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LAST WORD

Son of
dirtballs

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(HBJ) A Harcourt Brace Jovanovich Publication

DECEMBER 1984

Volume 8, Number 12 \$2.00

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals



MAN OF THE YEAR

Hydro Lawn's Jerry Faulring

By virtue of his dedication to the lawn care industry and his highly professional business ethics, Jerome (Jerry) Faulring has been named recipient of the first LAWN CARE INDUSTRY "Man of the Year" award.

"In a voluntary capacity, Jerry has done more than anyone else for the industry," said LCI publisher Bob Earley last month, when he presented the award at the Professional Lawn Care Association of America's convention in Tampa. "He's always made

himself available to other lawn care businessmen, trying to nurture their businesses as well as his."

Faulring was unanimously elected first president of the PLCAA by 42 of his peers back in May, 1979. He served for 2½ years—1½ years longer than normal—to guide the organization through its infancy.

"I saw some jobs I thought needed done," Faulring recalled. "I saw the need and the desire—maybe it was even self—to page 34

High hopes

Pesticide users' council will unite New York applicators

A new and unique pro-pesticide organization has been formed in New York State to "actively represent all persons and businesses commercially involved in the use of pesticides," according to its president.

"The New York State Pesticide Users Council," says Jeffrey T. Duflo of New Bremen, "is unique. It is made up of a core of officials from a variety of professional

PHOTO ON PAGE 4

groups that are currently representing users of pesticides in a single-category capacity."

NYSPUC will provide a forum among the various categories of pesticide users, applicators and suppliers to mutually and cooperatively find solutions to problems

affecting all members of the industry.

"We believe in regulations that make things better, safer and cleaner, but that are sane, rational and workable," says Duflo. "We intend to fight for the rights of the professionals who daily use federal- and state-approved pesticides correctly and safely."

"Also, we intend to promote a favorable climate between NYSPUC, its member organizations and appropriate governmental bodies, agencies and officials. This will create a dialog that will prevent future confrontations."

Duflo is with Duflo Spray-Chemical Inc. Other officers are: vice-president James Taylor, Taylor Tree Surgery, Walden; and to page 4

Directorship

PGMS picks Shulder for fulltime slot

Allen Shulder, 55, became full-time executive director of the Professional Grounds Management Society at its annual convention in October.

Shulder has been part-time executive director since 1976.

"I feel good about it," Shulder told LAWN CARE INDUSTRY. "I have some personal reservations. I'm leaving a job I've held for 19 years, and I'm sure I'll miss it."

Shulder has been grounds manager for the Greater Baltimore Medical Center.



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Next month:

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This pesticide is toxic to fish. Keep out of lakes, ponds, or streams. Do not contaminate water by

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**Stops the
broadleaf invasion...
...even tough weeds
like veronica,
ground ivy, oxalis,
wild violet, spurge.**

**New
cost-efficient
weed fighter!**

New TURFLON* D herbicide. Here's a post-emergence herbicide for broadleaf weeds. It's been thoroughly tested by the major universities in the Bluegrass Belt and proven under Experimental Use Permit (E.U.P.) on hundreds of lawns.

It works. It will reduce callbacks. It will make you money!

Here's why: TURFLON D will get the early season weeds including the tough ones like veronica spp. along with dandelions and other easier-to-kill weeds. A later application gives outstanding control of wild violets, ground ivy, spurge, oxalis and others.

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a round or two of herbicide application.

TURFLON D herbicide is a combination of triclopyr and 2,4-D that will control both the tough and standard weed species without injuring established

cool-season turf such as tall fescue, bluegrass and perennial ryegrass. It is a low-volatile ester formulation designed especially for professional applications. And it offers reduced potential for off-target injury because of low volatility and little movement in the soil.

Now there's cost-efficient broadleaf control you can count on. TURFLON D herbicide...your first line of defense...for better weed control! For more information, contact your chemical distributor or write: The Dow Chemical Company, 9001 Bldg, Midland, Michigan 48640.



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Circle No. 105 on Reader Inquiry Card

INDUSTRY NEWS

New York pesticide users unite

from page 1

secretary/treasurer Robert J. Mungari, New York State Department of Agriculture and Markets. Dr. Jim Dewey, an entomologist at Cornell University, is a consultant.

NYSPUC hopes to eventually have a membership base of 30,000 or more.

"There's no reason why other states can't form councils similar to ours and do a better job than they have been doing," notes Duflo. "We intend to make an impression in the state. We have the best people to deal with issues concerning the use of pesticides."

PGMS presents highest award

Rev. John E. Brooks, S.J., president of the College of Holy Cross, Worcester, Mass., received the Professional Grounds Management Society's coveted Gold Medal award recently.

Brooks, cited for demonstrating environmental awareness and active interest in the maintenance, improvement and preservation of the grounds at Holy Cross, has been president there since 1970.

The Gold Medal award was only the eighth given since the society's founding in 1911.



Members of the Board of Directors of the New York State Pesticide Users Council (NYSPUC) meet monthly to discuss issues and how to handle them. Officers are (front row, left to right): president Jeff Duflo, vice-president Jim Taylor, secretary/treasurer Bob Mungari.

Bunton, Deere combine forces

Bunton Co. of Louisville, Ky., and Deere and Co. of Moline, Ill., have reached an agreement under which Deere acquires a 20 percent interest in Bunton.

Bunton and Deere will also jointly engineer and develop mowing equipment and attachments, according to informed

sources at Bunton.

"We believe both companies can contribute equally to joint engineering projects," says Bunton president Stan Byers. "Deere's investment demonstrates the commitment of both companies to design and develop commercial mowing machines that will

enhance the reputation each company enjoys."

Under terms of the new agreement, two John Deere executives have been elected to the Bunton Board of Directors: engineering manager Ronald K. Leonard and marketing director Mark C. Rostvold.

Amino acid can be quick herbicide

An amino acid that can produce overnight results has been developed as a herbicide, according to researchers at the University of Illinois.

Most herbicides kill weeds by suffocating them, by interfering with their growth or by causing

them to starve. Delta-amino-laevalnic acid (ALA) kills them by disrupting the internal photosynthetic process.

"The plant literally shrinks under your eyes," Dr. Constantin A. Rebeiz says.

The compound appears to be

harmless to man and other animals, and breaks down into other harmless compounds within days. The problem is that it is extremely expensive to produce in its natural form, so widespread use must wait until a synthetic version that can be mass-produced is found.

MEMOS

WORD AROUND the industry is that two major pest control firms based in the South will be making an important move into the lawn care industry soon, perhaps as early as next year. Details are sketchy. One firm told *LAWN CARE INDUSTRY* the rumor was untrue. The other won't speak for the record, but corner-office types say that spring is the go/no-go cutoff point.

HIS MOTTO is "Working With Nature the Natural Way." His name is **Elliott Sacks**, and he's a soil improvement specialist. He recently sent LCI a letter saying, "A message that has to be said. Print it if you dare." He also wrote: "By using chemical fertilizers, herbicides and insecticides, we are poisoning our soil and everything that lives off the soil. What if nitrogen-fixing bacteria in the soil were killed? We could not survive long."

NEW YORK CITY'S TREES are dying off fast: average age of a tree in the city is 10 years, while average age of the same trees in a forest is 80 to 100 years. Based on research at Cornell University, recommendations have been made on how to improve the life span of those trees, according to an article in *USA Today*. The article, which quoted **Nina Bassuk** of Cornell, said that the trees are basically dying of thirst. The urban environment is apparently trapping heat and making trees more susceptible to disease and insect problems.

LESCO, INC. has expanded into new markets in Arizona and Texas, and expanded its sales force. The result? A large increase

in sales for the third quarter and first three quarters. Earnings were up 129 percent for the quarter ending Aug. 31, and 49 percent for the nine-month period. Sales were up 25 percent and 15 percent, respectively.

LESS SNOW: for those LCOs involved with snow removal, this could be a bad winter. According to the fifth annual *Jacobsen Snow Almanac*, the nation will get 51 feet less snow this winter than last. A total of 410 feet is expected, the almanac says. Caribou, Maine, leads the forecast for the worst winter with 121 inches of snow anticipated. Other cities expected to receive more than 100 inches: Sault Sainte Marie, Mich.; Casper, Wyo.; Flagstaff, Ariz. and the New York cities of Rochester, Buffalo, Syracuse and Binghamton.

THE TORO COMPANY is on a roll. Because of high demand for the company's irrigation and professional turf equipment, Toro has reported its strongest year-end earnings in five years. Sales for fiscal year 1984 (ending July 27) improved 16 percent from \$241.0 million to \$280.2 million.

FREEBIE: The Rotary Corp. has published a pocket-sized Preventative Maintenance Guide for free distribution by local service distributors to their customers. The guide contains a chart listing 15 different maintenance operations which can be performed on lawn mowers, small engines, line trimmers, etc., to extend life. Ask for one at your dealer's now.

Surveys predict business upturn

Two surveys by the National Landscape Association foresaw an upturn in business.

In the first, 61 percent of NLA members said they did more residential renovation business in 1983 than in 1982. Forty-five percent said they did more new residential business, 48 percent said more new commercial business and 29 percent said more new commercial renovation.

In addition, 81 percent predicted new residential business would increase in 1984.

But NLA members also predicted expenses to be up in 1984. They predicted selling expenses to increase by 10.8 percent, labor to increase by 10.7 percent, equipment to increase by 10.0 percent and supplies to increase by 9.9 percent.

For complete information on the member surveys, contact the NLA at 230 Southern Bldg., Washington, DC, 20005. Phone number is (202) 737-4060.

Idaho clamps down on burning

The Idaho Board of Health and Welfare has adopted controversial new regulations covering grass burning, according to The Associated Press.

The regulations came after residents in the turfgrass growing areas complained about the smoke causing health problems and chasing tourists away. They tighten definitions, specifically listing hazardous and dangerous materials that are not to be burned.

Roy Bodine, an official of the Intermountain Grass Growers Association, led a delegation opposed to portions of the regulations. And Don Jacklin of Jacklin Seed, Post Falls, told the board that the industry would like some form of mandatory fee imposed on grass-burners to help fund research into alternatives.

NACA chairman says tide is finally turning

Pesticide residues, occupational hazards and pollution have been unfairly used as whipping boys by the government, scientists, press and public, says Robert Oldfield, chairman of the National Agricultural Chemicals Association.

Oldfield, who is president of Union Carbide Agricultural Products Co., told several hundred during his outgoing speech that the tide is finally turning, though.

"We have every reason to hope for a new age of enlightenment about our industry and our products," he said, pointing to books like *The Apocalypics* by Edith Efron. New popular views believe that most cancer, for instance, is caused by lifestyle factors and not by chemicals, environmental pollutants or occupational hazards.



Pit crew

Contestants from 15 states pose with the contest superintendent in 4-H compact tractor event during the eastern region division of the National 4-H Engineering Events this fall in Richmond, Va. The Toro Co., Minneapolis, Minn., is a national sponsor of the 4-H "Learn to Earn" program which provides learning guides on lawn care business skills. Seated on the tractor is Dr. Lee P. Grant, extension specialist for 4-H and youth mechanical programs at the University of Maryland, College Park.

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BIG GREEN PLUS has been shown to have non-staining properties when diluted at 3-4 ounces in 3-5 gallons of solution.

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Pesticide group to take action

The Ohio Pesticide Task Force has determined its needs, and will take action to meet those needs.

The group met recently and—behind the recommendations of advisor Jim Betts, Cleveland—decided to:

- continue to work actively at the local level to prevent anti-pesticide ordinances;

- request an Attorney General's opinion regarding the legality of such ordinances, and whether existing state laws already give the state preemptive authority;

- contact the appropriate legislators to obtain their opinions about possibly initiating and passing laws that would give the state preemptive authority in regulating pesticide use.

In addition, Dr. Phil Larsen of Ohio State University was to contact Ohio grower groups in support of an advisory group.

"We lawn care guys are a bunch of rookies as far as affecting legislative change," said Marty Erbaugh of Lawnmark Associates, Peninsula. "We need some help."

Anti-pesticide legislation is hitting Ohio in the northern communities of Lyndhurst, Lakewood, Cleveland Heights, Orange Village, Strongsville and North Royalton.

Test to predict pesticide residue

New research taking place at Oregon State University could predict whether a certain chemical will decompose, and how long it might take. At the moment, a test specific to the herbicide 2,4-D is being sought.

Despite the fact that more than 800 million pounds of pesticides are used every year in this country, there is a lack of information on their residue life. However, the OSU research will use EPA money and the expertise of microbiologist R.J. Seidler.

The \$126,000 test will include bacteria count and projections.

"Ideally, we would be able to tell how a certain environment will respond to a certain chemical—before that chemical is used," says Dr. Seidler.

Tax changes listed in booklet

A free report of the Independent Business Institute provides a concise, business-language description of all the changes in business taxation per the 1984 Tax Act.

Among the changes explained are sharp personal-tax implication on all company cars; no deduction for accrued interest; major changes in minimum interest rates; and tightening of travel and entertainment records.

This, Report No. 600, is available for \$1 to cover postage and handling from the Independent Business Institute, P.O. Box 159, Akron, OH, 44309.



Bob Styduhar of ChemLawn (left) addresses members of the Ohio Pesticide Task Force, including Marty Erbaugh of Lawnmark Associates (second from left) during that organization's most recent meeting in Columbus. The group is planning a unified pesticide applicators' movement aimed at anti-pesticide legislation.



Where the money is

When developing your strategic marketing plans, try to get your advertising directed at the right households. Anything out of prime target areas could be considered wasted effort—and money.

According to the U.S. Census Bureau, 15.9 percent of the households in the country are below the poverty line of \$10,178 annual income. Thus, they are not exactly "hot" lawn care prospects.

An additional 34.9 percent of the households make less than the median income of \$24,580,

the Census Bureau says. Of that total, 23.4 percent make less than \$20,000 per year. They are "marginal" prospects, at best.

Your prime customer list would probably come from that segment of the population—49.1 percent, as a matter of fact—that earns more than the median income. Here is the breakdown on that segment: 19.5 percent of the households in the country earn \$25,000 to \$34,999; 17.0 percent earn \$35,000 to \$49,000; 5.4 percent earn \$50,000 to \$59,999; 3.7 percent earn \$60,000 to \$74,999; and 3.5 percent earn more than \$75,000.

You didn't get where you are in the lawn care business using anything but the best.

You sell service. Pure and simple.

So if your customers complain about lingering, hard-to-control lawn pests, you go back and re-treat. Which takes time. Expensive peak season time.

That's when quality pesticide formulations prove their real value.

At Union Carbide, our insect and weed control products are designed to keep turf healthy, pest free and looking great.

And that, of course, is what your customers really pay for.

Realistic, dependable insect control

SEVIN® brand SL carbaryl insecticide is designed for the convenience of turf professionals. It's a water-based flowable that's easy to handle, mix and apply.

SEVIN® brand SL carbaryl liquid effectively controls over 25 common turf insects, including sod webworms, white grubs, billbugs, chinch bugs, even ants, ticks and fleas.

You and your customers also get peace of mind from knowing that carbaryl is used for insect control on pets, poultry and even some game birds.

So you worry less. And that's important.

The first name in phenoxy

Our researchers developed the phenoxy herbicide chemistry turf professionals have depended on for nearly 40 years.

And, with formulations like WEEDONE® brand DPC broadleaf herbicide, we can help make turf weeds the least of your worries.

WEEDONE® brand DPC is a powerful combination of 2, 4-D and dichlorprop in one convenient herbicide with the performance of more expensive, three-way mixes. So you get effective control for even hard-to-kill species such as spurge, chickweed, oxalis and ground ivy.

In fact, WEEDONE® brand DPC could be the only herbicide many lawn care operators will ever need.

Made for turf

Ask your chemical supplier about SEVIN® brand SL and WEEDONE® brand DPC.

When it comes to your insect and weed control turf chemicals, why choose anything but the best?



From the turf care group at Union Carbide

December

Ohio Turfgrass Foundation Conference and Show, Dec. 3-6, Columbus, OH. Contact: Dr. John Street, Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH, 43210. (614) 422-2601.

New Jersey Turfgrass Expo, Dec. 3-6, Atlantic City, N.J. Contact: Dr. Henry Indyk, Rutgers University Cook College, Soils and Crops Dept., P.O. Box 231, New Brunswick, NJ, 08903. (201) 932-9453.

National Fertilizer Solutions Association Convention, Dec. 3-6, St. Louis, MO. Contact: NFSA, 8823 North Industrial Rd., Peoria, IL, 61615. (309) 691-2870.

Texas Turfgrass Association Conference and Show, Dec. 9-12, San Antonio (Tex.) Convention Center. Contact: Dr. Richard Duble, Dept. of Soil and Crop Sciences, Texas A&M University, College Station, TX, 77843. (409) 845-4826.

Landscape Design Short Course, Dec. 10-12, OARDC, Wooster, OH. Contact: Fred K. Buscher, OARDC, Wooster, OH, 44691. (216) 263-3831.

North Central Turfgrass Exposition, Dec. 11-13, O'Hare Exposition Center, Rosemont, IL. Contact: Dr. Thomas Fermanian, University of Illinois, 116 Illini Hall, 725 S. Wright St., Champaign, IL, 61820. (217) 333-2880.

Pennsylvania Turfgrass Conference and Trade Show, Dec. 11-14, Hershey (PA) Lodge and Convention Center. Contact: Christine King, 412 Blanchard St., Bellefonte, PA, 16823. (814) 355-8010.

January, 1985

North Carolina Turfgrass Conference and Exhibit, Jan. 2-4, Adam's Mark Hotel and Convention Center, Charlotte, NC. Contact: W.B. Gilbert, 1119 Williams Hall, Box 7620, North Carolina State University, Raleigh, NC, 27695. (919) 737-2657.

Georgia Turfgrass Conference, Jan. 6-8, University of Georgia, Athens, GA. Contact: Gil Landry, 2400 College Station Rd., Athens, GA, 30602. (404) 542-5350.

Maryland Turfgrass '85, Jan. 6-9, Baltimore (MD) Convention Center. Contact: Cheryl Gaultney, Maryland Turfgrass Council, Box 223, White Marsh, MD, 21162. (301) 335-3700.

Southeast Pennsylvania Turf School & Trade Show, Jan. 8-9, Westover Inn & Golf Club, Jeffersonville, PA. Contact: Keith Zanzinger, Chester County Ext. Service, 235 W. Market St., West Chester, PA, 19380. (215) 696-3500.

Landscape Design Short Course, Jan. 9-11, OARDC, Wooster, OH. Contact: Fred K. Buscher, OARDC, Wooster, OH, 44691. (216) 263-3831.

Associated Landscape Contractors of America Convention and Trade Show, Jan. 20-24, Kona Surf Resort, Kailua-Kona, HI. Contact: ALCA, 405 N. Washington St., Falls Church, VA, 22046. (703) 241-4004.

Virginia Turfgrass Conference and Trade Show, Jan. 23-25, Virginia Beach (VA) Pavilion and Tower. Contact: J.R. Hall III, Agronomy Dept., Virginia Tech, Blacksburg, VA, 24061. (703) 961-5797.

Horticulture Industries Conference, Jan. 28-31, Earle Brown Center, University of Minnesota, St. Paul, MN. Contact: Shirley Munson or Office of Special Programs, 405 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN, 55108. (612) 373-1561.

American Sod Producers Association Mid-winter Conference, Jan. 30-Feb. 1, Disney World Contemporary Hotel, Orlando, Fla. Contact: Douglas Fender, APSA, 4415 W. Harrison, Hillside, IL, 60162. (312) 449-2890.

Spring Valley Turf Seminar, Jan. 30, Milwaukee (WI) Marriott Inn. Contact: Bill Vogel, 1891 Spring Valley Rd., Jackson, WI, 53037. (414) 677-2273.

February

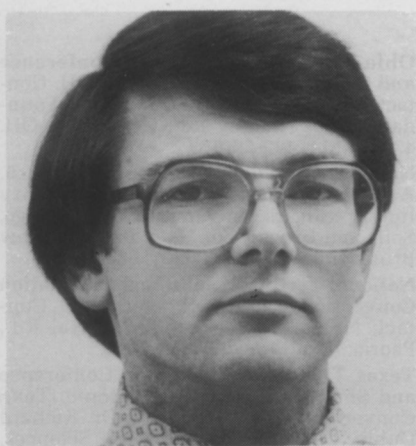
Capital Region Turf & Ornamental School, Grantville (PA) Holiday Inn. Contact: James Welshans, Dauphin County Ext. Service, 75 S. Houck St., Suite 101, Harrisburg, PA, 17109. (717) 652-8460.

Recreational and Commercial Turfgrass Short Course, Feb. 13, Statesboro, GA. Contact: Gil Landry, 2400 College Station Rd., Athens, GA, 30602. (404) 542-5350.

Northeastern Pennsylvania Turfgrass & Grounds Maintenance School, Feb. 19-20, Luzerne County Comm. College, Nanticoke, PA. Contact: William Kleiner, Luzerne Co. Ext. Service, 200 Adams Ave., Scranton, PA, 18503. (717) 825-1701.

UPFRONT

Are lawns 'maxxed out?'



While doing research for last month's story about the future of the lawn care boom, I had one knowledgeable turfgrass manager pose a rather formidable question.

"Is it time to create a new level of performance?" he asked.

He contends that many consumer lawns have "maxxed out." Meaning, some older

lawns—because they were originally established with unimproved turfgrass varieties—are being groomed as well as chemically and mechanically possible. Meaning, the lawn care industry might consider taking lawns established five or more years ago and re-establishing them.

"I sense a willingness by the

consumer to pay for better programs or extra service," this LCO told me. "I'm almost convinced they're ready to pay more, so maybe it's time we drop the Bel-Air and go to the Impala."

Those of you involved with lawn care, of course, sense the immediate problem with this premise: there currently exists no equipment on the market that can make the re-establishment of hundreds of thousands of lawns a profitable venture. The technology simply doesn't exist, because the process of re-establishment—especially of re-seeding—is so complicated.

"But somebody will wake up to the need," my friend insists, "and develop that piece of equipment."

The piece of equipment which could revolutionize the industry, he contends, will collect debris, prepare the seedbed and actually seed—all in one pass. This piece of equipment will cost between \$10,000 and \$15,000, and will allow the LCO to re-establish an average home lawn in about 90 minutes. It will keep production costs to about \$75 so the LCO can charge the customer about the cost of one year's lawn care.

LAWN CARE INDUSTRY will, sometime in the next few months, delve into this question more deeply. We'll be asking equipment manufacturers what they think: is this type of equipment possible to produce? And we'll be asking seed growers and chemical companies what impact this type of service would have on their businesses.

If this scenario actually becomes reality, it could mean a whole new definition of the term "lawn care." It will go beyond aeration, beyond disease control—into the arena of mass renovation.

It will mean a mad rush by equipment companies into the production of these "renovation" machines, just as those companies are scrambling now to produce aerators. There will be a higher demand for improved turfgrass seed. And Roundup-type chemicals will also be in demand.

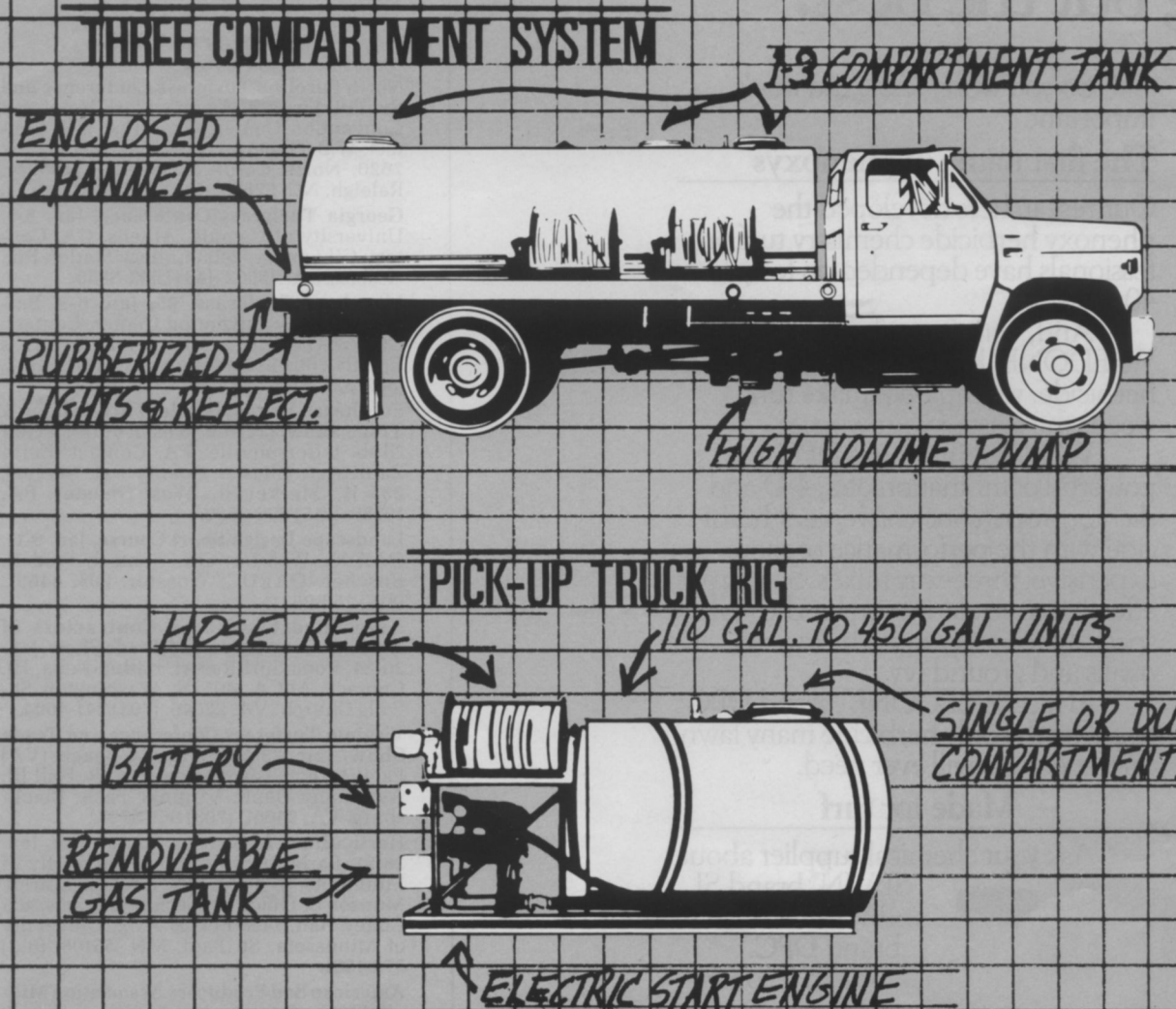
In short, this type of expansion would add fuel to the "boom" that's already being experienced by LCOs everywhere.

And that's exciting.

Jerry Roche

Jerry Roche
Editor

Professional Turf Equipment Spraying Systems



MULTI-COMPARTMENT SYSTEM

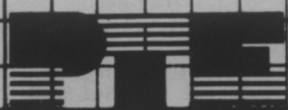
Professional Turf Equipment sprayers are available in sizes ranging from 600 gal. on up. These units come in single or multiple compartments. The above 3-compartment system allows the operator to apply 3 different mixes by a unique valve system. The inductor system enables you to custom blend products on site. Materials can be transferred from one compartment to another and custom blended in any compartment. The dual stage centrifugal pump is capable of pumping and suspending granulated materials. The fully enclosed channel around the bed minimizes rust and deterioration. Rubberized lights and reflectors eliminate rust and corrosion.

PICK-UP TRUCK RIG

This full feature sprayer turns your pick-up into a complete spraying system. This unit is available from 110 gal. compact pick-up to 450 gal. units. Single or dual compartments are available as tree, service, or complete lawn spray units. Comes complete with electric start engine, hose reels, battery and removable gas tank.

Tanks for all systems are available in fiberglass, steel or stainless steel.

PROFESSIONAL TURF EQUIPMENT offers custom sprayers tailored to your operation. That is only one reason why more lawn care companies in the United States and Canada use Professional Turf Equipment.



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106	121	136	151	166	181	196	211	226	241	256	271	286	301	316	331	346
107	122	137	152	167	182	197	212	227	242	257	272	287	302	317	332	347
108	123	138	153	168	183	198	213	228	243	258	273	288	303	318	333	348
109	124	139	154	169	184	199	214	229	244	259	274	289	304	319	334	349
110	125	140	155	170	185	200	215	230	245	260	275	290	305	320	335	350
111	126	141	156	171	186	201	216	231	246	261	276	291	306	321	336	351
112	127	142	157	172	187	202	217	232	247	262	277	292	307	322	337	352
113	128	143	158	173	188	203	218	233	248	263	278	293	308	323	338	353
114	129	144	159	174	189	204	219	234	249	264	279	294	309	324	339	354
115	130	145	160	175	190	205	220	235	250	265	280	295	310	325	340	355

LAWN CARE INDUSTRY

DECEMBER 1984

This card expires February 15, 1985

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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

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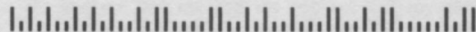
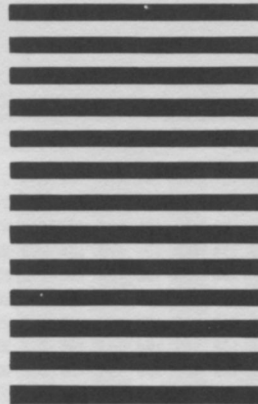
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**GET
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FACTS**

Pros and cons

Is being a franchisee for you?

By Bill Fischer
Spring Green

In the competitive field of professional lawn care, those companies which are strong in number, dedicated to good quality service, and who provide consistent results will survive. In the next few years, it's likely that the majority of the service will be provided by national firms with the balance of the market being owned by smaller independent operations.

The growing demand for lawn care among consumers, plus the trend toward serving the commercial market, is creating a most competitive atmosphere.

U.S. Department of Commerce statistics indicate an impressive 93 percent of all franchises started since 1970 have succeeded to some degree. However, just 20 percent of all new independent business ventures succeed for three years or more.

Why is the success rate of franchises so high? What makes a franchise organization so attractive to both consumers and entrepreneurial types destined to "go into business for themselves?" Why do some businessmen opt for buying a franchised service when they can invest those dollars into their own independent company instead? The answers are simple yet diverse.

Those who join franchise organizations rather than operating independently are comfortable with the arrangement because of its inherent qualities. While the corporation offers successful operating techniques, years of experience, national name recognition, and support through advertising, the franchisee designs his business using his own fresh ideas.

Essentially, the franchisee builds his client list at his own rate, while reaping the benefits of belonging to a large company.

However, the organization is only as successful as the franchisees it attracts. Choosing the right franchise begins with "looking in the mirror."

Decide what kind of business structure you work best with and enjoy the most. Consider what kind of limitations you want, if any at all. Analyze the program franchise companies offer. Be sure their plan suits your needs, and lends an opportunity for you to meet your goals.

Before signing a contract, contact an operating franchisee and probe him about the organization. Does the company continuously meet the expectations which initially attracted them to join? And how reliable is support when needed?

Also find out what the average incomes are for the first, second and third years of operation to get a good idea of what earning poten-



Bill Fischer, author of this article, with his favorite trade publication.


tial can be.

What support comes from corporate headquarters? Experience. Not only does the corporation share the experience of successful marketing plans and tailor programs for each territory, it provides training in both operations and sales.

In addition to all of the above, franchisors stay on top of the changing needs of consumers,

constantly developing better products through research. Naturally, the franchisees profit from this research.

If you are looking to operate a business for yourself—but not necessarily by yourself—a franchise may be your best bet.

The price? Initial investments ranging between \$40,000 and \$50,000 are typical, with a seven percent royalty fee. 

INTRODUCING!

THE **PSB**  **PrizeLAWN®**

COMMERCIAL BROADCAST SPREADER



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QUALITY, DEPENDABILITY, ECONOMY!

PSB has been making quality lawn spreaders since 1946, and this is our best. Features include: durable, hi-impact, rust-free plastic hopper; epoxy coated metal parts; cushioned hand grips; positive spring loaded on/off lever with locking pin; accurate, easily operated rate slide adjustment; protective hopper guard; 10.5" x 3.5" pneumatic tires with easy maintenance, bolt together rims; 5/8" diameter #304 stainless steel axle; heavy-duty "Nylatron™ G.S." gears; ball bearing wheels with grease seals; 3/8" stainless steel agitator; stainless steel fasteners; pattern adjustment capability; extra-wide wheel base; hopper screen; and optional "Shower Cap®" hopper cover.

Also available as a tractor-pull model, CB-85T.



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Look beyond spring. Use DURSBAN to stop fall bugs, too!

Nothing tops DURSBAN* Insecticide for stopping spring-emerging insects in turf. But unless you spray it again in late summer, you could be heading for a fall, come autumn. Because even the long-lasting residual action of DURSBAN won't last quite that long. So you could miss sod webworms and other tardy types.

To protect your customers' lawns from spring through fall, apply DURSBAN Insecticide twice a year—on your first round to control the early risers, and again later in summer to stop the late arrivals.

The cost is reasonable: as little as 46¢ per 1000 sq. ft. application. That makes a double treatment a sound investment for your customers. They get year-long protection against insects. And you avoid the

awesome costs of call-backs and weakened customer relations.

DURSBAN will get just about every bug you want it to... chinch bugs, sod webworms, bill bugs, turfgrass weevils, armyworms, cutworms, ants and more. So look beyond spring. Apply DURSBAN Insecticide twice this year and get the fall bugs, too.

DURSBAN insecticide. In familiar 2E and concentrated 4E liquid formulations, and now 50W wettable powder. See your Dow distributor. And ask 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.

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Keeps you looking good all year.



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Suppliers surveyed:

Price increases near zilch

Product and equipment prices to lawn care industry businesses will jump two to three percent in most cases for the 1985 season. According to a survey conducted by LAWN CARE INDUSTRY, though, in many cases manufacturers are making every attempt to hold prices to their 1984 levels.

Here is the breakdown, by product classification:

Pesticides

For the most part, pesticide prices will show a slight increase.

Velsicol increased its prices on Banvel and other turf products earlier this year. "But right now, we do not anticipate further price increases," says company spokesman Mike McGowan.

Union Carbide will also not boost prices any. Tom Arnold says, "We sell through distributors, but our prices will remain virtually the same as in '84." Arnold did note, however, that "there will be some minor increases on some of our products in keeping with inflation."

The cost of Oftanol, one of the most popular insecticides being used in the industry, will remain the same, according to Allen Haws at **Mobay Chemical**. That might not be the case across the board at Mobay, though, as some other minor price increases are planned.

Dursban is going up while **Ciba-Geigy's** diazinon will remain the same. Notes Vince Geiger of **Dow Chemical**, makers of the popular Dursban insecticide, "We really haven't had a price increase in the last two years, but Dursban will increase slightly next year. It's just an inflationary-type increase, and won't be large." Ron Pfister indicates that though diazinon will remain the same, **Ciba-Geigy's** Subdue will cost 1 to 2 percent more.

Elanco Products' Dan Lynch Sr. forecasts slight increases, varying across the company's 15 products. And **TUCO**, a division of The Upjohn Co., anticipates increases of 2 to 3 percent, according to Casey Jones.

Jerry Garnett of **Rhone-Poulenc** predicts slight increase in its lawn chemicals. "Less than the rate of inflation, though," he says. "They'll average about 3½ percent." And **Stauffer Chemical Co.** will increase prices 3 to 5 percent across the board, says Stauffer service manager Herb Day.

Fertilizers

On the fertilizer front, it looks like slight increases are the rule rather than the exception.

"We expect our products to increase slightly, if at all," notes Mike Scribner of **Hawkeye Chemical**. "Prices are up a little, but we expect them to go back down."

"I would have to say that prices

Vince Geiger,
Dow
Chemical



Paul Mengle,
Lebanon



Jerry Garnett,
Rhone-Poulenc



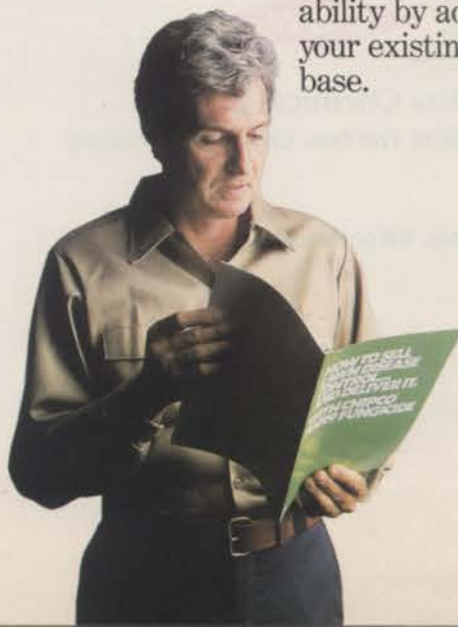
1 THE RIGHT STRATEGY.

Every year, more lawncare companies discover new profits in turf disease control. If yours isn't one of them, we'd like to show you the way by sending you our free **CHIPCO® 26019 fungicide Healthy Business Package**.

It includes lots of valuable information and materials to help you turn lawn diseases into profits...beginning with strategy.

We'll explain how effective disease control can give you a competitive edge. How it can build your reputation as a quality-oriented company. How it can protect the business you already have...and help bring in more customers. How it can be used to establish a long term customer relationship. In short, how it can improve your profit-

ability by adding value to your existing customer base.



2 THE RIGHT TACTICS.

Coming up with an effective disease control sales strategy is one thing. Carrying it out is something else. Our **Healthy Business Package** shows you how.

It includes not only advice on how to communicate with customers and prospects, but materials you can use. Materials for newspaper, direct mail and bill stuffers. Doorknob hangers. In-home sales presentations.

One reason lawn disease treatment is an excellent business opportunity is that many homeowners don't even know that turf diseases exist. If you make them aware of the problem—and offer the solution—in your advertising, promotions and sales calls, you'll capture more than your share of this growing market. We can help.



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will be slightly up because some raw materials are up," notes Denny Reese of **Sta-Green**. "If I had to assign a percentage, I'd say 4 to 6 percent."

Paul Mingle of **Lebanon Chemical** agrees: "At the most, some of our products will be up 7 percent, but on the average, 3 to 4 percent."

We don't want to do anything to upset the growth we've had in the lawn care industry," Mingle continues. "Our company philosophy is that if we don't try to make a lot of money real quick, we'll have good sustained growth over the long haul. So we're even absorbing some of the margin this year ourselves."

Bob Scobee of **The Andersons** is one person who might disagree

with the thought of fertilizer prices going up, though he isn't yet sure about the 1985 prices of his company's offerings.

"It looks like there's a tremendous amount of price pressure in the marketplace," Scobee says. "So prices might go down. It all depends on what the ag economy does, but the pendulum's going to swing one way or the other."

Equipment

Equipment manufacturers are making an honest effort not to raise prices at all. **Hahn Equipment**, maker of a popular lawn aerator, for example. "My new prices went out the first of September, and they were the same as 1984. All aerifiers will stay the

same price, at least until next September first," says Kent Hahn.

At **Jacobsen**, Roger Thomas states: "1985 mower prices have gone up very, very little. I'd say, overall, about two percent."

Such is the case at another mower producer, **Locke Manufacturing**. Kevin McGrath says that 1985 prices will show "no more than a 1½ to 2 percent increase, tops."


Likewise, **Bunton**. Bill Newton says his company has increased prices on its mid-size self-propelled mowers (36- 48- and 52-inchers) approximately 2%.

Cushman/Ryan stresses that its aerator prices are about the same as last years. "If there is an increase," notes Gary Sloan, "it'll

be about two to four percent at the most."

Seed

On the seed front, Joe Churchill of **Northrup-King** says prices of proprietary bluegrasses will be up moderately due to short production and availability throughout the industry. Churchill adds that this could affect the pricing of mixtures and blends as well. Any price increases which do occur will be slight, he notes, and there may even be some decreases as the year progresses.

In general, Northrup-King does not anticipate price increases of its ryegrasses and fescues. 

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 25, 1984.

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Average number of copies of each issue during preceding 12 months, and of single issue nearest to filing date, respectively, are as follows: Total number of copies printed (net press run) 14,603 - 14,433; paid and/or requested circulation (1) sales through dealers and carriers, street vendors and counter sales: None - None; (2) mail subscriptions (paid and/or requested): 11,447 - 11,802; total paid and/or requested circulation: 11,447 - 11,802; free distribution by mail, carrier, or other means, samples, complimentary and other free copies: 2937 - 2451; total distribution: 14,384 - 14,253; copies not distributed (1) office use, left over, unaccounted, spoiled after printing: 219 - 180; (2) return from news agents: None - None; total: 14,603 - 14,433.

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

(Signed)

Joe Bilderbach,
Vice President/Circulation.

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Before you start offering disease control to your customers, you have to be sure your employees know how to handle the job.

We'll take care of that, too. In your *Healthy Business Package*, you'll find training aids you can use to teach your workers how to spot, identify and treat all the major turf diseases they're likely to encounter.

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4 THE RIGHT FUNGICIDE.

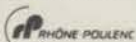
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Now you can spray a tank mix of liquid fertilizer plus pre- and post-emergent herbicides any day when the temperature is above 42 degrees, and still be absolutely confident of customer satisfaction. Just think what such an early start can mean to your profits!



When lawn care operators talk, PBI/Gordon listens. So, when you told us that early-season weather delays are a major factor in limiting the number of lawns you can serve, we put the R & D team to work on the problem.

Today we have a proven answer to early-season weather delays. It is our own formulation of Betasan®, which we call Betamec-4LF (for use with liquid fertilizer), plus Trimec-LAF (a unique Gordon formula).

For the sake of your profits, we urge you to take a minute and carefully read about the unique qualities of these two products which are spelled out beside their pictures. You will see that, at last, there is a program which enables you to spray liquid fertilizer, along with pre- and post-emerg, early in season with absolute confidence.

But wait! There's more good news! The program actually costs you less per acre

for immaculate, weed-free turf and even helps you get new customers.

Why You Need Betamec-4LF

Betamec-4LF is PBI/Gordon's own manufactured product of Betasan. It was developed by the same group that perfected the eutectic and synergistic characteristics in Trimec so, needless to say, the only place you can buy it is from your Gordon distributor.

Betamec-4LF combines with liquid fertilizer in a tank to form a compatible emulsion that penetrates thatch and gets down into the soil, whereas a non-compatible emulsion of individual droplets, with identities of their own, will tend to go their separate ways and get hung up in the thatch.

Thus Betamec-4LF is ideal for the lawn care operator who wants to spray early with liquid fertilizer plus pre- and post-and

still be absolutely confident that his pre-emerg will get down into the soil where seeds germinate, and that it will still be active and provide season-long control no matter how late in the season the crabgrass starts to germinate.

The Trimec-LAF Complex



Trimec-LAF is a Trimec Complex especially formulated to provide maximum efficiency when mixed with liquid fertilizer. Like all other Trimec Complexes, it is synergistic and has eutectic action. These are unique characteristics developed by PBI/Gordon that cause Trimec to penetrate the cuticle of a weed very rapidly and remain in a liquid state for a long period of time, in contrast to a non-eutectic, non-synergistic herbicide that can crystallize either on the leaf or inside the plant, thus reducing its ability to translocate.

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- Greatly improved spray-tank compatibility with other, often-used lawn-care products including Trimec, high-nitrogen liquid fertilizers, Atrazine, Dursban, Diazinon, etc.
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- Has PBI/Gordon synergistic and eutectic activity.
- Controls the widest range of broadleaf weeds.
- Gets hard-to-kill species without repeated applications.
- Gives wide margin of safety to lawn grasses.
- Minimum hazard from root absorption to nearby flowers and ornamentals, deciduous and coniferous trees and shrubs.
- No vapor action after application.
- Effective weed control at a wide range of temperatures.
- Sequestered to overcome water-hardness problems.
- Treated areas may be seeded within two weeks.
- Non-flammable and non-corrosive in use.
- Product stable for several years but subject to freezing at temperatures below 32° F.
- Biodegradable: friendly to the environment.

Only PBI/Gordon can make Trimec-LAF and Betamec-4LF

As an illustration of Trimec's power, let's say that you spray when the temperature is 42 degrees. Within about 15 minutes, much of the Trimec will have penetrated into the weed. Then, let's say it snows and turns cold and stays that way for several weeks. When it does warm up, the Trimec will still be available inside the weed, and will translocate to the root, resulting in total kill.

Caution: Don't try this early-season plan with any herbicides except Trimec-LAF and Betamec-4LF. You could get yourself involved in a costly retreatment problem.



Further Protection For Your Profits

To further protect your profits, your Gordon distributor will give you a supply of door hangers for use after your early spray. These door hangers explain to your customers that Trimec works slowly but thoroughly.



Thus you will be protected from time-wasting telephone calls from customers complaining that "the spray isn't working." Furthermore, these hangers explain that Trimec is friendly to the environment because it requires such a small amount of chemical and is biodegradable.

What's more, you can write a little note on the door hangers and, by putting one of them on the house next door, you can use them to get new customers.

See Your Gordon Distributor

Your Gordon distributor wants to help you get started on the road to increased profits in 1985. No matter how large or how small you are, he is ready to serve.

Select your Gordon distributor from this list.

Betamec-4LF (Betasan - registered trademark of Stauffer Chemical Co.)

Trimec is a registered trademark of PBI/Gordon.
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Grandview • Landco of Missouri
Independence • Robison's Lawn & Golf Course Sply.
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• Champion Turf Equip.
• Pest Control Supply
• Professional Turf Specialties
• Standard Seed Co.
• Tobin Lawn & Garden Supply
Maryland Heights • Outdoor Equip. Co.
Springfield • South Central Ent., Inc.
St. Louis • A.H. Hummert Seed Co.
• Crown Chemical Co.
• Mangelsdorf Seed Co.
• Professional Turf Specialties
• Turf Products

MONTANA

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• Wilbur-Ellis Co.

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• Clark County Whsl. Mercantile Co.
N. Las Vegas • Las Vegas Fertilizer Co.

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NEW JERSEY

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Clifton • The Terre Co.
Cranbury • Chamberlain & Barclay, Inc.
Dayton • Lebanon Chemical Co.
Farmingdale
• Jonathan Green & Sons, Inc.
Hammonden • Parkhurst Farm & Garden
Maplewood • Pierson

Paramus • Pro-Lawn/Agway
Scotch Plains • Garden Supply & Sales
Shrewsbury • Raycroft Distributors
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West Caldwell • Rockland Chemical Co.

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Farmingdale
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Hamburg • Eaton Equipment Co.
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Hilton • Pro-Lawn/Agway
Jamaica • J & L Adikes, Inc.
Latham • Grassland Irrig. & Equip.
Lincolndale
• Westchester Turf Supply Co.
Morrisville • Pro-Lawn/Agway
Scotia • Pro-Lawn/Agway
Southampton • James H. Lynch, Inc.
Syracuse • Agway, Inc.
• Eaton Golf & Tractor, Inc.
West Henrietta • S.V. Moffett, Inc.

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Charlotte • Byrum Seed
• Smith Turf & Irrigation
Fayetteville • Eastern Turf Equipment
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NORTH DAKOTA

Fargo • Tessman Seed & Chemical NW

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Cincinnati • Century Toro Industries
• Van Atta Seed Int'l
Cleveland • Larry's Garden Center
• U.S. Garden Sales
Columbus • Century Toro Distributors
Dayton • Garden Aid
Findlay • Brayton Chemical Co.
Gibsonburg • Chemtrol Chemical
Maineville • Thornton Environmental
Mantua • John R. Skinner Co.
Maumee • The Andersons
Painesville • Pro-Lawn/Agway
Randolph • Brayton Chemical Co.
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• Lakeshore Equip. & Supply Co.
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• Estes Chemical Co.
• Paul Blakney Co.
Tulsa • Estes Chemical Co.
• Nick Knott Turf Equip.
• Wait Mfg. & Sales Co.

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• Webfoot Fertilizer Co.
• Wilbur-Ellis Co.
Salem • Meeker Fertilizer Co.

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Forty-Fort • Penn State Seed Co.
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• Watson Distributing
Paris • Estes Chemical Co., Inc.
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P. O. BOX 4090
KANSAS CITY, MISSOURI 64101
(816) 421-4070

Lawn care industry supplier marketplace

Beginning what is hoped to be an annual service to readers, LAWN CARE INDUSTRY presents its second "Supplier Marketplace." And this year's list of suppliers to the industry has grown vastly over the last such list, which appeared in the December, 1982 issue.

Readers are encouraged to use this list as a reference when making 1985 buying plans, and to follow up on your plans early enough to get the latest information on new equipment and products.

Keep in mind, too, that faithful advertisers in LCI are listed in boldface. We encourage you to contact them first.

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Roanoke, VA 24036
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Hose reels

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New Holland, PA 17557
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Pre-seeder

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217-728-4334
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Roswell, GA 30076
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Anti-transpirants

Agrotec Services, Inc.
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Spray equipment

Agway, Inc.
P.O. Box 4933
Syracuse, NY 13221
315-477-6500
Fertilizers

American Cyanamid Co.
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201-831-2763



Chemicals

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303-659-3640
Fertilizers, chemicals

American Pelletizing Corp.
13 Island Dr.
Brick Town, NJ 08724
201-899-2499
Pelletized lime

The Andersons
P.O. Box 119
Maumee, OH 43537
419-893-5050
Fertilizers

Applied Plastics, Inc.
Indian Corner Road
Slocum, RI 02877
401-295-9757
Replacement reels

Aquatrols Corp. of America
1432 Union Ave.
Pennsauken, NJ 08110
609-665-1130
Wetting agents

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P.O. Box 1000-R
Morristown, NJ 07960
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Arjay Industries, Inc.
2020 Wild Acres Rd.
Largo, FL 33541
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Bluebird International
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Bolens Corp.
215 S. Park St.
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Brewer Chemical Co., Inc.
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Trenton, NJ 08638
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Mowers

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Stoney Creek, Ontario
Canada L8G 3Z1
416-643-4123
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Ciba-Geigy Corp.
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919-292-7100
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Classen Mfg.
1403 Roach
Norfolk, NE 68701
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Aerators

Deere & Company
John Deere Road
Moline, IL 61265
309-752-4459
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6803 Joyce St.
Golden, CO 80403
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Delta Fertilizer, Inc.
34 W. Putnam
Greenwich, CT 06830
203-622-0774
Fertilizers

Desco Chemicals, Inc.
Box 109
Nappanee, IN 46550
219-694-5000
Chemicals

Distribution Management Systems, Inc.
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Suite 305
Omaha, NE 68106
Software

Dow Chemical U.S.A.
P.O. Box 1706
Midland, MI 48640
517-636-0968
Chemicals

Drexel Chemical Co.
2487 Pennsylvania St.
Memphis, TN 38109
901-774-4370
Chemicals

DuPont Co.
Wilmington, DE 19898
302-774-8895
Chemicals

Duval Sales Corp.
P.O. Box 2967
Houston, TX 77001
713-236-7373
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E

Echo, Inc.
3150 MacArthur Rd.
Northbrook, IL 60062
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Trimmers

Earthlife Sales
444 N. Third
Philadelphia, PA 19123
215-625-9233
Chemicals

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Coshocton, OH 43812
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Elanco Products Co.
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317-261-3000
Chemicals

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P.O. Box 378
Mount Prospect, IL 60056
312-593-6464
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302-571-1195
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P.O. Box 1996
Winter Haven, FL
33880
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Fertilizers

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Exmark Mfg. Co., Inc.
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Lebanon, IN 46052
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F

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Finelawn Research, Inc.
P.O. Box 290
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Seed

Finn Co.
P.O. Box 8068
Cincinnati, OH 45208
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P.O. Box 547
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919-766-4721
Mowers

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Chemicals

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Buffalo, NY 14210

716-826-3300
Chemicals

H

Hahn, Inc.
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Fertilizers

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Mowers

Howard Johnson's Enterprises, Inc.
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Howard Price Turf Equipment, Inc.
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314-532-7000
Mowers

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612-633-9300
Pumps

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Post Falls, ID 83854
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Seed

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Beatrice, NE 68310
402-223-2391
Mowers

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P.O. Box 671
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Chemicals

Kinduell Advertising Specialties
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Newport, KY 41071
606-581-5444

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West Culver Road
Knox, IN 46534
219-772-6275
Fertilizers

Koos, Inc.
Kenosha, WI 53141
414-654-5301
Fertilizers

Kubota Tractor Corp.
550 W. Artesia Blvd.

Compton, CA 90224
213-537-2531
Tractors, mowers

Kut-Kwick Corp.
P.O. Box 984
Brunswick, GA 31520
912-265-1630
Mowers

L
Land O'Lakes, Inc.
P.O. Box 1395
Minneapolis, MN 55440
612-571-2110
Fertilizers

Lange-Stegmann Fertilizer Co.
No. 1 Angelica St.
St. Louis, MO 63147
314-241-9531
Fertilizers

Lawn Masters, Inc.
6527 39th Ave.
Kenosha, WI 53141
414-552-8911
Aerators

Lawn Tech
2569 Dover Center Rd.
Westlake, OH 44145
216-835-4166
"Shower cap"

Lawnway
400 Maple Ave.
Westbury, NY 11590
Aerators

Fertilizer

Lesco, Inc.
20005 Lake Rd.
Rocky River, OH 44116
216-333-9250
Chemicals, equipment

Locke Mfg., Inc.
P.O. Box 980
Bridgeport, CT 06601
203-333-3157
Mowers

Lofts Seed, Inc.
P.O. Box 146
Bound Brook, NJ 08805
201-356-8700
Seed

M
Mallinckrodt, Inc.
P.O. Box 5439
St. Louis, MO 63147
314-895-5043
Chemicals

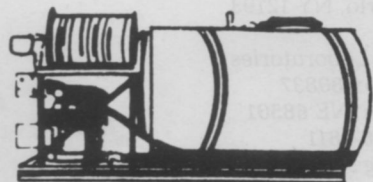
Manhattan Ryegrass Growers Assn.
1349 Capitol St., N.E.
Salem, OR 97303
503-363-1022
Seed

Master Mfg Co.
P.O. Box 694
Sioux City, IA 55102
712-258-0108
Sprayers

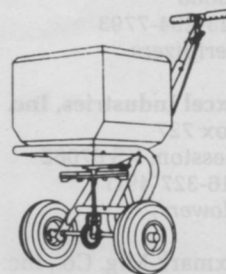
Mathews Co.
Box 70
Crystal Lake, IL 60014
815-459-2210
Mowers

J.J. Mauget Co.
P.O. Box 3422
Burbank, CA 91504
213-849-91504
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404-957-9141
Mowers

MCI AgSystems, Inc.
P.O. Box 748
Donaldsonville, LA 70346
504-473-3121
Fertilizers

Melcher Mfg. Co., Inc.
P.O. Box 11857
Spokane, WA 99211
Loading ramps

Metromail Corp.
901 W. Bond St.
Lincoln, NE 68521
402-475-4591
Direct mail

Miller Tilt-Top Trailer
P.O. Box 14247
Milwaukee, WI 53214
414-476-4030
Trailers

Milliken Chemicals
P.O. Box 817
Inman, SC 29349
803-472-9041
Chemicals

Milwaukee Metro Sewerage Dist.
735 N. Water St.
Milwaukee, WI 53202
414-225-2222
Fertilizers

Minnesota Wanner Co.
5145 Eden Ave. S.
Minneapolis, MN 55436
612-929-1070
Pumps

Mobay Chemical Corp.
Box 4913, Hawthorn Road
Kansas City, MO 64120
816-242-2227
Chemicals

Monsanto Agricultural Products Co.
800 N. Lindbergh Blvd.
St. Louis, MO 63166
314-694-1000
Chemicals

Moyer & Son, Inc.
113 E. Reliance Rd.
Souderton, PA 18964
215-723-6001
Fertilizers

F.E. Myers Co.
400 Orange St.
Ashland, OH 44805
Sprayers

Multi-Core Aerators
7920 Stromesa Ct.
San Diego, CA 92126
714-695-2800
Aerators

N
National Liquid Fertilizer Corp.
3724 W. 38th St.
Chicago, IL 60632
Fertilizers

Nevr-Rust Tool-Tainer, Inc.
6700 N.W. 36th Ave.
Miami, FL 33147
305-693-4680
Tool boxes

Nice 'n Green Plant Food
680 Phelps Ave
Romeoville, IL 60441
Fertilizers

National Mower Co.
688 Raymond Ave.
St. Paul, MN 55114

612-646-4079
Mowers

Nor-Am Chemical Co.
P.O. Box 7495
Wilmington, DE 19803
302-995-1177
Fertilizers, chemicals

Normarc, Inc.
P.O. Box 238
Tangent, OR 97389
503-926-5801
Seed

Northern Hydraulics
P.O. Box 1221
Burnsville, MN 55337
612-894-8310
Engines

Northrup King Co.
P.O. Box 959
Minneapolis, MN 55440
612-781-8011
Seed

O
Ohio Oil Equipment Co.
30 E. 4th Ave.
Columbus, OH 43201
614-294-4618
Spray equipment

Olathe Mfg Co., Inc.
100 Industrial Parkway
Industrial Airport, KS 66031
Aerators

George Olson & Son
139 New York Ave.
Huntington, NY 11743
516-421-5034
Power equipment

Oregon Fine Fescue Commission
1349 Capitol St., N.E.
Salem, OR 97303
503-363-1022
Seed

Oregon Ryegrass Commission
4093 12th St., S.E.
Salem, OR 97302
503-364-3346
Seed



Walk a fine line

Choose from Jacobsen's complete line of rugged walk-behind rotaries.

Get precise cutting and powerful performance—get a Jacobsen.

Choose from three cutting widths: 32", 36" or 50". And a variety of engines, from 8 to 16 hp.

These rugged, easy to handle machines are built for daily use. The mower decks feature heavy duty spindles and bearings. Plus heat treated steel blades.

Finger-tip controls make your job easier. A special traction clutch

lets you handle tricky terrain, and allows free wheeling in neutral. A convenient gear selector gives you one reverse and five forward speeds.

Other standard features include: easy 4-point height adjustment; only two belts; large wheels and tires; a special guard for easy trimming around trees; and large

fuel tanks up to 3 gallons.

Options include a comfortable trailing sulky; and a big 3.3 bushel grass catcher with dust deflector.

So get behind a Jacobsen. You'll be walking a fine line.

Jacobsen Division of Textron Inc.
1721 Packard Avenue
Racine, WI 53403.

J-3-4

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TEXTRON

Jacobsen Division of Textron Inc.

Engineered from the ground up.

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SUPPLIERS' MARKETPLACE

Oregon Tall Fescue Commission
2140 Turner Rd., S.E.
Salem, OR 97302
Seed

P
Palm Industries, Inc.
333 N.W. 14th Ave.
Pompano Beach, FL 33060
800-327-8966
Hose, valves

Parker Fertilizer Co.
P.O. Box 540
Sylacauga, AL 35150
205-245-5282
Fertilizers

Pascoe Equipment Co.
R.D. 2
Oakdale, PA 15071
Aerators

PBI/Gordon Corp.
P.O. Box 2276
Kansas City, KS 66110
913-342-8780
Chemicals

Pennington Seed, Inc.
2224 Hazelhurst Ave.
Orlando, FL 32804
Seed

Perfco
85 Quick Rd.
New Carlisle, OH 45344
513-845-3897
Ad brochures

Perlux, Inc.
P.O. Box 1359
Wendell, NC 27591
919-365-7079
Growth retardants

Perma-Green Supreme
P.O. Box 8326
Merrillville, IN 46410
219-769-8313
Spray equipment

Pickseed West, Inc.
Box 888
Tangent, OR 97389
503-926-8886
Seed

Pioneer Hi-Bred
P.O. Box 346
Savage, MN 55378

Seed

Plantco, Inc.
314 Orenda Rd.
Bramalea, Ontario
Canada L6T 1G1
416-793-8000
Fertilizers

Plant Food Chemical Co., Inc.
R.D. #11, Box 173
Cranbury, NJ 08512
609-448-0935
Fertilizers

Power Lawnmower Parts, Inc.
1920 Lyell Ave.
Rochester, NY 14606
716-458-0800
Replacement parts

Practical Solutions, Inc.
Suite 212
100 E. Wilson Bridge Rd.
Worthington, OH 43085
Software

Preco Distributors
2400 Boston Rd.
Wilbraham, MA 01095
800-428-8004
Equipment

Prentiss Drug & Chemical Co., Inc.
363 Seventh Ave.
New York, NY 10001
212-736-6766
Chemicals

Professional Turf Specialties
400 Northtown Rd.
Normal, IL 61761
409-454-2468
Spray trucks, chemicals

PSB Co.
P.O. Box 1089
Columbus, OH 43216
Spreaders

Pumping Systems, Inc.
8909 McGaw Ct.
Columbia, MD 21045
301-496-3700
Spray trucks

R

R.G.B. Labs, Inc.
814 E. 16th St.
Kansas City, MO 64108
816-474-3342
Chemicals

R & R Products, Inc.
3334 E. Milber St.
Tucson, AZ 85714
Mower replacement parts

Rain Bird Sprinkler Mfg. Corp.
7045 N. Grand Ave.
Glendora, CA 91740
213-963-9311
Irrigation equipment

Rainbow Computer Systems
1716 Lake Crest Lane
Plano, TX 75023
Software

Ransomes, Inc.
One Bobcat Lane
Johnson Creek, WI 53038
Mowers

Raven Industries, Inc.
P.O. Box 1007
Sioux Falls, SD 57101
605-336-2750
Tanks

Reuter Laboratories, Inc.
2405 James Madison Highway
Haymarket, VA 22069

← Circle No. 111 on Reader Inquiry Card

AMERICA'S BEST DEFENSE AGAINST CRABGRASS WEARS THE LESCO LABEL.

It's no secret that among America's top lawn care companies, more use Betasan® from Stauffer Chemical for preemergence control of crabgrass than any other herbicide.

And more companies buy Betasan as Lescosan, LESCO's name for America's best crabgrass defense. No crabgrass control is more efficient, longer-lasting or safer to existing turf.

What's more, Lescosan is available in easy-to-use liquid or granular form. In a

variety of formulations, both straight and mixed with fertilizer.

Plus you'll also get LESCO's famous delivery and follow-up service. All no more than a phone call away.

So for America's strongest defense, pick up the phone and call LESCO today. (800) 321-5325 Nationwide.

In Ohio call
(800) 362-7413. **LESCO**
20005 Lake
Road, Rocky River, Ohio 44116.
(216) 333-9250.

MORE COMPANIES WHO WANT BETASAN BUY LESCOSAN.

*Lescosan is Betasan, a registered TM Stauffer Chemical Co.

703-754-4167
Milky spore disease

Rhone-Poulenc, Inc.
P.O. Box 125
Monmouth Junction, NJ 08852
201-297-0100
Chemicals

Rockland Chemical Co.
P.O. Box 809
West Caldwell, NJ 07006
201-575-1322
Chemicals

Rohm & Haas Co.
Independence Mall West
Philadelphia, PA 19105
215-592-3000
Herbicides

Rolatape Corp.
4221 Redwood Ave.
Los Angeles, CA 90066
Measuring wheels

Rubbermaid Commercial Products
3124 Valley Ave.
Winchester, VA 22601
Equipment

Ryan/Cushman
P.O. Box 82409
Lincoln, NE 68501
402-475-9581
Mowers, aerators

Salsco Welding & Fabrication
106 Clark St.
Milldale, CT 06467
203-621-6131
Equipment, aerators

Scag Power Equipment
P.O. Box 589
Elm Grove, WI 53122
414-544-4090
Mowers

Security Chemical Co.
North Main Street
Fort Valley, GA 31030
Chemicals

O.M. Scott & Sons
ProTurf Division
Marysville, OH 43040
513-644-0011
Seed, chemicals

Seacoast Labs
P.O. Box 157
E. Brunswick, NJ 08816
201-257-7772
Chemicals

Seed Research, Inc.
29730 Harvest Dr.
Albany, OR 97321
503-252-7933
Seed

SDS Biotech Corp.
7528 Auburn Rd.
Painesville, OH 44077
216-357-3361
Chemicals

Sensation Power Equipment
P.O. Box 536
Plymouth, WI 53073
Mowers

Shurflo
R.R. 1, Box 152
Winterset, IA 50273
515-462-2595
Pumps

Sideswipe, Inc.
Box 926

Friona, TX 79035
806-247-2025
Wick applicators

Smithco
11 West Ave.
Wayne, PA 19087
Mowers, sprayers

Snowco
4350 McKinley St.
Omaha, NE 68112
402-453-2200
Trailers

Snyder Industries, Inc.
P.O. Box 4583
Lincoln, NE 68504
402-467-5221

Tanks

Solo, Inc.
5100 Chestnut Ave.
Newport News, VA 23605
Sprayers

Spokane Metal Products
P.O. Box 3621
Spokane, WA 99220
Spray trucks

Spraying Devices, Inc.
P.O. Box 3107
Visalia, CA 93278
209-651-1306
Spray equipment

Spraying Systems Co.

North Ave. at Schmale Rd.
Wheaton, IL 60187
312-665-5000
Spray equipment

Spring Valley Turf Products
1891 Spring Valley Rd.
Jackson, WI 53037
Chemicals

Sta-Green Plant Food Co.
P.O. Box 540
Sylacauga, AL 35150
205-245-5282
Fertilizers

Stauffer Chemical Co.
Westport, CT 06880
203-222-3294

NEW!



for the Lawn Care Industry

Great Northern Equipment Company — a leader in agricultural fertilizer application equipment for over 30 years — now brings the lawn care professional the NEW GN600.

The GN600 and other models in the line give you the "curb appeal" so important to your company's image. And they're built as rugged as the famous Great Northern field application rigs. Just look at these impressive GN600 features:

- 600 gal. stainless steel tank for 200,000 sq. ft. coverage with every load
- One ton Ford truck with 6.9 liter IH diesel engine

- PTO driven with 2C95 Myers Pump
- Stainless steel plumbing, sparge line and full sump
- American Nordic reel with 500 ft. of 1/2" hose
- Industry proven Chem-lawn Spray Gun with extra nozzles

Other models — the GN1000, GN1200 and GN1600 — offer the same top-of-the-line components with larger chassis and payloads. All the Great Northern systems are available for mounting on customer-owned chassis.

At Great Northern...We're Building on Experience.

Call us today and let us put our experience to work for you.

Great Northern Equipment Co.

3550 Great Northern Avenue, RR 4 • Springfield, IL 62707 • Phone: (217) 787-9870

"The NEW Leaders in the Lawn Care Industry"



SUPPLIERS' MARKETPLACE

Chemicals

Stihl, Inc.
5326 Viking Dr.
Virginia Beach, VA 23452
Equipment

Strong Enterprises, Inc.
4240 S.W. 72nd Ave.
Miami, FL
305-264-5525
Spray trucks

Sunbelt Seeds, Inc.
P.O. Box 668
Norcross, GA 30091
404-448-9932
Seed

T

Tank Truck Mfg. Co.
25150 Dequindre
Warren, MI 48091
Spray trucks, equipment

Terracare Products Co.
P.O. Box 556
Pardeeville, WI 53954
Aerators

3M Company
3M Center
Building 223-6SE
St. Paul, MN 55101
612-736-0569
Chemicals

The Toro Company
8111 Lyndale Avenue South
Minneapolis, MN 55420
612-887-8883
Equipment

Toro Irrigation Div.
P.O. Box 489
Riverside, CA 92504
Irrigation equipment

Trebor Corp.
4047-A Jonesboro Rd.
Forest Park, GA 30050
Equipment

TUCO, Div. of the Upjohn Co.
7000 Portage Rd.
Kalamazoo, MI 49001
Chemicals

Tuflex Mfg. Co.
P.O. Box 13143
Port Everglades Station
Fort Lauderdale, FL 33316
305-525-8815
Tanks

Turf-Seed, Inc.
P.O. Box 250
Hubbard, OR 97032
503-981-9571
Seed

Turfco Mfg., Inc.
3456 N. Washington Ave.
Minneapolis, MN 55412
612-588-0741
Aerators

Tyler Enterprises, Inc.
P.O. Box 197
Elwood, IL 60421
815-423-5808
Fertilizers

U

UAP Special Products
P.O. Box 37800
Omaha, NE 68137
Chemicals

Union Carbide Agricultural Products
Box 12014

Research Triangle Park, NC 27709
Chemicals

Unitog Company
101 W. 11th St.
Kansas City, MO 64105
816-474-7000
Uniforms

U.S. Gypsum Co.
101 S. Wacker Dr.
Chicago, IL 60606
Chemicals

USS Agri-Chemicals
2333 Peachtree St., N.E.
Atlanta, GA 30303
404-572-4135
Chemicals

V

Velotta Uniform Sales Co.

12429 Cedar Rd.
Cleveland, OH 44106
216-791-5050
Uniforms

Velsicol Chemical Corp.
341 E. Ohio St.
Chicago, IL 60611
312-670-4500
Chemicals

W

Walker Mfg. Co.
1839 E. Harmony Rd.
Fort Collins, CO 80525
303-226-1514
Mowers

Warren's Turf Nursery, Inc.
8400 W. 111th St.
Palos Hills, IL 60465

312-974-3000
Seed, equipment

Westheffer Co. Inc.
P.O. Box 363
Lawrence, KS 66044
913-843-1633
Spray trucks, equipment

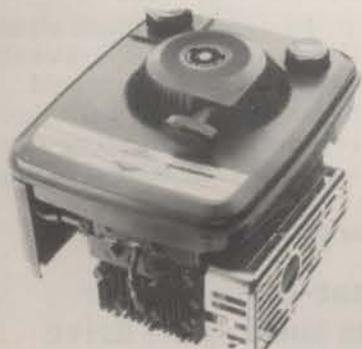
Wheel Spray Corp.
P.O. Box 97
Delafield, WI 53018
414-646-8640
Sprayers

Y

Yazoo Mfg. Co., Inc.
3607 Livingston Rd.
Jackson, MI 39216
601-366-6421
Mowers



New engine line for rotaries is unveiled



The Max series of engines from Briggs & Stratton are designed especially for rotary lawn mowers. The engines, which became available last month, come in 3½- and 4-hp sizes.

They incorporate a new float-type carburetor that will provide first-pull starting, and faster engine reaction as the clutch is engaged.

Max engines come in either a topmount or vertical pull manual start package. Either a 6- or 12-volt electric start is optional. In addi-

tion, the new engines are equipped with 50 percent more fuel tank capacity.

Circle No. 201 on Reader Inquiry Card

Electronic digital meter has LCD

From Green Pro Cooperative Services comes an electronic digital meter with LCD display: the perfect way to monitor liquid applications.

This meter tells exactly how much volume has been sprayed at each service call. It installs easily



on spray gun or between the pump and hose reel, and gives an accurate four-digit reading of gallons used.

The meter is compatible with most liquids and chemicals, and is easy to calibrate for measuring any volume unit. Flow range is 3 to 30 gpm with maximum pressure up to 300 psi. It can also be used for transferring materials or filling spray tanks.

Circle No. 202 on Reader Inquiry Card

Truck gates help fuel efficiency

New rugged Amplimesh truck gates from Brownell save weight and thus increase fuel efficiency.

The lightweight aluminum gates are designed to replace the heavier, cumbersome wooded side gates and tailgates on most flatbed trucks. The new gates will



not warp, crack, splinter or require regular painting.

In addition, the diamond-shaped Amplimesh pattern offers cargo security by keeping small items in, and hands out.

Circle No. 203 on Reader Inquiry Card

New line of grooming accessories

Jacobsen Division of Textron introduces a new line of grooming accessories that include an edger, two string trimmers and two portable blowers.

The edger is powered by a 3 hp Briggs & Stratton engine, rides on four 10-inch pneumatic tires and



has a nine-inch blade with variable depth adjustment.

Both string trimmers, straight shaft models, have manual string advance, twin handles and double shoulder harnesses. The only difference is engine size.

The J-55 back pack blower directs 125 mph gusts and 360 degree rotation. The J-88 walk-behind rotates 270 degrees to direct air velocities of 225 mph.

Circle No. 204 on Reader Inquiry Card

Crabgrass and spurge won't see the light of day

Unless you stop crabgrass and spurge weed seeds as they germinate, you'll end up fighting them day and night.

Crabgrass and spurge are your most serious weed problems. And if not controlled, both plants will produce thousands of seeds which can remain in the soil for years and become the source of new weeds season after season.

But with Dacthal preemergence herbicide, you've got the surest crabgrass and spurge preventive money can buy.

When it comes to spurge, Dacthal is the single most effective turf preemergent herbicide you can use.

And for more than 20 years, Dacthal has been the standard of excellence for the control of crabgrass.

What's more, *Dacthal effectively controls over 20 other annual grasses and broadleaf weeds.* Including foxtail, purslane and common chickweed.

The reason why Dacthal delivers such outstanding performance is because it won't leach or run off during wet weather as other herbicides do. So you get proven residual activity for unsurpassed weed prevention. Yet, Dacthal will not thin out turfgrass varieties such as bluegrass.

Plus, you can apply Dacthal to over 120 ornamental flowers and shrubs, too.

This season make Dacthal your turf preemergent herbicide. It's available in both wettable powder and flowable formulations. There's just no better way to prevent crabgrass and spurge from seeing the light of day.



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

Dacthal® Preemergence Herbicide

Always follow label directions carefully when using turf chemicals.

Circle No. 122 on Reader Inquiry Card



Commercial spreader fans out 16 feet

The new Bunton multi-purpose commercial spreader evenly distributes grass seed, fertilizer and sand over a 16-foot wide path. It features a 130-pound-capacity stainless steel hopper, stainless

steel blower/spreader and heavy gauge steel handles.

The spreader has a 2.3 hp, four-cycle Robin engine which propels the spreader at speeds of up to 2 mph. It also has finger-tip steering.

Circle No. 205 on Reader Inquiry Card

All-organic N placed on market

Spring Valley Turf Products, Jackson, Wisc., has introduced a new approach in lawn care fertilization.

Milorganite Professional is a high analysis, all-organic nitrogen fertilizer. It has an analysis of 20-3-7, plus 1.6% iron and 2% sulfur. It is intended as an alternative to chemical fertilizers on the mar-

ket, says Spring Valley vice-president Bill Vogel.

Circle No. 206 on Reader Inquiry Card

Quality-crafted edging for landscapers

Oly-Ola Sales of Oak Brook, Ill. is making available Edg-King, its pure poly, quality-crafted landscape edging for use by profes-



sional landscapers.

Edg-King has an extra thick wall construction and four frost heave grooves.

It allows landscapers to lay out accurate straight lines, yet its flexibility permits the edging to be shaped into tight curve configurations. Its overall strength eliminates kinking and prevents breakdown due to sun or cold.

Edg-King comes with four heavy duty non-bending steel spikes with each section of edging.

Circle No. 207 on Reader Inquiry Card

Gear-driven edger has solid shaft drive

The new Tanaka edger features a fully gear-driven solid shaft drive instead of a belt drive, delivering more power to the blades and making the unit easier to clean.

The edger has an automatic clutch and a two-cycle 2.5 hp engine with a governor. Its 1.76:1 gear reduction yields the cutting speed of a conventional 3.5 hp edger.

Other features include a nine-inch blade with an adjustable cast aluminum blade guard, and a kneeling front wheel for positive depth control. The blade and blade axle are bolted to the frame for decreased vibration.

Circle No. 208 on Reader Inquiry Card



1985 mowers have increased performance

The 1985 line of Doxin ZTR riding lawn mowers is composed of two 42- and two 30-inch models, all featuring increased performance but little change in appearance from the 1984 line.

The deluxe ZTR 424 is powered by an 11 hp Briggs &



Our mowers are engineered to handle even rugged conditions like these.

Maintaining a garden that's easy on the eyes isn't always easy work for a mower. There can be steep hills to mow up. Tall weeds to mow down. And intricate flower beds to mow around.

John Deere commercial mowers are true commercial machines. They feature conveniently mounted handlebar levers for independent control of power, brake and neutral for each wheel. Giving you nearly zero turning radius.

They also feature a low silhouette deck. So you can easily mow under trees and shrubs.

And when you order the optional sulky attachment, you can turn your walk-behind mower into a

comfortable and maneuverable riding mower. Making a very versatile mower even more versatile.

John Deere's walk-behind mower line comes in 32-, 36-, 48- and 52-inch models. All built to deliver years of dependable service. And all backed by the new John Deere 2-year limited warranty.

For the name of the nearest dealer, or a free folder on the John Deere walk-behind series, call 800-447-9126 toll free (800 322-6796 in Illinois). Or write John Deere, Dept. 51, Moline, Illinois 61265.

Look into one of these John Deere commercial walk-behind mowers. It may be just the answer for your roughest mowing jobs.



Nothing Runs Like a Deere®

Circle No. 104 on Reader Inquiry Card

Stratton engine with restyled adjustable seat. The standard ZTR 426 has seven cutting heights with a new dual-bag collection system.

The 30-inchers are specifically designed to mow in confined spaces. The major improvement is a new mower deck housing with a spring-loaded deflector. The ZTR 311 has the same engine as the 424 while the 308 has an 8 hp engine.

Circle No. 209 on Reader Inquiry Card

LAWN CARE INDUSTRY:
The industry's oldest, most respected trade journal.

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112	127	142	157	172	187	202	217	232	247	262	277	292	307	322	337	352
113	128	143	158	173	188	203	218	233	248	263	278	293	308	323	338	353
114	129	144	159	174	189	204	219	234	249	264	279	294	309	324	339	354
115	130	145	160	175	190	205	220	235	250	265	280	295	310	325	340	355

LAWN CARE INDUSTRY

DECEMBER 1984

This card expires February 15, 1985

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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

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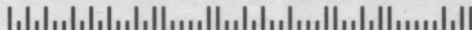
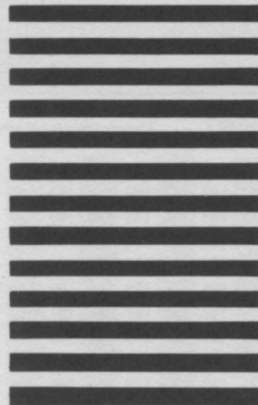
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Spreader has a unique difference

O.M. Scott & Sons has added a new ProTurf professional rotary spreader with a unique Helical Cone, the precision mechanism that guarantees uniform product application, no matter what the particle size or density.

Spreader advantages include:

- unique adjustable cone for uniform spread pattern;
- curved and straight impeller fins for even particle distribution;
- 360-degree rotating agitator to prevent plugging;
- wide, 17-inch cushioned handles for easier handling;
- positive on/off lever;
- ball bearings on axle and impeller shaft.

Circle No. 210 on Reader Inquiry Card

Riding aerifier has hydrostatic drive

A riding aerifier with hydrostatic drive is the newest addition to the line of professional lawn care products from Hahn, Inc.

Powered by an 8 hp Briggs & Stratton engine and only 34 inches wide, this new machine aerifies a 30-inch swath at a rate of



53,000 square feet per hour. It features finger-tip controls with an electric actuator for lifting and lowering the aerator unit, four-wheel stability and turf-protecting Terra Tires.

Circle No. 211 on Reader Inquiry Card

Fungicide receives experimental permit

A new fungicide for roses and ornamentals, liquid Rubigan EC in pints, is now being evaluated under an EPA Experimental Use Permit.

In said plants, Rubigan is absorbed rapidly upon foliar application, and moves with locally systemic action. It does not leave residue on leaves, and can

be tank mixed for control of black spot and other diseases.

Rubigan is available under an EUP for use on turf in treating the five major turf diseases, and for the management of *poa annua*. For this purpose, it is formulated as a 50% wettable powder.

Circle No. 212 on Reader Inquiry Card

Roller base keeps turfgrass unmarred

With the new Lesco roller base, turf managers can provide manual watering of large turf areas without worrying about marring the grass.

The roller base is constructed of lightweight four-inch PVC pipe mounted on a heavy duty steel



roller frame. That allows smooth manual watering, with a free-wheeling base that can be attached to various size sprinklers.

The base comes equipped with brass swivel hose connections and fittings which can be adapted for 3/4- or one-inch hose. The PVC tube can be opened to add weight to the base.

Circle No. 213 on Reader Inquiry Card

Iron chelate will solve deficiencies

Doggett Corp. has available a 12.5 percent iron chelate, designed to be sprayed on foliage or injected into the soil for correction of chlorosis due to iron deficiency.

The iron is expressed as elemental 12.5 percent from EDTA. It comes packed 12 three-pound bags to the case, and is available for an introductory period directly from the manufacturer in New Jersey.

For lawns and turf, it is labeled at a rate of one pound per 10,000 square feet, followed by a watering in.

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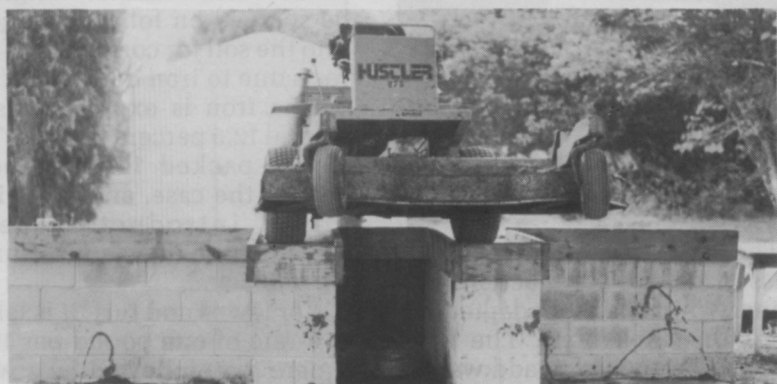


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TOOLS, TIPS, TECHNIQUES



Mower rack

One landscape contractor has a great idea for saving time—and money—when repair or maintenance must be done on larger mowers. The photo here shows his answer: a cement-block ramp.

Using this device—which can be built for as little as \$400—it's easy for workers to drive their mowers up the platform to perform maintenance.

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Faulring

from page 1

ish—to cause the industry to become more recognizable. Having the PLCAA has certainly made others realize the industry is an entity. And from that has flowed the opportunity to advance, because I'm part of that industry."

Faulring has continued to serve on PLCAA committees, and as an unofficial advisor to its Board of Directors. Though hesitant to publicize his generosity, Faulring last year donated \$40,000 from company coffers to the Pesticide Public Policy Foundation, hoping to help stem the tide being created by radical anti-pesticide groups.

"Lately, my involvement in the PLCAA has diminished, but it's been more than offset by my involvement in the PPPF," noted Faulring. "And that involvement is a little more selfish, because if the PPPF doesn't succeed, I might not be putting bread on the table any more."

Faulring, a native of New York State, has 15 years experience in turf. He earned a Bachelor of Science degree in agronomy from Purdue University, then worked for Summit Hall Turf Farms.

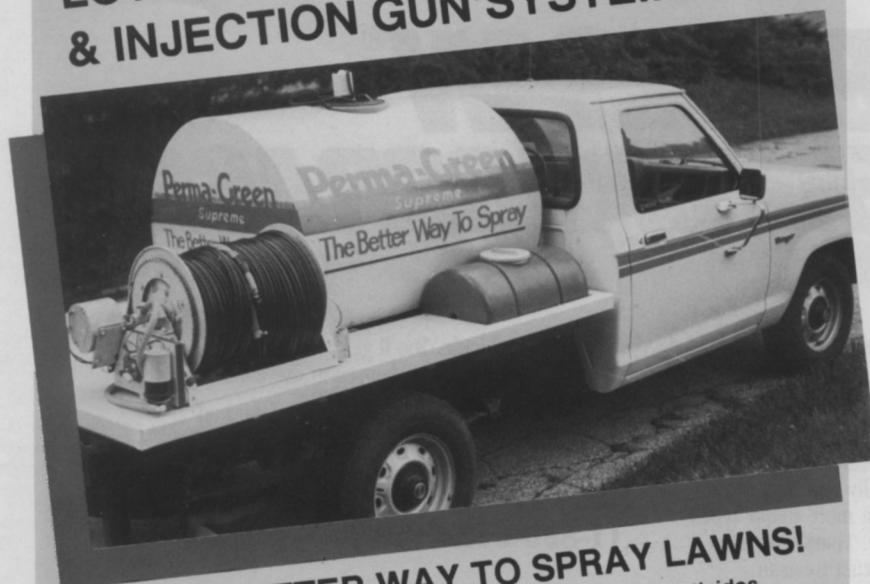
In January, 1973, Faulring organized Hydro Lawn of Gaithersburg, Md. In 11 years, it has become one of the top five chemical lawn car companies in the U.S.

Faulring and wife Paula have been married for 15 years. They have four children: Andrew, 7; Laura, 5; Amy, 3; and Jeffrey, 1.

Since January, Faulring has served as a technical advisor to LAWN CARE INDUSTRY.

"My involvement in industry affairs has been one I've enjoyed," Faulring concluded. "I've certainly gotten more out of it than I've put into it."

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MONEYWISE

Where the money goes

If you work an eight-hour day, you spend almost all morning working for the government, according to a recent issue of the *California Landscape Contractor*. You average taking two hours, 40 minutes to pay your tax bills.

At about 4 p.m., after you've paid all your living expenses, you finally start working "for yourself."

Here is a short breakdown on how much of your working day goes to pay each segment of

your living expenses:

- Federal taxes 1 hour, 44 minutes
- Housing 1 hour, 34 minutes
- Food 1 hour, 7 minutes
- Non-federal taxes 56 minutes
- Transportation 43 minutes
- Medical care 35 minutes
- Clothing 22 minutes
- Recreation 21 minutes
- All other 38 minutes

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THE LAST WORD

Son of 'Dirtballs on the loose'



Six months ago, I wrote a column that asked: "Are dirtballs on the loose?"

Apparently, they still are. In that column, the tactics some unscrupulous lawn care companies use to get customers were outlined.

That column received more response than any other that has been written in LAWN CARE

INDUSTRY since we began publishing seven years ago.

Many thought the column was great. Others thought it was bad, adding that the magazine most closely associated with the industry should report only the good.

We at LAWN CARE INDUSTRY do not believe that ignoring a problem will make it go away.

Which brings me to a phone call I received last month.

It was from a woman who had recently resigned from the accounts receivable department of a Midwestern-based lawn care company.

"I quit because I couldn't stand feeling crummy anymore, even though I needed the money," she told me from her home phone, with the obvious noise of toddlers in the background. "I've called the local police because of the unethical standards this company practices, but the police say they can do nothing unless a lawsuit is filed by a consumer."

"The police said what this company is doing is classified as 'larceny by conversion.' I have documentation of at least 250 phony sales that have been turned in to the branch manager. The lawns were treated—many of them owned by older people on fixed incomes—and then I had to try to collect for the treatment. I had orders to try to collect at least half the treatment cost."

"Eventually the accountant for this company is going to see that the level of chemical going out is not being supported by sales dollars coming in."

"And then there was the rash of phony production turned in to get sales figures up. I have documentation of \$3,000 worth of production over a three-week period that was not really done. If a customer complained, I was supposed to tell them that there must have been a misunderstanding, and that we would do a service call."

"I've been tearing my hair out worrying about sending invoices to customers who had not had a treatment. But when I left, I took evidence of \$6,000 worth of business that was written off the books because we couldn't collect on it. Of course we couldn't collect on it—we never did the services in the first place!"

"I don't think the whole company works this way, but I do know that the branch manager's boss knew about it and condoned it."

"I don't see how these people sleep at night. I couldn't, so I got out."

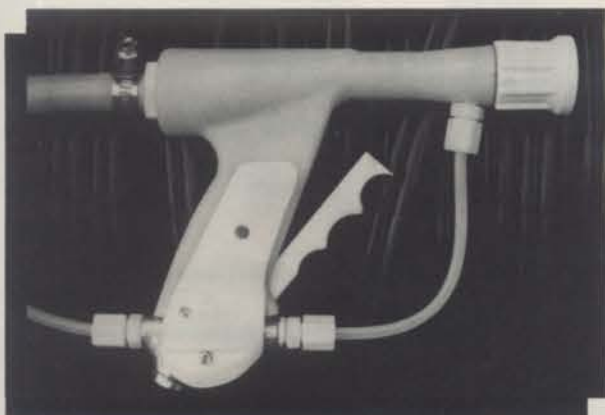
Will a column like this have to be written again midway into the 1985 lawn care season?

I hope not.

Bob Earley

Bob Earley
Publisher

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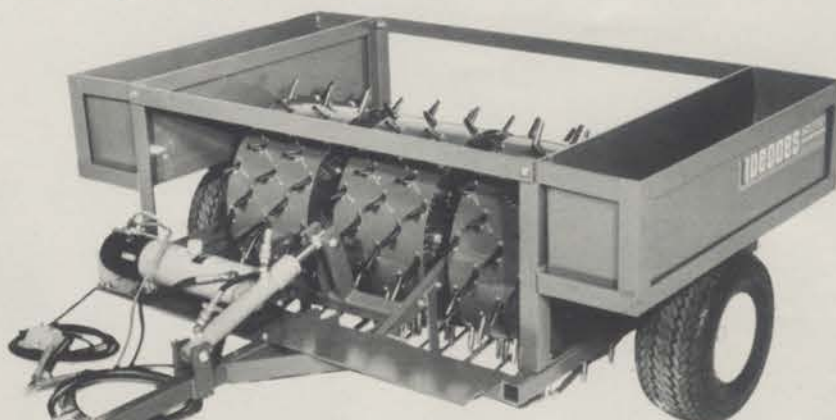
BRANCH MANAGER AND ASSISTANT MANAGER--First class expanding company desires a Branch Manager and Assistant Manager for the Midwest and Southern markets. Applicants must have chemical lawn care experience. Excellent salary and benefits. Send resumes to LCI Box 107. TF

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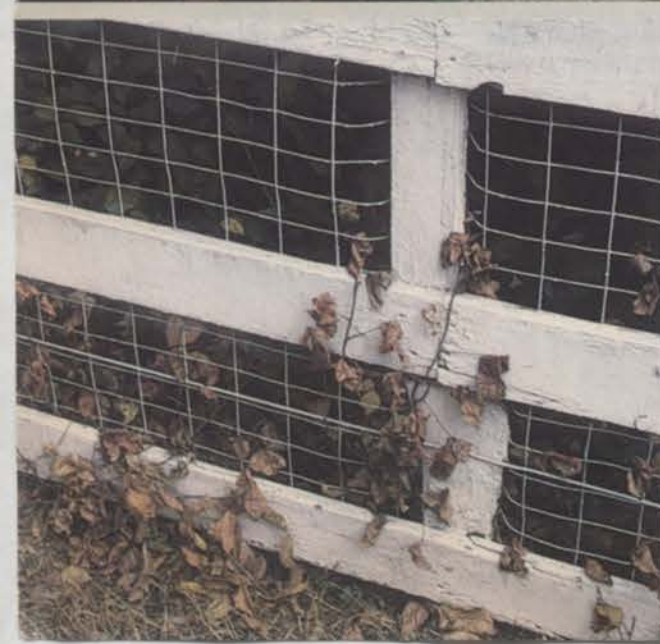
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*Based on the cost of Roundup only to treat low growing vegetation.

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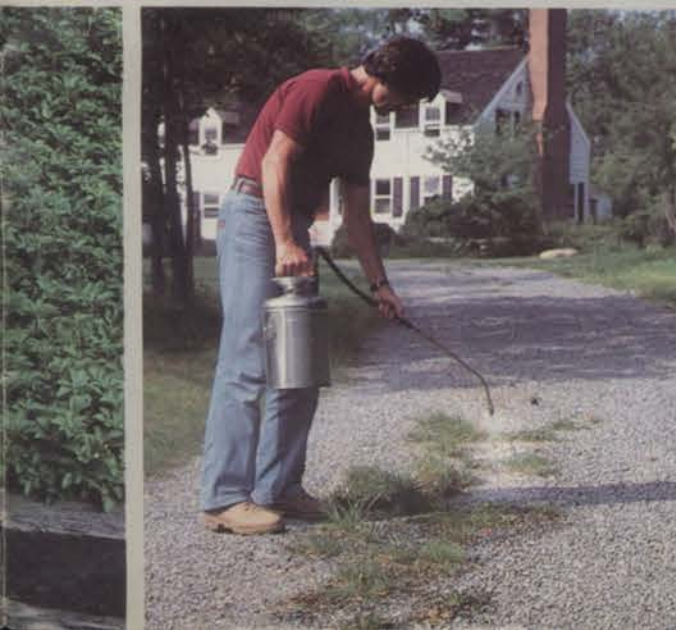
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