively smooth surfaces such as snow, sand, and many types of hard surfaces on buildings, streets and sidewalks.

Safety is enhanced by the higher cut turfs along roadsides which aid in safer emergency stops of vehicles. Similarly, turfs on recreational sport fields provide a cushion which reduces the shock and potential injury to players.

"Improved turfgrasses and cultural practices are a must for the future," says Dr. Beard. "Continued concentrations of people in urban areas with less mobility to outlying locations and increased time result in greater use of the limited recreational and green belt areas in and near urban centers."

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Jobe's patented binder forms the fertilizer into easy-to-drive spikes and provides for uniform release of nutrients. A plastic cap is included to make

driving Spikes easier and to protect the Spike while you drive it. The analysis of Jobe's Tree and Shrub Spikes is 16-8-8. Evergreen Spikes are 12-6-8. Fruit Tree Spikes are 5-15-15. Rainwater or soil moisture carries the fertilizer down to the root zone.

Call your local Jobe's distributor or order direct. \$30 per case (105 Spikes) prepaid, 5 case minimum. 15 or more cases, \$25 per case. 36 or more cases, \$22.50 per case.



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COMPANIES

Lakeshore plans Ala. sulfur-coated urea plant

Plans for construction of a facility in Columbia, Ala. for the production of sulfur-coated urea have been announced by Ag Industries Mfg. Corp. (AIM), a wholly owned subsidiary of Lakeshore Equipment & Supply Co., Elyria, Ohio.

This will be the first such plant in the U.S. and only the second in the world, Lakeshore said.

Licensed through the Tennessee Valley Authority (TVA)

under several patents, Lakeshore plans for operations to begin early next year.

The plant site, located on the Chattahoochee River, was chosen for its proximity to the source of raw materials and includes a shipping dock, rail siding and barge facilities.

TVA has been testing sulfur as a coating for urea since 1957 at the National Fertilizer Development Center in Muscle Shoals, Alabama. Although test results were promising, conditions in the U.S. didn't favor large-scale marketing of the product until recently, when an economical method for its production was developed, according to Ronald

A. Smith, project manager for Lakeshore. The method TVA licensed AIM to use took about 15 years to develop, Smith added.

The TVA allocated samples of the product to Lakeshore for test marketing, Smith said. Initially, TVA had directed marketing emphasis towards agriculture. Smith said the agriculture market wasn't as quick to respond to the product as were the horticultural and turfgrass markets. The

results of Lakeshore's test marketing, he said, were encouraging.

In addition to the TVA pilot-plant operations in progress at Muscle Shoals, pilot-plants are operating in Korea, Spain and England, and the product is showing great international acceptance.

The only commercial plant in operation presently is in Canada.

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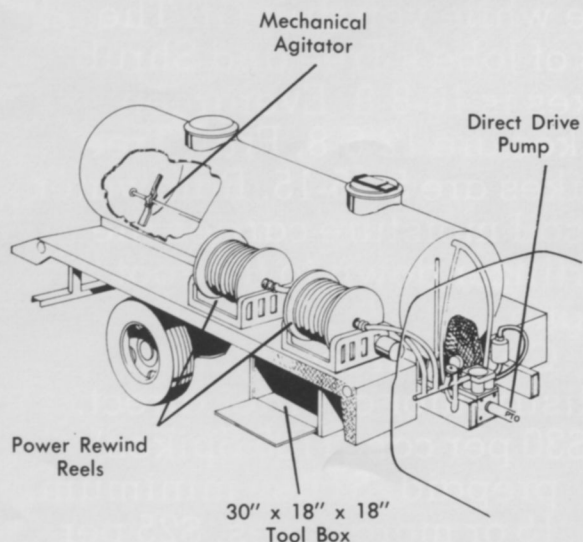
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MARKETING IDEA FILE

Fungicide applications can be moneymakers

When temperature plus humidity equal 150 — that's when the phone starts ringing," says Milliard Daily, president and founder of Liqui-Green Lawn Care, Peoria, Ill.

"Your fertilizer isn't working. . .

"It just doesn't look like it did last year. . .

"I watered it and nothing is happening. . .

"The lawn seems to be getting spotty. . ."

It usually isn't the fertilizer, of course, but rather one of the assortment of diseases that are becoming more and more a part of the lawn care business.

"These diseases started to show up about the same time as the southern leaf blight in corn," says Daily, "and they are getting worse all the time." He estimates that fungicide applications for disease control account for less than five percent of his business right now, but will rise substantially over the next two to five years. Daily has been in the business some 24 years and says he started with just a fertilizer service. Later he expanded his firm's services to include weed control, tree and shrub feeding, insect control and now disease control. The firm has expanded in other ways as well. Liqui-Green now has 21 franchised locations in Illinois and several more in other states.

Daily has found that if a new account has a disease problem, he may well have been referred to Liqui-Green by one of its competitors who lacked the technical expertise to deal with the problem. Part of Liqui-Green's success in moving more strongly into disease control in the home lawn market has come from the availability of better fungicides on the market.

"When you sell a \$75 treatment, it had better work," says Daily, "we have to have good products. Pick a name and we have tried it. We have to. We are always looking for something that works better than what we've got."

Liqui-Green has found that it gets the best disease control by combining systemic and contact fungicides. The combinations give broad spectrum control that is superior to any single fungicide applied alone. For example, Tersan 1991 turf fungicide (benomyl) is systemic and controls a variety of diseases including dollar spot, large brown patch, *Fusarium* patch and blight and stripe smut. In combination with a contact such as Tersan LSR turf fungicide (maneb), which controls leaf spot, rust and *Rhizoctonia*, most early season lawn problems can be controlled. Benomyl in combination with Tersan SP (chloroneb), which controls *Pythium* and snow mold, will control most late-season lawn problems. In fact, Liqui-Green has found that these two combinations usually can take care of most lawn problems.

Daily stresses that, at least in his area, the problem with diseases is getting worse all the time. In fact, he says he has a hard time finding lawns in Peoria that do not have a disease problem of some sort. He has found it generally takes at least two treatments and sometimes more, depending on disease and weather conditions, to bring the problem under control.

Also, on brochures sent out to existing and prospective customers, he has several recommendations for homeowners to help prevent disease damage:

- water the lawn during daylight hours
- collect clippings when mowing
- maintain lawn at 2½ to 3 inches in height
- reseed any severely damaged areas with disease-resistant varieties
- maintain good management practices, because a well-cared-for lawn will respond better to disease treatment than one which is under stress from poor management practices.

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Daconil 2787® is the Diamond Shamrock fungicide that controls nine diseases in over 25 species and varieties of turfgrasses. Introduced in 1966, it quickly found acceptance among golf course superintendents. In recent years, Daconil 2787 has steadily gained in popularity among lawn care specialists because of its broad-spectrum control and outstanding results.

Dacamine® is our postemergence broadleaf herbicide. It effectively controls 76 broadleaf weeds, with no vapors or fumes. We also offer Daconate® 6 post-emergence herbicide to control grassy weeds. Both Dacamine and Daconate have won strong acceptance for special uses in commercial and residential weed control.

If customer satisfaction is important to your lawn care business, think first of Diamond Shamrock. For further information, contact the Diamond Shamrock Agricultural Chemicals Division Sales office nearest you: Three Commerce Park Square, 23200 Chagrin Blvd., Beachwood, OH 44122; 1401 W. Paces Ferry Rd. NW, Atlanta, GA 30327; 5333 Westheimer, Suite 850, Houston, TX 77056; Commerce Plaza Bldg., 2015 Spring Rd., Oakbrook, IL 60521; 617 Veterans Blvd., Redwood City, CA 94063.



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LAWN CARE INDUSTRY Marketplace

Joe Dunn owns — or used to own — a very successful car dealership in New Jersey.

In October he got invited down to Dallas/Fort Worth to attend the wedding of his 23-year-old niece, his brother's daughter. He spent some time before and after the wedding visiting with his brother and his family and traveled around both Dallas and Fort Worth quite a bit.

He kind of enjoyed himself, to say the least.

Two weeks later, he had sold his house in Trenton, convinced his business partner to buy him out, and he was house hunting in the Dallas/Fort Worth area. His plan: to open an executive car leasing service. He decided this after only one visit, and after spending the first 45 years of his life in New Jersey.

Also, consider the experiences of Marty Greenblatt of M. Greenblatt and Associates in Dallas, an executive headhunter

in recruit of tomorrow's corporate giants.

Shaking his head as he turned to explore a stack of unsolicited resumes that had slowly engulfed his desk, he smiled, shrugged, then set about the task of shuffling through the mound.

"Look at this," he says, clutching a letter from the pile, "Now here's a guy who says he was corporate manager of a big nationwide firm and making sixty grand a year. Pretty fair salary, right? Well, he says he quit his job and he's selling his home up north. The guy says he can't take it up there anymore, so he's moving his family to Dallas. He wants a job. We get requests like this all the time."

Both these stories are true, and they illustrate a point about the future of the lawn care industry in Dallas/Fort Worth. And the word to describe the point is P-O-T-E-N-T-I-A-L.

People like Joe Dunn and

\$80,000. He also says home prices are increasing at a rate of 12 to 18 percent annually.

Dallas and Fort Worth homes offer more square footage and extra amenities per dollar than most other locations in the United States. Contributing to the lower cost are nonunion construction and lack of excavation expense for basements. Most homes have brick exteriors and air conditioning is standard.

Because of the many incoming new corporations, an especially large selection of elegant custom homes can be found. Although there is a good selection of resale homes available, these homes rarely stay on the market for any length of time because of the rapid growth of the area.

Not all the building is in the upper income brackets, however. In a move that appears to be an effort to locate more moderate and low-income hous-



Dallas ★ Fort Worth



Most of Dallas/Fort Worth lawns are either St. Augustinegrass or bermudagrass, which have higher maintenance requirements than most northern grasses.

Marty Greenblatt's customers represent the growth that Dallas/Fort Worth is going through now and in the future. Almost 40 companies relocated to Dallas the first nine months of this year. With them, they are bringing executives who buy homes; not to mention the executives who are already working for the existing 900 companies headquartered in Dallas/Fort Worth at present.

Lawn care businessmen in the Dallas/Fort Worth area are well aware of this trend. They know that the population of what is called the Metroplex will jump to 3.2 million from its present 2.7 million by 1985. And they know that the number of single family homes being built to accommodate this influx of people will raise the total of homes in the Metroplex to 750,000 from its present 629,000 in the same period. And that is a lot of potential lawns that are going to need to be taken care of.

As we said, they call it the Metroplex. And they call intersections of a number of their superhighways "mixmasters", an apt term after a visitor from out-of-town has to negotiate them.

Don Bass of Murray Development Co., a home building firm, says the "medium" priced home is selling for between \$55-

ing in upper-income neighborhoods like Plano, which is north of Dallas, the federal Department of Housing and Urban Development recently approved \$24.2 million worth of construction of this type of housing in Dallas and nearby suburbs.

The Plano area concerned citizens, who are opposed to construction of this type of housing, have organized a petition drive to be presented to the city's planning and zoning commission in an attempt to block the development.

Executives of major lawn care companies in the Metroplex — companies like ChemLawn, Green Lawn, Lawn Doctor, and A-Perm-o-Green Lawn — estimate they have five to 10 percent market penetration with a total of 30,000 homes.

Others estimate that a network of smaller operators — there are about 80 or 90 lawn care companies listed in the Yellow Pages — may care for another 5,000 to 6,000 homes. Companies of this nature might be ones with anywhere from 25 to over 100 customers they service on a regular basis, mowing lawns and other maintenance, along with chemical lawn care.

Also, many pest control operators who provide services inside the home also carry their

services to fertilizer and pesticide spraying on the outside. One operator estimates there are 20 such companies operating in this fashion in the Arlington area alone.

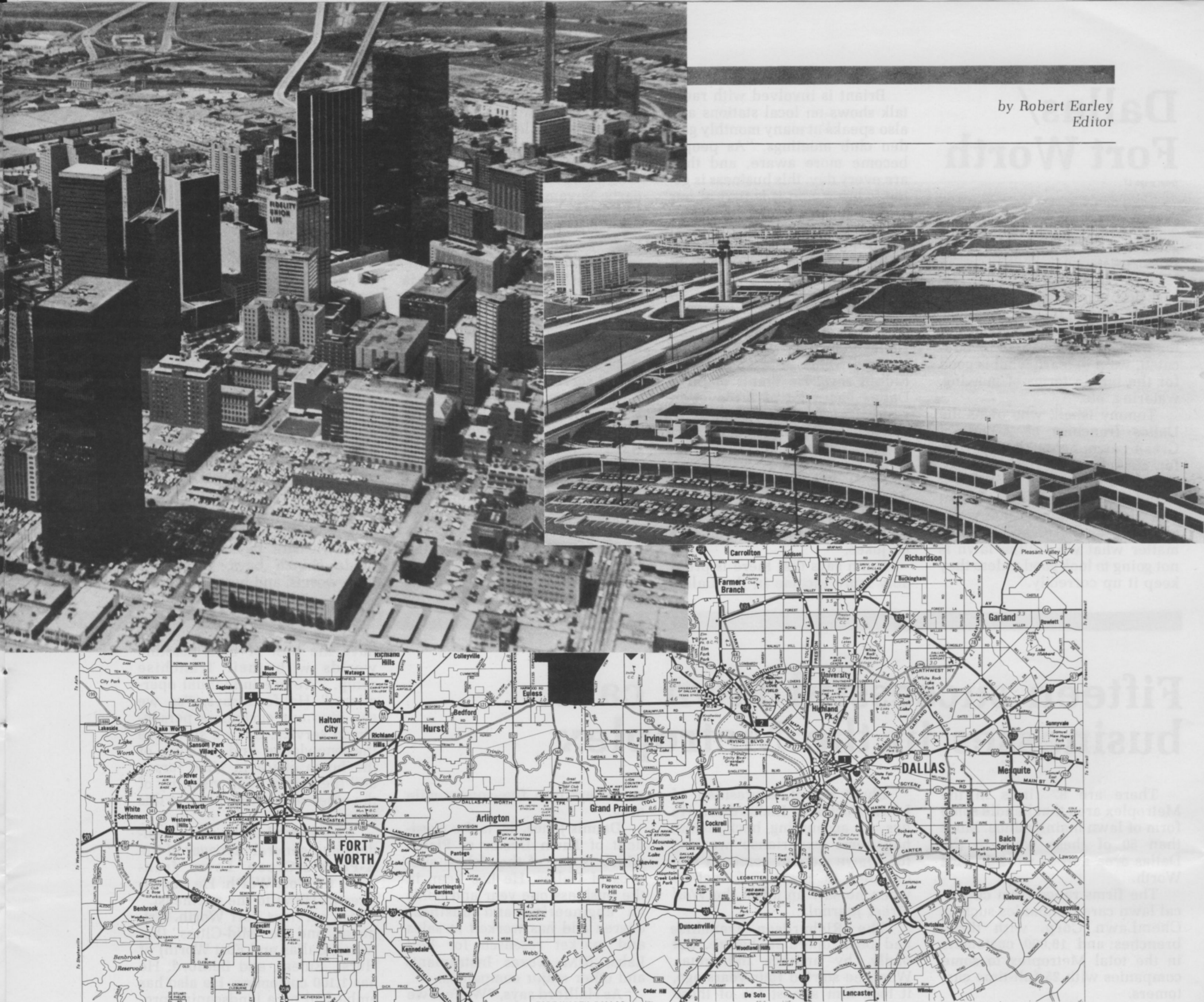
"When I first started out eight years ago," says Tom Gunn, Lawn Doctor of Fort Worth, "there was a lot of skepticism both on the parts of the prospects and bankers."

"There is a real demand for our services now," says Gunn, and he points to the number of new companies getting into the business every year.

"There is a definite market here," says Steve Beagle, regional manager for ChemLawn Corp., based in Dallas, and a traveled ChemLawn veteran at age 29. He agrees that many companies are relocating to Dallas/Fort Worth and the rest of the Sun Belt, and it can only mean increased possibilities for lawn care services in the future.

Beagle said that in some developments, lawn care is almost the rule, with some areas having 30 to 40 percent penetration, with five or six houses in a row receiving service in some places.

But the customers are tough, the lawn care businessmen say. "They are more picky in Dallas than up north," says Ray Hallford, Lawn Doctor of North



There is one word to describe the lawn care market in Dallas/Fort Worth, and that is P-O-T-E-N-T-I-A-L. The population of the Metroplex is predicted to jump to 3.2 million from its present 2.7 million by 1985.

Dallas. "They are more demanding here than anywhere else. The programs that we have to deliver down here are more difficult than up north, but the people who have moved from there expect the same end results."

Who is the typical lawn care customer in the Metroplex? In most cases, he is between 28 and 35, with both he and his wife working with a combined family income of between \$20,000 and \$25,000. But estimates by lawn care businessmen have shown that anywhere from 10 to 25 percent are over 55.

"They may be older, but they still take pride in their lawns," says Gunn, who estimates 10 percent of his customers are on social security.

With many of the big com-

panies moving down to the Dallas/Fort Worth area, they are bringing along a large number of executives. And as Ron Phillips of Phillips Lawn and Tree Service in Arlington says, "The executives are moving in, and they have a lot of money to spend."

And many of them are spending it on lawn care. As Terry Picklo, branch manager of the ChemLawn operation in North Dallas says, "In the area that we service at least, the people who are moving down here don't have a lot of time to work on their lawns but they still want it looking good."

And Dean Botlinger, of Chemical and Turf Specialty Co., Inc. a supplier, says, "The middle class is receiving this ser-

vice; the salesmen don't want to mess with their yards."

Transferred executive or not, once the man becomes a homeowner, he has to be approached in a certain way. "Our biggest competition right now is the homeowner himself," says Chuck Briant, Lawn Doctor of Richardson. And Dennis Jones, Lawn Doctor of Plano, adds to this, "People still think it costs too much." He has put together a comparison chart that he takes on sales calls. On this chart is a comparison of what it costs the homeowner to do it himself, based on prices at a bargain lawn and garden store.

"Many homeowners don't realize how much they are spending to take care of their lawns," Jones said. "And when

they find out the basic cost, plus all of the time it takes them, it makes my selling job easier."

For many in the Dallas/Fort Worth area, lawn care is not a luxury; for some, it is viewed as a status symbol. "It is a bit of a bondage for a guy who works hard all week to have to spend his whole weekend keeping his yard in shape," says Gary Dickinson of Texas Green Lawn.

And Rick Eldred of A-Perm-o-Green Lawn in Fort Worth tells of the lady who lived on a corner lot and wanted two of the signs Eldred's company hands out with each application — one to face each street.

When Jerry Herring, Lawn Doctor of Arlington and Grand Prairie, first started in business six years ago, he says, "The people used to eyeball you up and down, and it was darn hard to make any impact on them." "But now," he says, "they call me." Gunn adds to this that it is a matter of consumer education when he first started out, "Convincing the potential customers why this type of lawn care program is

Dallas/ Fort Worth

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good for the turf, overcoming sales resistance."

Rick Eldred agrees. "Our biggest problem is convincing them why they need four applications a year." But he says that most of the homeowners want to be educated, want to learn what is good for the turf in terms of mowing, watering, etc.

Tommy Isbell, who owns the Dallas franchise of A-Perm-o-Green Lawn, holds block parties for customers that are concentrated in one area. "We just round them up and tell them that this is no magic juice that we're squirting on here, and that no matter what we do, the lawn is not going to look good unless they keep it up correctly."

Briant is involved with radio talk shows on local stations and also speaks at many monthly garden club meetings. "As people become more aware, and they are every day, this business is going to grow, and it is part of our job to educate them" Briant said.

But discussing the typical lawn care customer in the Dallas/Fort Worth areas might be a bit incorrect, because Dallas and Fort Worth are different in many ways.

"Driving the 30 miles from Dallas to Fort Worth is like driving to a whole different world," Eldred says. He points out that Dallas has a lot of turnover in residents transferring in and out, particularly in the northern part of town and the northern suburbs.

"Fort Worth is a lot more conservative than Dallas, which is more jet set. 'My wife won't even let me go over there much,'" he jokes.

Gunn says that there is probably more income in the Dallas

area, and that Fort Worth has an older, more stable atmosphere. But there is a lot of rivalry between the two cities in spite of their proximity to each other. This is one reason ChemLawn, in early November, opened a Fort Worth branch after servicing it for years from the Dallas outlets. "People like to be dealing with a Fort Worth company, calling a Fort Worth number. That is one of the reasons why we opened the outlet. The main reason is that we have so much business over there now, we need another branch closer to better service our customers."

The typical Dallas/Fort Worth lawn might be between 6,000 and 7,000 square feet, is most likely bermudagrass or St. Augustinegrass, or probably a mix of the two. There is some Tif bermudagrass, and even some ryegrass. Much overseeding is done with fescue.

The weather in Dallas and Fort Worth is moderate. The annual average temperature is 65

degrees. About 32 inches of rain fall yearly. Winter cold fronts are infrequent, and the average daily winter temperature is often in the 50's with evening lows seldom below freezing.

The Metroplex receives little snow. In August, the hottest month, temperatures reach 95 degrees, but, by January, the coldest month, temperatures fall to an average of 45 degrees. The growing season is 355 days a year. The sun shines over the Dallas/Fort Worth area about 65 percent of the time.

Lawn care operators in Dallas and Fort Worth have to deal with a highly alkaline soil, and often have problems with enough water availability, and this past year was no exception. Despite the average, the last three years have been extremely cold, and there have been some problems with winter kill.

Insect problems mentioned by lawn care businessmen, include chinch bugs, grubs and armyworms, and bermuda mites.

Fifteen successful lawn care businesses in the Metroplex

There are 87 firms in the Metroplex area that handle some form of lawn maintenance. More than 50 of these work in the Dallas area and 34 work in Fort Worth.

The firms range from chemical lawn care companies such as ChemLawn Corp. with three branches and 18,000 customers in the total Metroplex to some companies with 25 full-time customers.

Having only 25 customers does not necessarily mean the business is small. This is because full lawn maintenance on a weekly, bi-weekly, or monthly basis can reap as much business as 15 to 20 customers of a chemical lawn care company.

Following is some background on 15 lawn care company principals in the Dallas/Fort Worth area, each with some different ideas that have made him successful over the years.

Chuck Briant, is president of **Lawn Doctor of Richardson**. He has an accounting background, had some experience working for a lawn mowing company and decided to try the franchise when he saw an ad in the *Wall Street Journal*.

The Richardson franchise had been operated before, but badly, by another individual. When he started four years ago, it took him almost 1½ of those years to get the business turned around. He has about 1,200 customers, and runs about 15 people and three trucks in the spring.

Ray Hallford, 32, is the president of **Lawn Doctor of North Dallas**. He holds a marketing degree, and was a sales representative for Colgate-Palmolive. Like Briant, he also saw an ad in the *Wall Street Journal*, checked the market out and decided to go into business. He bought out an existing franchise and is in his fifth year. He has about 1,800

customers in a five-square-mile area.

Dennis Jones, 38, is the president of **Lawn Doctor of Plano**, which is one of the richest suburbs of Dallas. He has been in the business one year and holds an engineering and business degree and has worked in sales and market research for Bell Labs, IBM, Texas Instruments and other major companies.

As Hallford says, "We feel we make money being concentrated. We save money because one of our trucks might put only 7,000 miles a year on it. We also get a lot of our competition's business, because we usually are closer and can act more readily on a customer's wish."

The three buy local and design their own programs based in part on input from Texas A & M University's extension service nearby working with Dr. James McAfee and others.

As with all Lawn Doctor franchises, they apply only granular lawn materials. "We feel it lasts longer," says Briant, "and we feel it is necessary because of the 90-95° temperatures we get down here. And with the 20-foot swath our machinery throws out, it can be as fast as you need to be."

All three of them feel they

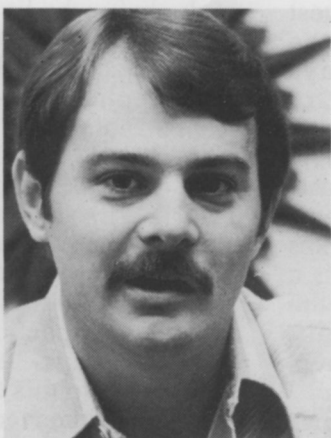
have the best of both possible worlds with their franchise setup. "We are individual operations," Hallford says, "so we can give our customers personalized service. But we still have the knowledge and backing of the home office in New Jersey and the support and visibility of the other seven franchises in this area."

Rick Eldred is the vice president and general manager of the **A-Perm-o-Green Lawn** franchise for Fort Worth. He has offices in Hurst to the northeast.

He services Fort Worth, Arlington, and the "Mid-Cities" (between Dallas and Fort Worth) of Hurst, Euless, and Bedford. He has 1,100 customers. He also has embarked on a landscaping program because he has had so much demand from his customers. He has always done tree and root feeding, although he does not do weed control, except



Dickinson



Beagle



Dunlop



Picklo



Briant

One lawn care businessman sponsors block parties to tell his customers "this is no magic juice we're squirting on here" and that proper maintenance on their part is necessary too.

Disease problems include brown patch (ChemLawn's Beagle says that during certain times of the season, his company might receive between 30 and 50 calls a day on this problem), grey leaf spot, *Helminthosporium* diseases, and St. Augustine Decline, or appropriately, SAD. This disease is caused by virus particles so small that an electron microscope is needed to see them, according to Norman L. McCoy of Texas A & M University. When it strikes, St. Augustinegrass shows symptoms of mottling, yellowing, stunting, and sometimes death. There are at present no known chemicals of

controlling this virus disease, although progress has been made in finding varieties that are tolerant or resistant.

Problem weeds include dandelion, crabgrass, chickweed, dallisgrass, clover, plantain, dichondra, johnsongrass, henbit, and *Poa annua* in the winter. Botlinger says that except for grubs, the weed problem is four times that of insects.

Bermudagrass is naturally a higher maintenance turf, requiring much more nitrogen, for example, and the lawn care programs reflect it in amount and cost of applications. As ChemLawn's Picklo says, "Many of our

customers are from up north and they are used to the way their fescues and bluegrass looked, and knew what it cost them to get it that way. When they move down here, they want the same results, but they can't get them at the same price."

Some typical programs might include:

In the spring, the Lawn Doctor franchises generally fertilize with a fast-release for spring green-up, plus slow-release for long lasting effect. They also include a broadleaf weed control as required. In late spring, they come in with about the same application. They do the same in early summer, and add insect control for chinch bugs, armyworms, and other insects. Late summer is the same as early summer, with a concentration on grubs. In the fall, they concentrate on adding iron, zinc, and magnesium to their fertilizer mix for root development during the winter.

ChemLawn starts out in early

spring with a balanced fertilizer, and also a heavy rate of slow-release nitrogen. They also include broadleaf weed control. Late spring is the same and they add insect control. Summer is the same and they add grub control. In the fall, it is the same and they add brown patch control.

On high-quality bermudagrass lawns or Tif bermudagrass lawns, they offer a separate program at a slight additional cost. It includes five applications, and is based on use of a crabgrass pre-emerge to keep out *Poa annua* in the winter and crabgrass in the spring.

The advertising and sales techniques of most of the companies do not vary much except for the amount of money put into each effort.

Most of the Dallas/Fort Worth lawn care businessmen agree that word-of-mouth is their best advertising. Herring says 50 percent of his business comes from referrals; Isbell gives a price break if enough people in one

on a spot basis.

He worked for the company vice president, **Jim Duncan**, in the home franchise in Austin, and over a year ago started in Hurst. One thing Eldred stresses is service. The day before most of his sprayings, he or his secretary/wife Carol call the customers to say they are coming out the next day. This warns them to keep the dog or children off the lawn, if necessary, and also is a chance to do a little public relations for the company. Also, if his customers are not satisfied, he will guarantee to respray the lawn with 30 days or — a last resort — refund the money.

Like many of the companies in the Dallas/Fort Worth area, Eldred uses a liquid program. "We try to put grass on a level, with education of our customers as one of our main ideas," Eldred said.

Another marketing technique that Eldred and other franchises in the chain use is signs placed on a lawn after each application. The customer sees it as a status symbol, and again it is public relations and free advertising for the company.

He ran three trucks this past year, but will be expanding next year as he is looking for 100 percent growth. He says he wants his "sprayers' minds on production," and next year will be going to a system similar to Chem-

Lawn's with the city of Fort Worth and its suburbs divided up into sections. The men will make all calls and do the servicing and applications.

"I can't emphasize enough the potential of this business," Eldred says. "I was in this business three months and I was making money. And because it is fairly seasonal, we are going into landscaping, trying to turn it into a year-round thing. We are also looking into the installation of sprinkler systems."

Gary Dickinson, 29, is the owner of **Texas Green-Lawn**. He works exclusively in the Rockwall County area east of Dallas, which is the second fastest growing county in the state. It is just like Dickinson's business — small now, but he hopes to expand as the city and county around him expands.

Along with fertilizer and pesticide applications, Dickinson also offers mowing, hydro-mulching, and other lawn maintenance. He handles cus-

tomers on a steady basis, although he will take on one-time cleanup jobs. "It's like a haircut; people feel if they can get a professional to do it once, that they can keep the maintenance up," he said.

Rockwall's population is 9,000 within the city limits, and about 12,000 altogether. Old Rockwall is mostly farmers. New Rockwall is the executive's from downtown Dallas who live in \$80,000 homes and go bass fishing on their boats in the nearby lake.

"ChemLawn and some of the other companies have customers out here," he says of Rockwall, which is about 30 miles east of Dallas. "But it's just out far enough that they have to charge a premium, and that is where I pick up the business."

His biggest problem now, and it may be one many lawn maintenance firms face, is finding a mower with the largest swath applicable for the residential property. He mostly has to use 20 or 21-inch mowers, and has been using a 52-incher, but has had some problems with "rising and scalping".

His other problem, and it is also one many Dallas/Fort Worth area lawn care businessmen say they face, is finding good labor.

Steve Beagle is **ChemLawn Corp.**'s regional manager out of the Dallas office, but has responsibilities for branches

operating as far away as California. He started with the company in February of 1970 as a lawn specialist in Toledo, Ohio, near his home town. He has moved up the ladder, working in Detroit, Indianapolis, and finally moving down to be branch manager at the ChemLawn Richardson branch, north of Dallas, in June of 1975. He is 29.

There are now three branches in the Dallas/Fort Worth area. **Terry Picklo** manages the Richardson branch with 9,000 lawn customers; **Rod Mills** is manager of the South Dallas branch with 6,000 customers; and **Terry Cahill** is manager of the Fort Worth branch with 3,000 customers.

The Richardson branch is operating at full capacity this year, and ChemLawn is considering the possibility of opening up two more branches within the next few years. They probably would be in Carrollton, a suburb northwest of Dallas, and in Garland or Mesquite to the east of Dallas.

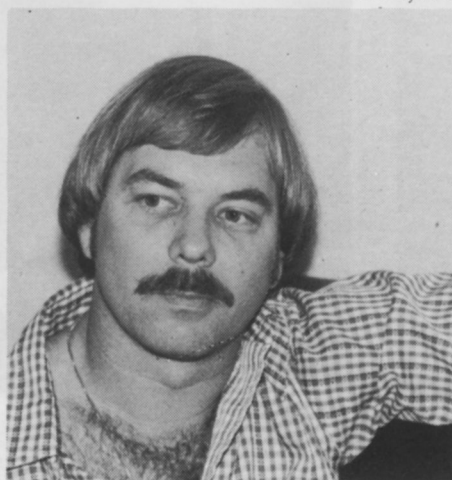
ChemLawn runs two different programs in Dallas/Fort Worth area. They do what Beagle calls four "rounds" — or applications, on St. Augustinegrass, a program which is less expensive than the five "rounds" required for bermudagrass. The fifth application on the bermudagrass is usually applied in late November or early December,



Jones



Herring



Hallford

The Eldreds



Dallas/ Fort Worth

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neighborhood sign up. He even gave free service to one man who got 10 people on his street to sign up.

Dickinson estimates that most of his business comes from referrals with newspaper ads second, direct mail third, and virtually no response from his yellow pages ads.

Many of the seven Lawn Doctors get together and try to have an ad in either the *Dallas Times-Herald*, *Dallas Morning News*, or *Fort Worth Star-Telegram* every week. They also rely heavily on door hangers. They have spent some money on television advertising over the years, says Gunn, and are planning on doing more television advertising this

upcoming season.

"Television is hard to measure for return, but is more of an image thing," Gunn says, "and that is part of what we are looking for. We feel radio is worse than television, because it is so hard to reach a particular audience."

The A-Perm-o-Green franchise operation, which is based in Austin, but has a franchise in both Dallas and Fort Worth, has advertised in the prestigious *Texas Monthly* magazine, with an apparently good response, according to vice president Jim Duncan. They do heavy news-

paper advertising in March through May in both cities, getting as many as 25 calls in a few hours on Saturday morning after running an ad about grub problems. They plan on allotting more money to advertising this coming season, with even some radio and television.

ChemLawn tries to run half-page ads every day in the Dallas/Fort Worth area. They spend 60 percent of their ad budget in the first ten weeks of spring and drop off a bit in June and July. They are doing some testing for radio and television ads, and also rely heavily on the

mailing and distribution of brochures, 350,000 this past season alone, hitting about 50 percent of possible business in the Metroplex. A-Perm-o-Green Lawn distributed 60,000.

During the peak season, Herring has eight phone solicitors and eight salesmen, all part-timers and commission. Eldred usually relies on being invited to sales calls but is thinking about going door-to-door this next season. He says he closes 67 percent of the lawns he estimates.

What does the future hold for the lawn care market in Dallas/Fort Worth? For starters,

A survey of lawn care operators in Dallas/Fort Worth shows that they expect a 40 percent growth in the number of customers they hope to be servicing next year.

Successful

from page 19

and it includes a preemergence weed control in an attempt to keep the winter annuals out, as well as crabgrass in the spring. About 20 percent of the customers receive this fifth application.

The branch manager of the Richardson branch, Terry Picklo, is 25 and a graduate of Michigan State's two-year turf program. He has worked in Detroit, Dallas, Florence, Kentucky, and Chicago. He supervises 21 full-time employees, including secretaries. He estimates that his lawn specialists can handle about 25 to 30 calls a day, and thus starts them out with 525 customers on a route.

"Up north we start them out with about 570 to 600, and work them up to 650," he says. "But here, we peak at about 570. The reason for this is that there are more fences of the six-foot stockade variety down in Dallas unlike the four-foot cyclone fences that are predominant elsewhere. Simply, the fences are more difficult to climb over."

Thelda Dunlop is owner of the **Bill Dunlop Lawn Service**, started in 1947 by her late husband.

"He was the first man in Dallas to start a business strictly for lawn maintenance," she said. He was a landscape architect

and started with one truck and worked on jobs himself until he got up to four trucks a few years later. He learned most of his knowledge at **Lambert Landscape Co., Inc.**, a large firm in the Dallas area.

She runs seven five-man crews during the peak season and keeps about four crews on all year-round. She services 95 percent of her accounts every week, including Lamar Hunt, owner of the Dallas Cowboys.

She charges by the man by the hour for each crew, and bills once a month.

Jerry Herring, 40, is the president of **Lawn Doctor of Arlington and Grand Prairie** just east of Fort Worth. "I wanted to get into a business of my own, and I saw lawn care as the coming thing," he said. He had worked in retailing as a manager of a number of large stores in the Dallas/Fort Worth area.

During his peak season, he has 25 employees, including four office girls. He also runs the **Mid-Cities Tree Spraying Co.** out of his headquarters which, though bigger than his kitchen where he worked when he first started, are even now becoming cramped. He will begin construction of a new building next year. He has 1,200 customers in Arlington and Grand Prairie, 300 customers in Irving with his brother, and 400 customers with the tree spraying company, or 2,000 altogether.

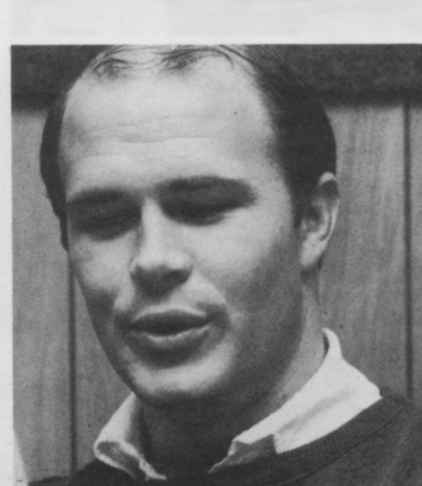
He has eight full-time salesmen and eight phone solicitors who work out of their homes, and he gives them a dollar commission per sale. He has divided the cities up into areas for his sales force to cover.

"People in general have been ripped off very badly in this business," he says. "We offer nothing but service, and I just drill it into the guys that are going out to do applications. We stress that they ask the customer if he has any questions."

He is hoping to have between 2,500 and 3,000 customers next year. His long-term goal is to be doing a half-million dollars worth of business after 10 years. After five years, he is halfway there.

Tommy Isbell owns the **A-Perm-o-Green Lawn** franchise for Dallas and works out of offices in Richardson, within the shadow of ChemLawn headquarters. The former University

Duncan



Isbell

of Texas football safety next year will be opening franchises in Tulsa, Okla.; and Midland, Odessa, and Wichita Falls, all in Texas.

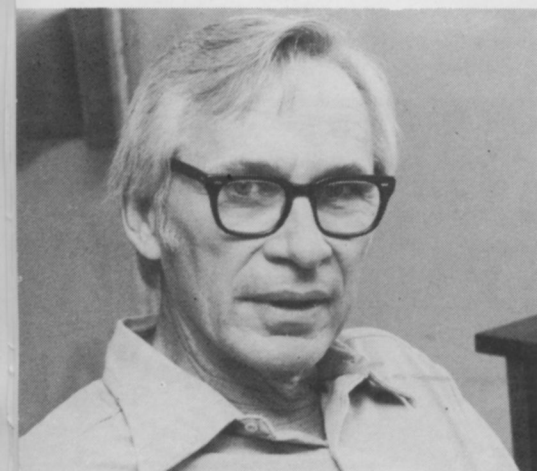
"We have done much better than my projections," he says of his first year in business. "I have never been in a business where I have made money the first year." But a lot of that money will be going into expansion in the Dallas area next year with two more trucks ordered to start the season to go along with the two trucks he is running now for 1,100 customers. He hopes to have six trucks by the end of next season.

He will expand his business by putting a substantial amount of money into advertising. To build up to his planned three million square feet of commercial space and 3,000 customers, he is also considering a landscape operation.

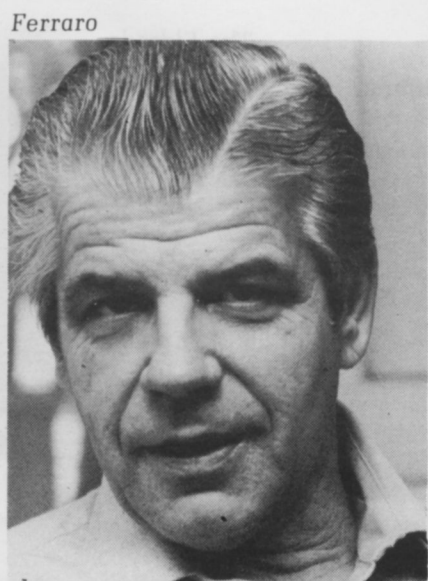
Ron Phillips, 27, is the owner of **Phillips Lawn and Tree Service**. He works mostly in the Arlington area near Fort Worth, and is involved in total lawn maintenance, both for commercial and residential accounts, from landscaping through maintenance.

Fred Ferraro owns **Fred F. Ferraro Lawn Maintenance**. He is 48 years old and grew up doing lawn care on the North Shore of Chicago with his father. He married a girl from Dallas in the early 50's and took a job with the

Phillips



Gunn



Ferraro

at least 40 percent growth next year alone, based on a survey of a good percentage of the lawn care companies. This is among the majors, and comes out to about 12,000 new homes receiving lawn care next year, or over \$1.2 million dollars. And this does not include smaller companies who do a steady dollar volume, but are fairly stable and do not have as much growth.

There is no reason the growth could not be more than that. With market penetration at only the five to 10 percent mentioned before, there is room for growth and healthy competition. Many of the companies are only two years old, with new franchises and branches opening up this past season. And there are reports of others going into business next year, including at least one major national operation.

"There are not going to be any quantum jumps," says Jones of Lawn Doctor of Plano, a new operator himself this past year, "it all depends on people becom-

ing more aware. As they do, there will be more and more business."

And, as Herring says, for the last six months, "they have been driving those nails around here." Homes are indeed being built. "I live in Arlington, and I'm getting calls with street names I don't even know," he says. Texas Business reported in its November issue that residential building is five times what it was 10 years ago.

Botlinger says that home building is at least four months behind, and that it is very difficult even to get a painter or a drywall man. He says much of their building is going on between Plano and Fort Worth,

with quite a bit of construction near the Dallas/Fort Worth Airport situated between the two cities; also, North Irving.

Other building has been going on in Arlington, Mansfield, and Grand Prairie, outside Fort Worth; the mid-cities of Euless, Hurst, and Bedford; and Allen, McKinney, and Sherman, north of Dallas. Also, Garland, Rockwall to the west, just to name a few places.

John D. Miller, president of Sanger-Harris developers, calls the northeast quadrant of Tarrant County, which is basically Richland Hills and North Richland Hills, north of Fort Worth, has one of the most exciting growth potentials of any area in

the Metroplex. He says the area has better land values than Dallas, so development will be a factor there too.

The two largest companies, ChemLawn and Lawn Doctor, are also planning substantial growth in the Dallas/Fort Worth areas. In the next four to five years, ChemLawn hopes to eventually have four or five branches, all built to handle between \$1 million and \$1.2 million dollars of business. With seven franchises now, Lawn Doctor has about 7,000 customers with only one-third of the area blanketed. They are looking for another 10 to 15 franchises, and another 10,000 to 15,000 customers.

federal Internal Revenue Service and did lawn care on the side. He went into it full-time in 1955.

"I'm small, but I'm the best," he says. He does all operations for lawn and tree care except major tree pruning. As many others have said, "One of my biggest problems is labor. That is why many companies don't get too big. They can't get enough good labor," he said.

Tom Gunn is the president of Lawn Doctor of Fort Worth and has had his franchise for eight years, the first in Texas. He has about 50 customers now and handles it on a part-time basis. He is a retired Air Force colonel. He feels there are 2,000 and 5,000 potential customers in his area that he could get if he had time to reach them all. With his distributorship for Lawn Doctor in Dallas/Fort Worth, he recently helped sell a franchise to his service manager Jim Blalock to handle the West Fort Worth section. Blalock has only 160 customers now but is looking to double it next year.

Gunn's major plan through the years to be profitable has been concentration and says he turns down business that is too far away to be economical. "We only take it if there are at least 15 to 20 homes in an area to make a day profitable," he said.

Part of his distributorship is to promote growth in the Dallas/Fort Worth area, and says that in a couple of years they will have 15 to 20 Lawn Doctor franchises in that area.

"This area is growing," he said. "One published estimate has stated that the population of the Metroplex area will be 3.25 million people by 1985, compared to 2.7 million people now. This is mostly because business is moving to the Sun Belt. And that means a lot more homes to be built with a lot more lawns to be cared for," he says.

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LEAF SPOT on bentgrass (melting-out stage).



LARGE BROWN PATCH (*Rhizoctonia solani*).



TYPHULA BLIGHT or Gray Snow Mold, close-up view.



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Lawn Products



Care of lawns in Europe not special as in U.S.

Except for a few estates, lawns in Europe typically take a back seat to other garden plantings, according to American turfgrass notables who attended the Third International Turfgrass Conference earlier this year in Munich, Germany.

For one thing, the price of a building lot is so expensive — around \$60,000 for a small lot in Stuttgart, Germany — that not a great deal of spaciousness is possible.

Also, many of the cities and villages were built, and are being retained, in the age-old design of buildings flush with the street. Even new houses in countries where population pressure is not quite so great, as in France, devote only a narrow strip of ground perhaps 10 feet wide to a buffering lawn between road and house.

"As for the backyard, almost everywhere the preference is for vegetable gardens, fruit trees, vineyards and ornamental flowers," according to Dr. Robert W. Schery, director of The Lawn Institute, Marysville, Ohio.

"The emphasis is upon practicality, not upon landscaping tied to outdoor living space, as is characteristic of America," he said.

It is thus not surprising, he said, that a lawn products market has not developed in Europe to the extent that it has in the United States. However, stirrings are now beginning that resemble the innovations that gave birth to a new lawn products industry in the United States about 50 years ago. This led to development of special lawn cultivars, powered

equipment and special lawn programs.

But it seems likely that this interest will remain stepchild to that of sport fields, at least for the time being, he said. Athletic fields, used mainly for playing soccer on the Continent — and additionally cricket and rugby in Great Britain — are the darlings of the turfgrass industry.

"Several firms are beginning to develop a complete line of products that will encourage the improvement and proper care of lawns, patterned, perhaps, after the lawn care programs initiated in the U.S. around mid-century," Dr. Schery said.

"With typical European attention to detail, some of these look more efficient and adaptable than what we have in the U.S.," he said. Of course, the countries are smaller, and climatic differences are not so great, allowing concentration on a limited set of conditions. For example, irrigation is not generally a necessity in a country like Switzerland.

Programs being developed by manufacturers run the gamut from special equipment, such as sprayers, aerifiers, seeders, scarifiers and soil levelers, through herbicides, slow-release fertilizers and combinations of new cultivars proportioned for planting, topdressings and other materials designed to bring up the seeding with surety and a minimum of bother.

"Learning about European lawns and turfgrasses is especially of interest because America inherited most of its customs from Europe, and all of its leading cool-season turfgrass species," Dr. Schery said.

"In fact it is rather amazing that such outstanding lawn grasses as Kentucky bluegrass, perennial ryegrass, fine fescues, most bentgrasses and a number

MONEYWISE

Only \$100 put him in aerification business

Nine aerators and 20 years ago, John Pendleton took \$100 and put himself in the aerification business. And his A AA Aerifying Service in South Euclid, Ohio has been making money ever since.

He charges \$25 for the first thousand feet of aerifying a home lawn, and \$6 for every thousand feet after that. That comes to about \$60 for a 6,500 square foot lawn, and about \$80 for a 10,000 square foot lawn. And as Pendleton says: "I have a hobby that makes me money."

But it is not going to be a hobby for long. Right now he works with the local phone company as an estimate assigner. In fact he has passed up three promotions over the years because the jobs would not have allowed him the time to work with his lucrative aerification business. But after 32 years with the phone company, Pendleton will be retiring soon at age 55, due to a special program available to long-time employees.

"I want to get out and pursue my first love — turf," he says. He gets a lot of his business by being referred from two of the largest lawn care companies in the Greater Cleveland area — ChemLawn Corp. and Davey Lawnscape. Also, a lot of his business comes from repeat customers and word-of-mouth advertising.

Over the years, he has been putting much of his money into the business buying both new and used equipment for his aerification operation. His units cost anywhere from about \$300 to \$800, and he finds he gets the most versatility for his purposes from self-propelled units manufactured by Hahn, Inc., Evansville, Ind., one of which is over 25 years old. He has toyed with the idea of using tractor-drawn equipment, but has not bought any yet. Other manufacturers of aerators include: Dedoes Industries, Inc., Walled Lake, Mich.; Howard Rotavator Co., Inc., Harvard, Ill.; Jacobsen Manufacturing Co., Racine, Wis.; F.D. Kees Manufacturing Co., Beatrice, Neb.; Power Spike Manufacturing Co., Walters, Okla.; ProTurf Division of O.M. Scott & Sons, Marysville, Ohio; and Ryan Turf Equipment, Lincoln, Neb.

of species less-utilized for fine turf, awaited introduction in North America before rising to such prominence" he said. "They needed American space, and the American suburban lifestyle."

TRAINING

Cushman announces training school program

More than 200 persons are expected to graduate this winter from Cushman-Ryan's factory service training network.

Ivan Vagts, national service manager, said the curriculum includes 21 classes offered on a rotating basis in four cities. The specialized 2½-day classes are available to both Cushman-Ryan customers and dealer mechanics.

"We pioneered the factory service training network last year and were pleased with results," Vagts said. "So this year we have expanded our program."

Centers will be in Atlanta, San Francisco, Lincoln, Neb., and Fairfield, N.J. The classes are conducted on a rotating basis.

Ryan classes will spotlight the aerification product line plus sod cutter equipment. The Cushman program includes comprehensive classes on engine repair and the drive train assembly.

Vagts said registration forms are available by contacting him or any Cushman-Ryan dealer. Cushman-Ryan, a division of Outboard Marine Corp., is headquartered at 920 N. 21 St., Lincoln, Neb. 68501.



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Hydraulic seeding process used to establish home lawns

The hydraulic seeding process evolved from the need for quick establishment of vegetation on steep slopes along roadsides. Today it is not only used to seed areas which are inaccessible to conventional seeding equipment, but also for the establishment of home lawns and other turfgrass areas.

According to Charles H. Darrah, extension turfgrass specialist at the University of Maryland, hydroseeding or hydrograssing usually refers to the process of applying fertilizer, lime or other soil amendments with seed or sprigs in a slurry with water. When mulches and tackifiers are added to the slurry, the process is usually referred to as hydromulching.

To achieve good results when hydroseeding, establishment must be at the proper time of the year. In Darrah's area, early spring — or about February 15 to March 15, is considered an acceptable seeding period, along with the period between August 15 and September 30. At these times of the year, temperature and moisture relationships are normally optimum for good germination and seedling growth. Turfgrasses seeded during these

times have a greater chance to develop an adequate root system to support the plant.

Unfortunately, Darrah says, much hydroseeding is done during other times of the year with the misconception that the addition of a mulching material will overcome the problems associated with low moisture in the surface soil or cold soils.

Mulches aid in the control of erosion and help provide a favorable microclimate for seed germination and seedling growth. A favorable micro-environment for seedling germination is one which contains sufficient moisture for the seed to absorb water and also maintains the temperature in the proper range for germination of that species.

Straw is one of the most effective and commonly used mulching materials, Darrah said. It provides a favorable micro-environment for establishment as well as excellent erosion control when applied at the proper rate. The most effective straw mulching rate ranges from 80 to 100 pounds per thousand square feet, or about 1½ to 2 tons per acre. Straw mulches can be applied manually or mechanically with a mulch blower. Straw used

in the establishment of high quality turf areas should either be free of unobjectionable weeds or fumigated to guard against contamination from weeds.

Although one of the best mulching materials, straw has several disadvantages. It is relatively expensive and if not clean it may be a source of weeds. Straw is also more subject to blowing than most mulches and requires tacking to reduce this problem. And, lastly, straw cannot be added to a hydromulching tank mix, but must be applied after seeding.

Another widely used type of mulch is the wood mulches. Excelsior, wood chips, wood shavings, shredded bark and pine needles are effective in controlling erosion and in providing a favorable microenvironment for germination and seedling establishment.

The fiber mulch materials are those which are commonly used in hydromulching tank mixtures. True "hydromulch" is usually produced from aspen, alder and hemlock wood fibers. Other fibers produced from waste paper, corrugated paper boxes, dairy waste, ground straw, ground newsprint, rice hulls, seed screenings and cubed alfalfa are also used in hydromulching. Studies in Texas have shown that the virgin wood fiber mulches function the best in holding the seed in place and producing a true mulch effect

when used in the range of 1,000 to 3,000 pounds per acre.

Organic seeding additives are sometimes used in hydromulching. In most cases the addition of fiber increases the effectiveness of these additives. In some cases, incompatibility may result between fertilizers in the tank mix and some inorganic seedling additives.

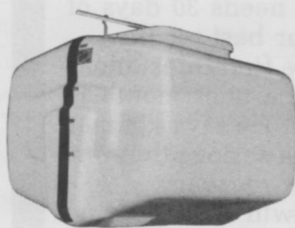
Plastic emulsion products are also used as tackifiers for mulches. These materials, polyvinyl acetate homopolymers and vinyl acrylic copolymers or copolymers of methacrylates and acrylates, all retard soil erosion when properly used. They form a crust when used as a seeding additive and may inhibit seedling development of turf.

COMPANIES

Hahn names distributor in Lansing, Michigan

Del Doubler, sales manager of the Outdoor Products Division of Hahn, Inc., Evansville, Ind., announced recently that the Lorenz Service Co. will now distribute the full Hahn Outdoor line and parts to the state of Michigan.

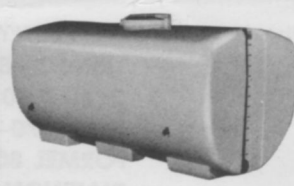
Owned by Darwin Hannahs, The Lorenz Service Co. is located at 2500 S. Pennsylvania Ave., Lansing, Michigan 48910.



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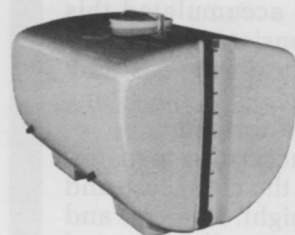


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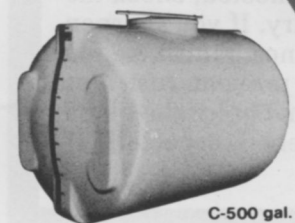
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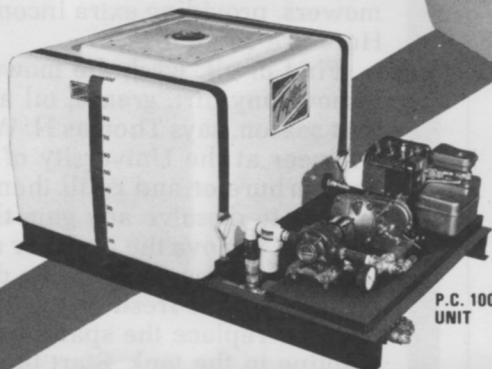


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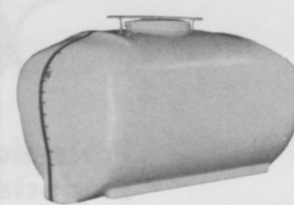


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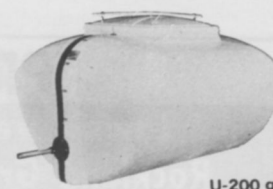
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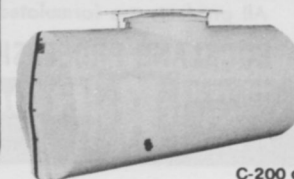
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VARIETIES

**New perennial ryegrass
is released in Kansas**

North American Plant Breeders, Mission, Kan., has released a new turf variety that reportedly offers improved rust resistance, cuts cleanly and is said to be a darker green color than other turf ryegrasses.

The new ryegrass — Regal — offers the fast germination and rapid establishment characteristic of the perennial ryegrasses and forms a thick turf which holds up very well to severe wear and tear, the company said. After establishment, however, it appears to grow more slowly than other ryegrasses, the company said.

Regal has demonstrated improved resistance to several important turf diseases, notably crown rust, and is less affected by leaf spot and red thread. It cuts easily and evenly without frayed ends and can be mowed very low — down to 3/4 inch — with the stand remaining green and healthy, the company said.

The variety is well-suited for straight plantings, or, being compatible with other fine turfgrass species, may be used in mixtures to add durability, as well as quicker, more complete turf coverage. It may also be used to overseed bermuda and other lawn grasses which go dormant in fall. Literature describing Regal in detail is available upon request from the company at P.O. Box 2955, Mission, Kan. 66205.

**TOOLS, TIPS
& TECHNIQUES**

Verticut in fall, Illinois landscaper says

For years, Kenneth Meyer, president of K. Meyer Landscaping in Wood Dale, Illinois, has held a position of no verticutting until fall. But he has met with substantial opposition to this point.

"In our area," he says, "about April 1 or so is the first time we can go on verticutting in the spring, but very seldom do we have ideal conditions then." He feels he needs 30 days of weed-free growth following verticutting for best results.

"When you consider this and look at the first infestations of crabgrass and dandelion, April is then a poor month to verticut," he told LAWN CARE INDUSTRY. He says summer is generally too hot for verticutting because serious thinning can occur without favorable conditions for recovery.

This leaves only fall enough good growth time with no competition, and Meyer just hopes that over a period of time "this can be impressed upon those people who have to do with approvals of lawn maintenance programs. He feels this way "so that I personally don't have to battle the basis of many other companies, who just do the work and never question if it is correct or not."

Mower overhaul tips for employes

The down time in your lawn care business during the winter months in most parts of the country can allow for some good basic maintenance on your mowers. Some lawn care businessmen even use this time to overhaul their customers' mowers, providing extra income and keeping employes busy. Here are some tips:

First of all, wash the mower with kerosene or fuel oil to remove any dirt, grease, oil and clippings accumulated this past season, says Thomas H. Williams, extension agricultural engineer at the University of Delaware. Drain the gas tank and carburetor and refill them with alcohol. Soak them long enough to dissolve any gum that may have formed.

Next, remove the air filter and clean it according to manufacturer's instructions. Drain dirty oil from the crankcase and replace it with fresh oil of the proper weight. Remove and clean or replace the spark plug and pour a small amount of gasoline in the tank. Start the engine and let it run until the fuel is used. Now lubricate wheel bearings and moving parts.

Finally, with the spark plug wire disconnected, check the blade and sharpen or replace it if necessary. If you sharpen the blade, take care not to get it out of balance. Finish the job by lightly coating the blade with oil to prevent rust. For safety's sake, it is best to replace the bolt that holds the blade on the mower. These bolts become weakened, especially if they have been banged with a hammer.

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- ☐ Liquid
☐ Granular
☐ Both

Is your business:

- ☐ Independent
☐ Chain
☐ Franchise
☐ Other (specify) _____

Is your business location:

- ☐ Headquarters
☐ Branch office

Number of accounts:

- ☐ Less than 500
☐ 500-1,000
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Estimated annual sales volume:

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☐ \$250,001-500,000
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Pressure on the job— how you can handle it

Pressures are part of today's working procedures. Some of us dread them. Others accept them as routine. Here's how men and women in the latter group handle them in stride.

They look for simple solutions. Pressure situations usually generate emotions that make them appear more complicated than they really are. Concentration on the simplest possible technique quickly clears this away.

They ask for help. Most of us put off doing so until we have no other choice. Securing such assistance from the first automatically reduces pressures involved. Even but a small 10 percent is worthwhile.

They stretch the time element. Working pressures are invariably increased by supposed necessity to get something done immediately. How often is this actually true? Less than half of the time.

They make a quick check for similarity to other problems which have been handled recently. Each usually contains a step or two applicable to the present pressure problem.

They break down the project into a number of parts. Concentration is then placed solely on each one separately. The total solution evolves quicker and with lessened pressure.

They keep attention focused on the goal being sought. Any random thoughts concerning difficulties involved in doing so are put aside. That takes practice but can be done even by the individual with a long record as a worrier.

They make sure pressures are real. Often they are exaggerations, figments of imagination, or devices generated elsewhere to secure immediate response on one's part.

They keep personal emotions out of the solution process. Most of the pressure factors have an emotional basis. Building on this by adding personal ones makes things worse.

They clear away other things first. Pressure feeds on conflicts between the main problem and other things present in one's mind at the same time. Clearing away even the smallest of these is definitely advisable.

They take breaks during the process of handling a pressure problem. This is a must in all but the shortest period. It provides for relaxation of personal emotions as well as physical easing off.

They refuse to think about penalties. Such questions in one's mind are pressure builders in themselves. They also interfere with developing logical steps in problem solution.

None of them should be present if pressures are to be reduced.

They keep themselves in top physical condition. That is as important engineering as in athletics. Sub-par condition of an individual makes that person less and less capable of handling even the modest pressure situation.

They seek relaxed atmosphere in which to work. When any person finds himself constantly interrupted at such a time

new pressures develop as the already present one grows.

They tackle the pressure itself first. Where this can be done it assures no time will be lost through doing so. The drawn out solution processes where pressures were permitted to exist is thus reduced.

They keep alternate approaches alive. Existing pressures can mount up where attention is fixed on a single path along which obstructions are met again and again. Where no other line of attack is present the newly developed pressures can become greater than they were originally. Keeping alternate approaches handy is therefore a great pressure deterrent.

They rearrange priorities whenever problem handling per-

mits. Often giving major importance to one element can develop pressures that would be absent with another. Then it is time to switch.

They assure themselves that something can be done about these pressures and proceed to do so. Believing that nothing can be done personally about pressures is defeatism upon which they thrive. Rare is the pressure that cannot be overcome by any person if that determined effort is made to do so.

Each of the foregoing steps play a part in reducing pressures or keeping them under control. Nothing will ever eliminate them completely but then the work effort would be less exciting without a few of them being present now and then.

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MEETINGS

J. J. Dill seminar draws 150 turf men

More than 150 lawn care businessmen and other turf professionals from around the state of Michigan traveled to Western Michigan University in late October to attend the annual J.J. Dill Co. turf seminar.

Speakers included Frank Jarc, Irv Stacy, Joe Bredeson, George Lanier and Bob Rehberg of the Professional Products Division of Swift Agricultural Chemicals Corp., Winter Haven Fla., who all spoke on the introduction of new IBDU Fine fertilizer to the lawn care market.

Sue Livak of Rhodia, Inc., Monmouth Junction, N.J., introduced her company's new broad-spectrum fungicide, Chipco RP 26019, which can control brown patch, dollar spot, *Helminthosporium* diseases and snow mold.

Phil Faber of Finn Equipment Co., Cincinnati, Ohio, introduced his company's LawnFeeder system, designed specifically for the lawn care market. Brady Surrena of Diamond Shamrock Corp., Cleveland, discussed two of his company's products for the turf professional — Dacthal and Daconil.

University speakers on the program included Dr. Paul E. Rieke of Michigan State University,

Dr. Joseph M. Vargas of Michigan State University and Dr. Al J. Turgeon of the University of Illinois.

Dr. Rieke spoke on fertilization and the importance of soil testing.

Many of the lawn care businessmen who attended the recent J.J. Dill Co. turf seminar at Western Michigan University in Kalamazoo, stayed after the formal sessions of the conference to watch a demonstration of the LawnFeeder system manufactured for the lawn care market by Finn Equipment Co., Cincinnati, Ohio. Finn salesman Phil Faber (with white collar on left) demonstrates the unit, which features a paddle wheel agitation system. It can dispense both dry and liquid lawn care products.



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Circle 129 on free information card

MEMOS

Reasons behind small business failures

Of the more than 10 million non-farm businesses operating in the United States, 95 percent are considered small businesses by the U.S. Small Business Administration and account for about 43 percent of the gross national product.

But these statistics hardly give a clue to the tremendous effort involved in getting a new business such as a lawn care operation off the ground. Nor do they hint at the odds that are against keeping it going for any length of time. "Through the survival-probability rates are fragmented or dated, the evidence indicates that the risks have multiplied and the chances of making the grade have not brightened," said Bette Blondin and Rowena Wyatt in a recent report for Dun and Bradstreet, the diversified publishing and marketing services concern.

Difficulties in raising capital, a lack of adequate information, government red tape and problems of day-to-day management all seem to conspire against the entrepreneur. "Whether boom or recession, nine out of 10 failures are traceable to managerial inexperience or ineptitude," says Dun and Bradstreet.

Average paycheck rose 7% in past year

The Labor Department recently reported the good news that between May of 1976 and May of 1977 the average American worker's paycheck rose 6.9 percent, to \$212. It was also reported the bad news that all of this gain was wiped out by inflation.

But the bad news is even worse, for this particular index does not take into account the impact of inflation on the progressive income tax brackets. Because his income rose in nominal dollars, the average worker had to turn a larger proportion of it over to the government. So after paying the higher taxes demanded by the government, and the higher prices caused by the government's policy, the worker was worse off than a year earlier.

Leaves left on lawn cause problems

If not removed promptly, leaves may smother grass and other small plants, especially if they become wet and compacted. A few leaves on the lawn do not cause any major problem, says extension horticulturalist Ray Rothenberger of the University of Missouri. However, large quantities of leaves left on the lawn form a tight mat that can exclude light and air from the grass. If left on the lawn too long, dead or thin spots can develop on the lawn.

John O. Sillings, Purdue University extension entomologist, also warns that leaves under shade trees can cause problems. Many insects which feed on trees spend the winter in the leaves beneath the trees, he said. He suggests the leaves be raked and disposed of, especially if the trees have a history of insect problems.

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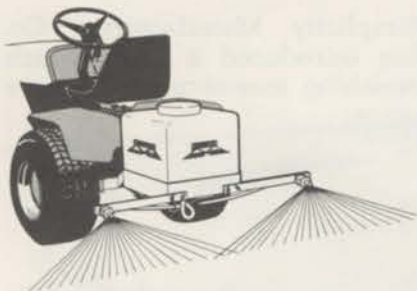
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LAWN CARE INDUSTRY

PRODUCTS

Spray unit

The new E-Z Spray unit has been announced by E-Z Rake, Inc. The spray unit can be used with any riding mower or garden tractor equipped with a 12 volt electrical system.



The unit features quick and easy installation; positive displacement self-priming pump driven by 12 volt D.C. electric motor and low ground clearance flooding type spray tips, virtually eliminating "misting" and "overspraying." It is designed with a 6½ foot overlap spray width and will cover two acres per hour. Its polyethylene tank holds 13 gallons of pesticide or liquid herbicide.

Circle 201 on free information card

Mulch or side discharge

The model 11170 Mulch/Mow rotary from Yard-Man offers the advantages of mulching clippings, plus the option of folding



down the safety missile deflector to convert to conventional side discharge. Other features include vertical pull starting, five-position height adjustment, and fast-folding handle.

Circle 202 on free information card

Hydrograsser with wheels

Model HG-8 from Reinco, Inc. is a mobile hydraulic seeder mounted on a tandem-axle trailer. A medium-range (20 to 80 feet) machine, it will empty its 800-gallon tank in 15 minutes.

Circle 203 on free information card

Corrosion-resistant pumps

Two thermoplastic pumps have been added to the Homelite line of pumps designed to handle liquid fertilizers, herbicides, pesticides, and other solutions

which would normally damage cast iron or aluminum pumps. Model EP 215-1 features 1½-inch suction and discharge; model EP 220-1, 2-inch suction and discharge. On both models the engine is replaced by a pedestal and driveshaft assembly which allows a choice of driving power source.

Circle 204 on free information card

Lawn feeding unit

A new piece of literature, illustrating and describing the Lawn-Feeder is now available from Finn Equipment Co. This



machine dispenses dry and liquid lawn care products in slurry form. The unit was engineered specifically for the residential, commercial and industrial lawn care field and also features: economical one-man operation; little chemical waste; pinpoint spray control; time-delayed feeding action of granular or pelletized material delivered in a slurry form.

Circle 205 on free information card

Super trimmer/edger

With twice the cutting power of Weed Eater's conventional model, the Super Needle can cut



down tough weeds as well as trimming and edging grass, sweeping pavement, and scalping. It weighs less than 8 pounds and its three-exit head holds 40 feet of cutting line.

Circle 206 on free information card

Vacuum/mower

The Snapper High Vacuum riding mower uses powerful vacuum action to pick up grass clipping, leaves, pine cones, and other light litter and force it into



the grass catcher — without use of an auxiliary fan or engine. An optional Bag-N-Wagon is pulled behind the mower and holds 30 bushels. Cutting width of the mower is 28 inches. Manufacturer is McDonough Power Equipment, Inc.

Circle 207 on free information card

Two-year tree food

Arbor-Green, a new product of Davey Tree Expert Co., is an

organic tree food that offers fast liquid application with 2-year residual. A complete 30-10-7 formulation of Powder Blue (Nitroform from Hercules Inc.) and monopotassium phosphate, Arbor-Green is a fine powder that forms a suspension when mixed with water. It has the lowest burn potential and lowest soluble salt index of any commercially available complete fertilizer.

Circle 208 on free information card

Turf herbicide

New Defy herbicide from Kalo Laboratories, Inc. is non-volatile with no vapors. This means no vapor-drift to damage susceptible plants such as shrubs or flowers. The herbicide crystals go into complete solution in water and stay in solution. No residues, no clogging problems. No irreversible salting out problems. Also, plain water cleans the operator's equipment so it can be used for other sprays.

Circle 209 on free information card

the Reinco power team

Two For The Grow... From REINCO



**HG-8A
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Versatility plus! Reinco's HG-8A Hydrograsser can handle any job. Rugged, heavy duty construction that gives extra mobility because of its tandem-axle trailer mount. 800 gallon capacity and 20 to 80 foot range for seeding, fertilizing or mulching. Spray batch in less than 15 minutes. Hydrojet agitation assures uniform solids dispersion for even coverage. It's a real time saver and money maker.



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Trailer mounted mulcher that spreads 5 tons of hay mulch per hour up to distances of 70 feet. Full engine output is used for breaking and blowing mulch. Just two bearings. . .no belts; all the power works for you. Hardened flails are adjustable to regulate strand length. Straight-through drive with pre-thrasher lets you use lower quality or moldy materials. Full horizontal sweep and 60° vertical boom movement. Emulsion or tacking spray system optional. Reinco's compact TM7-30(X) will give you a 5,000% advantage over hand-shaking.

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LAWN CARE INDUSTRY

NOV/DEC 1977

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PRODUCTS

Pickup to dump truck

Expand the capabilities of your pickup truck by making it in to a dump truck, using the Hydra-

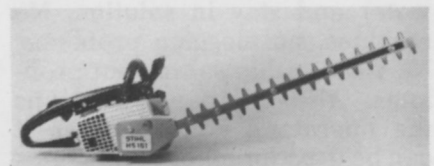


Dump conversion by OME, Inc. Construction is all aluminum for light weight and rust resistance. The tailgate hinges at top and bottom.

Circle 210 on free information card

Hedge trimmer

A new hedge trimmer attachment has been developed by Stihl, Inc. A quiet, large, baffled



muffler is supplied for use in heavily populated areas. It features twin counter balanced double-edge knives for cutting on up and down strokes. Blade length is over 23 inches. It can be mounted on a chain saw easily.

Circle 211 on free information card

Multipurpose vehicle

The four-wheel-drive Pug is offered by Bruce Mfg. Corp. with a wide variety of options to suit it to many different turf care operations. In addition to the sprayer

shown, options include a hydraulic dump box, flatbed, bulldozer, rotary sweeper, mowers, and towing attachments. The Pug's heavily geared 16-horsepower four-cycle engine uses about one gallon of fuel in 2 operating hours, at speeds up to 25 miles per hour.

Circle 212 on free information card

Self-propelled rotary

Top of The Toro Co.'s line of rotaries is the 21-inch Whirlwind II Deluxe with Key-Lectric



start. It has an easy-starting, 10-cubic-inch-engine; front-wheel gear drive; cutting height adjustment levers on all wheels; and an optional quick-change bagging system for the side discharge.

Circle 213 on free information card

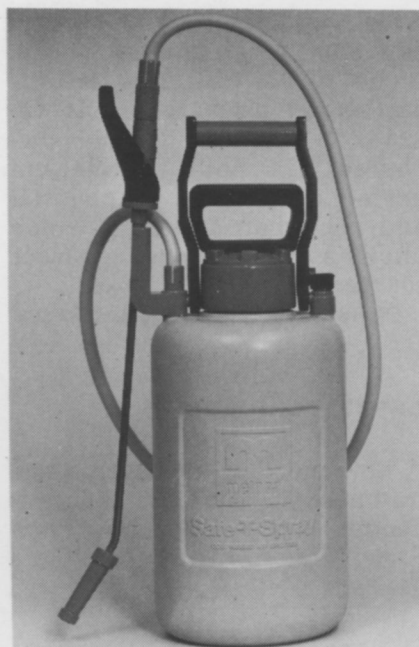
Control chinchbugs

New low-hazard chemical, Aspon, from Bonide Chemical Co., kills many lawn insects such as centipedes, millipedes, crickets, and chinchbugs — with little hazard to birds, pets, or children. Available in 2,500- and 5,000-square-foot-coverage bags.

Circle 214 on free information card

Safe pressure sprayers

Melnor Industries' No. 90 and No. 92 pressure sprayers have 2- and 3-gallon tank capacities



respectively. They are lightweight, durable, and corrosion-proof. A safety shutoff prevents accidental spraying if the wand is dropped.

Circle 215 on free information card

Poly-tank sprayers

Broyhill Co.'s 2000 series commercial sprayers come with 50- or 100-gallon polyethylene tanks. Compact (34 inches) and self-contained, the sprayers can be transported easily in turf truck and utility vehicles or on trailers. Roller, centrifugal, and two-piston pumping systems are available.

Circle 216 on free information card

Rotary has big tank

Highlighting the 1977 Lawn-Boy commercial power mower line is a 21-inch, heavy-duty model with

an oversize (1½-gallon) fuel tank. The mower also has a two-position handle, steel ball-bearing wheels, and an under-the-deck muffler which directs noise and exhaust toward the ground. It's marketed by Gale Products, division of Outboard Marine Corp.

Circle 217 on free information card

Mow and mulch

Simplicity Manufacturing Co. has introduced a new 21-inch mulching mower powered by a



3½-horsepower Briggs & Stratton engine. It features vertical-pull start, automatic choke, 8-inch steel wheels, and a folding chrome handle. Cutting height adjusts from ¾ to 3¼ inches.

Circle 218 on free information card

Gas-powered trimmer

New from Echo Chain Saw Div., Kioritz Corp. of America, is the model 140-D gasoline-powered



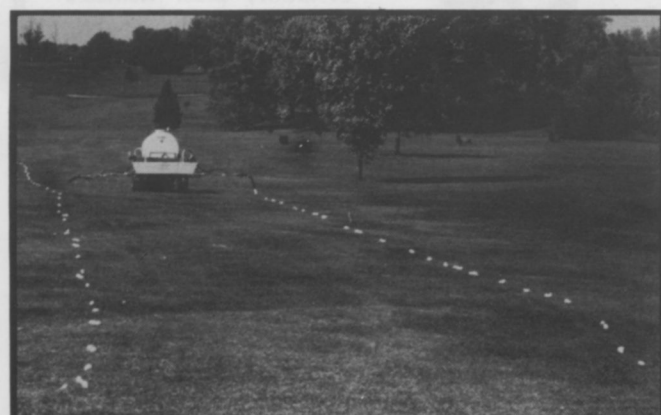
grass trimmer. It weighs just 10 pounds and has a second handle for stability and operator comfort. The 140-D trims in hard-to-reach places without dragging an extension cord around.

Circle 219 on free information card

Protect seed from erosion

Landglas is a spray-applied fiberglass erosion control material that forms a resilient, porous mat to protect newly seeded and filled areas. It can be applied by one person once the area has been graded, shaped, seeded, and fertilized. It will not harm plant or animal life. Owens-Corning Fiberglas Corp. makes it.

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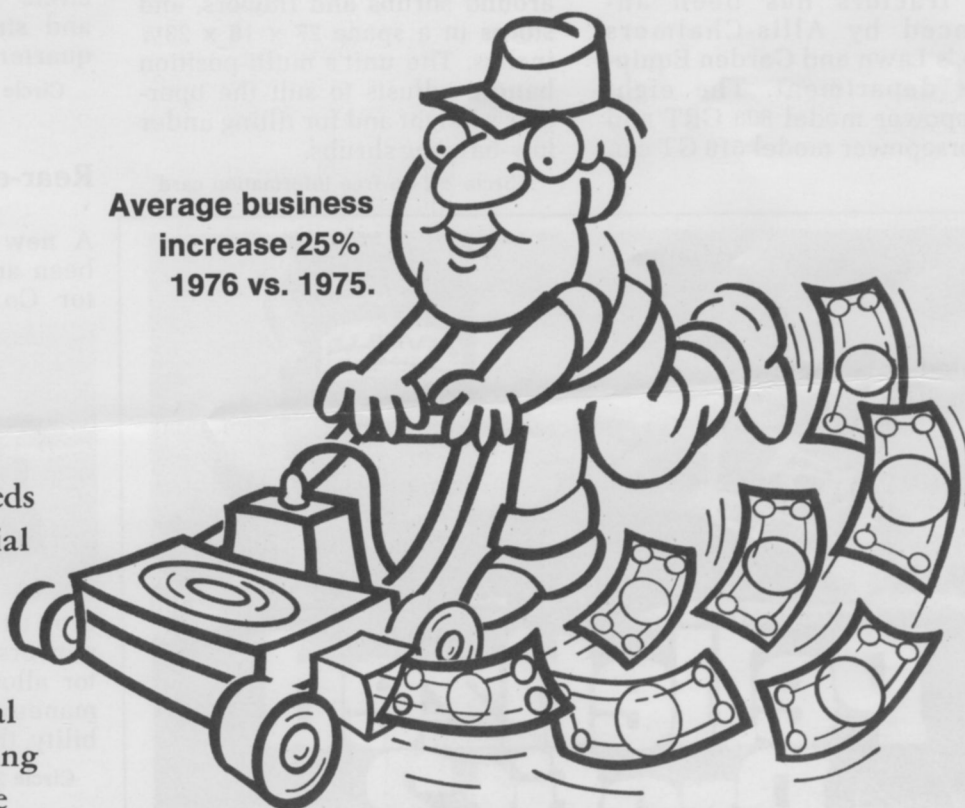
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Circle 128 on free information card

Let's get down to grass facts!

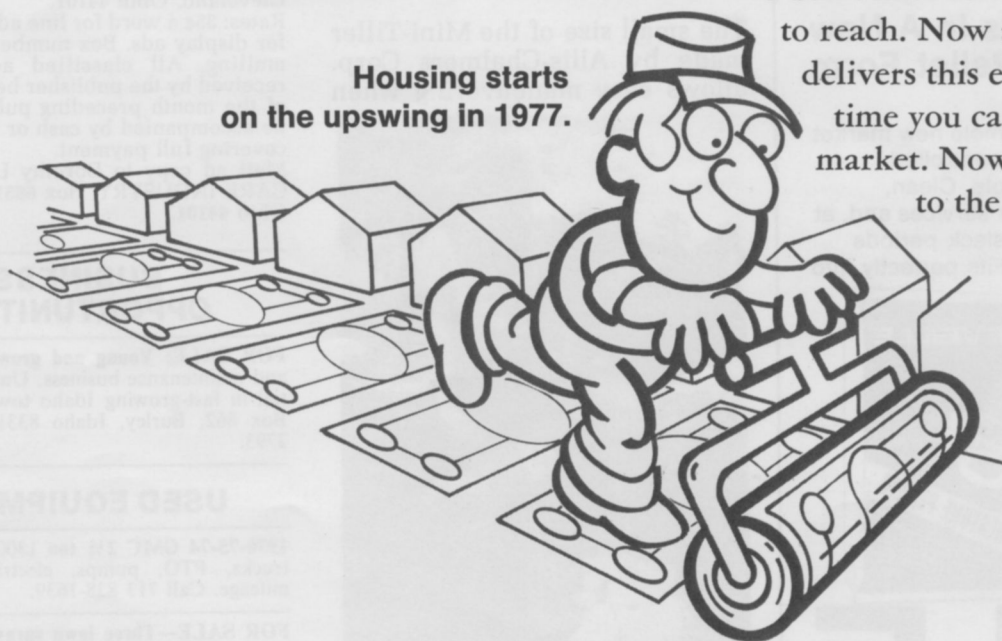
Average business
increase 25%
1976 vs. 1975.



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 to the market.

Housing starts
on the upswing in 1977.



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CARE
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A Harvest business publication.

lawn care...the growingest market.

PRODUCTS

Small-area aerators

Dedoes Industries, Inc. now offers its aerator in one- and two-



drum models for attachment to most lawn tractors for aerating small areas. The tines are on 2-inch centers and are available with up to 120 tines on each drum.

Circle 250 on free information card

Lawn and garden tractors

A new series 800 lawn and garden tractors has been announced by Allis-Chalmers Corp.'s Lawn and Garden Equipment department. The eight horsepower model 808 GRT and 10 horsepower model 810 GT can

handle front, rear and center mounted PTO attachments. Both models are powered by synchro-balanced, air-cooled Briggs & Stratton engines with a 12 volt starter.

Circle 251 on free information card

Rotary tiller

A new, two horsepower walk-behind rotary tiller has been announced by Simplicity Mfg. Co.



The model 1002 maneuvers easily between garden rows and around shrubs and flowers, and stores in a space 27 x 18 x 23½ inches. The unit's multi-position handle adjusts to suit the operator's height and for tilting under low-hanging shrubs.

Circle 252 on free information card

Pop-up sprinkler

To water taller, thicker grass more effectively, Rain Jet Corp. has developed a complete new line of 2½ inch Hi-Pop sprinklers. Water pressure causes the



center portion of the new sprinklers to pop up 2½ inches above the turf line. A stainless steel spring returns the all-brass unit into its housing when the water is shut off. There are 15 different models in the company's new series 4000 line, including three square-pattern heads covering up to 900 square feet; six full-circle pattern heads, parkway and strip heads and half- and quarter-circle heads.

Circle 253 on free information card

Rear-engine tractor

A new rear-engine tractor has been announced by Hefty Tractor Co. The unit offers mid-



mounted rotary and flail mowers. The design of the tractor allows for better safety and maneuverability with total visibility, the manufacturer said.

Circle 254 on free information card

Compact tiller

The small size of the Mini-Tiller made by Allis-Chalmers Corp. allows easy maneuvering when

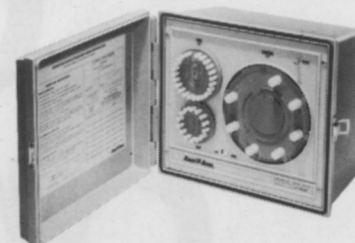


tilling and a compactly folded package when finished. Power is transmitted from the 2-horsepower Briggs & Stratton engine to the tines via chain drive. Tilling width is variable from 6 to 18 inches; depth, from 0 to 6 inches.

Circle 255 on free information card

Automatic irrigation controller

Made by Rain Bird Sprinkler Mfg. Corp. for residential and commercial landscaping irriga-



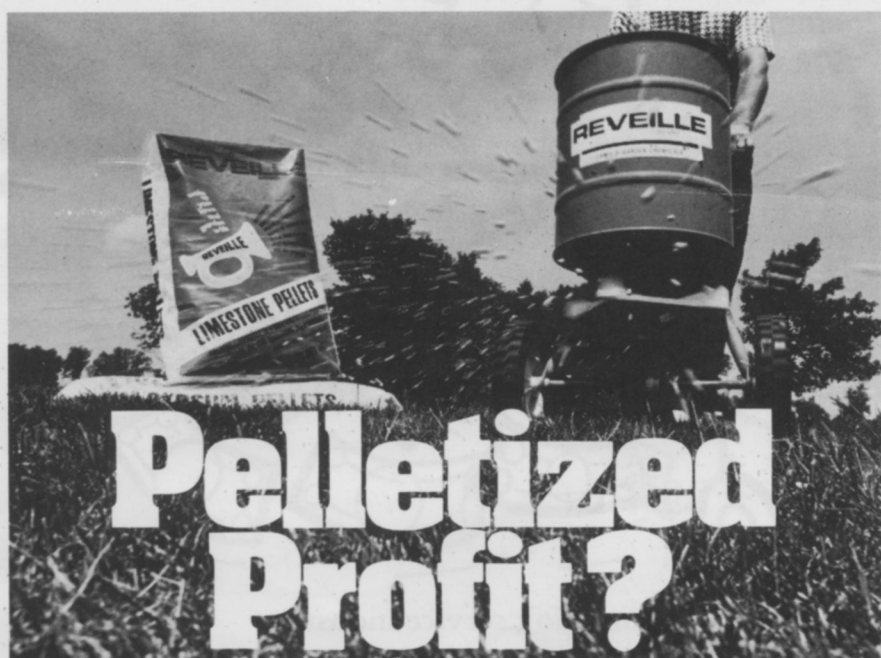
tion, the RC-7A seven-station automatic controller is equipped with a 14-day calendar and 24-hour clock. Select watering every day or any day within the 2 weeks, starting at any hour.

Circle 256 on free information card

Compact, chain-drive tiller

A 2-horsepower Briggs & Stratton engine powers the model 51104 compact rotary tiller made by Gilson Brothers Co. A wrap-around chain case with circulating oil system makes the machine compact and adds life to the drivetrain. Tines are spring steel and are guaranteed against breakage. Change tine width (7, 12, 17, or 22 inches) by undoing just two bolts.

Circle 257 on free information card

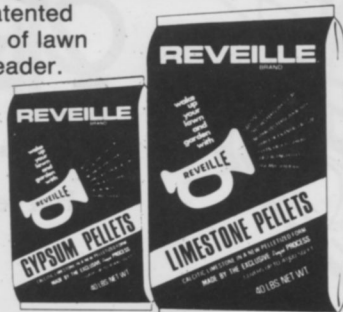


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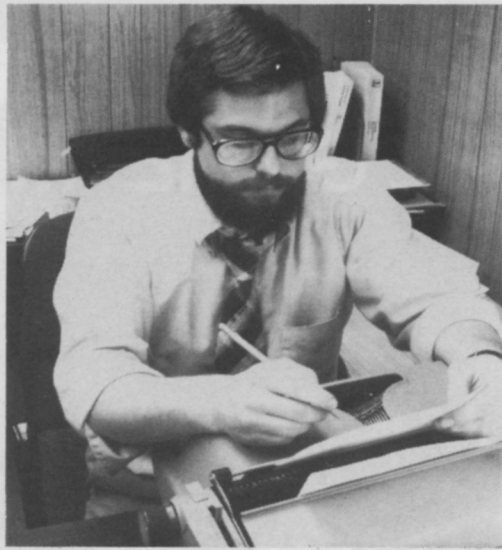
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BEHIND THIS ISSUE



I met some real top businessmen when I traveled to Dallas/Fort Worth to profile the lawn care market there (see MARKET-PLACE, beginning on page 16,) and I had a great time to boot. But my boss was sure mad at me when I got back.

You see, he couldn't understand how I put almost 600 miles on my rental car during my few days in Texas. And he swallowed awfully hard when he had to pay the Avis bill.

But I just told him that when you are dealing with people as busy as most lawn care businessmen, you talk to them when they can find time to fit you in. And if that calls for scheduling an interview in Dallas first, then one in Fort Worth 35 miles away, and then back in Dallas after that through the day, so be it.

And that is the kind of logic he understands, because he knows that an editor has to get out into the field and talk to his readers to really know the market.

So from now on, he said I can put as many miles as I want on rental cars when I travel to Kansas City next month to profile the lawn care market there, and to Atlanta, Houston, St. Louis, Minneapolis, Denver, Toronto, Miami and elsewhere next year.

But to cut costs, I'll be driving a Pinto from here on out.

Bob Early

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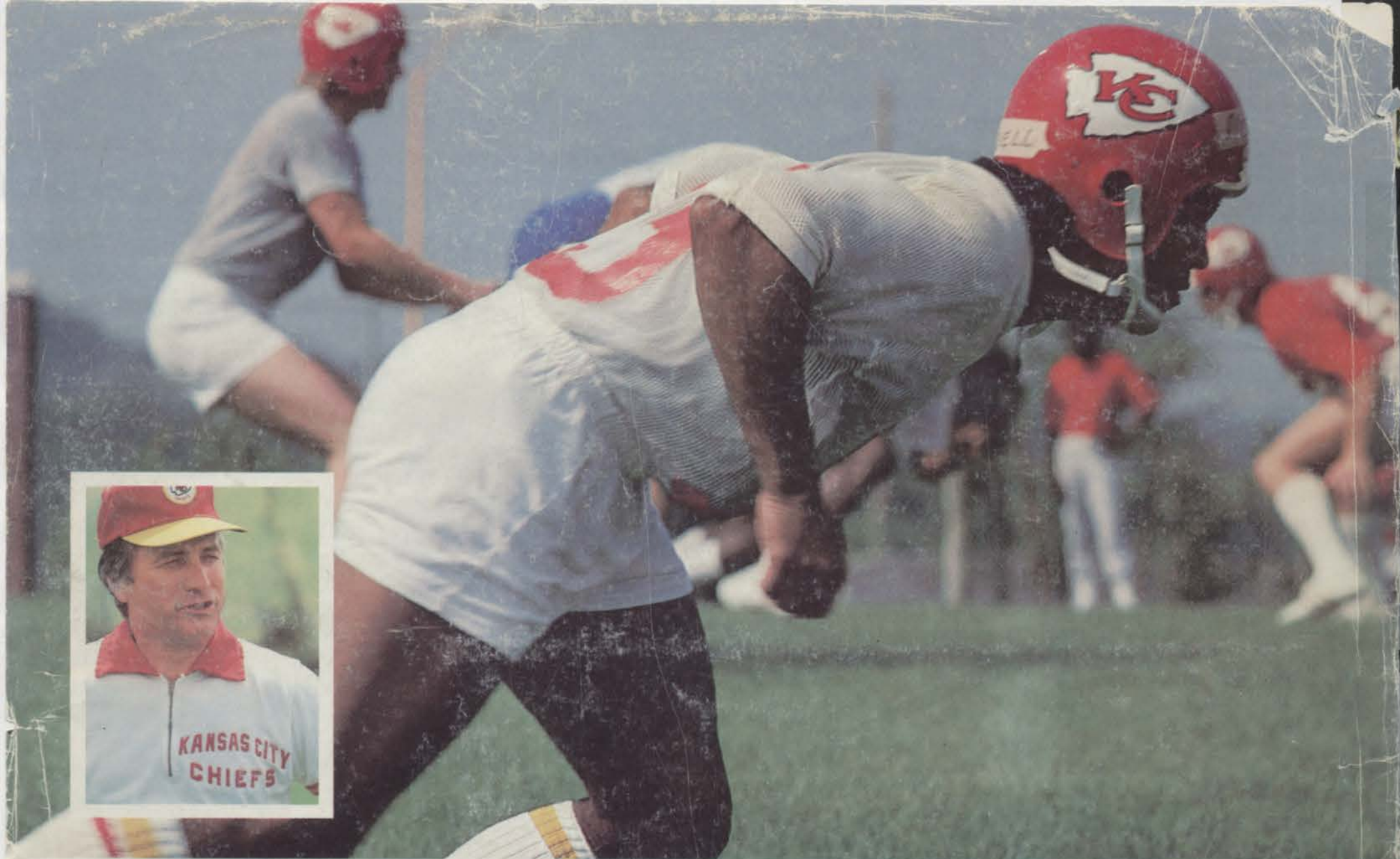
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Circle 121 on free information card



"Tough K.C. Chiefs need tough grass! That's why I picked **baron** KENTUCKY BLUEGRASS."

George Toma, Director of Field and Landscaping Operations, Kansas City Chiefs and Royals, and consultant for all Super Bowl games.

"I need a grass that will withstand the wear and tear of forty big football players on it five days a week from August to December. With the toughness of Baron there are darn few worn out spots."

George Toma explains to Peter Loft:

"I overseed this practice field with 50 lbs. of Baron as early as February and the field is ready in April. We'll have good grass all the way through the season."

"With the field in use so much of the time, I need a grass that doesn't need much care. In the 3 years this field has been in, I've never used a fungicide, insecticide or herbicide. That's a plus for me. I can only water maybe once a week and you can see how green this field is."

"We fertilize well around Thanksgiving. With the lower fertilization requirements of Baron, we don't have to worry about tender grass. Baron stays tough."



it to 3/4" up until June 1. After that we keep it at 2".

"We mow whenever the grass needs it. That may be once, twice or even three times a week. We only remove 1/4 of the growth and usually cut



"The players love this field. They even replace their own divots! And I think psychologically they practice better when they see a beautiful field like this."



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