James B. Beard

PESTICIDES
Illinois group unites
Page 8

BUFFALO
Hard times hit upstate
Page 11

PROFILES
Youngsters successful
Page 16

COLLECTIONS
Pain in pocketbook
Page 20

HBJ A Harcourt Brace Jovanovich Publication NOVEMBER 1983 Volume 7, Number 11 $2.00

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

Loan-hunting?

Staying one step ahead of your banker

If you don't need to borrow money to finance your lawn care business today, you will tomorrow...or the day after that.

Sooner or later, you're going to have to replace capital equipment, buy or expand property, finance inventory, or handle some other business transaction too large for your checkbook. But you might face a big disappointment if you don't go into your banker's office prepared.

Fewer than 10 percent of the small businessmen who go to a bank asking for a substantial loan go adequately prepared, according to Theodore Silbert, chairman of New York's Sterling National Bank.

"All the small businessman really needs to get a loan—if he deserves one—is to be as good at applying as he is at selling," Silbert says. "Bankers are busy and harrassed men, and if the loan application doesn't put the basic information up front, the banker doesn't have time to dig for it."

Bob Kenney, a vice president for Florida's Southeast Banks, agrees.

"If you're seriously thinking of going in and applying for a business loan, you need to get your act together," Kenney says.

Kenney says that, first, you must detail the purpose of the loan.

to page 26

Pesticides

Effort may have been in time

Quick action by a united pesticide applicators' group in Wauconda, Ill. may have saved the day.

Wauconda councilmen had passed a law severely restricting the commercial use of pesticides—including requiring erection of signs labelled "dangerous and deadly chemicals" where pesticides had been applied in certain situations. So a group of professional pesticide applicators met in late August in nearby Schaumburg to discuss their options.

They went into a Sept. 14 hearing with town councilmen armed with a proposal which would be a compromise, and a petition signed by homeowners who had used their professional services.

"We had some very favorable things happen," said Bill Fischer of Spring-Green Lawn Care Corp.

to page 4

Spreaders examined

Dr. Nick Christians of Iowa State University takes a look at the reliability and efficiency of five commercial makes of fertilizer spreaders.

Page 17

Busy months

Year's end filled by shows

November and December are two of the most popular months for lawn and turf industry-related seminars, conventions and trade shows, as evidenced by the Professional Lawn Care Association of America's annual event Nov. 8-10 in Indianapolis and the Associated Landscape Contractors of America Landscape Management Division conference Nov. 13-15 in Denver.

The PLCAA kicks off with its annual Early Bird party at the Indianapolis Convention Center Nov. 7. Two days of informational sessions alternating with exhibitions follow.

The ALCA event begins Sunday night, Nov. 13 with the annual Brag/Blooper dinner in Denver's Marriott Southeast Hotel. Nov. 14 is devoted to a workshop conducted by consultants from the Sales Management Institute. Attendees can then elect to visit one of two split sessions on Nov. 15: Session A is "Computers and Your Business;" Session B is "Growth Regulators and Weed Control."

ALCA is also offering middle management personnel and employee workshops in Boston Nov. 30-Dec.1 and in Washington, D.C. Dec. 2-3. They are the final workshops in a series of six which began two months ago.

The workshops have been developed by the management consulting firm of Perrone and Ambrose Associates. They emphasize training based on the principle of "learning by doing."

The first three days of November will be a busy time in New York and Illinois where turfgrass

to page 24

Ne
Dr.
0157 0122505 10 31 **
STEVE BATTEN
TEXAS A&M UNIV
SOIL & CROP SCIENCES
COLLEGE STATION TX 77843

BEARD COLLECTION

Without a summer application of Dursban, big problems could pop up in fall.

While most insects emerge in spring, sod webworms and other varieties don't spring into action until late summer or fall. And even DURSBAN* insecticide—which gives you long-lasting residual action—won't protect your customers' lawns from spring to fall.

That's why it's important to apply DURSBAN twice a year—on your first round for the early risers and later in the summer to get the late bloomers.

And considering the relatively low cost of DURSBAN, a two application insecticide program makes doubly good sense. After all, DURSBAN costs as little as 35¢ per 1000 sq. ft. application. A small price to pay for protection against the immeasurable costs of call-backs and shaken customer relations.

DURSBAN gets just about every bug you'll face, too: chinch bugs, sod webworms, armyworms, cutworms, you name it.

DURSBAN. Make sure *all* insects get a shot. Available in 2E, and concentrated 4E liquid formulations. Plus, new 50W wettable powder. See your Dow distributor. Also ask him about our new "DURSBAN delivers the goods" incentive program. Be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

DURSBAN

Gets the jump on late emergers.

DOW*

DOW Chemical U.S.A.

*Trademark of The Dow Chemical Company.

3920

Circle No. 109 on Reader Inquiry Card

INDUSTRY NEWS

Tom Panattoni of True-Green, Carol Stream, Ill. (left) faces attorney Ian Oppenheim, who is playing the role of a television interviewer, and John Kenney operates a hand-held video camera during a media workshop held for Wauconda, Ill. pesticide applicators in August. Oppenheim and Kenney were representing the Pesticide Public Policy Foundation, then known as the National Environmental Law Foundation.

Pesticides

Effort may have been in time

from page 1

"They were in a listening mode. They've extended the date (of enforcement) well into October. The ordinance has been held in abeyance while the Environmental Committee is studying our new proposal."

The pesticide group was to receive a response—and all indications were that it would be a favorable one—Oct. 19.

The bill which would have forced professional pesticide applicators from town (and they agreed that is the action they would have taken) was an amendment of a 1964 bill.

"There were a lot of people at the hearing," Fischer said. "And we left with the feeling that they were in a mood to back off a lot of the lousy, ugly language in the original bill."

Fischer said that the "single most effective thing we did was to activate the citizens."

Chemicals get new labelling

Aliette, Orthene and Fusilade, three chemicals used in the lawn/grounds industries, have received new federal labelling from the Environmental Protection Agency.

Aliette 80WP fungicide has been approved for use on ornamentals to control *Phytothphora* root rot. Aliette, a product of Rhone-Poulenc Inc., is a systemic compound that may be applied as a drench or soil-incorporated.

Orthene, a product of Chevron Chemical Co., has received a special local need registration for control of fire ants in the state of Texas. Orthene Tree & Ornamental Spray is for use in turf, lawn and non-crop areas.

Under the new labelling, it may be applied to the fire ant mound either as a drench or as a dusting treatment.

Fusilade, manufactured by ICI Americas Inc., is a selective over-the-top systemic herbicide for annual and perennial grass weed control. It has just received labelling for use on non-crop areas and on non-bearing and non-food crops.

Paramount will enter lawn care

Paramount Pest Control, a $5½-million dollar business based in Falls Church, Va., intends to enter the lawn care market by 1985. Ralph Hughes, president, told PEST CONTROL magazine that preparations are already being made.

"We expect that, in the next two years, we will be fully involved in lawn care," Hughes said. "The name won't be Paramount, but it'll be a name people will identify with Paramount. We are now negotiating with a well-known individual in that field to come to work with Paramount.

"Due to our size, we already have thousands upon thousands of leads. Many thousands of homeowners already trust us."

PLCAA, ALCA sponsor seminars

The Professional Lawn Care Association of America, the Associated Landscape Contractors of America and the National Arborist Association will jointly sponsor a series of two-day financial seminars Dec. 1-8.

The seminars will be directed at owners, chief executive officers and other top management of green industry companies. Conducted by Ross-Payne & Associates, Inc., a well-known financial consultant firm, each of the three seminars will be held at the Schaumberg Marriott Hotel, just

to page 5

MEMOS

"GO WEST, young man!" was the title of an article about the nation's top lawn care markets which appeared in August's LCI. Al Bowers of Hawkeye Chemical responded to that with a hand-written letter to LCI's editorial office. "Stay east," Bowers said. "L.A. (named No.1 lawn care market in the country) is NOT a big lawn care market: much ground cover, landscape plantings and swimming pools, but small grass areas; lots of small 'landscapers' but few lawn care companies." Bowers went on to say that the census information was misleading.

THE CONSUMER PRICE index rose to 299.3 at mid-year, which means goods and services which cost $100 in 1967 now cost $299.30. This reflected an increase of 6.9 points in the first half of the year.

CHILDREN PLAYING on East Orange, N.J. apartment lawns was banned this summer by Mayor Thomas H. Cooke, Jr., according to an Associated Press report. "I can't let my love for them (children) overshadow the fact that their activities are detrimental to the city," Cooke said. One landlord was sentenced to 60 days in jail and fined $2,000 for allowing violations of the new code.

THE MICHIGAN Turfgrass Foundation, using a unique OMC-Lincoln loan program, presented an array of new turf care equipment to Michigan State University's turfgrass program this fall. "This will help us with research programs such as compaction and cultivation, and improve our efficiency in maintaining our research plots," said Dr. Paul Rieke, professor of turfgrass management.

CHEMLAWN plans a public offering of $15 million of convertible debentures due 2008. The proceeds will be used to finance part of its 1984 capital spending program, estimated at $20 million. The proposal has been filed with the Securities and Exchange Commission.

JOHN DEERE presented its new line of lawn mowers and tractors to 3,000 franchised dealers at a three-day demonstration show at the Olympia Resort and Spa outside of Milwaukee, Wisc. and at its nearby Horican, Wisc. plant. Groups of 500 dealers at each showing were introduced to the line of walk-behind mowers and received a sales booklet.

ACCORD LAWN Services has joined Dial One of the Tri-State Inc., an international franchise network providing residential and commercial maintenance, repair and improvement. Philip Manes is president and owner of the five-year-old Columbus, Ohio lawn care service.

THE ARIZONA Landscape Contractors Association will distribute a President's Award in each category of its annual contest when it meets early this month. Previously, just one President's Award had been presented.

DISABLED WORKERS will receive training in the landscaping, lawn care and groundskeeping field, thanks to a project sponsored by the Palm Beach Habilitation Center, Lake Worth, Fla. The project is part of a national outreach effort sponsored by the U.S. Department of Education.

HOUSING STARTS spurted in May 19.1 percent from April to the highest level since September, 1979. For the lawn care industry, that was good news: more homes, more lawns. The seasonally-adjusted annual pace for home starts is 1.79 million.

LAWN CARE INDUSTRY

JERRY ROCHE, Editor
KEVIN COONEY, Assistant Editor
ROBERT EARLEY, Group Publisher
TRUDY JOSLYN, Production Manager
MARILYN MacDONALD, Production Supervisor
MARIO ROSSETTI, Graphic Design
JOAN SCHUMACHER Circulation Supervisor
GAIL KESSLER, Reader Service Manager
LINDA WINICK, Promotion Manager

MARKETING/SALES
Midwest Office:
JOE KOSEMPA, Regional Sales Manager
ROBERT EARLEY
(216) 243-8100
7500 Old Oak Blvd.
Cleveland, OH 44130
Southern Office:
RON KEMPNER (404) 233-1817
National Sales Manager
3091 Maple Dr.,
Atlanta, GA 30305
Northwest Office:
BOB MIEROW (206) 363-2864
1333 N.W. Norcross,
Seattle, WA 98177
Classified:
DAWN ANDERSON
(218) 727-8511
1 E. First St., Duluth, MN 55802

Please send advertising materials to:
LAWN CARE INDUSTRY
120 W. Second St.
Duluth, MN 55802
218-727-8511

HBJ A HARCOURT BRACE JOVANOVICH PUBLICATION
BPA ABP

ROBERT L. EDGELL, Chairman
RICHARD MOELLER, President
LARS FLADMARK, Executive V. Pres.
ARLAND HIRMAN, Treasurer
THOMAS GRENEY, Senior V. Pres.
EZRA PINCUS, Senior Vice President
PAT O'ROURKE, Group Vice President
JOE BILDERBACH, Vice President
JAMES GHERNA, Vice President
GEORGE GLENN, Vice President
HARRY RAMALEY, Vice President

LAWN CARE INDUSTRY (USPS 397250) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 757 Third Avenue, New York, New York 10017, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: $16 per year in the United States; $20 per year in Canada. All other countries: $45 per year. Single copies (pre-paid only): $4 in the U.S.; elsewhere $4.50; add $3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806.

Copyright © 1983 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Microfilm copies of articles are available through University Microfilm, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48160.
POSTMASTER: Send address changes to LAWN CARE INDUSTRY, P.O. Box 6200, Duluth, Minnesota 55806-9900.

INDUSTRY NEWS

from page 4

outside of Chicago, Ill.

Titles of the seminars are "Compensation Planning," "Financial Analysis" and "Financial Planning." Dates are Dec. 1-2, 5-6 and 7-8, respectively.

For more information or registration, contact the headquarters of any of the three sponsoring organizations: PLCAA at (404) 977-5222; ALCA at (703) 821-8611; or NAA at (516) 221-3082.

Merit is now 'recommended'

Merit Kentucky bluegrass has been placed on the Virginia-Maryland sod production recommend list, according to Jim Steinke, marketing director of Full Circle, Inc., Madras, Ore.

A widely-tested grass, Merit has performed well in trials in New Jersey, New York, Missouri, Maryland, Virginia and Ohio.

Merit, being produced in Oregon, has demonstrated extremely good sod strength.

Dow specialty efforts growing

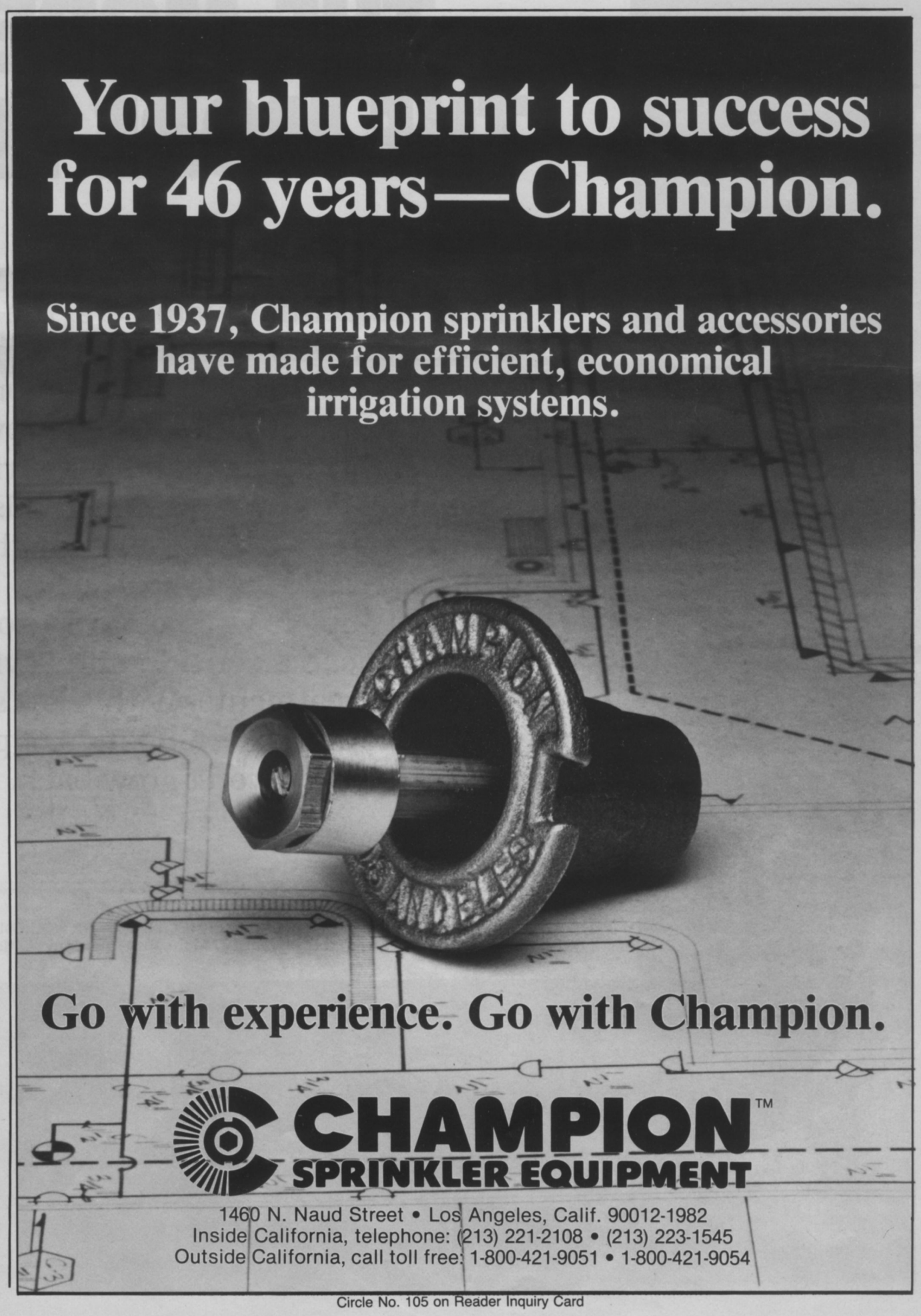
Dow Chemical USA has realigned its organizational policy and structure, planning for continued growth in specialty chemicals. With the changes, Dow hopes that its specialty chemicals will account for 50 percent of its earnings by 1990.

"We see specialty chemicals as being the growth area in terms of maximum return on investment," says Public Relations Director Terry Witt. "I don't think you'll see a dramatic overnight change, but there might be more of an evolutionary change."

Dow also hopes to accelerate its research and provide more technically-oriented field representatives, according to Witt. "With more concern over environmental impact and misuse problems, we hope to develop new concepts in specialty chemicals to fill the existing pest control gaps."

Dow has established a Specialty Chemicals Department under Group Vice-President R.T. Williams, formerly general manager of the Coatings Department.

to page 32



Circle No. 105 on Reader Inquiry Card

THE MORE PLACES THE MORE TIME AND

Look around you. Whether you service commercial or residential customers, the more places you find to use Roundup® herbicide, the more you'll save.

Any side-by-side comparison along fencelines, sidewalks or curblines would prove Roundup works considerably faster than string trimmers and other mechanical weed control methods. So the more trimming and edging jobs you do with Roundup, the more time you'll save per call.

A complete weed control program with Roundup can also mean a considerable savings of time and labor on repeat treatments. With a 2% solution of Roundup you can control over 90 kinds of problem weeds—roots and all—so they won't grow back.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS FOR ROUNDUP.
Roundup® is a registered trademark of Monsanto Company. © Monsanto Company 1983. RUP-SP3-102

YOU USE ROUNDUP®, LABOR YOU'LL SAVE.

What's more, Roundup leaves no residual soil activity, and it won't wash or leach out to harm desirable vegetation. That makes Roundup ideal for around shrubs and flower beds, around trees and other areas.

Using Roundup makes good business sense. Look around. The more you do, the more you'll save. See your herbicide dealer soon.

FOR A FREE GUIDE TO ROUNDUP, CALL 1-800-621-5800 TOLL FREE. IN ILLINOIS CALL 1-800-972-5858.

Monsanto

VERSATILE Roundup Herbicide by Monsanto EFFECTIVE

Circle No. 118 on Reader Inquiry Card

UPFRONT

Is it too late for you, too?

It was a perfect example of what can happen if local lawn care businessmen don't heed the warnings they hear and read about.

It was what might be called a "panic" meeting in Wauconda, Ill., where a law has been passed severely restricting the commercial use of pesticides.

Nearly 50 individuals from companies that apply pesticides inside Wauconda's city limits attended. They began at 7 p.m. one day in late August, and continued through midnight. Many would have liked to stay longer.

Yet all this discussion was after the fact, because the law had already been passed. The most they could hope for was to enlighten the town's trustees, and perhaps get a rescission or alteration.

On hand were Ian Oppenheim and John Kenney, who chaired the session, from what is now known as the Pesticide Public Policy Foundation.

"There is no Lone Ranger," Kenney said. "Nobody's going to gallop in on a white horse and salvage the day."

Bombardment

"Environmental-emotionalists are coming at us from all directions, all at once," Kenney said. "They have so much money, it's unbelievable. And with that money, they are devising ways to get rid of pesticides forever."

As a hedge against this type of situation arising too frequently, PLCAA President Don Burton has proposed formation, within the PLCAA, of a "Pesticide and Environmental Issues Alert Committee" to help its members keep abreast of developments.

If this committee is eventually enacted, it would provide for one interested member in each state to keep the PLCAA itself informed of any legislative developments. The PLCAA would then be able to organize and mobilize lawn care businessmen in the affected areas.

At the Wauconda meeting, there were a series of no-holds-barred role-playing sessions. One PLCAA member, John Eckhardt of Crystal Green Corp. in Wauconda, was involved in a mock public hearing.

In addition, Tom Panattoni of True-Green, Carol Stream, Ill., and Barry Matthews of Spring-Green, Naperville, Ill., played television interviewees with Oppenheim taking the role of the interviewer. (See "Industry News".)

"It's a game," Oppenheim said. "The other side is playing with very good players. You have to play it too."

Panattoni and Matthews were both subjected to leading questions during the mock interviews.

"When you're standing under those lights, you lose a sense of where it's at," Panattoni said later. Added Matthews, "It's scary just going through the walk-through. I can imagine what it could be like in a real situation. The sad part is that it's going to be the people who don't have this information who will be interviewed."

No, the sad part is that pesticide applicators in Wauconda, Ill. let the situation get out of hand. Will you?

Jerry Roche

A Fast, Dependable Approach to Turf Maintenance

Easy Operation–Two Operating Levers Do It All... Control Ground Speed and Direction.

Dependable–Backed by a Strong Dealer Organization Plus Twenty Five Years of Engineering Experience.

Comfortable–Natural Sitting Position with Cushioned Back Seat and Padded Arm Rests.

Cuts Mowing Time–Mow and Finish Trim in One Fuel Saving Operation.

Zero Turning Radius–with Dual Hydrostatic Power. Out Front Deck Gives the Operator Full View Mowing.

PTO Shaft Operates Attachments at Constant RPM Independent of Tractor Ground Speed–Choice of Three HP Sizes...12–16–18 to Match Your Mowing Needs for Three Mowing Widths...44", 52" and 61".

Optional Attachments–Vacuum Grasscatcher (in two styles–Slide-in-Bag or Metal Hopper), Dozer Blade, Sweeper and Snowthrower.

Act Now! Call or Write for Free Literature and Your Closest Dealer so You Can Cut Your Big Mowing Jobs Down to Size!

GRASSHOPPER

THE GRASSHOPPER COMPANY
Box 637LC • Moundridge, Kansas 67107
Telephone (316) 345-8621

Circle No. 111 on Reader Inquiry Card

We Made It Simple!

- QUALITY — Built with Swiss clocklike precision.
- LIGHTWEIGHT — With the comfort of the user in mind.
- ACCESSIBLE — A durable self-lubricating and external pump assembly.
- SIMPLICITY — Insures cleanliness and longer wear. No tools necessary to dissemble and repair.
- PRICING — Here's one instance where you pay less for the best.

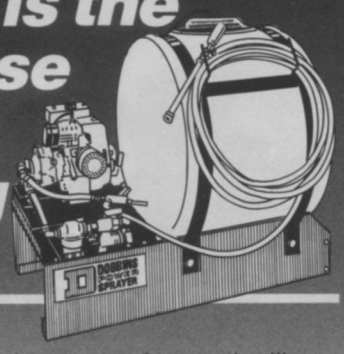
5 GAL. (20 K)
ALSO AVAILABLE IN
2½ GAL. (10 K)
3½ GAL. (15 K)

BIRCHMEIER has the Back Pack Sprayer for you —

FOR MORE INFORMATION
TREBOR CORPORATION
4047-A JONESBORO ROAD • FOREST PARK, GA. 30050 • 404-366-0957

Circle No. 131 on Reader Inquiry Card

Dobbins is the workhorse for the working pro.



If you need a day-in-day-out performer that'll handle all kinds of spraying jobs, get the workhorse. A Dobbins power sprayer. Every Dobbins is built smart and tough to help you cut any spraying job down to size.

- ***Professional design***...adjustable nozzle, easy-fill tank.
- ***Heavy-duty***...made with non-corrosive materials for years of reliable service.
- ***Complete line***...from 8 gal. to 300 gal. capacities, skid mounted and trailer type models.

To put a Dobbins power sprayer to work for you, see your local power equipment dealer, call us collect, or write us for free catalog information.

Master Manufacturing Co.
P.O. Box 694, Dept. LCI1183
Sioux City, Iowa 51102
712/258-0108

DOBBINS POWER SPRAYER
THE WORKHORSE

Circle No. 116 on Reader Inquiry Card

LAWN CARE MARKETPLACE

Weather, economy

Buffalo is hit hard by factors beyond the control of anyone

Two factors over which lawn care operators have no control—the weather and the economy—hit the Buffalo (N.Y.) area this past summer.

Typical of most of the country, this western New York city remains in a deep recession. Compounding professional lawn care problems was some topsy-turvy weather.

"Eighteen days this summer, we had temperatures over 80 degrees with less than 1/16th of an inch of rain," noted Mike Hulbert, sales and marketing director for Grand Island's Mister Lawn Care. "That was worsened by the atrocious sewer and water rates in the area, which forced people to hold down their watering."

Kevin Kassay of Turf Tec in Clarence Center, a suburb of Buffalo, has eight years experience on lawns.

"I never saw it this bad," Kassay claimed this summer. "This is as extreme as it gets in this area. For the most part, though, people have been very understanding."

Traditionally, Buffalo has also been one of the last communities to feel the ravages of difficult economic times—and one of the last to respond to positive economic turnarounds.

The bad economy has hit businesses both large and small.

Like that of David Williams Jr. of Williams Spray Service in suburban Williamsville, which lost 15 of 70 previous customers over the winter.

"Most of them couldn't afford

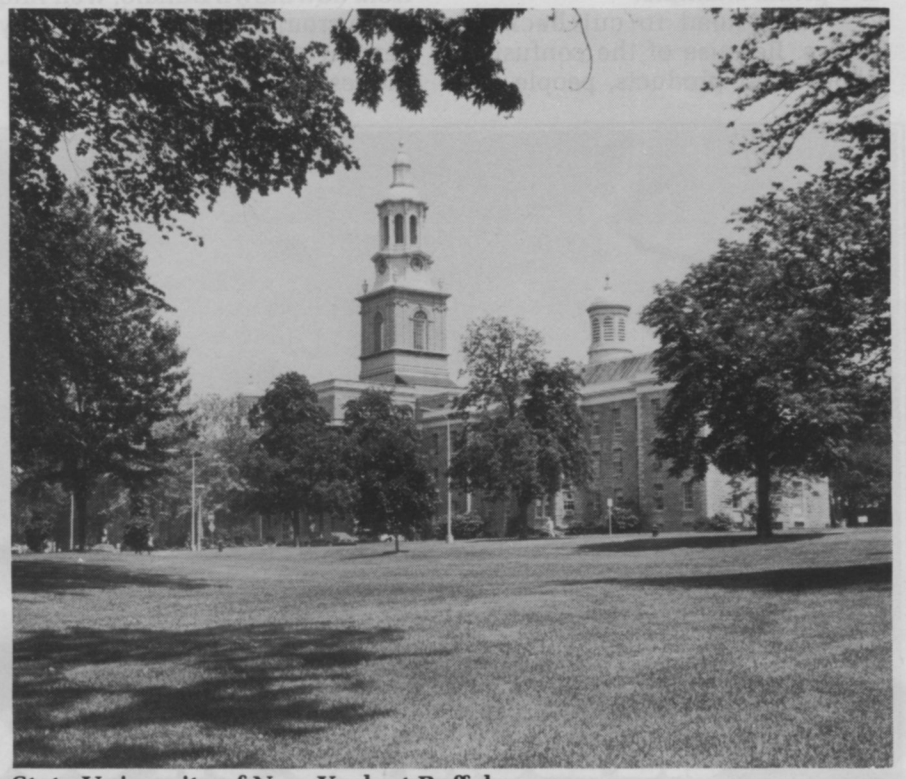
Kevin Kassay

professional lawn service," Williams said, "or had to move because the people lost their job."

Williams has since increased his customer load to 155. It's not, however, nearly as easy to sell as it had been in the past.

"People are calling for three to five estimates," Kassay observed. "There's a lot of shopping going on. Unfortunately, a lot of it is based on price.

"It was never like that before, when customers were always impressed by timeliness and promptness."



State University of New York at Buffalo

Jim Hornung of Elbers Landscaping Service is the only retail nursery and landscape contractor inside the Buffalo city limits.

"Traditionally, we have heard that this industry is less affected than others," Hornung said. "I believe in that 100 percent. But I also think that, as we come out of the recession, our times will be tougher.

"In hard times, customers spend more time at home and want their houses looking better. As we come out of economic hard times, though, the availability of money may change spending habits. Fifteen percent of our regular maintenance customers have already cut back."

Jim Foote, local Davey Lawnscape manager, is also having his problems.

"We've had a few up-and-down years since we started in 1978, but nothing down as much as this year. Most of our cancellations have been from customers getting lower prices from somebody else," Foote noted.

"People who have kept our service are buying more, but people who were cost-conscious went with somebody else.

"The economic slowdown didn't hit us until this year. Now, it'll be two or three years before Buffalo recovers."

Mister Lawn Care thinks it may have found a solution to the problem of finding new customers.

"We run our own sales department," said Hulbert. "We make friends with the people, dealing with them on a one-to-one basis and taking our time with them.

"I would say that 75 percent of all service business lost is because of neglecting customers. We don't neglect them.

"And our concept is extremely successful: we've just about doubled our business in each of the last five years."

Christine Hausrath of Hausrath Landscaping sends out personalized Christmas cards to 300 cus-

Christine Hausrath

tomers each winter. That concept, too, works.

"I always put a little note in each card," she said. "People look for that personalized thing, because they like to feel important."

Mike and Mary Molloy, who just bought Turf Tec after eight years with ChemLawn, have things rolling.

"We expect a fair amount of

to page 13

Buffalo notes

By Jerry Roche

Asked to describe their major agronomic problems this year, Buffalo lawn care businessmen were inconsistent, to say the least. Each person queried on a recent trip to western New York had different problems with which they had to cope.

Mike Hulbert of Mister Lawn Care, for instance, named sod webworm. Dave Williams Jr. of Williams Lawn Spray countered with *fusarium* blight, red thread and chinchbug. Mike Molloy of Turf Tec nominated brown patch, leafspot and crabgrass. Jim Hornung of Elber Landscaping thought grubs were the worst. Jim Foote of Davey Lawnscape had some experience with red thread, dollar spot, chinchbugs, European chafer, billbugs, crabgrass and doxolysis—though no overabundance of any.

Difference of opinion in that regard coincided with the entirely different ways each of the businesses operated. Here is a sampling:

Davey Lawnscape

Manager Jim Foote runs eight trucks and four support vehicles out of the Buffalo office, which posted the most sales of any Davey Lawnscape operations in 1982.

"I think the lawn care industry can pat themselves on the back because five years ago, 50 percent of lawns had grubs. Now one out of 10 does.

"But billbugs are on the increase, and they're a lot harder to kill."

Foote, in an effort to stimulate sales during an unusually slow summer, tried block pricing with some effectiveness. But he says that there will be future marketing changes.

"I'm working the technicians 47 to 50 hours a week. But five hours of that is due

to page 12

 from page 11

to trying to improve contact with customers."

Foote sees some troubles on the horizon:

"I think the industry has let down the consumer. Somehow, we've got to figure out a way to keep lawns green. But I don't have any answers."

Mister Lawn Care

Everything's coming up roses for this company (see accompanying story).

"This is a great area," says Hulbert. And owner Jeff Gardner chimes in, "There's a lot of business out there, you've just got to know how to get it. That's the name of the game."

Mister Lawn Care employs 35 during the peak season. Besides Gardner and Hulbert, other key people are Ron Howard (service manager) and Mark Eick (office manager).

Williams Spraying Service

Dave Williams has learned quite a few lessons during his one year in business. Like not to use cheaper brochure distribution systems.

"I'm not going to send out any more flyers," he notes. "I distributed 5,000 last year using one of those cheap services. I was really excited about it, and was waiting for the phone calls to start pouring in. But nothing happened.

"Next year, I'm going to expand my newspaper advertising budget. But I've found that door-to-door solicitation actually works best of all."

Turf Tec

Mike Molloy and Kevin Kassay left ChemLawn to strike out on their own business two years ago. And things are progressing rapidly.

"You get a whole different perspective of the industry," says Molloy. "I always enjoyed working for ChemLawn, but there's a little bit more adventure being out on your own."

With the nursery next door, Turf Tec can also offer garden bed, resodding and dethatching services—all of which contribute to the continued success of the business.

"We've taken on a lot of new people," Molloy says. "I see the public's awareness in lawn care increasing."

Elbers Landscaping

Jim Hornung, who maintains five trucks and one service car, is planning on expansion.

"We don't have the space here to do what I want to, which is to include selling firewood and our commercial landscaping business," Elbers says. "Right now, location is a problem. We'd like to stay where we're at, but we can't firm anything down.

"And some of the expansion has to come fairly quickly."

Elbers Landscaping claims to be the only retail nursery and landscaping contractor within the Buffalo city limits. Being in both businesses, Hornung sees some vital industry trends.

'I see the public's awareness increasing'

"Companies that produce granular chemicals are changing, but too late," he notes. "(O.M.) Scott's is a prime example.

"They need to cut back to basics. Because of the confusion about their products, people are hiring liquid lawn care companies to do their work for them."

Hornung controls five crews, three with automatic work schedules and two that have to sell their jobs. Most of the work is within a five-mile radius of the office—from downtown Buffalo, well into the surrounding suburbs. Seventy percent of the work is residential, the rest commercial.

Hausrath Landscaping

Kevin and Christine Hausrath have managed to overcome a debilitating injury to Kevin that forced him from the field into bed last year. The business maintains its solid, steady growth despite Christine having to handle nearly all the office work by herself.

"She's been handling the whole business—I don't know how," said Kevin.

The Hausraths maintain 300 accounts, including 200 residentials. They use six field personnel and now need a mechanic to work out of the home base, which is large equipment storage building behind their house.

Kevin suffered a herniated disc last November trying to straighten

If you think you've seen late-germinating crabgrass in your turf, you may really have been looking at a goosegrass problem.

Either way, you can solve the problem with CHIPCO® RONSTAR® herbicide.

THE DIFFERENCE BETWEEN CRABGRASS AND GOOSEGRASS.

Goosegrass is more common than you might think. It's easily mistaken for crabgrass, especially when it's mowed.

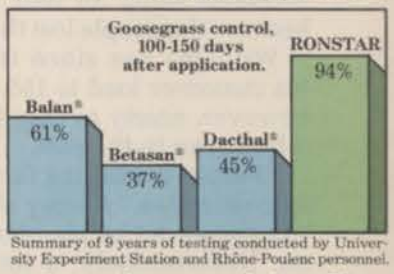
What's the difference? Check the color first. Goosegrass is a darker green. And it always grows in tufts. Crabgrass doesn't.

There's another important difference: goosegrass is much harder to control. Unless you use RONSTAR.

CRABGRASS OR GOOSEGRASS... IT MAKES NO DIFFERENCE WITH RONSTAR G.

RONSTAR is the only herbicide you can count on for effective preemergent control of both crabgrass and goosegrass.

While other products will give you satisfactory performance on crabgrass, they don't even come close to RONSTAR on goosegrass. Years of testing prove it:



Summary of 9 years of testing conducted by University Experiment Station and Rhône-Poulenc personnel.

So you have two choices. Use an ordinary crabgrass herbicide

Mike Molloy

a tree by himself. He can't be back to work until this coming spring.

Hausrath Landscaping is a full-service company that will add chemical spraying to its list next season. They just purchased a 300-gallon spraying unit and a flatbed trailer to add to their inventory of Bobcat and Toro lawn mowers.

They have an optimistic outlook.

"I want to be here 10 years from now, so our kids can take over," said Christine.

"In the Buffalo area, the reputable landscapers have a good relationship. But there are some

Jim Hornung

Mike Hulbert

problems: with the economy the way it is, it's hard to tell people, 'Yes, I'm charging $5 more than Joe Blow, but he's not insured.'"

The Hausraths have managed to cope with that problem.

"We've got good customers," Kevin related. "We got rid of all the bad ones—like the ones that will nickel-and-dime you to death."

BUFFALO from page 11

growth," Mike says. "Now, it's more selling yourself than the company's name. And you've got to know the product well.

"There's not so much the push for numbers here as there was at ChemLawn. A new business has to build up a good base, and the only way you can do that is to keep your customers happy."

Turf Tec and Elbers Landscaping each have an ace in the hole: nursery businesses. Turf Tec works in conjunction with Woodstream Nurseries and Hornung has Elbers Nursery.

Hornung agrees with Hulbert, Hausrath and Molloy when they talk about close contact with customers.

"Twice a year, I talk to the customer on a one-to-one basis," he says. "You've got to perform that to retain the customers.

"Plus, we thrive on repeat maintenance business, and

Kevin Hausrath

because we like to keep tied into the customer 12 months of the year."

Services offered by Elbers Landscaping are: spring cleanup; lawn seeding, fertilization and maintenance; ornamental maintenance; annual plantings; and fall cleanup. Hornung also sells *and delivers* 300 to 500 Christmas trees, most of the sales being closed on the telephone. Firewood sales and snow plowing are also on that company's list of services.

Since Hornung bought the business three years ago, the landscape maintenance portion has decreased from 95 percent to 60 percent.

Just as Hornung found the right niche, so did Kevin and Christine Hausrath, who started their busi-

Jim Foote

ness as a snow plowing sideline to hubby Kevin's factory job 10 years ago. Now, they have expanded into landscape maintenance, ornamental maintenance, sodding and landscape design.

"The ball is just getting bigger and bigger," says Christine, further noting that the pair had just purchased a spray unit and will begin putting down liquid chemicals next spring.

and hope crabgrass is your only problem.

Or play it safe and use RONSTAR this season, for excellent, season-long control of both crabgrass and goosegrass.

NO RAIN-OUTS, ROOT PRUNING OR PROBLEMS WITH PLANTINGS.

RONSTAR is the most convenient herbicide for your turf care program. It won't leach, so you can fit it into your schedule earlier. It's highly selective, causing no root pruning in perennial bluegrass, perennial ryegrass and bermudagrass, no harm to ornamental plantings or trees.

QUALITY CHIPCO TURF CARE IS THE "RIGHT APPROACH."

Wherever the professionals really care for turf—and especially where both crabgrass and goosegrass are problems—word is getting around. CHIPCO RONSTAR herbicide is your best choice for effective, convenient, long-lasting control.

For more information on RONSTAR or other CHIPCO turf care products, ask your CHIPCO distributor.

Rhône-Poulenc Inc., Agrochemical Division, Monmouth Junction, NJ 08852.

RHÔNE-POULENC

RONSTAR®
SPREAD THE WORD.

Please read label carefully, and use only as directed.

Balan® is a registered trademark of Elanco Products Company. Betasan® is a registered trademark of Stauffer Chemical Company. Dacthal® is a registered trademark of Diamond Shamrock Corporation.

Circle No. 125 on Reader Inquiry Card

Drop-type units

Reliability of spreaders tested

By Dr. Nick Christians

How reliable is your drop-type spreader?

When you purchase drop spreaders, which have been widely used to apply granular fertilizers to lawns for many years, it's generally assumed that they will accurately and consistently deliver the desired amount of fertilizer. But is this always the case?

To test the assumption, five makes of fertilizer spreaders were evaluated at Ohio State University to determine if they could, in fact, be relied upon to (a) deliver the same amounts of material time after time at a constant setting; (b) release uniform amounts of fertilizer across their width; and (c) release consistent quantities of fertilizer regardless of the amount of material in the hopper.

The spreaders studied were the Model 50 produced by Central Quality Industries of Polo, Ill.; the Turf Tender Model 30H12 produced by the Gandy Co. of Owatonna, Minn.; the Model 3000 produced by the Ortho Division of the Chevron Chemical Co., San Francisco; a spreader produced by Precision Products, Inc., Springfield, Ill.; and the Model PF1 produced by O.M. Scotts, Marysville, Ohio.

Two of each

Two of each were used for each of the tests.

Since it is not possible to operate the spreaders over field areas—or even over smooth surfaces—without affecting speed of operation and other variables, a machine was constructed to operate the spreaders under controlled conditions.

The calibrating machine was constructed with two sets of drive wheels welded to steel axles. The drive wheels were connected by a chain drive to a 10:1 gear reducer which was operated by a variable speed V-belt system. The power source was a ½-hp electric motor.

The spreaders were placed on top of the machine so that the drive wheel of the spreader was in contact with the drive wheel of the machine. For each repetition, the machine was started, the drive wheel was allowed to turn five times, the spreader was then opened and allowed to operate for an additional 15 revolutions. The operating speed was maintained at 2½ mph throughout the investigation.

The study was conducted in two parts.

In the first, evaluations were made of consistency of material delivery among 10 repeated trials. Fertilizer material was collected in trays placed below the spreaders and weighed to the nearest 1/10th of a gram. This part of the study was conducted with two fertilizers: Scotts Turf Builder and a granular urea. Materials of the same lot number were obtained from distributors to limit variability among bags.

Same amount

Spreaders were set to deliver the same amount of material per unit width of hopper: six grams per inch for the Turf Builder and four grams per inch for urea. Each set of tests was performed with three levels of fertilizer in the hopper: (a) full, (b) half-full, and (c) nearly empty.

Variability in the study was evaluated by using a statistical calculation called coefficient of variation (C.V.). Without going into detail, it should be sufficient to say that spreaders which were quite inconsistent in delivery had high C.V. measurements and those which were more consistent had low C.V.s.

There was a considerable amount of variation in fertilizer release among the spreaders for both the Scotts Turf Builder and the granular urea. When the Turf Builder was used, the Gandy 30H12 was the most consistent with a C.V. of 3.4, followed by Scotts PF1 and Ortho 3000 with C.V.s of 5.1 and 9.6, respectively.

These variations were equivalent to 6/10ths of a pound of Turf Builder per 1000 square feet for the Gandy, 8/10ths for the Scotts and one pound for the Ortho.

Testing the Gandy spreader

Remember that each of the 10 replications were taken at the same setting. Variations, then, as large as one pound of Turf Builder per 1000 square feet could potentially be found between one pass and another on a lawn area.

Wider variations were found between machines for the urea. With urea, the Scotts spreader was the most consistent and the Ortho the least, with variations of .72 pounds and 1.52 pounds per square feet, respectively. The Scotts was much more uniform in its release from replication to replication.

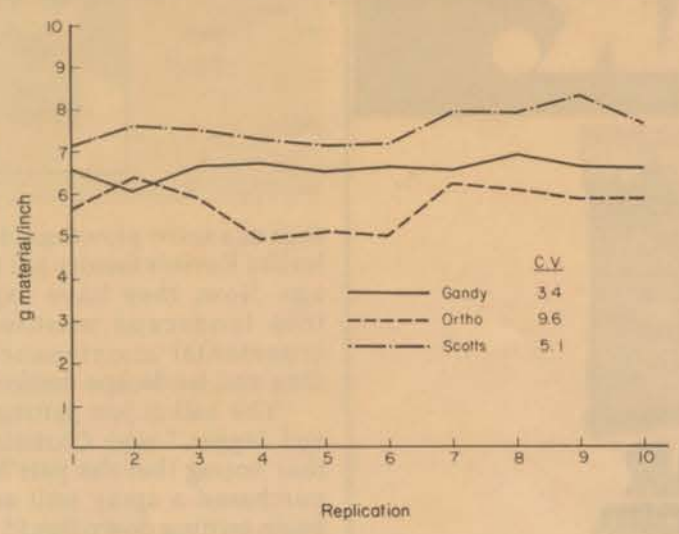
The level of urea in the hopper had little effect on the mean quantity of urea release over 10 replications for the Central, Scotts, Gandy and Ortho spreaders.

The Precision spreader did show a decrease in material released as the level was decreased. The reason for the larger total release of material from the Precision spreader than from the other spreaders was that material was forced past the shutter plate of this make as the drive wheel of the spreader was operated.

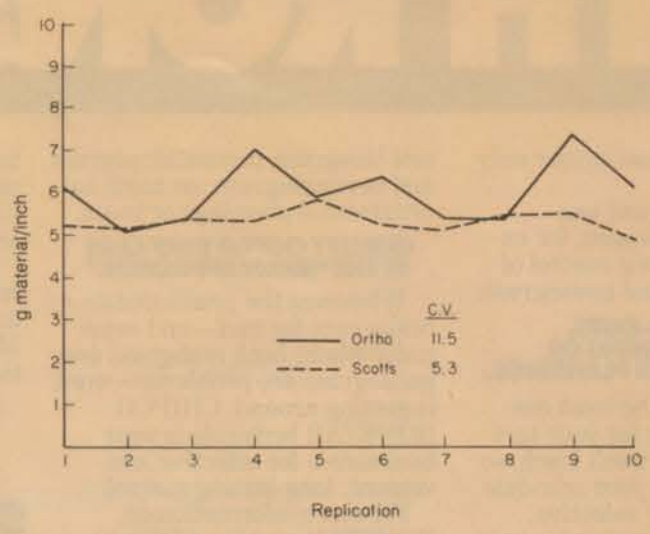
Comparisons of C.V. values indicate that level of urea in the hopper had an effect on repeatability of delivery of material among replications, even though for most spreaders the average amount delivered was constant. C.V. values for Central, Gandy, Ortho and Precision (machine No.2) increased as level of material in the hopper decreased. The Scotts machine maintained nearly constant variations as the level of material was decreased.

to page 30

Variations in release of Turf Builder over 10 replications.



Variations in release of urea over 10 replications.



VISIT OUR BOOTH
#343 - 345
AT THE PLCAA SHOW

ORDERING BETASAN®?

CALL CLEAN CROP® FIRST!

1-800-228-0096

(IN NEBRASKA 1-800-642-8873 IN COLORADO 1-800-332-4045)

When you make your decision to order **Betasan,®** make it **Clean Crop.®** With **Clean Crop® Betasan®** you'll get competitive prices, service and a wide selection of quality formulations to choose from, including: **Clean Crop® Betasan® 4E, Clean Crop® Betasan® 3.6 plus fertilizer, Clean Crop® Betasan® 12.5-G, Clean Crop® Betasan® 7-G, Clean Crop® Betasan® 3.6-G.**

CLEAN CROP®

Be sure to ask about our early order programs and prices on these fine Clean Crop® Chemicals:

NEW **Oftanol 1.5-G** insecticide

Easier to calibrate and apply:
USE: 3 lbs. per 1000 sq. feet for subterranean insects. 1.5 lbs. per 1000 sq. feet for surface feeding insects

Better coverage:
More particles per square inch.

Diazinon® - AG500, 5-G, 14-G

Dursban® - 4E, NEW 2.3G

WEEDONE® DPC - twice as concentrated, controls OXALIS, SPURGE

Balan® - 2.5 G pre-emergent herbicide

BOOK YOUR PESTICIDE NEEDS - CALL US!

CLEAN CROP®

Balcom Special Products
Greeley, Colorado
(303) 352-4750

UAP-Special Products
Omaha, Nebraska
(402) 330-1910

Selco Supply Co.
Greeley, Colorado
(303) 351-7110

Growers Service Special Products
Columbus, Ohio
(614) 276-5103

Central Valley Special Products
Bryan, Texas
(409) 272-8479

UAP

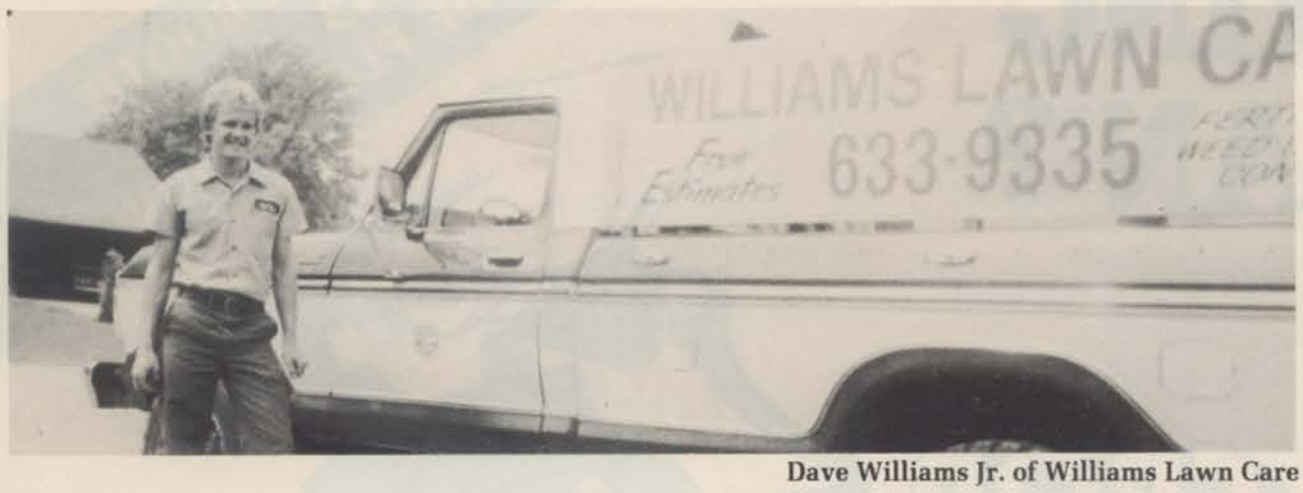
Balan® is a registered trademark of ELANCO. Clean Crop® is a registered trademark of United Agri Products. Betasan® is a registered trademark of Stauffer Chemical. OFTANOL® is a registered trademark of The Parent Company of Farbonfabriken Bayer GmbH, Leverkusen. Diazinon® is a registered trademark of CIBA-Geigy Corp. Dursban® is a registered trademark of Dow Chemical. WEEDONE® is a registered trademark of Union Carbide.

Circle No. 133 on Reader Inquiry Card

Circle No. 124 on Reader Inquiry Card →

Successful pros

Age a 'minor' factor to two youngsters



Dave Williams Jr. of Williams Lawn Care

Lawn care is a relatively young industry. So, too, are some of the people engaged in it—like Don Zerby and Dave Williams, Jr.

Six years ago, a youngster bought a mower on his mom's credit card and pulled it around the neighborhood behind his bicycle, looking for lawns that needed a trim. Today the bike has been replaced by three trucks, and the 20-year-old Zerby employs up to five workers during peak periods as he and his brother Bob operate a professional maintenance and design business in Willoughby, Ohio.

Zerby, who handles the maintenance accounts for Zerby Landscape Co. while his brother concentrates on landscape construction and design, says the key to success in this industry boils down to "persistence and aggressive marketing."

As a 14-year-old junior high school student, Zerby decided that the lawn in front of the local Buick dealership at his school bus stop needed his services, "so I went in and bugged him (the owner) every day until he finally said OK." That's how he obtained his first commercial account, a 100-foot strip of turf that the Zerbys continue to maintain today.

In 1978, the size of the company doubled when brother Bob joined and the two bought their first truck to keep up with their growing number of clients. Today, Zerby handles 35 accounts, and he's continually hunting for new business.

Expansion

Last November he decided to expand the number of maintenance accounts his firm handles, so Zerby got on the phone with potential customers and then sent individual maintenance proposals to every one on his list who expressed interest in his services.

"Persistence—if you want it bad enough you keep going after it. I've found that it's paid off," he says.

From 12 residential customers in 1977, when he was 14, Zerby's clients now include eight Taco Bell restaurants and several area banks. While he says he wants to continue to grow, "I don't want to get too big...we'd lose that personal touch."

And in upstate New York, the 19-year-old Williams handles 155 customers out of his parents' house while keeping abreast of new developments by attending industry seminars.

"I could handle 300-400 (customers) comfortably," says Williams, owner of Williams Spray Service in Williamsville, N.Y. "I've built up a good base now, so I know I can at least make a good living."

Williams started in lawn care by buying his father's list of 70 clients a year ago.

He went to a sales training sem-

to page 19

Innovations... and More

We offer straight fertilizer materials...

or we can mix them up...

or we can include herbicides and insecticides.

We offer the most versatile line of custom tailored fertilizers and combinations in the professional lawn care industry. Whether it's straight fertilizer materials (like ammonium nitrate) or mixed formulations to serve your nutrient and seasonal requirements, we can give you what you want, when you want it. And that includes fertilizers incorporating leading herbicides and insecticides like Balan®*, Dacthal®** and Ronstar®*** (available in certain states only). You'll find them all at USS Agri-Chemicals, where quality and performance are assured.

USS Agri-Chemicals
Division of United States Steel
P.O. Box 1685, Atlanta, GA 30301
Phone: (404) 572-4132

See us at the PLCAA SHOW, Indianapolis, Booth 344.

*Balan® is a registered trademark of Elanco Products Company, a Division of Eli Lilly Company
**Dacthal® is a registered trademark of the Diamond Shamrock Corporation.
***Ronstar® is a registered trademark of Rhone-Poulenc, Inc.

Circle No. 134 on Reader Inquiry Card

REASONS WHY . . .

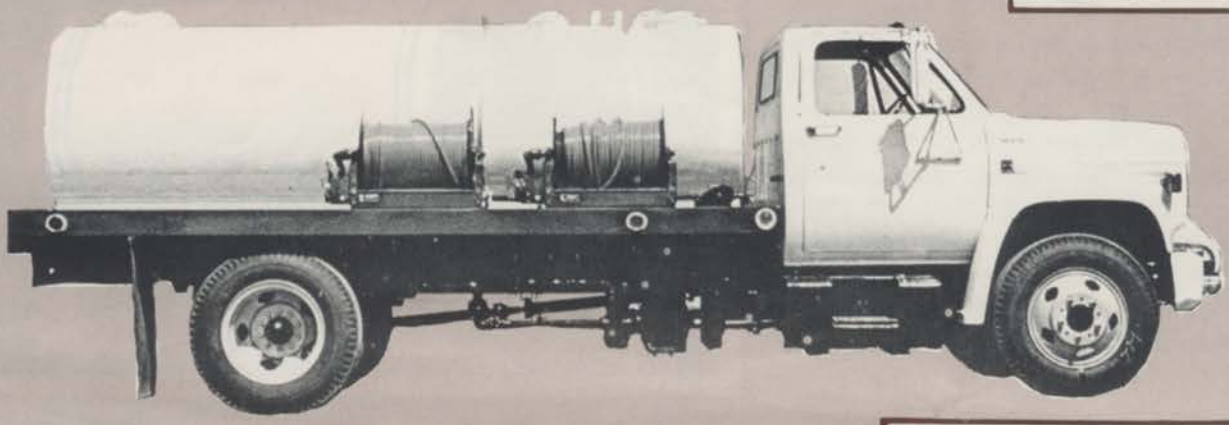
More lawn care companies in the United States and Canada use Professional Turf Equipment spray equipment.

LONG LASTING TANKS: Tanks are available in stainless or mild steel with the option of a single or multiple compartmented spray unit. All tanks are baffled and double welded to guard against cracking.

SPECIAL BEDS: Specially treated wooden beds assure long life. Our bed rails are fully enclosed channel to minimize rust and corrosion.

REMOTE THROTTLE: A remote throttle control and tachometer allow the applicator to set his pressure and volume accurately and conveniently.

HOSE REELS: Heavy duty electric hose reels complete with 300 foot of hose allow for easy unrolling and winding. Standard units are equipped with single reels; however, units may be built with multiple reels.

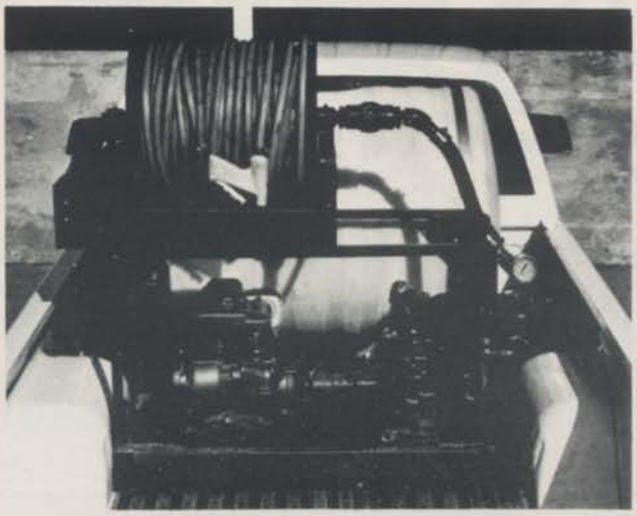


DRY MATERIAL COMPARTMENT: You no longer need to haul bags of dry material. The rear compartment may be equipped to haul bulk granular products. A handy hopper is located in back to allow your applicators to fill their spreaders with one pull of a lever. Now you can spread and spray at the same time with your dry material protected.

CHEMICAL INDUCTOR: Our unique inductor system enables your applicator to custom blend products on site. With a multiple compartmented unit, he can transfer material from one compartment to another and custom blend in any compartment.

HIGH VOLUME PUMP: Our dual stage centrifugal pump, is durable, requiring little maintenance. It is capable of pumping and suspending granulated materials such as IBDU® or powders. However; this system is so versatile that high pressure pumps may be added for tree work or units may be equipped to spray both trees and lawns from separate compartments and hose reels.

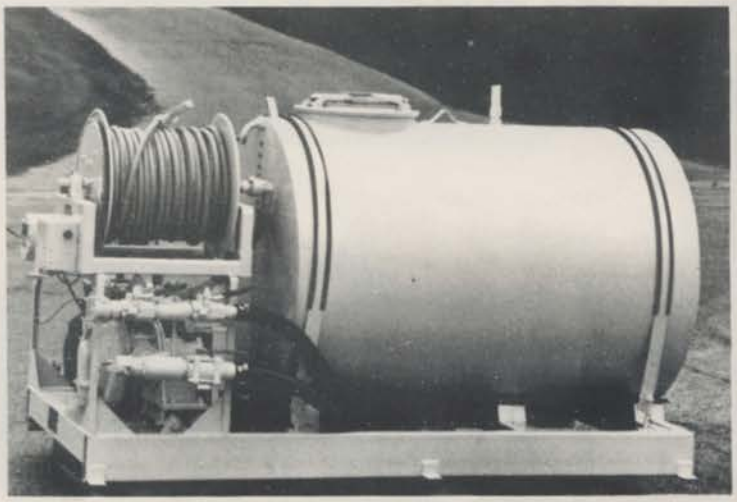
These are just some of the reasons why Professional Turf Equipment is the leader in custom lawn and tree spraying equipment. Custom sprayers tailored to your operation allow you to design the equipment for your method of operation. Our unique agitation system provides maximum agitation without shafts or bearings to cause leaks or breakdowns. That's why we're number one when it comes to custom lawn and tree equipment.



GET DOUBLE DUTY FROM YOUR INTERMEDIATE PICKUP. Now available as a single or a dual compartment sprayer with a 220 gal. capacity, this unit allows you to use your small size pick up as a service unit as well as increasing your production capacity. This sprayer is also capable of spraying trees up to 35 feet or special lawn applications such as fungicides or weed retreats.

- Electric hose reel.
- Available as 1 or 2 tanks.
- Manual start HD engine.
- Light weight.

WHEN A SELF PROPELLED UNIT IS NEEDED, OUR "SKID RIGS" HAVE THE ANSWER. Heavy duty construction provides you with a versatile sprayer as well as a light weight unit. These sprayers come with all the features of our bigger units plus a heavy duty commercial engine. Available as pick-up units or full size sprayers these sprayers can be built to your size specifications. No other self propelled sprayers offer the durability and versatility of Professional Turf Equipment sprayers.



- Available in the size you want.
- Heavy duty electric start engine.
- Your choice of pumping systems.
- Steel or "Poly" tanks available.

☐ Have representative give me a call.
☐ Interested in further information.

NAME: _____
TITLE: _____
COMPANY: _____
ADDRESS: _____
TELEPHONE: _____

Professional Turf Equipment

400 NORTHTOWN RD.
NORMAL, ILLINOIS 61761

CALL US (309) 454-2469

Don Zerby of Zerby Landscape Co.

YOUNGSTERS *from page 16*

inar sponsored by the Independent Lawncare Businessmen's Association (ILBA) last winter. Now, he says, "I'm confident that I could make one sale an hour now if I had to." He has nothing but accolades for the ILBA, especially for beginners: "It's really saved me from making a lot of mistakes."

The Zerbys got their education by taking landscaping classes at Ohio State University and Cleveland State University four years ago. Now that he's comfortable with the technical aspects, Don says he plans to take business courses this winter to improve that side of the operation.

"In my position, I shouldn't be on the Taco Bell property cutting grass every week," he says. He intends to learn how to budget his time to concentrate on dealing with his customers instead of bookwork and day-to-day maintenance chores.

In between his 14-hour-a-day work schedule, Zerby also finds time to be vice president of the Ohio Landscapers Association (OLA) to help promote professionalism in the industry.

"They (OLA) turned us on to really being professional," Zerby says. He recalls that the first summer he and Bob had three trucks, each was a different color and one was covered with primer spots from their after-hours repair program.

'Why can't I be a kid for a while?'

Now the brothers insist on uniformed workers, clean vehicles and a comprehensive maintenance program, proudly noting that one of his trucks has 140,000 miles on it, "and it still runs great."

Williams, meanwhile, keeps abreast of new industry developments by chatting with competitors and attending the Ohio Turfgrass Foundation convention.

As can be expected, their age presents a problem to the businessmen in their customer relations.

"I have found it hard to sell around here because I'm only 19 and people have watched me grow up. Some of the people in the neighborhood think I'm still a little kid," Williams says.

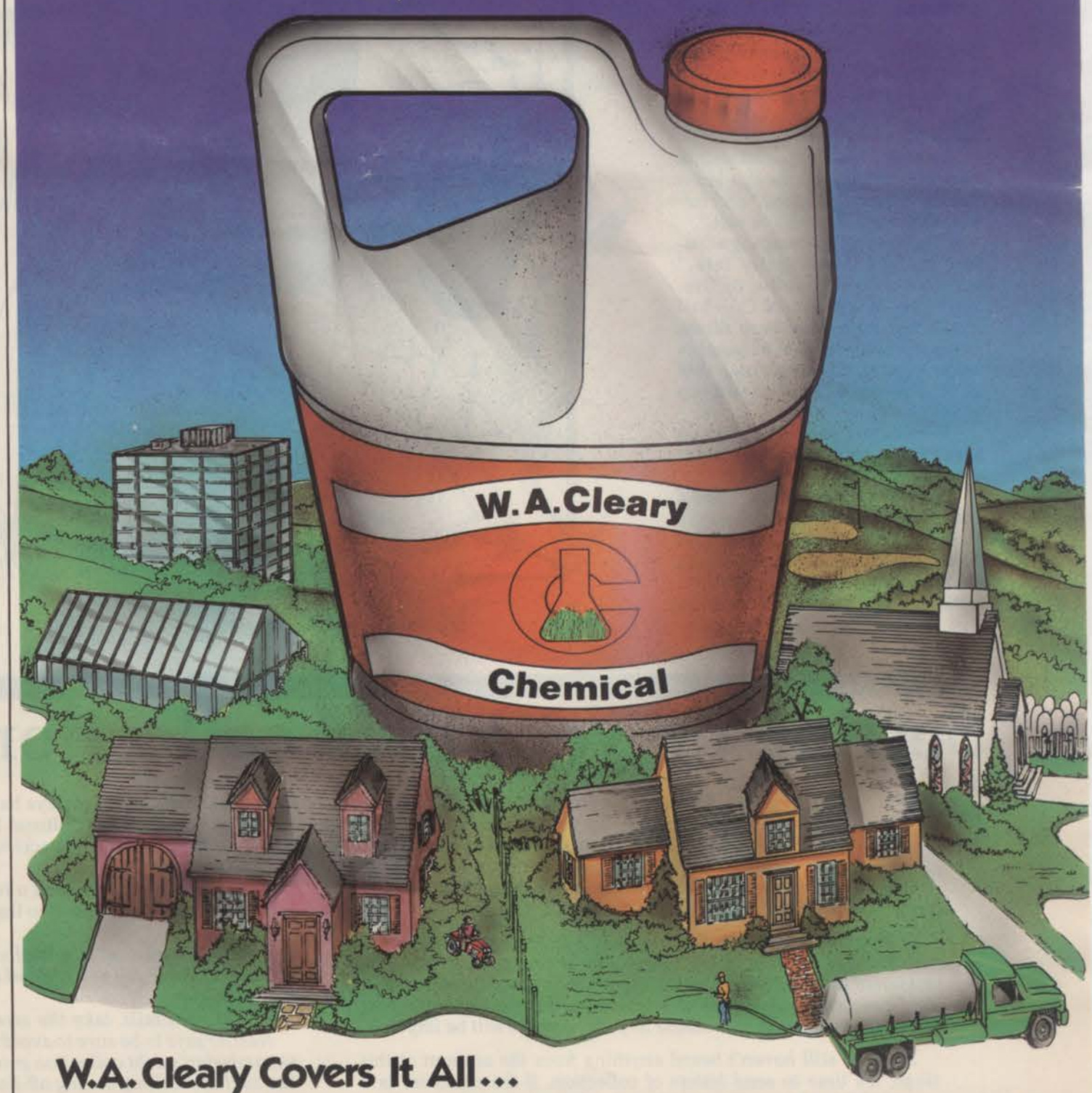
Zerby advised his counterpart in New York to promote a professional image. He believes, "If you look like a kid, you'll be treated like a kid."

If he can help it, Zerby doesn't let his customers know how old he is and stresses the firm's knowledge and professional image at every opportunity. But occasionally, when he's still in the office at 9 or 10 p.m. finishing up the bookwork, "Sometimes I wonder what I'm doing this for. Why can't I be a kid for a while? But I set my priorities a long time ago...I enjoy what we're doing."

LAWN FUNNIES

"He's trying to convince me that his method of weed control is better than ours."

The Quiet Giant



W.A. Cleary Covers It All...

Fungicides, Herbicides, Insecticides, Slow Release Fertilizers and Specialty Products for the Golf Course, Professional Lawn Care, Home Owner, Nursery/Ornamental and Commercial Industries.

Circle No. 106 on Reader Inquiry Card

W.A. Cleary Chemical
P.O. Box 10, 1049 Somerset Street,
Somerset, NJ 08873 (201) 247-8000

Accounts receivable:

A pain in the pocketbook

A necessary, if distasteful, part of every business involves collections. The client who fails to pay for services demands extra time and effort from lawn care businessmen, who respond in different ways to the ever-present problem.

"I have tight quality control on collection payments," says Gary Weaver of TurfGard in Troy, Ohio. He cancels clients who are consistently late, which results in many lost customers.

"To a lot of people that's a no-no, but my bad debt ratio is always less than one percent," Weaver says. He adds that "you have to work at it," to keep top quality accounts on the books while forsaking the troublesome ones.

Jeffery Gardner of Mister Lawn Care, Grand Island, N.Y., says he's had "pretty good luck" keeping down the number of collections problems.

"We stop treatment after the second straight treatment without getting paid," Gardner says. But he then gives the client an additional 30 days to settle the account.

If a check hasn't arrived within that time, "we send them a letter saying 'no pay, no spray,' and follow that up with a phone call."

"We don't mind dropping a customer if he's habitually late," comments Tom Gravitte of Greneleves, Hickory, N.C.—but that's not necessary very often. While all bills are marked payable upon receipt, Gravitte notes that few customers respond so quickly.

"Sometimes you have to go up and knock on doors every eight weeks," he says.

Arite-Way Landscape Care's Phil Fred says he seldom sprays twice without getting paid. The Mooresville, Ind., lawn pro admits that "I'm not 100 percent satisfied with our system, but accounting

to page 38

Setting up your own collection system

Even with a credit check and down payment from customers, you'll always have a few "bad apples" on your client list. Henry "Bud" Nestler of Woodbourne Cultural Nursery, Melville, N.Y., suggests the following collection system to handle those late accounts:

1) Send customers an invoice listing goods shipped or services performed with cost breakdowns.

2) If payment is not made, then send a statement of account to the customer the first of the month that the account is due. The statement lists all invoices for the month. If no payment is received, send a second invoice a month later stating that the account is past due and any interest rate clause in your contract will be imposed.

3) If you still haven't heard anything from the account at this stage, it's time to send letters of collection. If the customer is a personal friend, you may prefer to make a personal visit. Four letters or telephone calls are in order.

4) Your next step is to send a registered letter or telegram. This type of message will suggest to the customer that the matter is now urgent.

5) Still no response? You've done your part, and now it's time to call in your attorney or a bonded collection agency to take care of the matter.

6) If all else fails, take the errant client to small claims court.

Nestler says to be sure to avoid conflicts with the Federal Trade Commission's debt collection guidelines. Acts that violate federal law include: calling during off-hours or Sundays, threatening the debtor with jail, using obscene or abusive language and urging clients' employers to pressure the debtor to pay.

Make sure you're there when hundreds of lawn care professionals meet to take part in the green industry event of the year...

ACT NOW AND SAVE—DEADLINE FOR ADVANCE REGISTRATION IS OCT. 24!

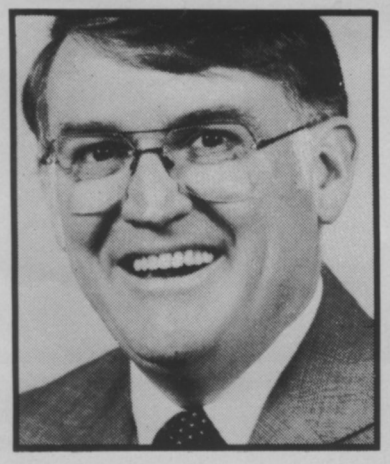
PLCAA Conference & Show Indianapolis / Nov. 8–10

LEARN FROM AN ALL-STAR LINEUP OF LAWN CARE INDUSTRY EXPERTS • COMPARE PRODUCTS AND SERVICES • TAKE PART IN EXCITING ROUNDTABLE SESSIONS • NEW SEMINARS • NEW SPEAKERS • FUN SOCIAL EVENTS • NEW LADIES PROGRAM

KEYNOTE ADDRESS

THE LAWN CARE INDUSTRY: PAST, PRESENT, AND FUTURE

JACK VON FOSSEN, President, Chemlawn Corp.



EARLY BIRD REGISTRATION AND RECEPTION

Make plans to arrive Monday, November 7th, and take advantage of the Early Bird Registration and Reception Theme Party (6:30 PM to 8:30 PM). Pick up your badge and convention packet and be ready to go Tuesday morning when the Show opens.

THE TRADE SHOW

The Indiana Convention—Trade Center plays host to a super display of lawn care equipment, suppliers, and manufactures. See the latest that the industry has to offer, and enjoy the unique "Specials" that several exhibitors are offering this year.

WORKSHOPS

A panel of green industry experts has been assembled to conduct shirt-sleeve workshops focused on management techniques that boost the bottom line:

BETTER MANAGEMENT FOR SINGLE BRANCH OPERATIONS.

BETTER MANAGEMENT FOR MULTIPLE BRANCH OPERATIONS.

SEMINARS

Here is a partial list of this year's exciting lineup of speakers and topics:

GOVERNMENT REGULATIONS: A CLEAR AND PRESENT DANGER

RAY RUSSELL, Director, Government Relations, Dow Chemical Co.

ORGANIZING AT THE LOCAL LEVEL: OUR MOST URGENT NEED

IAN OPPENHEIM, Executive Director, Rational Approach to Pesticides, Inc.

NEW AGRONOMIC ISSUES FOR THE LAWN CARE INDUSTRY

JOE VARGAS, Michigan State; JACK HALL, VPI; CHUCK DARRAH, Chemlawn Corp.

NEW IDEAS IN EQUIPMENT FOR THE LAWN CARE INDUSTRY

...A review by industry representatives

CUSTOMERS, COMPLAINTS AND CANCELLATIONS

YOUR CUSTOMERS AND HOW THEY PERCEIVE YOU: RESULTS OF A RECENT MARKETING STUDY

CAROL SCOTT, The Barickman Company

COMPLAINTS: FROM WHENCE THEY COME

ALLAN DUEY, President, Jay-Lan, Inc.

SAVING THE CANCELLATION: A FEW SUGGESTIONS

John Kenney, President, Turf Doctor

THE NEGATIVE OPTION TIME BOMB

L. D. ANDERSON, President, Fertilawn, Inc.; J. MARTIN ERBAUGH, President, Lawnmark/Div. Erbaugh Corp.

THE IMPORTANCE OF RESEARCH AND ITS APPLICATION TO KEEP YOUR COMPANY GROWING

AL TURGEON, Vice President, Research, Tru-Green Corp.

STAYING LIT WITHOUT GETTING TORCHED: STRESS MANAGEMENT

TOM JADIN, Director, Winnebago Mental Health Institute

TIME IS RUNNING OUT...SEND IN THIS ADVANCE REGISTRATION FORM AND SAVE!

REGISTRATION FEES

	Advance	On-Site
PLCAA Members:	$ 60.00 (per per.)	$ 75.00 (per per.)
Non-Members:	$100.00 (per per.)	$115.00 (per per.)
Spouse/Student:	$ 20.00	$ 25.00
Ladies Program:	$ 10.00	$ 10.00 (Wed., Nov. 9)
One Day Registration:	Members - $30.00	Non-Member - $45.00

*Advance Registrations accompanied by a PLCAA Membership Application and dues payment may register all representatives as members if received by October 24, 1983

Amount Enclosed $ _____ Make checks payable to P.L.C.A.A.

NAME _____ TITLE _____

NAME OF COMPANY _____

STREET _____ PHONE ( ) _____

CITY _____ STATE _____ ZIP _____

Complete and mail today to:

PROFESSIONAL LAWN CARE ASSOCIATION OF AMERICA
1225 Johnson Ferry Road NE, Suite B-220, Marietta, Georgia 30067
(404) 977-5222

NOTE: (1) Any cancellation MUST BE in writing. $10 non-refundable. No refund given after November 1, 1983. (2) Advance registrations will not be acknowledged after October 24, 1983. (3) Hotel reservation cards must be sent directly to the Hyatt or Hilton (overflow). Reservations with the Hyatt MUST be received by October 13, 1983.

AMERICA'S NUMBER ONE WEAPON IN THE WAR AGAINST CRABGRASS.

The overwhelming choice among America's biggest lawn care companies is Betasan® for crabgrass control.

In fact, in a survey of 75 of the largest companies, Betasan is used by four out of five.

It's not hard to see why. Because year after year, Betasan gives lawn care professionals better control of Smooth and Hairy Crabgrass, without a worry about damaging existing turf.

ONCE A YEAR WINS THE WAR.

One application usually stops crabgrass cold, all year long. Plus you can count on Betasan to help control other such troublesome weeds as goosegrass, barnyardgrass, redroot pigweed, shepherdspurse, lambsquarters, deadnettle and poa annua.

Betasan is easy to apply and available in liquid and granular formulations.

NUMBER ONE FOR LAWN SAFETY.

Betasan is safe and effective on established bluegrass, fescue, bentgrass, Bermuda grass, annual and perennial rye, Zoysia, bahia, centipede and St. Augustine.

So when the battle with crabgrass is your number one priority, use the number one crabgrass control.

Betasan. The first choice on the home front.

The choice of more companies caring for more lawns in America than anything else.

Always follow label directions carefully.

Stauffer Chemical Co., Agricultural Chemical Division, Westport, Connecticut 06881.

BETASAN®
NO. 1 AGAINST CRABGRASS.

Stauffer CHEMICALS

Circle No. 129 on Reader Inquiry Card

TOOLS, TIPS, TECHNIQUES

Overwintering sprayers

With winter weather ready to set in, here are some tips for overwintering sprayers:

- Completely hose donw inside of tank; fill half full with water; flush; repeat
- Remove nozzle tips and screen; use soft brush to clean in detergent solution
- Fill tank half full; add detergent solution; operate pump 30 minutes; flush through boom

If 2,4-D or an organophosphorous insecticide has been used, the following steps should be included:

- Replace screens and nozzle tips; fill tank half full with water and add one pint of ammonia for every 25 gallons of water; operate pump five minutes, discharging small amount through boom and nozzles; leave overnight; flush out in morning through nozzles
- Hose down sprayer; fill tank half full with clean water; flush through boom
- Remove nozzle tips, strainers and screens and store in light oil; store sprayer in clean, dry place; keep pump from freezing temperatures.

Whistle for HOUNDOG

When You Need a Top Utility Grass

Houndog is one of the better varieties of the new generation of turf-type tall fescues which are providing high quality, durable, low-maintenance turf in a wide variety of situations.

Houndog is an ideal choice for home lawns, parks and playgrounds, golf course roughs and athletic fields.

Rated as possibly the darkest green of the turf-type tall fescues, Houndog has proven it is drought tolerant and will prosper during periods of exceptional heat in the North as well as in the transition zone and upper South.

A moderately low-growing, leafy variety, Houndog approaches the modern Kentucky bluegrasses in appearance.

It provides the turf manager with the advantages of the legendary deep root system of the older pasture-type tall fescue varieties such as KY-31 and Fawn.

Houndog is normally cut at 1½ inches but will retain its appearance and prosper at heights up to three inches.

As a low maintenance variety, it is recommended that a minimum amount of fertilizer be applied annually.

Houndog is a product of

INTERNATIONAL SEEDS, INC.
P.O. Box 168, Halsey, Oregon 97348
Telephone: (503) 369-2251 • TWX 510-590-0765

Circle No. 113 on Reader Inquiry Card

COUNT ON NITRO-26 PLUS

1 Week
2 Weeks
3 Weeks
4 Weeks
5 Weeks
6 Weeks
7 Weeks
8 Weeks
9 Weeks
10 Weeks

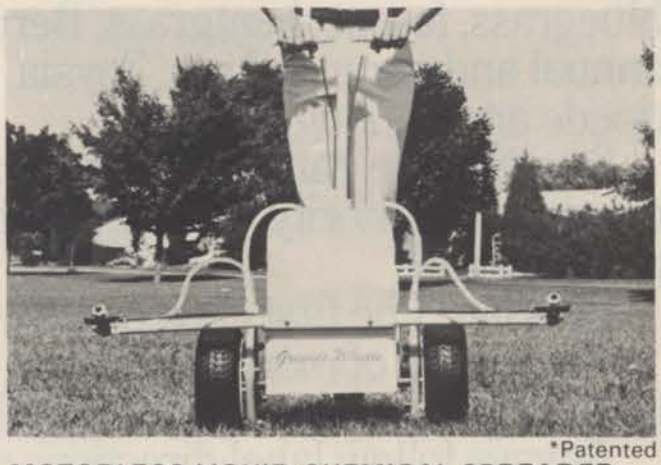
A Liquid Nitrogen fertilizer solution.

A Combination of controlled release nitrogen (slow release) and free nitrogen for quick green up.

NITRO-26 PLUS

C.P. Chemical Co. Inc., 39 Westmoreland Avenue
White Plains, N.Y. 10606 (914) 428-2517

Circle No. 107 on Reader Inquiry Card



*Patented

MOTORLESS LIQUID CHEMICAL SPREADER

The WS-480 Grounds Wheelie is the best designed, highest quality, most accurate and trouble-free liquid applicator manufactured. It features a motorless, ground-driven pumping system which does not require gasoline, batteries, cords or water hoses.

The Grounds Wheelie is used to apply liquid fertilizers, herbicides, fungicides, insecticides and growth regulators. The twin wheel pumps spray a fan of solution 6' wide at 1000 sq. ft. per gallon. Coverage is relatively unchanged by the speed at which the sprayer is pushed. The faster it is pushed, the faster it pumps.

The pumping system and the (6) gallon container are made of corrosive resistant materials. The spray comes from (2) nozzles in the form of tiny droplets providing a steady, uniform application which greatly reduces costly chemical drifting. The frame is fabricated of heavy gauge steel with fold-up booms. The shut-off controls are located on the handle grips. (Other models and sizes available.)

WHEEL SPRAY CORP.
Box 97, Delafield, WI 53018 — PH: (414) 646-8640
VISIT US AT BOOTH #205, PLCAA CONVENTION
Circle No. 136 on Reader Inquiry Card

Shows in November, December numerous

from page 1

associations are sponsoring conferences.

The New York State Turfgrass Conference will be held at the Rochester War Memorial with a variety of general-interest turf topics scheduled the first day. The afternoon of Nov. 2 will bring three separate sessions for golf, lawn and landscape, and athletic field personnel. An all-day pest and pesticide workshop will be held Nov. 3 with a certification exam and recertification credits being offered.

Dr. Thomas W. Fermanian of the University of Illinois is in charge of the North Central Turfgrass Exposition, Nov. 1-3 at the Park Hilton Hotel in Arlington Heights, Ill.

Seedsmen meet

In addition, the 31st annual convention of the Atlantic Seedsmen's Association will be held in Orlando, Fla. on Nov. 2-3. The first day will be the Atlantic Seedsmen's meeting with the Lawn Seed Division following Nov. 3.

The Professional Grounds Management Society will sponsor a Basic Personnel Management workshop Nov. 16 at the Turf Valley Country Club, Ellicott City, Md. This is a fourth annual event.

A show specifically designed for arborists—Arbor Expo—will be held Nov. 17-19 at the Hilton of Philadelphia and Philadelphia Civic Center.

The National Fertilizer Solutions Association will have its professional development, education and trade show Dec. 5-8 in Kansas City.

Irrigation show

Dec. 7-9 brings the world's largest exhibition of irrigation equipment in Denver, where the annual Agri-Turf Irrigation Exposition and Conference is expected to attract more than 3,000 at Currigan Hall. This conference is being sponsored by The Irrigation Association of Silver Spring, Md.

The Ohio Turfgrass Conference and Show is slated for Cincinnati's Convention-Exposition Center on Dec. 5-8. Sessions will be held for general information, lawn care professionals, golf course superintendents and grounds maintenance personnel.

A series of Landscape Design Short Courses, sponsored by The Ohio State University, will be held beginning Dec. 12. The five three-day programs will continue through next July. They are being handled by Fred K. Buscher of the Wooster, Ohio, Extension Center.

And by then, everyone associated with the green industries should be ready for the holiday break.

Spray equipment

Picking nozzle can be tricky business

Nozzle selection is of utmost importance when outfitting boom-type sprayers, which have proven versatile and well-adapted to turf spraying. When properly operated, boom-type sprayers can distribute almost any pesticide with minimum drift problems.

Easley S. Smith, Virginia Tech Extension agricultural engineer, wrote about nozzle selection in the University of Georgia's "Turfgrass Topics."

"Nozzles should be selected according to the rate and type of application," Smith wrote. "Fan, flooding or hollow-cone nozzles are commonly used by turfgrass managers."

Fan-type nozzles are especially well-suited for broadcast booms, Smith noted. When operated at the proper height and spacing, they will provide uniform distribution across the swath at a pressure of 20-40 psi.

Fan nozzles are available with spray angles ranging from 65 to 110 degrees, but 80 degrees is the most common, Smith pointed out in the newsletter. He added that when the 80-degree nozzles are spaced 20 inches apart on a boom, they should be operated 17 to 19 inches above the ground for uniform application with the proper overlap.

Flooding nozzles can also be used on broadcast booms, Smith wrote, but do not provide as uniform distribution as fan nozzles. They have a wider pattern of distribution and are usually spaced further apart (30-80 inches), he further noted. Flooding nozzles have larger orifices and are commonly used for fertilizer application at 15-30 psi.

Hollow-cone nozzles are often used in foliar application of fungicides and insecticides. They use pressures of 30-60 psi to penetrate heavy foliage, Smith wrote. Brass nozzle tips are the most common, but nylon, aluminum, stainless steel and ceramic are also sometimes recommended because of corrosion and abrasion.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

Statement required by the Act of October 23, 1962, Section 3685, Title 39, United States Code, showing the ownership, management and circulation of LAWN CARE INDUSTRY published monthly at One East First Street, Duluth, St. Louis County, Minnesota 55802, as filed September 19, 1983.

The name and address of the Publisher is: Robert Earley, 7500 Old Oak Boulevard, Cleveland, Ohio 44130.

The owners are: Barclays Nominees Branches Limited, 4 George Yard, Lombard St., London EC3, England; Cede & Co., c/o The Depository Trust Co., P. O. Box 20, Bowling Green Station, New York, NY 10274; Katharine Brace Cummings, c/o Ernst, Cane, Berner & Gitlin, 7 W. 51st St., New York, NY 10019; Ellen Knowles Harcourt, William I. Jovanovich & Peter J. Ryan as Ttees U-T-A Dtd. 5/23/66, c/o First National City Bank, 20 Exchange Place, New York, NY 10005; Mrs. Thekla E. Johnson, 19 Hewitt Ave., Bronxville, NY 10708; Walter J. Johnson, 19 Hewitt Ave., Bronxville, NY 10708; William Jovanovich, P. O. Box 490, Briarcliff Manor, NY 10510; Kray & Co., 120 South LaSalle St., Chicago, IL 60603; Pacific & Co., P. O. Box 7877, San Francisco, CA 94120; Rice & Co., c/o Agency The Toronto Dominion Bank, 42 Wall St., New York, NY 10005; Joseph C. Sindelar, 794 Park Blvd., Glen Ellyn, IL 60137.

The known bondholders, mortgagees and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities are: None.

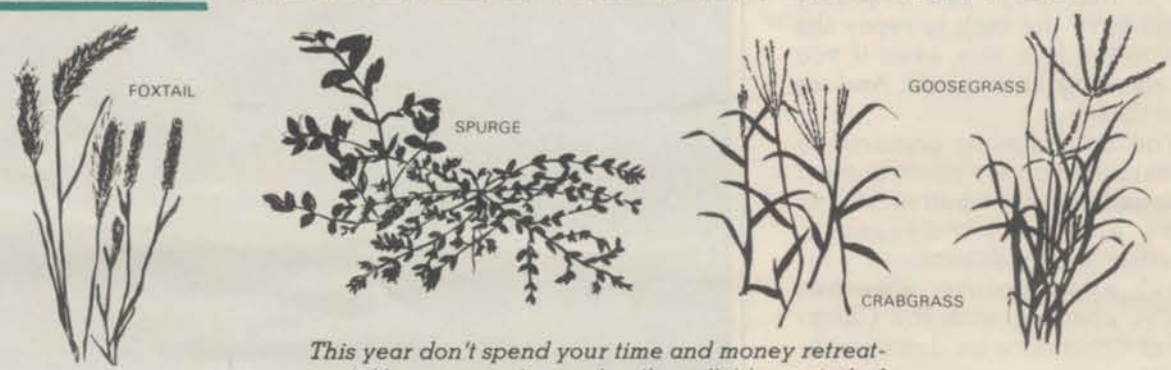
Names and addresses of individuals who are stockholders of the corporation which itself is a stockholder of the publishing corporation have been included in the two paragraphs above when the interests of such individuls are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

Average number of copies of each issue during preceeding 12 months, and of single issue nearest to filing date, respectively, are as follows: Total number of copies printed (net press run) 14,395 - 14,401; paid circulation (1) sales through dealers and carriers, street vendors and counter sales: None - None; (2) mail subscriptions: 2,032 - 1,757; total paid circulation: 2,032 - 1,757; free distribution by mail, carrier or other means samples, complimentary and other free copies: 12,018 - 12,257; total distribution: 14,050 - 14,014; copies not distributed (1) office use, left over, unaccounted, spoiled after printing: 345 - 387 (2) return from news agents: None - None; total: 14,395 - 14,401.

I certify that the statements made by me above are correct and complete.

(Signed) Joe Bilderbach,
Vice President/Circulation

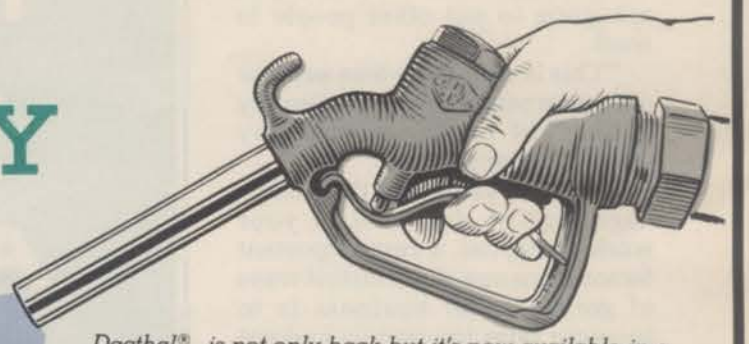
YOU CAN
SPEND MONEY RETREATING

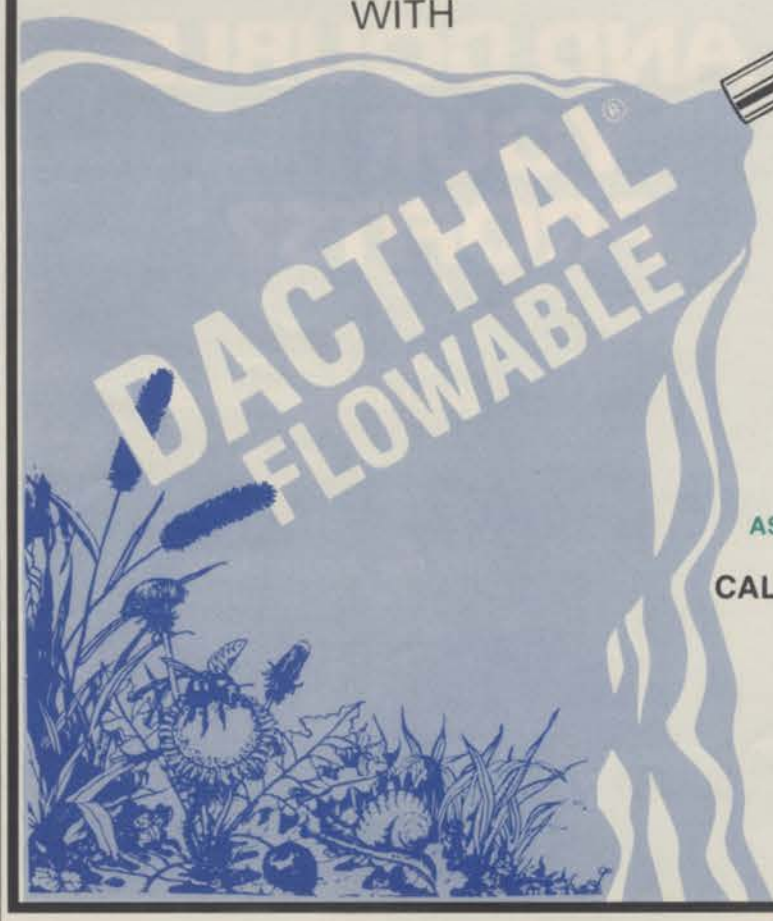


This year don't spend your time and money retreating! You can again receive the reliable control of crabgrass, spurge, foxtail and other weeds with the convenience of pumping a liquid into your tanks.

OR

YOU CAN
SAVE MONEY
WITH





Dacthal® is not only back but it's now available in a flowable form. For years Dacthal® has been the standard of the industry when it came to pre-emergence weed control, and *now Bulkkem offers you Dacthal® Flowable.*

Save money and contact Bulkkem for Flowable Dacthal.® Available in bulk quantities of 200 gallons or more.

AVAILABLE IN BULK

Easy transport, less waste, less handling problems, when supplied in bulk.

ASK ABOUT OUR SPECIAL CONTAINER PROGRAM.

CALL our toll free number 1-800-447-4131

or write for further information.

distributed by

BULKKEM
BULK SUPPLIERS OF LAWN CHEMICALS

THE BULKKEM CORPORATION • 400 NORTHTOWN ROAD • NORMAL, IL. 61761

Circle No. 103 on Reader Inquiry Card

Things your banker will want to know

from page 1

"Just 'to open a business' isn't going to be enough," he notes. "What are you going to use the funds for in that business? You tell us what specifically that money is going to do, and we can guide you into the type of loan, short term or long term, you should be looking for."

Also, different businesses have different cycles. So the banker must know where your business is going, and what cycle it will be going into if the loan is approved.

"If you have a business that fluctuates in a seasonal cycle, and your term loan is set up on a monthly basis, what's going to happen?" Kenney asks rhetorically. "You're not going to have the cash to make your payments on the down-turn of that cycle. So you need to schedule a loan the way your business operates.

"But if we don't know to schedule it that way, you probably won't have the cash to repay the debt when it is due, even if you are showing a nice profit. And we hate that."

You must also be prepared to reveal how you are going to meet your sales goals: whether you've done any market research, whether you've determined your break-even points, whether you've checked with the Chamber of Commerce on demographics, etc.

Employ people?

You might have an edge if you are going to put other people to work.

"This is especially true in areas of high unemployment," Kenney adds. "Let us know; you may stand a better chance."

You must also make the banker cognizant of the level of your working capital, a very important factor since one of the fastest ways of going out of business is to increase sales too rapidly and not have the working capital for it.

Present a history and study of lawn care, as your loan officer may not be an expert.

Also, tell him the ownership structure of your business: are you or will you be a corporation, a closed corporation; are you going to sell stock; are you or will you be a proprietorship or a partnership?

Key personnel

Another important factor in your presentation is the caliber of the key management of your business.

"If you're a closed corporation or a proprietorship, do you have all the expertise to do lawn care?" Kenney asks. "And if you get out there on an interstate highway and get clobbered, what's going to happen to the business? Do you have any backup? If so, what are their qualifications?"

Make a note of your advisors: your CPA, your accountant and your attorneys, for the loan officer's reference.

"We also need to know the products, the competition in the area, the market areas you serve, who your main suppliers are, if you have (or will have) a union shop or a non-union ship, your union relationships if you are union, and the description of your physical facilities," Kenney continues.

"And, if it's an existing business, we need a three-year financial statement. These should be year-end statements—balance sheets, profit and loss, and the changes in working capital position.

"If your year-end is June and you come in to see us in December, then you're going to have to have an interim statement to bring us up to date.

"Sometimes in a closed corporation or a proprietorship, we like to see tax returns to prove that you are actually coming in with what you say. Also, normally in small operations you can bet, whether you're a corporation or not, that it will require personal endorsements."

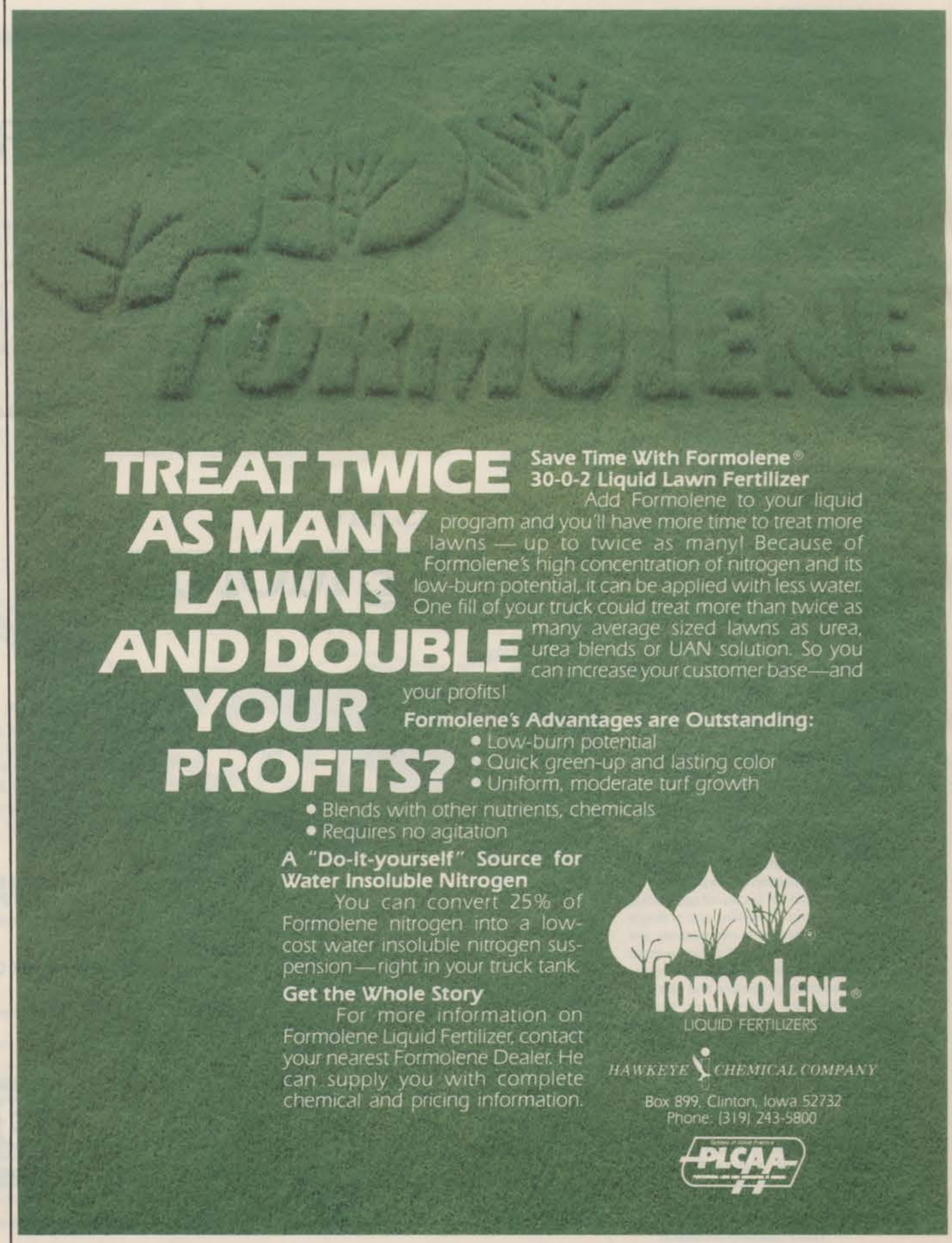
Collateral?

Finally, you must offer up appropriate collateral that won't depreciate faster than you pay the loan back.

Obviously, if you expect your banker to remain friendly and approve the loan, you need to do some planning *before* your trip over there. Silbert suggests having a professional accountant prepare your loan application and perhaps go to the bank with you.

"Unfortunately, most small businessmen tend to be myopic about acquiring expert help or even acquiring the necessary know-how themselves," he says. "They don't like paying an accountant extra for preparing a presentation to save the banker's time.

to page 27



Circle No. 112 on Reader Inquiry Card

Preparing for your trip:

Here are the questions you should make sure to answer BEFORE you visit your local banker to inquire about a possible loan for your lawn care business, according to Bob Kenney, a vice president for Southeast Banks in Florida:

- ☐ *What's the purpose of the loan?*
- ☐ *How is your firm going to progress?*
- ☐ *How are you going to meet your sales goals?*
- ☐ *Are you going to put additional people to work?*
- ☐ *What kind of working capital will it require to hit a certain level of sales?*
- ☐ *What's the history and the nature of your type of business?*
- ☐ *What's the ownership structure of your business?*
- ☐ *What's the caliber of the key management of your business?*
- ☐ *Who are your advisors?*
- ☐ *What is your business all about?*
- ☐ *What do the financial statements say?*

BANKERS *from page 26*

"But if the presentation isn't prepared, the loan more than likely won't go through. If you don't go to an accountant, you may have to settle for a loan with too short a maturity and wind up depleting your capital."

Finally...

Once you have all your statements together, your banker can sit down and go over them and talk to you.

"Believe it or not, we want to make loans," concludes Kenney. "Most of our profit comes from loans that we make.

"And the better the presentation you make to us, the better your chances are of obtaining a loan." —*Dana Cassell*

Happy Thanksgiving to all our lawn care friends from the staff of LAWN CARE INDUSTRY

EXCLUSIVE FORMOLENE DEALERS:

ALPINE PLANT FOODS, LTD.
New Hamburg, Ontario NOB2GO
Canada
519-662-2352

BLAKLEY FERTILIZER COMPANY
Springfield, IL 62707
217-529-5692

TYLER ENTERPRISES, INC.
Elwood, IL 60421
815-423-5808

FLO-LIZER INC.
Kingston, OH 45644
614-642-3001

LARRY FRICKER COMPANY INC.
Anaheim, CA 92681
714-774-6777

GREAT PLAINS ASSOCIATES LTD.
Niles, MI 49120
616-683-7463

UAP SPECIAL PRODUCTS
Kearney, NE 68847
308-234-2124

HOWE INC.
Shakopee, MN 55379
612-445-6570

MOYER AND SON INC.
Souderton, PA 18964
215-723-6001

OLD FOX CHEMICAL COMPANY
Enfield, CT 06082
203-749-8339

UAP SPECIAL PRODUCTS
N. Kansas City, MO 64116
816-221-2783

ELDON C. STUTSMAN INC.
Hills, IA 52235
319-679-2281

GEORGE S. TERRY & COMPANY INC.
Oakfield, NY 14125
716-948-9355

TEXAS LIQUID FERTILIZER CO.
Houston, TX 77026
713-236-1733

TURFWIZ
Chesapeake, VA 23320
804-547-7111

VOGEL SEED AND FERTILIZER
Jackson, WI 53037
414-677-2273

WESTERN FARM SERVICE INC.
Alpaugh, CA 93201
209-949-8476

WOLFKILL FEED & FERTILIZER
Monroe, WA 98272
509-932-4769

HAWKEYE CHEMICAL COMPANY
Clinton, Iowa 52732 (319) 243-5800

You can rake in big money
IN LAWN CARE INDUSTRY'S
"Long Green" Sweepstakes!

Win $250, $500, even $1,000 at the PLCAA Show in Indianapolis, November 8-10, when *Lawn Care Industry* awards $1750 in cash! Enter our "LONG GREEN" SWEEPSTAKES at any participating booth...and you might go home $1,000 richer!

HERE'S ALL YOU HAVE TO DO:

1) Get either copy of LCI's "PLCAA SHOW EXTRAS" with listings of participating booths.

2) Go to any listed booth, get an entry blank with complete rules/details (for non-exhibitors only), fill it out and drop it in the ballot box.

3) Enter as often as you like, but only once at each participating booth.

4) Pick up your prize — if you're one of our instant winners — and have your picture taken at the winning booth. Prizes will be mailed if winners are not present.

That's it — for the fastest "green" you might ever see!

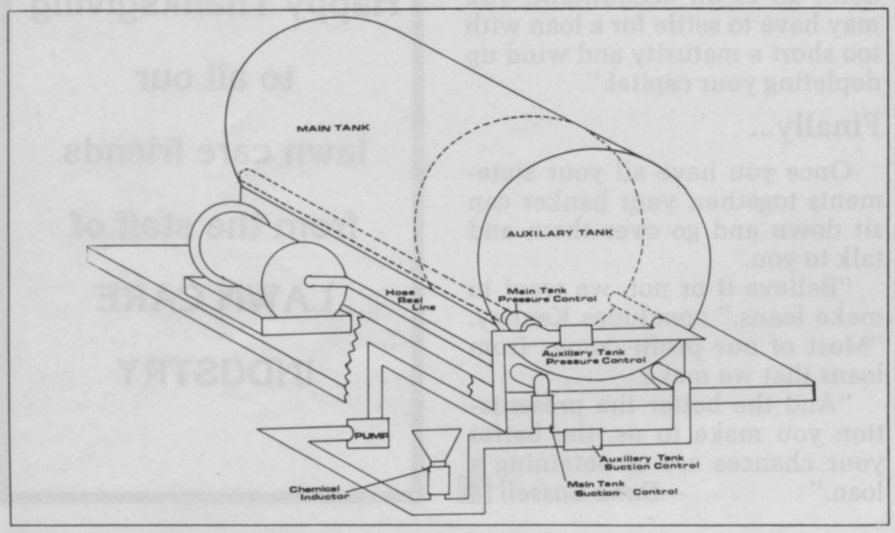
See you at the show... and good luck!

LAWN CARE INDUSTRY ABP BPA

HBJ A HARCOURT BRACE JOVANOVICH PUBLICATION
7500 Old Oak Boulevard • Cleveland, OHIO 44130 • (216) 243-8100

HELPFUL TIPS

Avoiding spray equipment breakdown



By Steve Derrick

It's 1 p.m. and one of your spray trucks pulls into the shop for repairs. Thank goodness it's Friday, you say to yourself. This is the third time someone has had a breakdown in the last five days.

If that scenario sounds familiar, yours might be one of the many lawn care companies looking for more reliable equipment. And even if that doesn't sound familiar, you're still probably always on the lookout for more reliable equipment.

So the following suggestions should help you choose equipment more suited to your operation, and should help you keep it running longer.

Analyze the job

Your first step in selection is to analyze what tasks you want your equipment to perform—not only now, but also for the future.

Will you be spraying only liquid formulations? If so, then agitation will be of little concern. However, if it is likely that wettable powders, suspensions or even granules may be mixed, you must pay particular attention to the agitation system. Now, go one step further.

What can break down in that agitation system? Are there bearings, belts, shafts, seals, etc.? If so, consider each part a potential breaking point and analyze how much time and money will be spent repairing it.

Think to the future. You may only need a sprayer for simple applications now, but will you be looking at special applications in the future? Perhaps a sprayer with dual compartments, a chemical inductor or tree and shrub capabilities is what you really need. It may cost more now, but it can pay big dividends next year.

Diagram the system

It is important to understand how your potential system works if you want to spot trouble areas. A diagram of the system will allow you to do this.

Trace the flow of material through the pumping system. Look for weak areas or areas subject to high pressure. These are the first places breakdowns will occur. Also, examine the flow diagram for simplicity. A confusion of pipes, bends and plumbing can be an indication of a poorly-designed system (see diagram).

Maintenance

One guarantee you can be sure of is that any spray rig you buy will need maintenance. Your concern should be how complicated the maintenance will be.

Will your applicators be willing or able to perform it, or will you need a mechanic? Do you have a full-time mechanic? All these are questions often overlooked. However, if you choose a sprayer that is easy to repair and simple to service, you have taken a big step toward reducing down time.

All machinery will break down. You expect it to, and you know it will—but you don't know when.

That is why you want to be very sure the sprayer you buy does not have special, hard-to-find parts incorporated into its design. If you don't ask, you may never know until it's one o'clock on a Friday afternoon, so make sure parts are easy to obtain and economically priced.

Price

Price should be your final concern. In fact, you should never discuss price until after you

SAVE $THOUSANDS PER YEAR
in fuel, equipment, and chemicals and improve productivity and environmental safety.

LV2001 - SI-SPRAYER
SPRAYS 5 ACRES
TARGETS PESTICIDES
12 VOLT PUMPS & AGITATION
NO PAINT TANKS & DECKING
MOUNTS ON MINI OR FULL SIZE PICK-UPS
SIMPLE TO USE

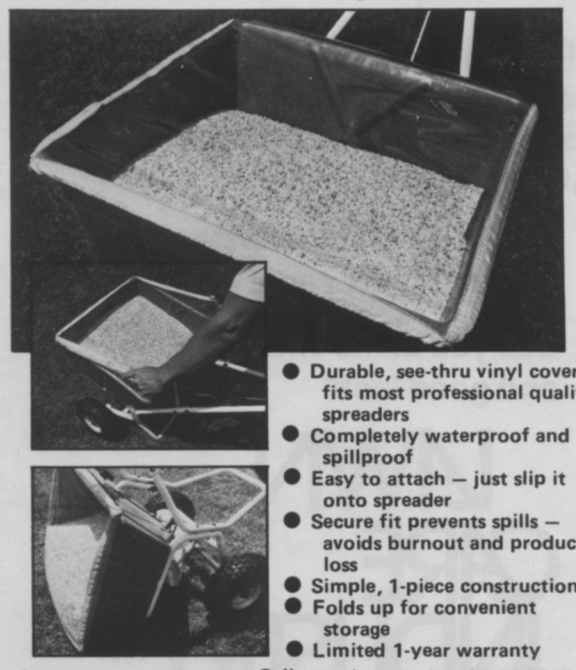
BEAT THE COMPETITION: The advanced low volume LV2000 series sprayers and Injection Gun System are designed, built, and proven in production lawn spraying by PRO'S with 10 years experience—to give YOUR COMPANY the competitive edge.

LEASE TERMS AVAILABLE

Spray smarter and fight unreasonable pesticide laws. Your order generates a donation to the PLCAA sponsored Pesticide Public Policy Foundation.

CALL Tom Jessen at Perma-Green Supreme 219-663-8417 or 769-8313 - COLLECT
Circle No. 121 on Reader Inquiry Card

Keep Fertilizer Dry and Prevent Costly Spills with the "SHOWER CAP" by Lawn Tech



- Durable, see-thru vinyl cover fits most professional quality spreaders
- Completely waterproof and spillproof
- Easy to attach – just slip it onto spreader
- Secure fit prevents spills – avoids burnout and product loss
- Simple, 1-piece construction
- Folds up for convenient storage
- Limited 1-year warranty

$14.95
plus $2.00 shipping charge and state sales tax where applicable

Call or write: (216) 937-5517
Lawn Tech P.O. Box 149 Avon Lake, O. 44012
Circle No. 114 on Reader Inquiry Card

For Professional Lawn Care
USE E-Z VAC
WITH YOUR TRACTOR!

MODEL 40 ILLUSTRATED
5 MODELS AVAILABLE

There's an E-Z Vac model to fill every lawn care need! All products from E-Z Rake are designed and built for long life, efficient performance and high value. Craftsmanship, quality and experience go into every E-Z Rake product.

E-Z RAKE, INC.
BOX 506 • LEBANON, IN 46052
POWER THATCHERS • VACS • SPRAYERS
Circle No. 110 on Reader Inquiry Card

decide which unit best suits your needs.

The lawn care industry depends heavily on its equipment, and production capacities run as much as $1,000 per day. These facts considered, one or two days of extra down time during the life of a piece of equipment can easily make up for any price difference you may find.

Your considerations are reliability and versatility—not price.

Steve Derrick

Steve Derrick graduated from Purdue University with a degree in agricultural business management, and from the University of Illinois with a master's degree in business administration. He has served as treasurer for the Illinois Turfgrass Association and was a founding board member of the Professional Lawn Care Association of America.

LETTERS

To the editor:

Beginning with your August, 1983 issue, you printed a two-part article titled "Environmentalists: A Threat to the Industry's Survival," which I authored.

Rightfully so, I have received some criticism regarding the phrase "eliminate the use of 2,4-D, if possible" as it appears at the end of Part I, August. Without the accompanying text which is Part II, one would infer that I am admitting that 2,4-D is the evil toxin that so many characterize it as. Not so.

The point I am trying to make—which may not be clear even with the text—is that, due to existing and potential political pressure against 2,4-D, we as an industry would be wise to:

1) Reduce the usage of 2,4-D, so as to not provide the tool of debate against us, and

2) Be prepared with an alternative if 2,4-D were to be suspended.

Verdict: I'm guilty of using a poor choice of words. I am very concerned and apoplgize. However, I am glad to hear the debate—your readers are reading.

Jerome R. Faulring
Hydro Lawn
Gaithersburg, MD

DATES

New York State Turfgrass Conference, Nov. 1-3, Rochester War Memorial, Rochester, N.Y. Contact: Ann Reilly, 210 Cartwright Blvd., Massapequa Park, NY, 11762. (516) 541-6902.

North Central Turfgrass Exposition, Nov. 1-3, Arlington Park Hilton Hotel, Arlington Heights, Ill. Contact: Dr. Thomas W. Fermanian, University of Illinois, 106D Horticulture Field Lab, 1707 S. Orchard St., Urbana, IL, 61801. (217) 333-7847.

Atlantic Seedsmen's Association Convention, Nov. 2-3, Howard Johnson's Florida Center Hotel, Orlando, Fla. Contact: Margaret Herbst, Atlantic Seedsmen's Association, 230 Park Ave., New York, NY, 10017. (212) 685-5917.

Professional Lawn Care Association of America Convention and Trade Show, Nov. 8-10, Indianapolis Convention Center, Indianapolis, Ind. Contact: Jim Brooks, PLCAA, 1225 Johnson Ferry Rd., Suite B-220, P.O. Box 70455, Marietta, GA, 30007-0455. (404) 977-5222.

Associated Landscape Contractors of America Landscape Management Division Conference, Nov. 13-15, Denver, Col. Contact: ALCA, 1750 Old Meadow Rd., McLean, VA, 22101. (703) 821-8611.

Professional Grounds Management Society Management Workshop, Nov. 16, Turf Valley Country Club, Ellicott City, Md. Contact: Jeffrey A. Bourne, Howard County Recreation and Parks, 3430 Court House Dr., Ellicott City, MD, 21043. (301) 997-0715.

Arbor Expo, Nov. 17-19, Philadelphia Civic Center, Philadelphia, Pa. Contact: Daryl Komar, Conference Management Corp., 17 Washington St., Norwalk, CT, 06854. (203) 852-0500.

Agri-Turf Irrigation Exposition and Conference, Dec. 4-7, Currigan Hall, Denver, Col. Contact: The Irrigation Association, 13975 Connecticut Ave., Silver Spring, MD, 20906. (301) 871-1200.

Ohio Turfgrass Conference and Show, Dec. 5-8, Cincinnati Convention-Exposition Center, Cincinnati, Ohio. Contact: Dr. John Street, The Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH, 43210. (614) 422-2601.

National Fertilizer Solutions Association Convention and Exhibition, Dec. 5-8, Kansas City. Contact: NFSA, 8823 North Industrial Rd., Peoria, IL, 61615. (309) 691-2870.

Ohio State University Landscape Design Short Course, Dec. 12-14, Fisher Auditorium, OARDC, Wooster, Ohio. Contact: Fred K. Buscher, OARDC, Wooster, OH, 44691. (216) 263-3831.

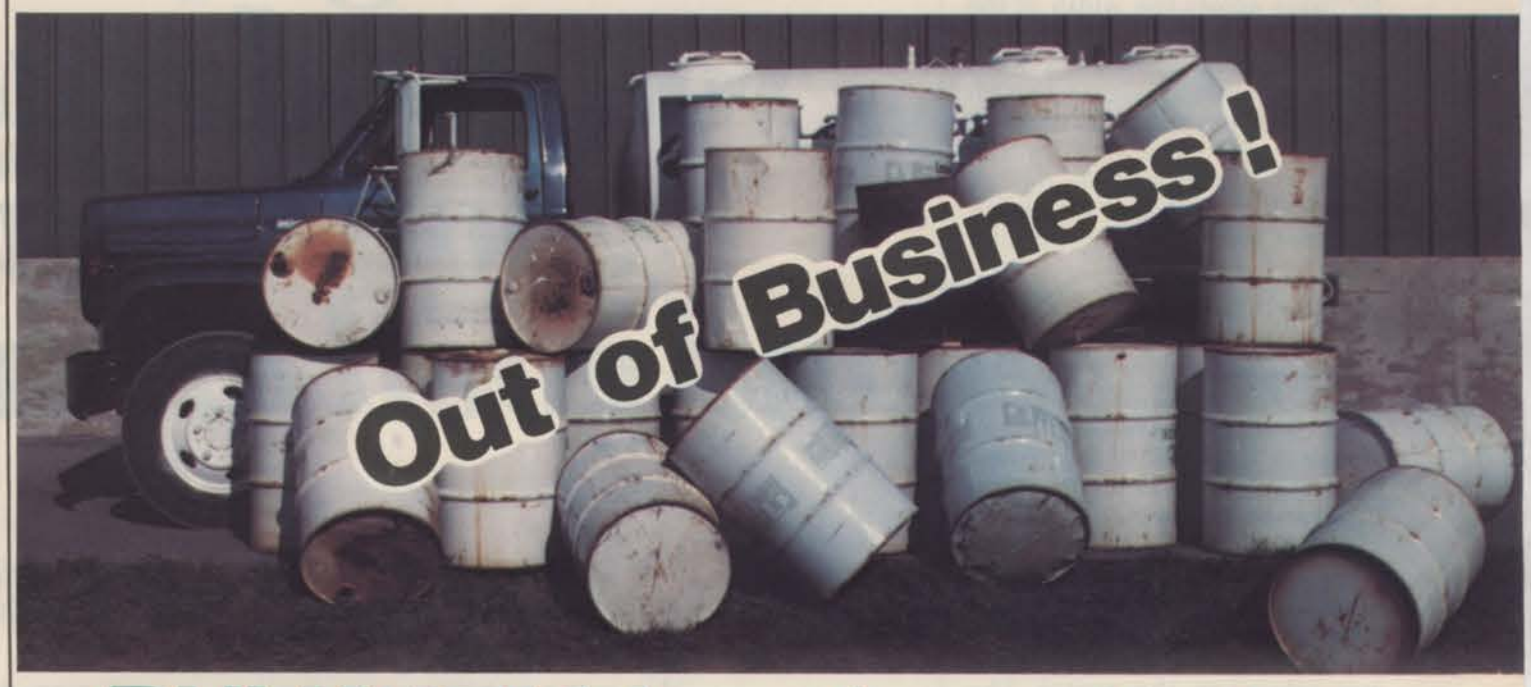
Pennsylvania Turfgrass Conference and Trade Show, Dec. 12-15, Hershey Lodge and Convention Center, Hershey, Pa. Contact: Christine E. King, Pennsylvania Turfgrass Council, 412 Blanchard St., Bellefonte, PA, 16823. (814) 355-8010.

North Carolina Turfgrass Conference, Jan. 3-5, 1984, Pinehurst Hotel, Pinehurst, N.C. Contact: W.B. Gilbert, 1119 Williams Hall, North Carolina State University, Raleigh, NC, 27650. (919) 737-2657.

Maryland Turfgrass '84, Jan. 9-11, 1984, Baltimore Convention Center, Baltimore, Md. Contact: Cheryl Gaultney, Box 223, White Marsh, MD, 21162. (301) 335-3700.

Tropical Plant Industry Exhibition, Jan. 19-21, 1984, Miami, Fla. Contact: Julia K. Garmendia, TPIE, P.O. Box 16796, Temple Terrrace, FL, 33687. (813) 988-7198.

Don't Be DRUMMED



BULKKEM has the solution. . . Chemicals in Bulk!

New laws and stricter enforcement can hit you in more places than your pocketbook! **Don't be drummed out of business** by the difficulty and high cost of container disposal. Let **Bulkkem** give you the solution!

With bulk, we can deliver directly into your storage tanks or ship to you in our convenient 220 gallon returnable shippers. There are no containers to dispose of so you save money two ways. You take advantage of bulk pricing and you save the cost of cleaning and disposing of containers.

Contact **Bulkkem** for your bulk pesticides. **We can keep you from being drummed out of business!**

220 gal.
550 gal.
&
1400 gal.

PESTICIDES available in BULK:

Dacthal 6F • Trimec 899 • Trimec Ester (2,4-D + 2,4-DB + Dicamba acid)
Phenoban 801 • Amine 4# • MCPP 4# • Big Green Plus (Iron Sulfur)

CALL our toll free number **1-800-447-4131**

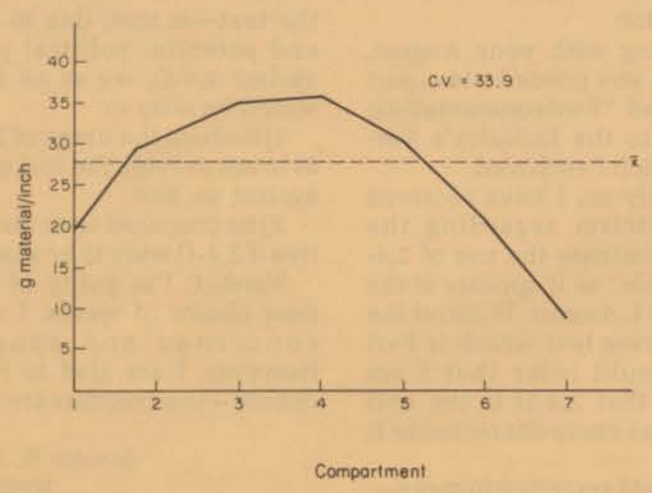
or write for further information.

BULKKEM
BULK SUPPLIERS OF LAWN CHEMICALS

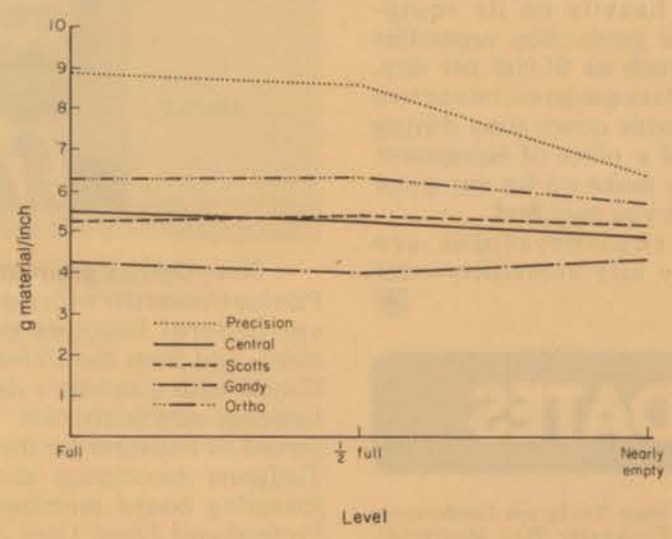
THE BULKKEM CORPORATION • 400 NORTHTOWN RD • NORMAL, IL 61761

Circle No. 135 on Reader Inquiry Card

Variability in quantity of Ortho fertilizer released across width of the Precision #2 spreader.



Effect of level of urea on quantity of urea released.



Reliability of spreaders

from page 14

Differences were also observed among the spreaders in release of fertilizer across the width of the hopper.

The Gandy and Scotts were very consistent in release, regardless of location along the width of the spreader. The Central and Ortho were more variable, though acceptable. But the Precision spreader varied greatly in delivery.

Flexible plate

A rate of 5.4 pounds per 1000 square feet more of the Ortho lawn fertilizer was released at the center of the Precision spreader than was delivered at the sides. This can be attributed to the flexible shutter plate: as the drive wheel of the spreader was turned, granular material was forced down on the plate which bent in the middle, allowing excess fertilizer release in the center. The plate regained its original shape when the pressure was released.

In considering the results of this investigation, it should be noted that only accuracy has been discussed. Differences in ease of operation, durability, weight, resistance to corrosion and proposed use must also be considered.

Dr. Nick Christians

Dr. Nick Christians, a graduate of Ohio State University, is assistant professor of horticulture at Iowa State University.

Dr. Christians is a member of the American Society of Agronomy and the American Society for Horticultural Science.

This magazine gives you good reading, good writing and good arithmetic.

We present the information in our articles clearly, accurately and objectively. That's good writing. Which means good reading.

We present the information in our circulation statement clearly, accurately and objectively. That's good arithmetic.

BPA (Business Publications Audit of Circulation, Inc.) helps us provide precise and reliable information to both advertisers and readers.

An independent, not-for-profit organization, BPA audits our circulation list once a year to make sure it's correct and up to date. The audit verifies your name, your company, your industry and your job title.

This information enables our advertisers to determine if they are reaching the right people in the right place with the right message.

The audit also benefits you. Because the more a publication and its advertisers know about you, the better they can provide you with articles and advertisements that meet your information needs.

BPA. For readers it stands for meaningful information. For advertisers it stands for meaningful readers. Business Publications Audit of Circulation, Inc.
360 Park Ave. So., New York, NY 10010.

BPA
We make sure you get what you pay for.

 from page 5

Coalition to pick first director

A pro-pesticide coalition that is national in scope has elected to call itself the "Pesticide Public Policy Foundation," rather than the "National Environmental Foundation for Human Health" or the "National Environmental Law Foundation," as previously reported.

Named to the pro tem board of directors were chairman Bob Felix, Jerry Faulring, Ray Russell, Dr. Robert Miller and John Kenney. Felix represents the National Arborists Association; Faulring and Kenney the Professional Lawn Care Association, Russell Dow Chemical Company and Miller the 2,4-D Coalition.

Dave Dietz

Dave Dietz of Oregonians for Food and Shelter was tentatively chosen to be the organization's administrator.

The organization plans to be incorporated as a non-profit foundation.

Attending an August meeting in Schaumburg Ill. were Felix; Faulring; Russell; Miller; Kenney; Oppenheim; Dietz; Jim Brooks of the PLCAA; Dr. Al Turgeon of Tru-Green, East Lansing, Mich.; Dr. Roger Funk of the Davey Tree Expert Co., Kent, Ohio; Sherry Roethe of Tempo 21, Chicago; Robert Bartlett Jr. of Bartlett Tree, Stamford, Conn.; Erik Haupt of Haupt Tree, Sheffield, Mass.; Chuck Cissel of Guardian Tree, Rockville, Md.; John Hendrickson of Hendrickson Tree Experts, Wheeling, Ill.; David Dickson of Swingle, Inc., Denver; Bob Earley and Jerry Roche of LAWN CARE INDUSTRY, Cleveland, Ohio; and Dan Moreland of Pest Control Technology magazine, Cleveland, Ohio.

Group buys Wheel Horse

John Munn and Robert Hawkins, president and vice-chairman of the board of Wheel Horse Products, respectively, have announced the transfer of ownership from American Motors Corp.

A small investor group, led by Wheel Horse's management, put together a $13 million financial package backed by the city of South Bend, Ind. and other Indiana financial institutions.

Wheel Horse, which manufactures lawn and garden tractors, has annual sales of approximately $50 million.

to page 32

ARM YOURSELF FOR THE BUSY MONTHS AHEAD

. . . . with vital marketing data gathered by our experts in these proven research techniques:

- WATS Telephone
- Focus Groups
- Direct Mail
- Personal Interviews

We provide top quality in-house printing, mailing, tabulating, data processing, and analytical systems.

Count on us for your special research needs.

Free cost estimates.

Infometrics
National Research Center
A SERVICE OF HARCOURT BRACE JOVANOVICH PUBLICATIONS
131 West First Street
Duluth, Minnesota 55802
Ph: (218) 727-8511

FOR INFORMATION CONTACT:
J & L ADIKES, INC.
Jamaica, N.Y. 11423
NORTHRUP KING CO.
Minneapolis, MN. 55413
VAUGHAN SEED CO.
Bround Brook, N.J. 08805
Downers Grove, IL. 60515
JACKLIN SEED CO.
Post Falls, ID. 83854
ROTHWELL SEEDS, LTD.
Lindsay, Ont., CAN K9V 4L9

$ FOR $

POUND FOR POUND

NOTHING EQUALS

Adelphi* KENTUCKY BLUEGRASS

THE GREENER KENTUCKY BLUEGRASS™

*U.S. Plant Pat. No. 3150

MONEYWISE

Handling petty cash

Part of the problem with having a petty cash fund is making sure that disbursements, for the purpose of filing income tax returns, are properly recorded. There is an established business procedure for ensuring control of petty cash accounts.

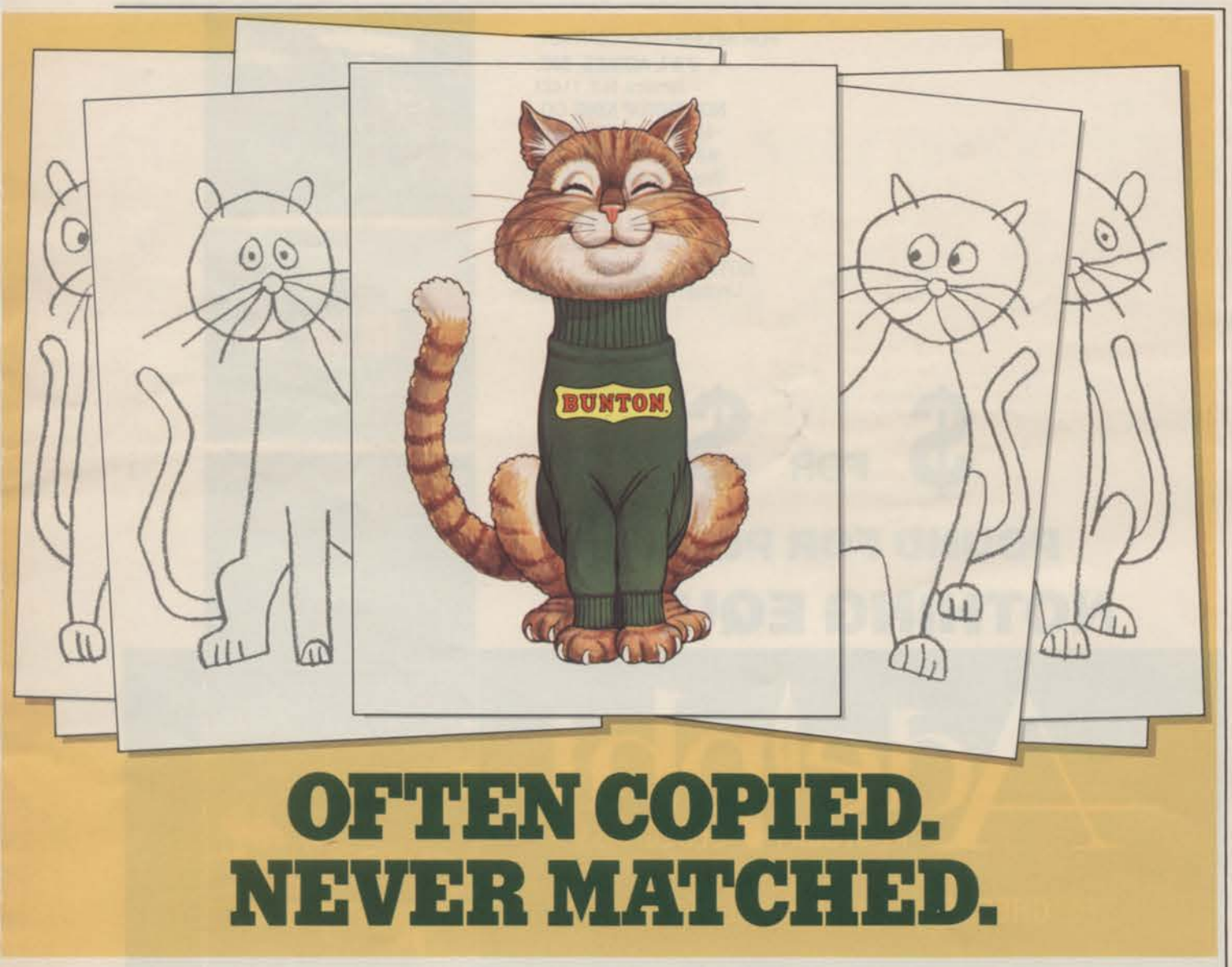
To start the account, cash a check for an even amount, and put the money in a safe place, designating a certain employee (usually a secretary/receptionist) to be responsible.

Next, define what kind—and how large—of disbursements will be handled by the account. Demand a receipt for any payments made, remembering that the IRS accepts scratch pad notations for anything less than $25.

Make sure that cash on hand and receipts always total up to the amount for which your original check was cashed.

When the money is nearly out, repeat the procedure—but cash the check for the total amount of receipts to date.

Daily collections and all other cash receipts should be deposited directly into the company bank account.



OFTEN COPIED.
NEVER MATCHED.

Suddenly, it seems everyone knows exactly what you need in a commercial mower. Amazingly enough, they all look just like a Bunton. Too bad they don't perform like one.

The Bunton commercial mower has proven itself with a thirty-year track record. That's why it's been copied. Here's why it hasn't been matched:

- **Quality of cut.** If you own a Bunton and *any* other brand, you already know which one produces the better cut, more consistently and with less downtime. That's why Bunton is preferred by lawn service professionals everywhere.
- **Choice of type, size and power.** You don't have to "make do" with a mower that's not quite right for your situation, or wait until next year when they *say* they'll introduce the size and type you need. We have it now. Have had it for years. And with Bunton you don't have to take the engine that "comes with the mower." We match one of nine commercial engines to your size and application.
- **Low maintenance.** You're in the business of cutting grass, not debugging "new" products for old line manufacturers catching up with the times, or new companies hoping to break into the business. Bunton's designs were proven years ago. The others may look the same on the surface, but none have copied the quality that provides the dependability and low maintenance of a Bunton.
- **A past that assures a future.** We sell more commercial mowers in the 24 inch to 61 inch range than all our competitors combined. We intend to keep it that way by making sure our customers are as satisfied in the future as they have been in the past. That assures *you* of a reliable source for original equipment, parts and service, long after the others are gone.

Overall, it costs less to own a Bunton than a cheap imitation, because ... Bunton builds 'em better. For complete information on the largest selection of the industry's most popular commercial mowers, please write or call for our new full line catalog and the name of the Bunton dealer in your area.

Bunton builds 'em better.
BUNTON CO.
P.O. Box 33247 • Louisville, KY 40232 U.S.A.
Phone 502/966-0550 • Telex 204-340

Circle No. 104 on Reader Inquiry Card

Contract numbers:
G.S.A.: GS-07S-07659
H.U.D.: OPH (CO)m-3650

BUNTON

INDUSTRY NEWS *from page 31*

CIL ending its U.S. retail sales

Canadian Industries Limited's sulfur-coated urea will continue to be readily available through domestic formulators although the firm has discontinued retail sales operations in the United States.

In late 1981 C.I.L. started handling retail sales formerly marketed through their wholly-owned subsidiary, Chipman Inc., in addition to selling SCU in bulk to American formulators.

Company officials decided recently to concentrate on supplying domestic reformulators rather than continue the dual sales effort.

While the firm has dropped it's retail operations, C.I.L.'s products will continue to be marketed through domestic formulators.

'Bama picked as site of show

Birmingham, Ala. has been chosen as site of this year's National Institute on Park and Grounds Management conference and trade show, Nov. 6-10.

Headquarters hotel will be the Hyatt Birmingham. The Birmingham-Jefferson Civic Center will house the large exhibit area and some educational sessions.

Programming will be broken into three concurrent programs: park personnel, campus grounds managers and turf/sports turf.

Featured topics are "Development of Maintenance Performance Standards" and "Selecting the Right Equipment."

For more information, write the National Institute, P.O. Box 1936, Appleton, WI, 54913, or call (414) 733-2301.

Spring-Green picks agency

Foote, Cone & Belding/Chicago has been chosen advertising agency for Spring-Green Lawn Care Corp. of Plainfield, Ill.

FC&B's direct marketing unit will handle all advertising for Spring-Green, which anticipates 1983 sales to grow 40 percent from 1982. Spring-Green has 55 franchises in five Midwest states and Texas.

Toro honors distributors

The Toro Company honored its top U.S. and international distributors for 1983 with the presentation of its annual Mr. Toro awards recently.

Top award was accepted by Dean Williams of Turf Equipment Co., Salt Lake City. Both the Mr. Service and Mr. Irrigation awards went to Spartan Distributors, Inc., Sparta, Mich.

Circle the Reader Service numbers of those items of interest to you.

Inquiries serviced for 90 days from date of issue. For those countries outside the U.S., please apply appropriate postage before mailing.

READER SERVICE INFORMATION CARD 11/83 2

For more information on products or services mentioned in this issue, circle the corresponding numbers below, fill in appropriate information and mail today.

101	108	115	122	129	136	143	150	157	164	171	178	185	192	199	206	213	220	227	234
102	109	116	123	130	137	144	151	158	165	172	179	186	193	200	207	214	221	228	235
103	110	117	124	131	138	145	152	159	166	173	180	187	194	201	208	215	222	229	236
104	111	118	125	132	139	146	153	160	167	174	181	188	195	202	209	216	223	230	237
105	112	119	126	133	140	147	154	161	168	175	182	189	196	203	210	217	224	231	238
106	113	120	127	134	141	148	155	162	169	176	183	190	197	204	211	218	225	232	239
107	114	121	128	135	142	149	156	163	170	177	184	191	198	205	212	219	226	233	240

PLEASE CHECK BELOW YOUR PRIMARY BUSINESS AT THIS LOCATION:

A. CONTRACTOR OR SERVICES:

☐ Chemical lawn care company
☐ Mowing/maintenance lawn care company

B. SUPPLIER:

☐ Chemical dealer and/or distributor
☐ Equipment dealer and/or distributor
☐ Seed broker/dealer

C. OTHER

Please specify: _____

NAME _____ TITLE _____

BUSINESS NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE ( ) _____
AREA CODE

I WISH TO RECEIVE (CONTINUE RECEIVING) LAWN CARE INDUSTRY EACH MONTH ☐ YES ☐ NO

SIGNATURE _____ DATE _____

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 665 DULUTH, MINNESOTA

POSTAGE WILL BE PAID BY ADDRESSEE

READER SERVICE DEPARTMENT

LAWN CARE INDUSTRY

POST OFFICE BOX 6080
DULUTH, MINNESOTA 55806-9780

GET MORE FACTS

PRODUCTS

Replacement reel swivels for units

Applied Plastics has been working with lawn care specialists to develop replacement parts for lawn spray units, including replacement reel swivels, "O" rings and other accessories.

Materials which Applied Plastics Technology works with include TFE (Teflon), Delrin and PVC, all of which have properties which are very much in line with lawn care applications. Said plastics are corrosion-resistant and can withstand high pressure.

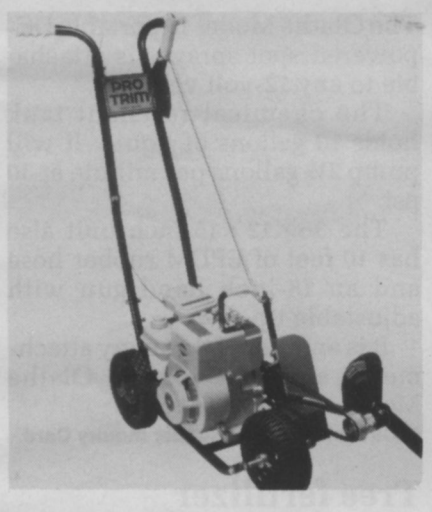
APT can provide replacement parts at a substantial savings to its customers, according to spokesman John A. MacIntyre III.

Circle No. 140 on Reader Inquiry Card

New walk-behind line hits market

The Toro Company introduces a new line of commercial walk-behind powers mowers.

The line consists of a hand push and self-propelled rear-wheel-



drive rear-bagger. The Toro mowers feature beefed-up commerical aluminum decks, heavy duty three-speed transmissions (on self-propelled model) and durable suspension systems.

Toro also says that its bagging system is the easiest on the market.

The units are powered by five-hp Briggs & Stratton industrial/commercial engines. Both models offer one-year limited commercial warranties.

Circle No. 141 on Reader Inquiry Card

Professional trimmer is lightweight, easy

Thesman Industries of Torrance, Cal. introduces the Pro-Trim Model T-38, a professional edger and trimmer.

This unique machine has a three-hp Briggs & Stratton engine. It is lightweight and particularly adept at edging lawns, sidewalks, curbs, ivy and flower beds.

Other features are: moveable front wheel for around curved surfaces and corners; ⅞-inch tubular all-weld steel frame; large 10-inch blade that tilts a full 90 degrees; and front wheel of 8¼-

inch solid rubber can be locked in three positions on axle.

The Model T-27 comes with a two-hp engine.

Circle No. 142 on Reader Inquiry Card

Four walk-behinds are for professionals

John Deere will manufacture four self-propelled walk-behind mowers for professional groundskeeping work. All four are powered by 11-hp Briggs & Stratton industrial-commercial four-cycle engines.

Mowing widths are 32, 36, 48 and 52 inches. They also all feature a variable-speed rear-wheel drive system that allows the operator to choose one of six forward ground speeds without changing engine and mower blade speed.

The steel deck is designed to allow close trimming on the operator's left side. The models adapt to sulky and grass-catcher attachments.

Electric start is optional for standard engines and also optional 16-hp engines. Mowing height ranges from 1⅜ to 6½ inches.

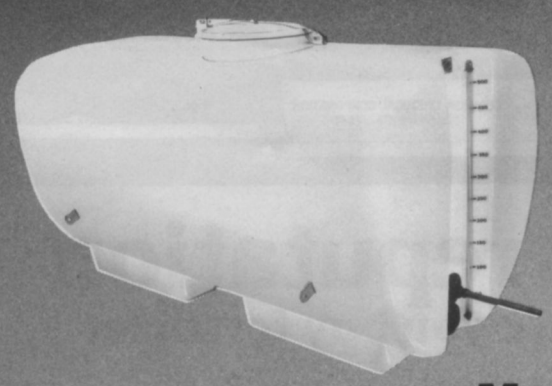
Circle No. 143 on Reader Inquiry Card

THE BIG SOLUTION.

Tuflex offers you four large model Tanks to solve your BIG pest control problems. The experts at Tuflex carefully research and analyze your needs and assist you in designing and engineering the right tank and pump system for your job requirements. Anything less would be a compromise solution.

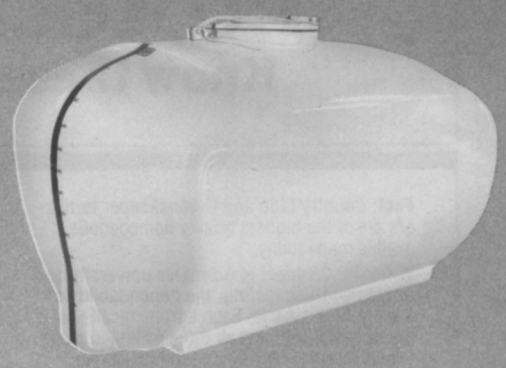
Tuflex is the only manufacturer to specialize in seamless fiberglass spray tanks built specifically for the pest control and lawn care industry. The exclusive Tuflex process allows a full five-year warranty on all hand-crafted seamless fiberglass tanks.

Our tanks from 100 gallon to 1200 gallon are ready to solve your toughest challenges.



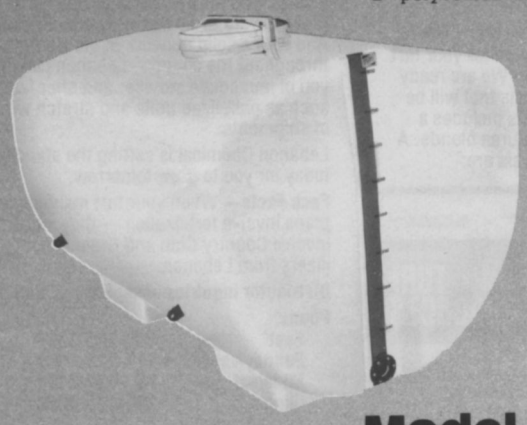
Model PC-500

Model PC-500: 545 gallon portalble use tank. 81" long, 47½" wide and 48" high. Standard equipment: 18" vented cover with posi-lock hatch hardware, baffling system, integral molded mounting base for ease in mounting, steel tie down lugs to secure tank to frame, 2" polycoated drain and calibrated sight tubes.



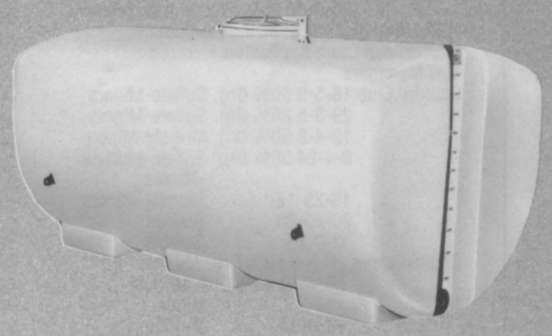
Model U-600

Model U-600: 580 gallon portable use tank. 75" long, 55" wide and 50" high. Standard equipment: 18" vented cover with posi-lock hatch hardware, molded runners for ease in mounting to frame, 2" polycoated drain and calibrated sight tubes.



Model PC-800

Model PC-800: 860 gallon portable use tank. 80" long, 60" wide and 58" high. Standard equipment: 18" vented cover with posi-lock hatch hardware, baffling system, integral molded mounting base for ease in mounting, steel tie down lugs to secure tank to frame, 2" polycoated drain and calibrated sight tubes.



Model PC-1200

Model PC-1200: 1175 gallon portable use tank. 108" long, 60" wide and 53" high. Standard equipment: 18" vented cover with posi-lock hatch hardware, baffling system, integral molded mounting base for ease in mounting, steel tie down lugs to secure tank to frame, 2" polycoated drain and calibrated sight tubes.

Call TOLL-FREE for economy prices and more information on our complete line of tanks.

1-800-327-9005

In Florida call collect (305) 785-6402

Tuflex® MANUFACTURING CO.

1406 S.W. 8th St. Pompano Beach, FL 33060

Available options for above Tanks:

- Exclusive double seal internal hatch (prevents hatch leakage)
- Mechanical or jet agitation systems
- Splitting or compartmentalizing
- Pump and engine canopies

Circle No. 132 on Reader Inquiry Card →

MARKETING IDEA FILE

Promotional items

John Cazzell of Four Seasons Lawn Care, Parkville, Mo. has found that specialty advertising is one of the most effective ways of keeping his business in the forefront.

Cazzell distributes such items as rain gauges, plant tine rakes, kiddie growth charts, key rings and even digital clocks.

"Whenever we do a power rake job, watering is a key factor," Cazzell notes. "We leave behind watering instructions and the rain gauge. That item is extremely popular."

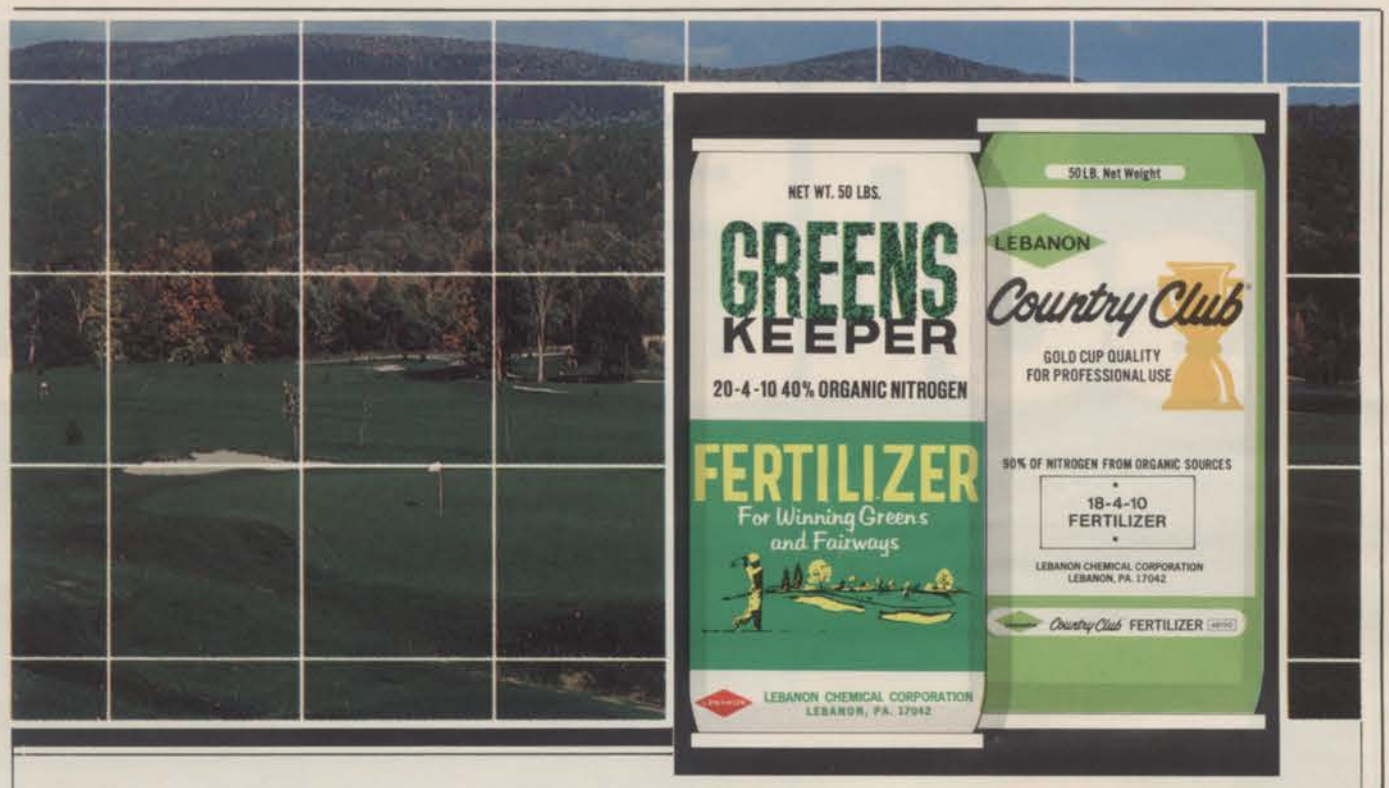
For the customer's child, Cazzell distributes a paper chart that can be hung on a wall to chronicle the child's growth. And for mom, he's got the plant tine rake.

When Cazzell goes out to bid a large commercial job, he gives away a small digital desk clock.

"I feel like these items are really going to bring people back to us next spring, too," Cazzell says. "At least they'll keep our phone number out there."

Prices are minimal: a growth chart costs about 25 cents, while the clocks are the most expensive, at $14.50 each.

For more information on such items, look under "Advertising specialties" in the Yellow Pages.



Protect your reputation

Know these facts before you buy fertilizer

Fact: Country Club and Greenskeeper fertilizers are of the highest quality homogenous grades made today.

With over 35 years of extensive university and proven end-use testing, the dependability of our product is clear. Each agronomically balanced pellet contains all three essential plant food elements—N,P,K, regardless of the material's sizing and coverage. This alleviates the possibility of certain elements sifting to the bottom of the spreader or particles being too large to pass through the opening. Our products are smooth flowing, non-binding and dustless, and specifically formulated with analysis for these end uses:

GREENS and BENTGRASS TEES: SIZING FINE
Country Club 18-4-10 90% Org. Sulfate-Minors
18-3-12 70% Org. Sulfate-Minors
20-0-10 50% Org. Sulfate-Minors
FAIRWAYS and TEES: sizing medium
Professional Lawn Applicators
Turf Managers
Country Club 18-5-9 50% Org. Sulfate-Minors
29-3-5 25% Org. Sulfate-Minors
12-4-8 50% Org. Muriate-Minors
8-4-24 30% Org. Sulfate-Muriate -Minors
13-25-12 Muriate-Minors
20-20-20 Soluble
33-0-16 Soluble
Greenskeeper 20-8-8 50% Org. Muriate
20-4-10 40% Org. Muriate Minors
16-8-8 Muriate
10-6-4 50%&25% Org. Muriate-Minors
28-7-4% Soluble
Fertilizers in Combination with Control Products
Ronstar® Betasan® Dursban®
Balan® 2,4D+MCPP
Granular Control Products
Tupersan® Treflan® Dacthal®
Daconil® *Benomyl® *Thiram/Cadmium
*not available in all market areas.

Fact: Lebanon Chemical has the flexibility to insure you with the right product for your turf needs and within your budget. We are ready to formulate exactly the analysis that will be the most beneficial to you. This includes a complete line of sulfur coated urea blends. A few of our most popular analysis are:
Leb Pro
32-4-8 Muriate Minors
28-6-12 Muriate Minors
27-3-5 Sulfate Minors

If your needs dictate your own label, we are fully equipped to formulate and bag private label products as well. Lebanon Chemical can also supply your chemical needs, and is a major distributor for Monsanto, Rhone-Poulenc, Diamond Shamrock, Ciba Geigy, BFC, Mobay, Chevron, Rhom & Haas, Miller, Dow, Union Carbide, DuPont, Stauffer and Elanco.

Fact: Lebanon Chemical is a leader in providing service for you. Our knowledgeable sales representatives are ready to provide you with the information for your needs whether you're a golf superintendent, turf manager, or a professional lawn applicator. Because of their technical backgrounds, Lebanons sales staff can assist all professionals in solving turf grass problems and aid in the designing of a *complete* turf care program. Publications outlining detailed specifications on our products and their use are available upon request, along with soil testing, specifically designed to diagnose soil related turf problems. Lebanon's Customer Service department is always ready to answer your questions and process your orders quickly and efficiently. And with a solid network of distributors throughout the country, Lebanon can ensure you of immediate service, and offer features such as palletized units and stretch wrapping of shipments.

Lebanon Chemical is setting the standards today for you to grow tomorrow.

Face Facts— When your turf management plans involve fertilization — they should involve Country Club and Greenskeeper fertilizers from Lebanon.

Distributor inquiries accepted . . . Call today!

Phone:

East	**800-233-0628**
Pennsylvania	**717-273-1687**
Midwest	**800-637-2101**
Illinois	**217-446-0983**

LEBANON

LEBANON CHEMICAL CORPORATION
P.O.Box 180, Lebanon, PA 17042
P.O.Box 647, Danville, IL 61832

Dacthal® — SDS Biotech
Daconil® — SDS Biotech
Betasan® — Stauffer
Balan® — Elanco
Treflan® — Elanco
Tupersan® — DuPont
Ronstar® — Rhone-Poulenc

Order today!

Circle No. 115 on Reader Inquiry Card

Spot sprayer can be attached easily

The Olathe Model 10 portable DC-powered spot sprayer is attachable to any 12-volt vehicle.

The chemical-resistant tank holds 10 gallons of liquid. It will pump 2½ gallons per minute at 30 psi.

The 36×12×15-inch unit also has 10 feet of EPDM rubber hose and an 18-inch hand gun with adjustable tip.

It is another of the many attachments available for the Olathe Model 492 Turf Truck.

Circle No. 144 on Reader Inquiry Card

Tree fertilizer in five formulations

The Doggett Corp. has five tree fertilizers for five situations.

XL-Injecto Feed 32-7-7 has 59 percent of the nitrogen slow release in the form of Powder Blue Nitroform, and the remainder is 100 percent soluble. XL-Injecto Feed 12-24-24, with 50 percent nitrogen from Powder Blue Nitroform, is to be applied at the time of year when the tree or shrub is approaching dormancy.

XL-Injecto Feed 5-30-30 was designed for situations where there is a high deficiency in phosphorous and potach, in theory, for root stimulation in stressed situations or transplanting.

XL-Spray-Fol 30-10-10 is 100 percent soluble to be used in the spring and summer in conjunction with insecticide spray applications, and XL-Evergreen Special 30-7-10 is for evergreen trees, plants and shrubs to acidify the soil with additional iron.

Circle No. 145 on Reader Inquiry Card

Nursery Marketing Council
We're participating ...all the way!

WE SAVE OUR DIESEL FROM DROWNING.

WITH A BUILT-IN LIFE PRESERVER.

Toro stops at nothing to give you the kind of riding rotary mower you want most.

A mower that keeps you cutting. Gets the job done.

Consider our diesel powered Groundsmaster 72®. If offers you maximum productivity and reduced operating costs as well as remarkably low levels of noise and vibration.

But we didn't stop there.

We knew that water in fuel can literally drown a diesel. Destroy its injectors and injection pump. And soak you with costly repairs and downtime.

So we built in a Roosa-Master water separator that removes more than 95% of the water. You simply unscrew a plug and drain it out.

And we didn't stop there.

We added other features that keep you cutting. Like a fuel primer pump, start assist glow plugs and a maintenance free battery.

Plus, other advantages you get with every Groundsmaster 72, gas or diesel. Such as hydrostatic drive and a Donaldson air cleaner.

Call your Toro distributor. He'll tell you all about Toro riding rotary mowers. Including our Groundsmaster 72 with diesel engine.

TORO®

THE PROFESSIONALS THAT KEEP YOU CUTTING.

"Toro" is an exclusive trademark of The Toro Company, 8111 Lyndale Ave. So., Minneapolis, Minnesota 55420.

Circle No. 140 on Reader Inquiry Card

COST CUTTINGS

Labor-saving devices

One way for small businesses to cut overall costs is to make sure that workers are always busy doing what they *should* be doing. Too many times, hired help wastes valuable time sorting out things that should have been pre-sorted.

Here, then, is a helpful list of labor-saving devices, as reproduced in the National Landscape Association's newsletter. They were written by Extension Agricultural Engineer John W. Bartok, Jr.

- Locate materials where they are easily accessible
- Keep materials clearly labeled
- Eliminate or combine tasks
- Even out the work load
- Standardize containers, mixes and methods
- Keep expensive equipment busy
- Update old equipment
- Purchase equipment that is suited to the job
- Select equipment with high output performance
- Design your standardized systems to prevent bottlenecks
- Instill a good working environment
- Keep equipment in good repair

A pain in the pocketbook

from page 20

and record-keeping is not what I do the best."

One of the biggest problems with businesses handling their own collections is that they don't pack the legal clout which an organization like the Professional Lawn Care Collections Association of America might. Customers simply don't respond to a private business as quickly as they respond to practicing attorneys or collections professionals.

The PLCCAA, a member service of the PLCAA, is supervised by L. James Martin, a lawyer based in Kent, Ohio.

"Fifty to seventy percent of the time, I'm successful with a 20-cent stamp," Martin contends. "The other times, it's a matter of beating overdue accounts into submission."

Different approach

One businessman who asked not to be identified said he's been taking a different approach to late accounts.

"Most people consider it poor business practice, but it's been successful," he said. "We continue spraying even on lawns that belong to people who have not yet paid for previous work."

That firm's major expenses are incurred in the first two steps of its six-step maintenance program, and "the labor's already paid for, in theory; so our only expense is the materials and gas" to reach the account, he said.

Last year this firm collected on 98 percent of its contracts.

"We're not hounding people all the time; we try to treat them like human beings. We get stung every once in a while, but everybody does." —*Kevin Cooney*

BOOKSTORE

Instructional and technical material designed to aid you in your work.

625 - ADVANCES IN TURFGRASS ENTOMOLOGY $24.95
010 - ADVANCES IN TURFGRASS PATHOLOGY $27.95
665 - ARBORICULTURE: THE CARE OF TREES, SHRUBS AND VINES IN THE LANDSCAPE $34.95
340 - CONSTRUCTION DESIGN FOR LANDSCAPE ARCHITECTS $39.50
345 - COST DATA FOR LANDSCAPE CONSTRUCTION 1984 $27.50
410 - DISEASES & PESTS OF ORNAMENTAL PLANTS $29.95
660 - DISEASES OF SHADE TREES $23.50
610 - DISEASES OF TURFGRASSES $30.00
800 - THE GOLF COURSE $35.00
350 - HANDBOOK OF LANDSCAPE ARCHITECTURAL CONSTRUCTION $48.50
675 - HILLER'S MANUAL OF TREES & SHRUBS $20.50
510 - HORTUS THIRD $125.00
690 - INSECTS THAT FEED ON TREES & SHRUBS $47.50
635 - IRRIGATION PRINCIPLES AND PRACTICES $39.95
395 - LANDSCAPE ARCHITECTURE $34.95
300 - LANDSCAPE DESIGN: A PRACTICAL APPROACH $19.95
370 - LANDSCAPE OPERATIONS: MANAGEMENT, METHODS & MATERIALS $20.95
645 - MANAGEMENT OF TURFGRASS DISEASES $24.95
575 - MODE OF ACTION OF HERBICIDES $54.95
545 - MODERN WEED CONTROL $21.50
700 - THE PRUNING MANUAL $14.95
790 - RECREATION PLANNING AND DESIGN $39.50
380 - RESIDENTIAL LANDSCAPING I $22.50
720 - SHRUB IDENTIFICATION $8.00
750 - TREE IDENTIFICATION $$9.95
760 - TREE MAINTENANCE $35.00
640 - TURF IRRIGATION MANUAL $22.95
615 - TURF MANAGEMENT FOR GOLF COURSES $45.00
620 - TURF MANAGEMENT HANDBOOK $18.00
110, 120 - TURF MANAGERS' HANDBOOK $28.95 hardcover, $23.95 paperback
650 - TURFGRASS MANAGEMENT $21.95
630 - TURFGRASS:SCIENCE & CULTURE $27.95
655 - TURFGRASS:SCIENCE & CULTURE LABORATORY MANUAL $12.95
565 - WEEDS $37.50
570 - WESTCOTT'S PLANT DISEASE HANDBOOK $36.50
405 - WOODY ORNAMENTALS $27.00

CLOSEOUTS

ORDER THESE TITLES AT SPECIAL REDUCED PRICES!

795 - FIRST AID MANUAL FOR CHEMICAL ACCIDENTS $18.25
455 - THE GRAFTER'S HANDBOOK $16.95
460 - GREENHOUSE ENVIRONMENT $21.20
335 - LANDSCAPE DESIGN THAT SAVES ENERGY $8.50

Mail this coupon to: Book Sales
Harcourt Brace Jovanovich Publications
One East First Street, Duluth, MN 55802

Name _____
Street Address _____
P.O. Box Number _____
City/State/Zip _____
Signature _____ Date _____
Phone Number _____
Purchase Order Number _____

Please send me the following books. I have enclosed payment* for the total amount.
Please charge to my Visa, Master Card or American Express (circle one)
Account Number _____ Expiration Date _____

BOOK NUMBER AND TITLE	QUANTITY	PRICE	TOTAL PRICE

*Please add $3.00 per order plus $1.00 per additional copy for postage and handling

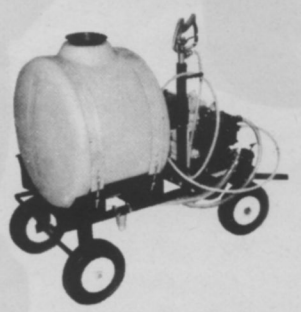
_____ postage & handling

Please allow 6-8 weeks for delivery.
Prices subject to change.
Quantity rates available on request.

Total Enclosed _____

LCI 11/83

HOW YOU CAN MINIMIZE SPRAYER MAINTENANCE . . . AND SAVE MONEY!



Tired of rebuilding your sprayer pumps? concerned about wearing out your gun or strainer? Or, are you just fed up with constant maintenance problems?

If so, check us out. Learn about the superior features of our diaphragm pumps. Look at our heavy-duty brass gun, strainer and tank with a five year warranty.

Our entire sprayer line was designed for high performance and minimum maintenance. Write or call today!

The Roto-Hoe Co.
Sprayer Division
P.O. Box 364
Newbury, OH 44065
216-564-2294

Circle No. 126 on Reader Inquiry Card

DEDOES INDUSTRIES INCORPORATED

INTRODUCING

the WALK BEHIND AND PULL BEHIND AERATORS

Dedoes has long led the field of core aeration. Now, no matter what your situation, we have model that is tailored to your needs. Our **walk-behind** is self propelled with a hydrostatic drive. The **pull-behind** can be hitched to just about any vehicle. For details and more information about these and other fine aerators call or write us today. Do it with a **Dedoes** - it's really the only choice for the turf care **specialist.**

DEDOES INDUSTRIES INCORPORATED

P.O. Box 575
Walled Lake, Michigan 48088
313/624-7710
1-800/521-7086

Circle No. 108 on Reader Inquiry Card

CLASSIFIED

RATES: 70 cents per word (minimum charge, $20). Boldface words or words in all capital letters charged at 95 cents per word. Boxed or display ads charged at $65 per column inch (one inch minimum). Agency commissions will be given only when camera-ready art is provided by agency. For ads using blind box number, add $5 to total cost of ad. Send ad copy with payment to Dawn Anderson, LAWN CARE INDUSTRY, 1 East First Street, Duluth, MN 55802. **BOX NUMBER REPLIES:** Mail box number replies to: LAWN CARE INDUSTRY, Classified Ad Department, 120 W. 2nd St., Duluth, MN 55802. Please include box number in address.

FOR SALE

'74 Ford F600 1200 gal. tanker, Injector, hose & reel, $8,000; '68 Chevy 1,000 gal. tank injector, hose & reel, $4,000; 1,500 gal. Holden tank - lined, stainless valve, $1,000; 200 gal. tank, $800; 3 skid tanks, $100 each; Tandem trailer 7' x 20', $2,300; New Edge-R-Rite w/attachments, $650; Phone 815-436-2728. 11/83

Used Finn lawn feeder, 800 gal. w/hose, reel & spray gun. $5000.00, (502) 782-2730, 1:00 pm - 4:30 pm.

GROUNDCOVERS
Pachysandra 6½¢ English Ivy 8½¢
Write for complete wholesale price list.
GARDEN STATE GROWERS
P.O. Box 38, Locust Grove Rd.
Pittstown, NJ 08867
(201)730-8888

Lawn-Care MANAGEMENT SYSTEM Software for multi-user CPM or OASIS systems with 5mb, Hard-Disk. "RASCAL" in use since Dec. '81. $2500 + license, set-up, training. The Green Scene, 5842 Tampa Ave., Tarzana, CA 91356, (213) 705-6388. TF

Spray trucks for sale. 750 gallon tanks, 350 cubic inch, 1 ton Chevy, 4 speed trans. 20 gallon/min. Bean pumps. 1978-1981. Several in stock. Call Ron Wilson. 1-800-543-0900 outside Ohio. 513-845-0517 in Ohio. 12/83

FOR SALE: Established sod farm in beautiful western Colorado. 170 acres of sod - 155 acres farm ground - 4 homes - full line of equipment. For information call: 303-858-7464 or write to Jim at 1268 18-1/2 Road, Fruita, Colorado 81521. 11/83

PS-322T SPRAYER, 22 GAL. TANK, 3 GAL. PER MIN. HYPRO PUMP, 3 H.P. BRIGGS & STRATTON $400.00. USED ONLY TWICE (516) 271-5335, 9-5. 11/83

Spray Trucks—1976 GMC C6500, 1200 gallon fiberglass-2 electric reels-fully equipped, 1965 Ford F700, 1200 gallon-2 electric reels-fully equipped. Will sell truck and units separately. Call (201) 337-3057

CLOSEOUT SPECIAL! Save your back issues of LAWN CARE INDUSTRY and save money at the same time. We're closing out our line of permanent binders at the special low price of two for only $7.50! (This is a $7.00 savings over our regular price plus postage and handling.) Orders will be filled as long as our supply lasts - quantities are limited. Order your binders today from: Book Sales, HBJ PUBLICATIONS, One East First Street, Duluth, MN 55802 TF

2 1977 Chevy C-50
800 gal. spray trucks
- Excellent Cond.
- 350 with 4 speed
- Hydraulic reel with 300 ft. of hose
- Ready to operate-picture upon request
- $8,600.00 each **(412) 751-0470**

For Sale: established chemical lawn care company in northern Illinois with approximately 2,200 customers. Write LCI Box 96. 11/83

1975 I.H. 1700, 43,000 miles good condition, 7 H.P. auxiliary engine, Mechanical Agitation auxiliary tank, Bean 10/10, electric Hose Reel, 1500 gallon Chasis Mounted Tank (317) 635-6694. 11/83

HELP WANTED

Manager needed for chemical lawn care company located in fast-growing Florida area. Applicant must have management experience with the ability to be chief operating officer. Competitive salary, benefits and profit-sharing. Send resume and salary history to LCI Box 90. 11/83

HELP WANTED - One of the leading landscape contractors in the Chicagoland area is presently seeking a branch manager to take full charge of our Lawn Care Division. The company has been established for over thirty years. Experienced applicants send resume in confidence to Clarence Davids, Sr., Clarence Davids & Sons, Inc., 12807 South Homan Ave., Blue Island, Illinois 60406. 11/83

General manager position open for chemical lawn and shrub division of established landscaping company in the sunbelt area. Tremendous opportunity for an aggressive individual having experience with a national or regional lawn care company. We are looking for a BUSINESSMAN—the very BEST!! Knowledge of turf grass, ornamental plants, and marketing needed. The right person will enjoy excellent salary, benefits, and opportunity for equity participation with unlimited earnings potential. Send complete resume including education, experience, and salary history. All replies will be kept confidential. Write LCI Box 85.

Established lawn and tree care company near Washington D.C. needs a top quality individual to manage and develop our lawn care division. Experience in product application, public relations and sales required. Excellent opportunity for ambitious individual who has the ability to lead others and get the job done. If you fit the picture we invite you to write LCI Box 93. 12/83

GO SOUTH WITH KAPP'S GREEN LAWN - Kapp's Green Lawn desires a Branch Manager for our new southern city. Applicant must have chemical lawn care management experience. Salary commensurates with experience. Benefits and growth potential, outstanding. Send resume to Kapp's Green Lawn - Home Office, 4124 Clubview Dr., Fort Wayne, IN 46804.

SALES REPRESENTATIVE WANTED - For growing turf supply company. Must have 10 years experience and extensive knowledge of lawn care products. Must be willing to travel extensively. Send resume to LCI Box 95. 11/83

WANTED

SALES REPRESENTATIVE WANTED - For growing turf supply company. Must have 10 years experience and extensive knowledge of lawn care products. Must be willing to travel extensively. Send resume to LCI Box 95. 11/83

MISCELLANEOUS

SAVE MONEY by repairing your own equipment with our easy-on **BODY REPAIR PANELS.** Most panels can be UPS'ed. For free catalog, call or write 216-562-9732 or 216-461-9616. Auto & Truck Supply, 242 Hurd Road, Aurora, OH 44202. 12/83

BUSINESS OPPORTUNITY

WORKING PARTNER - Looking for experienced person to develop new lawn care business in prime area in New Jersey. Should be management oriented and will be involved in developing all phases of operation. This is a ground floor opportunity for someone with ambition, initiative and who can get things done. Write LCI Box 88. TF

FOR SALE—Landscape, maintenance and spray company in Southeast Wisconsin. Includes equipment, vehicles and customers. Established 7 years. Profitable operation. Year round cash flow. Grossing over $100K. Best Offer—Must Sell Now! Serious inquiries only! Write LCI Box 92.

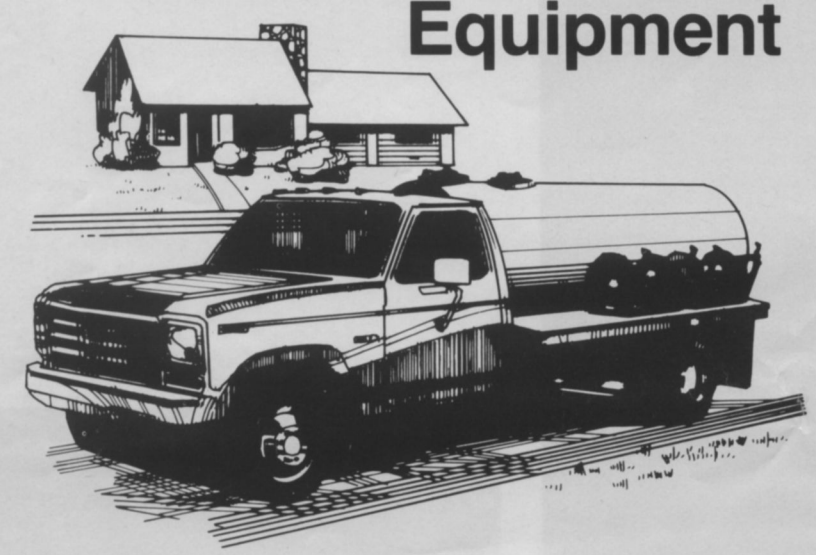
Tired of working for the other guy? Ready to own your own lawn service business? My company is small but well established and profitable. Liquid and dry applications. Excellent growth potential for ambitious and competent manager. Mid-Atlantic area. Priced to sell. Owner financing with $12,000 down. Serious inquiries only. Write LCI Box 94. 12/83

ADVERTISERS

Reader Inquiry No.		Page
	Adelphi Kentucky Bluegrass	31
101	The Andersons	30
102	BFC Chemicals	42
103	Bulkkem Corp.	25
135	Bulkkem Corp.	29
104	Bunton Co.	32
105	Champion Sprinkler Equip.	5
106	Cleary Chemical Corp.	29
107	C.P. Chemical	24
108	Dedoes Industries	15
109	Dow Chemical U.S.A.	2, 3
110	E-Z-Rake	28
111	Grasshopper Co.	8
112	Hawkeye Chemical	26, 27
113	International Seeds	24
114	Lawn Tech	28
115	Lebanon Chemical	36
116	Master Mfg. Co.	8
117	Minnesota Wanner	40
118	Monsanto Co.	6, 7
119	Moyer & Sons	38
120	Ohio Turf Foundation	19
121	Perma-Green Supreme	28
122	PLCAA	39
123	Practical Solutions	40
124	Professional Turf Specialties	17
125	Rhone-Poulenc	12, 13
126	Roto-Hoe	38
000	Ruffin	40
128	SDS Biotech, Ag Chem Business	41
129	Stauffer Chemical Co.	22, 23
130	The Toro Co.	37
131	Trebor Corp.	8
132	Tuflex	35
133	United Agri-Products	21
134	USS Agri-Chem.	16
136	Wheel Spray Corp.	24

This index is furnished for the readers' convenience. However, the publisher can not guarantee its accuracy due to circumstances beyond our control.

Professional Lawn Equipment



Rugged Minnesota Wanner truck, trailer and skid mounted sprayers meet lawn care professionals' most exacting specifications. Single or multiple compartment tanks range in size from 65-1500 gallons fabricated from stainless, mild steel or polyethylene, with mechanical agitation available to provide optimum chemical mixing. We manufacture a complete line of sprayers, pumps, controls, and turf care accessories, all with Minnesota Wanner quality and dependability!

SEE US AT BOOTH #'S 442 AND 444 NOV. 8-10, PLCAA CONVENTION

For more information contact:
MINNESOTA WANNER CO.
5145 Eden Ave. So.
Mpls., MN 55436 612-929-1070

Circle No. 117 on Reader Inquiry Card

MICRONUTRIENTS

Will they make me money?

What are they? How do they work? Are they purple or orange? Are they for lawns or gardens? Do they come in powder or liquid? Will it make my dog bark?

Get all the answers with one phone call. Call collect 316-225-0071. Ask for our FREE Micronutrient Handbook.

Ruffin wrote the book on Micronutrients.

Call Collect: 316-225-0071

RUFFIN, INC.
500 East Trail • P.O. Box 940
Dodge City, Kansas 67801

IS MANAGING ACCOUNTS RECEIVABLE BECOMING MORE OF A PROBLEM THAN CONTROLLING SPOTTED SPURGE ? ?

A complete software package designed specifically for the lawn care industry is now available for the **Burroughs B20 Small Business Computer.** This economical and easy to use system manages all office operations including accounts receivable, treatment invoicing, and service scheduling. It also uses treatment and service history to report on product usage and labor productivity.

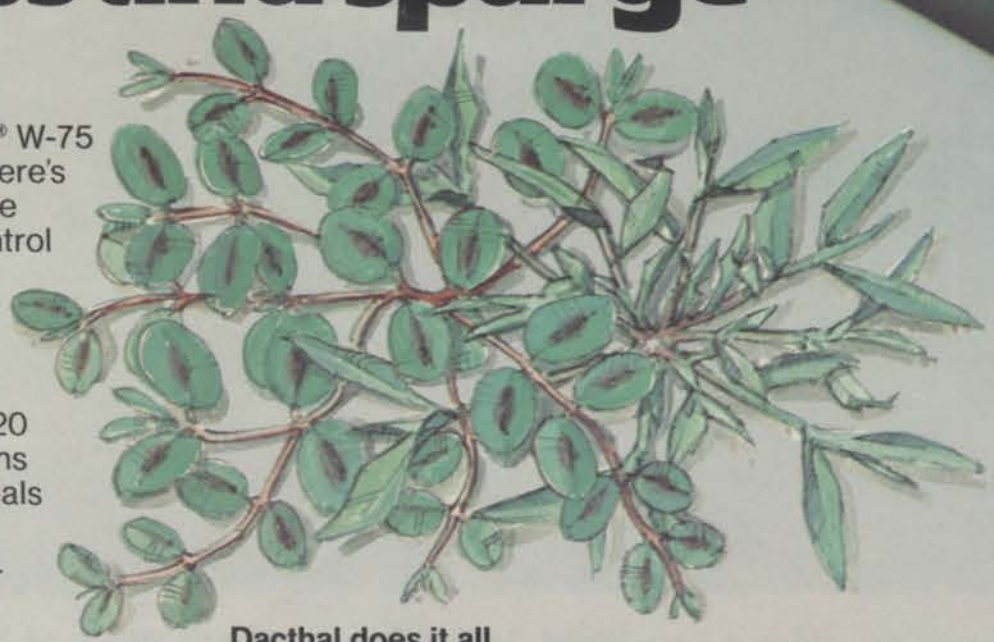
See this innovative and comprehensive package at the 1983 PLCAA Conference and Trade Show, November 8-10 in Indianapolis. For more information, call or write:

Practical Solutions, Inc.
100 East Wilson Bridge Rd.
Worthington, Ohio 43085

(614) 436-9066

Circle No. 123 on Reader Inquiry Card

Here's the only one that controls both crabgrass and spurge



Just as you'd expect, it's Dacthal® W-75 preemergence herbicide. And there's not another preemergence on the market that'll give you better control of your two most serious weed problems.

The standard of excellence for crabgrass.
It's been that way for more than 20 years with Dacthal. Which explains why today's lawn care professionals depend on Dacthal for effective and consistent crabgrass control. Plus proven residual activity that allows for fall overseeding.

And since Dacthal is not water soluble, it won't leach or run off during wet weather as some preemergent herbicides do.

The only way to control spurge.
Dacthal W-75 delivers more effective spurge control than any other herbicide.

Here's why.

Spurge plants produce from 600-3500 seeds per plant. Once they've emerged, they're almost impossible to control with a postemergence.

Spurge has to be controlled *before* it emerges.

And the only preemergence labeled for the job is Dacthal.

Dacthal does it all.
A Dacthal application in spring, before annual weed and seed germination, provides excellent control of crabgrass. Make a second Dacthal application 60 days later for full season spurge control.

And remember, Dacthal is also effective against 21 other annual grasses and broadleaf weeds including foxtail and purslane. What's more, it can be applied to more than 120 ornamental flowers and shrubs with no risk to ornamental root growth.

This season, stop both crabgrass and spurge with the one preemergence herbicide you know you can count on. Dacthal W-75. It's back and ready to go to work.

Always follow label directions carefully when using turf chemicals.

SDS Biotech™

Agricultural Chemicals Business
SDS Biotech Corporation
7528 Auburn Road, P.O. Box 348
Painesville, Ohio 44077

Circle No. 128 on Reader Inquiry Card

Nitroform®
paints a pretty picture

Nitroform® provides a consistent 38% nitrogen that's released by soil bacteria slowly and predictably — *just when it is most needed to make turf and ornamentals green and healthy. And Nitroform continues this slow, steady release to sustain growth for over six months (even during periods of sparse rainfall).*

You'll find Nitroform nonburning, nonstreaking, nonleaching. It's easy mixing and clean handling, too. This versatile nitrogen source is available in Blue Chip® for dry applications, Powder Blue™ for liquid use, and it can be mixed and applied with insecticides and fungicides.

When you're buying a complete fertilizer be sure to check the label to see that it contains Nitroform, the most efficient source of Water Insoluble Nitrogen.

Nitroform can do beautiful things for your business.

Circle No. 102 on Reader Inquiry Card

BEARD COLLECTION

For Quality Nitrogen NITROFORM™

BFC CHEMICALS, INC.
4311 LANCASTER PIKE, WILMINGTON, DE 19805