

Xtra copy
James B. Beard

CONVENTIONS

ALCA meeting draws 650; first lawn care session held

More than 650 landscape contractors attended last month's annual meeting of the Associated Landscape Contractors of America (ALCA) in Orlando, Fla., many of whom attended the first-ever lawn care technical specialty session on the last day of the show.

Ronald A. Ahlman, of Lawrence & Ahlman, Inc., Chicago, was named to be the 16th association president. Also elected were: president elect, Bill Thorn-

ton, Jr., of Thornton Landscape, Cincinnati, Ohio; vice presidents, Wallace SaBell, of SaBell's, Inc., Denver; and Vernon D. Smith of Millcreek Gardens, Salt Lake City, Utah; treasurer, Ritchie B. Skelton, of Duncan Landscape Associates, Vienna, Ohio; and secretary, Allen Keesen, of Allen Keesen Landscape, Inc., Denver. Last year's president Dick Brickman moves to the post of immediate past president.

Speakers on the lawn care panel were: Robert Person, marketing manager, Finn Equipment Co., Cincinnati; Peter H. Connelly, general manager, Hydro Lawn Spray, Salem, Va.; Irvin Dixon, regional manager, ChemLawn Corp's Commercial Division, Atlanta; Skip Strong, Strong Enterprises, Inc., Miami; and Bob Earley, editor of LAWN CARE INDUSTRY. Erv Denig, president of Lawn & Turf Landscaping, Inc., Fort Wayne, Ind., organized the lawn care program.

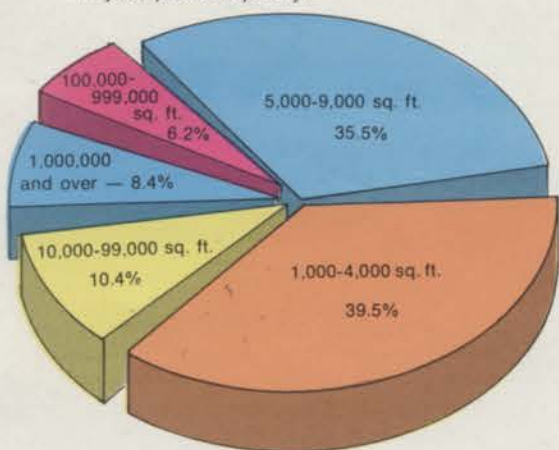
Also well-attended were the maintenance technical specialty

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Do you have a minimum square footage you will service?

Yes — 28.2%
 No — 71.8%

If yes, please specify:



ADVERTISING

Yellow Pages ads: how to make them effective

The classified section of the phone book in any city across the United States — the Yellow Pages — is an advertising mainstay of lawn care companies and others in the service field.

Ma Bell does a good job of promoting her Yellow Pages ("Let Your Fingers Do the Walking") and has focused even more attention on this form of advertising in the recent past.

A recent independent study revealed that 95 percent of the consumers interviewed found the Yellow Pages helpful in locating the product or service they wanted; 78 percent said they contacted a firm after consulting the Yellow Pages and half of these people purchased a service or product as an aftermath.

Poll a cross section of lawn maintenance owners in an area, and you get mixed reactions to money spent for this type of advertising. One owner said "definitely good for the image but as far as concrete results, not

much." Another operator said he found the Yellow Pages "the only medium you can count on getting you business." A couple said they were trimming their Yellow Pages budget and emphasizing other types of advertising, specifically, direct mail and shopper newspapers.

One thing is certain: Owners found it the most fruitful means of attracting business from newcomers to a community.

Lawn maintenance firms

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LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals.

MARCH 1978 • VOL. 2, NO. 3 • A Harvest Publication

BUSINESS

ChemLawn agronomist speaks out on lawn care professionalism

A ChemLawn Corp. agronomist based in Westminster, Md. has contacted that state's supervisor of pesticide regulations asking for his help in upgrading the quality of professionalism among lawn care services.

Late last year, agronomist Philip E. Catron wrote a letter to supervisor David Shriver pointing out that literature has been circulated in the Baltimore area "containing blatant agronomic inaccuracies and erroneous assumptions in regards to materials and plant growth."

Recently, Catron told LAWN CARE INDUSTRY: "I just read your comment in the 'Behind This Issue' portion of the January issue concerning unsavory business practices among lawn companies. I couldn't agree with you more and it is about time someone expresses concern."

He sent a copy of his memo and the erroneous literature to the magazine "to let you know how some of us feel."

The memo to Shriver read in part:

"Earlier this year I attended a meeting in Springfield, Va. It was organized by many professional lawn services throughout the upper Virginia area. Landscapers, irrigation people, chemical lawn companies, etc., and featured many fine speakers from nearby universities and also people in the lawn care industry.

"I was quite pleased," Catron continued in the memo, "to see an organization of lawn companies all getting together under one roof. The first speaker said some mighty appropriate words to the gathering to not only start the meeting off but also to try to relate a kind of atmosphere that might encompass lawn care professionals in general. He said, the reason why we are all here is to learn, to exchange ideas, and most importantly, upgrade the professionalism of the lawn care industry by working together for the advancement of turf and give the homeowner a fair shake."

Catron attached to the Shriver memo a piece of literature given to his company by a potential customer when she called for a survey and estimate. He continued in his memo:

"I would like you to take time to read this piece of advertisement. It does not bother me that it is anti-ChemLawn. I have heard and seen anti-everything before. What concerns me is, first, the blatant agronomic inaccuracies and erroneous assumptions in regards to materials and plant growth, and second and most important, the total lack of pro-

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For a complete market study of the lawn care industry in St. Louis, see MARKETPLACE, page 24. This is part of a continuing series of indepth looks at regions of the country where the lawn care business thrives. The study includes a profile of the city, potential lawn care customers, lawn care companies that operate there and how they go about getting and keeping customers.

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fessional ethics involved in such literature. Such advertisements serve only to antagonize other services and lead to total confusion of the homeowner."

The two-page advertisement distributed in the Baltimore area started out like this under the headline "More Competition":

There is a lawn care outfit in the Midwest called ChemLawn. They are a spray operation whose prices are exceptionally low. Recently, they opened up operations in Baltimore, and rumor has it that they plan to spread throughout the East Coast. If you are faced with them as competition, the following points should be helpful. . . .

The advertisement then goes on to discuss 12 points against the ChemLawn program that Catron says contain the agronomic inaccuracies and erroneous assumptions. In completing his memo to Shriver, Catron wrote:

"I'm not asking you to comment on the legality, for those are questions only our lawyers can answer. What I would hope can be done from you in the position you hold, is that if you ever have the opportunity to speak to

a group of professionals collectively or individually, maybe you can impress upon them the importance of working together rather than apart."

About the literature, Shriver last month said, "I wouldn't be able to do anything officially to stop the circulation of the literature."

"I agree that there were inaccuracies in it. If I knew who the company was that was circulating it, I might call him up and say, 'You're running a flim-flam operation.'"

The state's laws give the pesticide section regulation authority of lawn care company advertising, but the section does not have the power to regulate literature that one company circulates about another, he said.

Also in response to the "Behind This Issue" published in the January issue of **LAWN CARE INDUSTRY**, John Hogg, president of John's Spray Service in Daytona Beach, Fla., said:

"It was good to hear/read your comments about unsavory business practices in our industry in your January issue. I've fought the problem for the past 25 years — especially 'promising the world' and 'not providing promised services.' But the good always survive, even though it is a battle sometime."



Dr. James B. Beard (left), professor of crop and soil sciences at Texas A & M University, and former long-time Michigan State University turf professor, received the Meritorious Service Award from Michigan Turfgrass Foundation president James Smith at the 48th Annual Michigan Turfgrass Conference in January.

LEGAL

Unlicensed operators reviewed in California

The Colorado Landscape Contractors Association has retained a Sacramento consulting firm to review the feasibility of controlling the performance of landscape maintenance and installation work by unlicensed operators.

William H. Geyer, a successful legislative consultant, will research and advise the Association on possible courses of action to resolve the long-standing problem plaguing the industry.

He will evaluate various possible approaches to clarifying or amending the contractors' license law through legislation. These will include the enactment of present regulations into statutes, clarification of the terms "maintenance" and "installation," creation of a separate licensing program or other politically necessary exemptions for small operators and gardeners.

He will also investigate the possibility of development of a consumer protection program with the force of law, and any other reasonable alternatives.

TURF

National federation is born in Texas

With cautious optimism a group of industry leaders endorsed the creation of a national turfgrass "federation" during the International Turfgrass Conference sponsored by the Golf Course Superintendents Association of America in San Antonio, Tx., last month.

A temporary slate of officers

and a committee to write a set of bylaws were chosen during the breakfast meeting.

The original idea of a national turfgrass federation is attributed to Dr. Fred Grau who made the motion for creation and consequently put his idea of 1953 into action in 1978. Richard Morey, publisher of Brantwood Publications, and Dr. Richard Duble, a Texas A & M researcher, are credited for making this latest and temporarily successful push for a national body to represent turf interests.

The desire is to make the organization resemble the Council on Agricultural Science and Technology, (CAST) a relatively successful and non-competitive organization representing agriculture. Without actually lobbying, CAST gathers data and polls industry leaders regarding topics of critical interest to agriculture. As a result, government officials consult CAST before making decisions of agricultural issues.

Dr. James Beard, well-known author and Texas A&M professor, cautioned the organizers of the federation against taking any kind of competitive stance with other industry associations. Beard recommended the name of council rather than federation for this purpose. "The group needs to have a total industry scope and must not threaten the vested interests of other groups," Beard said.

James Watson of Toro Co., Minneapolis, seconded Dr. Grau's motion for creation and was named to the bylaw committee along with Grau, Beard, and Tom Mascaro. The committee will also determine how the federation will be funded.

The officers chosen are Lou Greco, superintendent of Squaw Creek Country Club, Ohio, president; Gene Nutter, of Chem-Lawn Corp., vice president; and Richard Duble — secretary treasurer. — Bruce Shank

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Controls weeds and controls costs for economical turf maintenance

PROVEL[®] herbicide is a new formulation of dicamba, +2,4D, proven effective against broadleaf weed pests like dandelions and plantain, plus more than two dozen other tough ones, including chickweed, knotweed, clover and English daisy (see label for complete listing). Cost savings are dramatic: you can provide broadleaf weed control for an average home lawn with less than 16¢ worth PROVEL[®] herbicide per 1,000 sq. ft. per application.

PROVEL[®] herbicide is packaged 6x1 gal. per case, 2x2½ gal. per case and 30 gal. drums.

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Before using any pesticide read the label

Circle 115 on free information card

sessions, organized by Frank Timmons, president of Ladybug Industries, Inc., Jacksonville, Fla. Joseph M. Marsh, vice president of the maintenance division of Environmental Industries, Inc., San Jose, Calif. replaces Timmons as chairman of the ALCA maintenance committee. He explained and promoted the committee's plans for this year's maintenance symposium, to be scheduled near the end of the year in San Jose, Calif.

The ALCA maintenance symposium held late last year in Atlanta was well-attended and dealt with equipment. Marsh told ALCA members that this year's symposium will deal more heavily with chemical use, and that he hopes to include many chemical manufacturers on the program.

Connelly, realized about \$60,000 gross in his first year. He said the most important thing when starting out is explaining fully to your customers what you are going to do for their lawn.

"If you do not do this, too many people become disappointed with your work when they get hit with a problem that has nothing to do with the service you are providing them," he said.

Dixon said the lawn care industry is not even on the threshold of its business potential. He explained that he helped start the commercial maintenance division for ChemLawn, based in Atlanta, and that his main job is selling and production in Atlanta.

"The commercial customer spends money with you so he can be in a more favorable position to make money with his clients that visit his grounds," he said. ChemLawn approaches commercial accounts with regional sales forces across the country, staffed with professional full-time salesmen with a knowledge of the industry. He also said that they deal primarily with management companies.

There was much audience interest in a plan that Dixon mentioned where employers can pay their workers a straight salary the whole year through, and still have them working up to 55 hours in the busy part of the lawn care season. The time is made up in the off-season, and no overtime is involved. He said the system is recognized by the government.

Strong told the lawn care audience that a lawn care business can save up to \$1,000 a year with an auxiliary engine for his sprayer tank rather than a PTO system. He says the savings comes in less gas used by the vehicle.

Connelly said he preferred a PTO system because the auxiliary engine makes too much noise in the residential areas where he does work for his lawn care business.

Ron Ahlman (center), of Lawrence & Ahlman, Inc., Chicago, new president of the Associated Landscape Contractors of America, elected at its annual meeting last month in Orlando, Fla. To his right is president-elect and meeting chairman Bill Thornton, Jr., Thornton Landscape, Cincinnati, Ohio; also pictured is vice president Vernon Smith, Millcreek Gardens, Salt Lake City, Utah. They were at the board meeting following the annual meeting.



What's a Kubota?

People are always getting our name mixed up with something else.



We're not a fig. That's Kadota. We're not a couple of states. They're Dakotas.

We're Kubota. The tractor company. But even people who know tractors don't know us too well. We're not that famous. Yet.

WHO ARE WE?

Our company is 87 years old, and we're the fifth largest tractor maker in

the world. Since 1970 we've had the good fortune to sell our tractors in the U.S.A. And we've sold more than 34,000 of them.

As American tractor sales go, that's not a lot. But we've been growing steadily. And here's why.

THE MID-SIZE TRACTOR.

Kubota is giving America something it needs. A mid-size tractor. We don't make 100 horsepower giants. And we don't make glorified garden tools. Instead, we cover the ground in between.

Our tractors range in size from 12 to 47.5 horsepower. And they are real tractors. Tough, durable, strong. You can get power take-offs front and rear and 4-wheel drive. And a three-point hitch that handles just about every implement under the sun. Rear- or mid-mount mower, back hoe, cultivator, dozer blade, whatever you need.

WHO NEEDS IT?

Whether you're working three acres or three thousand, you probably have a place for Kubota.

Label additions for Diamond and Monsanto

Diamond Shamrock Corp., Cleveland, and Monsanto Agricultural Products Co., St. Louis, have announced additions to product labels granted recently by government agencies.

Bueno 6 herbicide, from Diamond Shamrock, has been approved by the state of Idaho for application on grass seed for controlling wild oats and certain other broadleaf and grassy weeds in bluegrass, fescue and ryegrass seed production.

Monsanto's Roundup has three new weeds added to its label — napiergrass, silverleaf nightshade and wirestem muhly.

REGULATION

EPA announces list of restricted pesticides

The federal Environmental Protection Agency has announced its official list of restricted use pesticides — those that can legally be used only by certified applicators.

Of the 23 pesticide ingredients on the restricted-use list none are used extensively in

turf, but some are used in tree and ornamental work. They are:

Aldicarb, marketed by Union Carbide Corp., San Francisco, under the trade name Temik for insect control on ornamentals.

Allyl alcohol, marketed by Dow Chemical Co., Midland, Mich. for use on nursery seed beds.

Azinophos methyl marketed under the trade name Guthion by Chemagro, Kansas City, Mo. for insect control on ornamentals and shade trees.

Demeton, marketed by Chemagro under the trade name Systox for control of aphids and mites on ornamentals.

Methomyl, an insecticide for ornamental use marketed as Lan-

nate by Du Pont Co., Wilmington, Del. and as Nudrin by Shell Chemical Co., San Ramon, Calif.

Methyl bromide, a fumigant for soil and nursery stock, marketed by Great Lakes Chemical Corp., West Lafayette, Ind., as Bromo-O-Gas and Terr-O-Gas, and by Dow Chemical Co. and others.

Paraquat, a herbicide for non-crop and industrial weed control around shade trees and ornamentals, marketed by Chevron Chemical Co., San Francisco.

Picloram, a herbicide sold for non-crop use in brush control and for utility and other rights-of-way, marketed by Dow Chemical Co. as Tordon.

RESEARCH

Wetting agents studied for crabgrass control

Surfactants in the form of detergents are useful in washing dishes and fabrics. As wetting agents, they can improve water penetration into a thatchy customer lawn.

Now there is evidence that certain types of surfactants can affect germination of hairy crabgrass seeds — with potential benefit to lawn care businessmen.

According to University of Delaware turf specialist Dr. William H. Mitchell, tests conducted under growth chamber and greenhouse conditions at the Delaware Agricultural Experiment Station have shown that several wetting agents can be effective when applied for this purpose.

Crabgrass seeds may remain dormant for over a period of several months following maturity. Therefore, at any time in a crabgrass-infested lawn there will be dormant as well as actively germinating seed. Dr. Mitchell's tests show that both types of seed are damaged by surfactants. Rarely was there complete kill of seeds in any given test, however.

The turf specialist has further found that subjecting treated seed to subfreezing temperatures for a period of 12 hours increases the effectiveness of the surfactant. Since crabgrass plants are easily destroyed by freezing temperatures, he speculates that use of surfactants prior to cold weather may have the effect of triggering germination, thus setting the stage for further seed damage.

"Most biological processes are not as simple as this," Dr. Mitchell told LAWN CARE INDUSTRY, and he stresses that only through testing of these findings under field conditions will he really know how effective wetting agents can be in control of crabgrass. Among manufacturers of wetting agents are Kalo Laboratories, Inc., Kansas City, Mo.; W. A. Cleary Corp., Somerset, N.J.; and Aquatrols Corp. of America, Pennsauken, N.J.

If your place is small, we have a model that's exactly right to do all those hard jobs that involve tilling, digging, or hauling.

If your place is big, you probably own several big tractors already. But it doesn't make much sense to fire up a 100-plus horsepower rig to clear some weeds. Not with today's fuel and maintenance costs.

GIVE THIS TRACTOR A JOB.

Now that you know a little bit about us, we hope you'll consider our job application.

But no matter how much we tell you here, your Kubota dealer is best

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Pesticide Applicators plan Seattle meeting

The International Pesticide Applicators Association has scheduled its annual convention for Sept. 13-15 at the Sea-Tac Motor Inn, Seattle, Wash.

The program is pegged for turf professionals, nurserymen, applicators and consultants and will feature speakers on management, extension research and the Environmental Protection Agency. Dick Beeler, editor of *Agrichemical Age*, is the keynote speaker.

For further information, con-

tact: Ed Walters, 20057 Ballinger Rd., N.E., Seattle, Wash. 98155, or call (206) 362-9100.

COMPANIES

Perf-A-Lawn holds training for over 70

Seventy Perf-A-Lawn employees attended training sessions focusing on soils, fertilizers, shade management, renovation, insects and problem solving.

The sessions, which lasted from Jan. 30 to Feb. 3 for one

group and from Feb. 6 to 10 for another, were at the company's headquarters in Dayton, Ohio.

At the sessions, employees from St. Louis, Nashville, Tenn., Indianapolis, Ind., Cincinnati, Dayton, Columbus and Cleveland, discussed and ex-

amined the regional differences in lawn care.

Three representatives from Ohio State University's turf and soil programs conducted the program. They are Dr. Ron Allerton, Dr. Phil Larson and Dr. David Martin.

MEMOS

Benomyl, cadmium, pronamide studied: Officials for the federal Environmental Protection Agency (EPA) say they are evaluating data submitted by the manufacturer and interested parties in the safety review of pronamide, and still accepting data in the safety reviews of cadmium and benomyl. Pronamide is a herbicide marketed by Rohm & Haas Co., Philadelphia, under the trade name Kerb. Benomyl is a fungicide marketed by Du Pont Co., Wilmington, Del., under the trade name Tersan. There are a number of cadmium fungicides on the market, the most notable manufacturers being Mallinckrodt, Inc., St. Louis, Mo. and W. A. Cleary Corp., Somerset, N.J.

Pride or pay? Pride of craftsmanship rates higher than pay raises in an Indiana University survey of 3,000 workers' most desirable work-related feelings. But among younger workers, higher pay was more important. Only five percent of the 3,000 workers agreed that "working hard makes a man a better person."

Single-family homes: In 1974, only about a third of new home sales were single-family units. Last year the figure was estimated at nearly half, and some building industry officials are predicting that by 1980, single-family detached homes will be preferred by 70 percent of new home buyers. And single-family homes represent the largest lawn care potential.

Auto sales down, home spending up? The home furnishings market may be a principal beneficiary of the sluggishness that has been developing in auto sales, security analysts believe.

Since the trough of the recession, most of the increased consumer spending on durable goods has been for autos, they say, but in the next year or two, they expect the emphasis to switch to home furnishings, as it has done in past economic cycles.

Can the same be said for lawn care services?

New breed of worker: Employers are responding to a new breed of younger, more independent worker, surveys show. Many bosses welcome the new independence, which often generates greater aggressiveness. "Young people have an attitude of 'give me a job and I will show you what I can do,'" one lawn care owner said. But others see declining loyalty and less attention to work. Another recent survey found 62 percent of executives polled have problems supervising and motivating young workers.

Crabgrass caucus: Charging that they are being discriminated against by the federal government, congressmen from suburbs have banded together to fight back. They were led by Cleveland Democratic Congressman Ronald M. Mottl, who thought of forming a suburban caucus to counteract what he said was pressure from the cornstalk brigade on one side and the urban brigade on the other.

"We're the crabgrass brigade," Mottl says.

Average hourly pay: Just so the lawn care businessman knows what he is competing against, the average hourly pay of factory workers in December rose to \$5.87 from \$5.81 the preceding month, the Labor Department has reported.

Pounding those house nails: Construction of new housing units in the third quarter of last year was up 34 percent compared to the year previous. The following 10 metropolitan areas led the nation in new housing units during that period — Houston, Chicago, San Diego, Dallas, Los Angeles/Long Beach, Phoenix, Washington, D.C., Detroit, Seattle/Everett and Denver.

Lawn care and Playboy: One of the country's most popular magazines — *Playboy* — has finally taken notice of the lawn care industry in its March issue. While this might not be a family magazine, we still certainly can't print what is on page 21 in the "Playboy After Hours" section.

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Scotts...the grass people. It's a name both you and your customers know well.

ProTurf...Scotts' professional turfgrass division. It means that this is no garden store variety of turf product. It's developed, manufactured and sold specifically — and exclusively — for professional users...like golf course superintendents and lawn service companies.

Results you can count on.

ProTurf High Density Fairway Fertilizer is a combination of both fast-acting and sustained release forms of nitrogen, so you can expect quick green-up and long-lasting effects. And because it's non-burning when used as directed, it can be used with confidence throughout the entire growing season.

ProTurf High Density Fairway Fertilizer is also completely homogeneous, so the nitrogen, phosphorus and potassium are distributed evenly. That means that grass plants get nutrients in the same proportions

you selected...so you can be sure every lawn you treat is getting a uniform feeding time and time again.

ProTurf High Density Fairway Fertilizer was originally developed to meet the needs of golf course superintendents for a high quality, high nutrient, easy spreading, dust free, non-burning, long-lasting maintenance fertilizer. It is now applied by thousands of turf managers in all sorts of use and environmental conditions.

You buy directly from Scotts.

All ProTurf products are sold directly to professional users. For more information about High Density Fairway Fertilizer or our fifty other fertilizers, fungicides, insecticides, herbicides, combination fertilizer/pesticides, seed and equipment, all you have to do is call us.

Save during ProTurf's special Spring Sale...only for lawn services and landscape contracting companies.

Now until March 31st, you can get special discounts on the whole line of ProTurf lawn service products during our special Spring Sale. And you can wait till late summer — when your cash flow is better — to pay. Call the toll free Scottline: 800/543-0006. (In Ohio, call collect: 513/644-2900.)



ProTurf Division • O. M. Scott & Sons
Marysville, Ohio 43040

Circle 119 on free information card





When they bag more,

When there's no compromise in performance, they're worth even more.

Introducing Toro Front Runner rotaries.

They're self-contained vacuum grass collecting systems designed specifically to bag and carry heavy loads without penalizing performance.

Result? They stop, start, steer and maneuver as well loaded as many mowers with add-on bag systems do empty.

Since they're designed for big grass loads, strain on engines, transmissions and other components is cut way down. Which cuts way down on

repairs and down time.

What's more, Front Runners offer the largest grass collection capacities available. The GMT (left) handles up to 20 bushels and mows 48" or 60" wide.

The Turf Truck, with hydraulic dump system, handles up to 50 bushels and mows 60" wide. Benefit: More mowing between grass dumpings.

Or, for wide mowing without bagging, choose the giant 80" batwing deck on either unit. Outer wings follow contour of ground to eliminate scalping.

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Fall turf fertilization recommended by VPI's Hall

Nitrogen is the center of the spider web of turfgrass management. Alter the nitrogen level in a home lawn and you alter irrigation needs, mowing frequency and height, herbicide, insecticide, fungicide, aerification and verticutting programs, nutritional needs and other management factors.

"If used properly, nitrogen provides high quality turf," says Dr. John R. Hall III, extension turf specialist at Virginia Polytechnic Institute and State University (VPI), Blacksburg, Va. "If used improperly, it destroys turf."



Dr. Hall recommends taking advantage of the benefits of fall fertilization to produce the best lawn for your customers. Lawn care businessmen who attended the Virginia Turf Conference heard VPI researchers tell of the virtues of fall fertilization. Also, Dr. James F. Wilkinson, research director for ChemLawn Corp., Columbus, Ohio, has said his company is doing extensive research on fall fertilization.

Dr. Hall says that when temperatures are greater than 55°F., application of nitrogen to cool-season grasses leads predominantly to leaf growth. This leaf growth response will be greater in the spring than in the fall and will occur at the expense of both the applied nitrogen and the stored plant carbohydrates. The potential for root and rhizome growth decreases in almost direct proportion to the amount of shoot growth the applied nitrogen will stimulate.

"In other words," Dr. Hall said, "if the applied nitrogen produces a great requirement for mowing, then little root or rhizome growth is likely to result from the application." He said Kentucky bluegrass, bentgrass, tall fescue, creeping red fescue and perennial ryegrass should be fertilized predominantly in the fall when green leaf tissue is alive and applied nitrogen can force photosynthetic production of carbohydrates.

During these cool months, respiration (food-using processes) rates are low and produced carbohydrates are more likely to be utilized for root growth and food storage. The extensive root system and stored food developed in the fall will be essential for survival of the cool-

season grass plant in the following June, July and August.

"Use late fall applied nitrogen in moderation," Dr. Hall warns, "because excessive late fall nitrogen applications greater than 1½ pound soluble nitrogen per 1,000 square feet at any one time can have harmful effects on turf." In addition to the increased succulence and probability of frost damage or winter injury, there can be excessive promotion of top growth, he said. Nitrogen applications made in

November and December can create excessive growth as late as March or April of the following lawn care season.

"Proper nitrogen selection is essential to achieving maximum benefit from late fall fertilization, he said. Under normal rates of application, the fast release materials make possible a more efficient utilization of applied nitrogen. They also are capable of providing rapid cold-temperature response. He said that studies have shown that winter nitrogen applications on bentgrass increase root growth and carbohydrate reserves. The slow rate of nitrogen release from urea formaldehyde and natural organic materials at soil temperatures less than 50°F. makes

their late fall application of questionable value. He said IBDU, manufactured by Swift Agricultural Chemicals Corp., Winter Haven, Fla. does not rely heavily on soil temperature for release and has provided satisfactory late fall fertilization results.

Dr. Hall said examples of fast release inorganic nitrogen carriers include ammonium nitrate, sodium nitrate, calcium nitrate and ammonium sulfate. Urea is considered a fast release organic nitrogen carrier. These materials exhibit high water solubility, rapid plant response, high rates of nitrogen recovery, low cost per unit of nitrogen and minimal dependence on soil temperature for availability.

"I was very pleased with the entire magazine. Really, I enjoyed it very much. There was quite a bit of information. Keep up the good work."

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"Very good start! Continue Marketplace."

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"First edition was great."

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"I'm really impressed with LAWN CARE INDUSTRY. You all did a fine job. If I can help in any way, please let me know. Agrilawn is a fairly small company, but we've run the same problems getting started as everyone else."

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"Excellent publication. Enjoyed reading it very much. Anxious for next issue."

John E. Meadors
Meadors' Lawn & Grounds Maintenance
Danville, Virginia

Thank You Readers!



NEWSMAKERS

Robert J. Moeller, has been named to the new post of vice president, marketing and sales, for **Toro Co.'s Outdoor Power Equipment Group**, Minneapolis. The assignment gives him overall responsibility for the marketing, sales and service of all of the company's consumer and professional equipment for lawn and turf maintenance.

Dan Skahill has been named to manage advertising and promotion for **Moody Sprinkler Co.**, Costa Mesa, Calif. Also, Steven R. Solorio has been named technical services manager. He will be responsible for technical communications with distributors and users as well as field service and repair facilities.



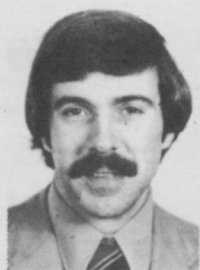
Voorhees



Gambrell

New distributors have been announced for **Hahn, Inc.**, Evansville, Ind.: Bill Voorhees, owner of Bill Voorhees Co., Nashville, Tenn., will handle the central Tennessee territory; David Gambrell, manager of Gambrell Equipment Co., Memphis, will handle the Memphis/eastern Tennessee area; Wayne M. Johnson, sales manager of Drake Hardware, Burlington, Iowa, will handle the Iowa, Illinois and Missouri territories; Richard

Duke, owner of Duke Lawn Equipment, Burlington, Ontario, will handle the Canada territory; and Greg Thomas and Jim Listerman, owners of J/G Outdoor Products, Cincinnati, will handle the Cincinnati/Tri-State area.



Wehner



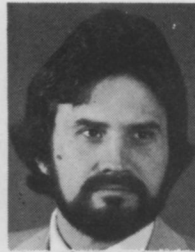
Barber

Dr. David J. Wehner has joined the staff of the **University of Maryland** department of agronomy as an assistant professor. His duties will be in the area of turfgrass research and teaching. He received his B.S. in chemistry at **Notre Dame** in 1972. Following graduation, he accepted a research assistantship in turf management at **Penn State University**. His M.S. thesis dealt with varietal identification of Kentucky bluegrass. He continued at Penn State and completed his Ph.D. program in 1977. For his Ph.D. he studied heat tolerance in Kentucky bluegrass and perennial ryegrass.

Davis Division of J I Case, Wichita, Kan., recently announced the promotion of Steve Barber to manager of marketing services. He is responsible for coordinating and supervising sales promotion plans, advertising and product training programs and to work closely with new product development.



Fay



Powell

Pam Fay has joined **FMC Corp.'s Outdoor Power Equipment Division**, Port Washington, Wis., as product manager for **Bolens** front and rear engine rider products. Also, the company has announced the appointment of three new service parts distributors: **Carl A. Anderson, Inc.**, Minneapolis, will distribute service parts in North and South Dakota, most of Minnesota and a portion of Northeastern Wisconsin. **R.P.W., Inc.**, Omaha, Neb., will cover most of Iowa and Nebraska; and **H. A. Waterman Co.**, Indianapolis, will cover most of Indiana and portions of Illinois, Kentucky and Tennessee.

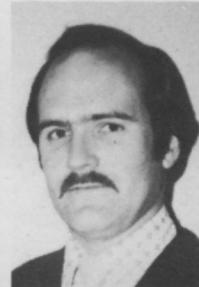
The following Bolens distributors have expanded their facilities and territorial coverage for service parts:

M & S Lawn Supplies, San Antonio, Texas will distribute service parts in Oklahoma, most of Texas and a portion of Louisiana with **Norwood Bicycle and Lawnmower Shop**, Jacksonville, Fla., now covering Alabama, Georgia and a major portion of Florida.

Gary D. Powell has joined the **Carl A. Worthington Partnership**, Boulder, Colo. as a senior associate in the firm. He is a registered landscape architect in Colorado.

Lawrence A. Tomlinson has been named manager, advertising and sales promotion, professional chain saws and special markets for **Homelite Division** of **Textron, Inc.**, Charlotte, N.C.

Mike Dempsey has joined the San Jose branch office of **Target Chemical Co.**, Cerritos, Calif. He is a state licensed pest control advisor in California. His primary responsibilities will be pest control advisor to landscape contractors and golf superintendents. He also has an agricultural pest control operators license in weed control; nurseries; ornamentals and turf; residential and institutional; and vertebrate pests. His experience includes four years as manager of a landscape maintenance division of an area landscaping firm. He is a member of the board of directors of the Northern California Turfgrass Council.



Dempsey



Raymond

Jeff Raymond has been promoted to sales manager for **Applied Biochemists, Inc.**, Mequon, Wis.

Keith Woodruff is assistant manager of **Lawn Groomer**, Bloomington, Ill. He had previously been an applicator. Michael Tanzini is vice president of the Landscape Department for **Ted Collins Associates, Ltd.**, Victor, N.Y. He had previously been a sales representative.



Guadagni



Shepersky

Bob Guadagni has been named district manager for northern California and northern Nevada for **Rain Bird Sprinkler Manufacturing Corp.**, Glendora, Calif. He will have responsibility for the company's turf sprinkler activity in this area. Also, Keith Shepersky has been named district manager for Hawaii. He will be working in both the turf and agricultural fields.

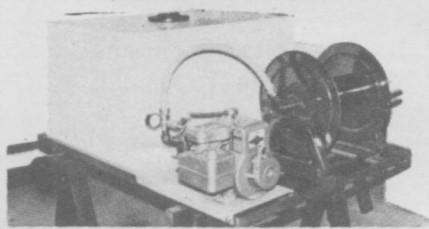
John Shaich is a lawn care applicator for **J. C. Ehrlich Co., Inc.**, Reading, Pa. The announcement was made by Paul Waner, manager of the company's lawn care division.

Mitchell Crose is vice president of sales and public relations for **Ace on the Ball Pest Control, Inc.**, Clearwater, Fla. He had previously been secretary/treasurer.

Dwight Thompson is manager of **Flo-Lizer**, South Solon, Ohio. The announcement was made by Shirley Farrell.

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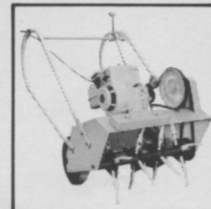
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HELP US TO HELP YOU

The editors of LAWN CARE INDUSTRY would appreciate your comments on the magazine's contents. Please write your message below, tear out the card, and mail. Postage is prepaid.

Which article in this issue did you find the most interesting and/or helpful? _____

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

Additional comments

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MEETINGS

Kansas conference, field day are set

The Central Plains Turfgrass Conference is scheduled for October 4-6 in Manhattan, Kan. In addition, the Central Plains/Kansas State University Field Day will be August 23 at the University in Manhattan.

At both events, topics to be discussed will include research results from Kansas State University and turfgrass culture information for lawns, general grounds, parks, athletic fields and golf courses. At the conference, training sessions will be held October 4.

For further information, contact: Dr. Robert N. Carrow, assistant professor of turfgrass science, Kansas State University, Horticulture Department, Waters Hall, Manhattan, Kan. 66506, or call (913) 532-6170.

TAXES

Carter asks limit on owners' benefits

A proposal by President Carter to Congress has asked for a limit on fringe benefits for people who own more than 10 percent of corporation. And the proposal could hurt owners of some small businesses.

The President wants only 25 percent of benefits or outlays for benefits for all employees to be for the owners; any excess would be taxed to the owners. Thus, a one-owner firm such as a lawn care company can spend \$400 for the owner's medical insurance if it spends \$1,200 for the employees. Or it can buy the owner \$16,666 of life insurance if it buys employees \$50,000 worth.

It will hurt some small businesses, a spokesman for the Treasury Department said. But something should be done about owners who get free medical and life coverage from their firms and give employees little or nothing, he says.

HERBICIDES

Private labeling of Betasan announced

Stauffer Chemical Co., Westport, Conn., has announced that Betasan selective turf herbicide is now available to commercial lawn care businessmen under several private labels.

The product names, companies and sales regions include: Best Betasan 4E and Best Betasan 12.5G, Occidental Chemical Co., Lathrop, Calif., marketed on the West Coast

Betamec-4, PBI Gordon Corp., Kansas City, Kan., marketed nationally

Lescosan 4E and Lescosan 12.5G, Lakeshore Equipment and Supply Co., Inc., Elyria, Ohio,

marketed east of the Rockies

Pratt Betasan 4E, Pratt Betasan 12.5G and Pratt Betasan 3.6G, B. G. Pratt Division, Gabriel Chemical Co., Paterson, N.J., marketed in the Northeast

Pre-San, Mallinckrodt, Inc., St. Louis, Mo., marketed nationally

Rockland Betasan 4E and Rockland Betasan 12.5G, Rockland Chemical Co., West Caldwell, N.J., marketed in the Northeast

Betasan is a preemergence herbicide that controls crabgrass, *Poa annua*, goosegrass, henbit, foxtail and fall panicum, the company said. It will not leach because it has good residual properties, the company said.



The 1978 officers and trustees of the Ohio Turfgrass Foundation are pictured at the recent OTF Conference and Show. Front (left to right) Dave Martin, executive secretary; Lou Greco, past president (Squaw Creek Country Club); John Fitzgerald, president (Century Toro Distributors); Merrill Frank, president-elect (Brookside Golf & Country Club); Bill Hill, vice president (Geo. W. Hill Co.); Mark Yoder, treasurer (Worthington Hills Country Club). The trustees are (back l-r): Gene Burrell, Cincinnati Golf Courses; Dick Warner, O M Scott & Sons; Bob Robinson, ChemLawn Corporation; Kermit Kelk, Springfield Country Club; Ron Giffen, Lakeshore Equipment & Supply Co.; Gary Fichter, Ironwood Estates & Golf Club; John Goodwin, Shawnee Country Club; and Bill Burdick, Canterbury Country Club.

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Tank mixes recommended for hydraulic turf establishment

Tank mixes in hydroseeding can range from simply seed or sprigs and water to combinations of seed mixtures, fertilizers, lime, mulches, tackifiers and compatible pesticides.

Each of the components should be evaluated for their suitability in achieving the desired establishment, according to Dr. Charles H. Darrah, extension turf specialist at the University of Maryland. He also says care should be taken to avoid incompatibilities, and that

chemicals and fibers are not substitutes for good agronomic practices. In an earlier article (see "Hydraulic Seeding Process Used To Establish Home Lawns, Nov/Dec, page 25), mulching material and tackifiers were examined. This article discusses other components included in tank mixes.

In most instances, Dr. Darrah said, fertilizers and liming materials are added to hydroseeder tank mixes to help overcome fertility and pH deficiencies during

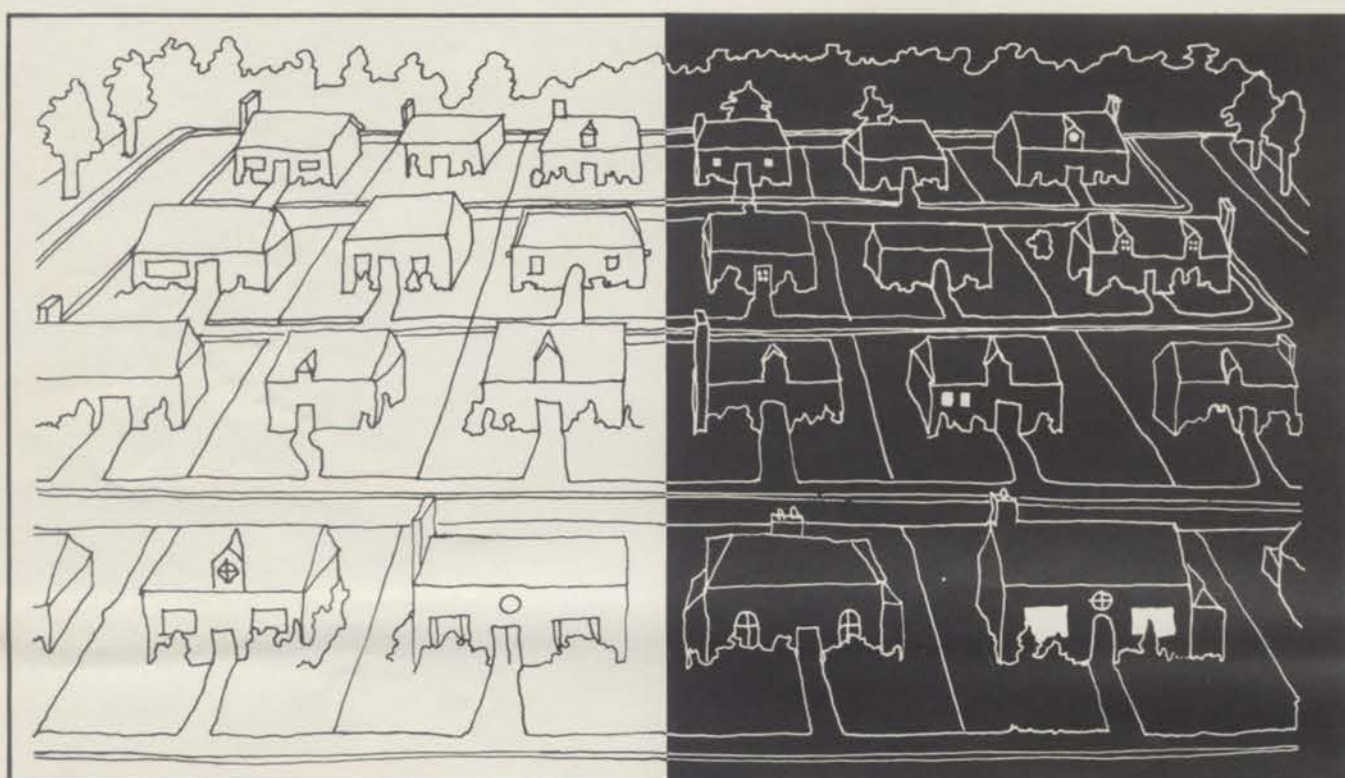
establishment. Hydroseeding allows the application of both soluble and insoluble types of fertilizer in a slurry. Liming materials and insoluble fertilizers must be mixed in the slurry and agitated to be kept in suspension. From a test of the soil present, the proper ratio of nitrogen, phosphorus and potassium and the amount of lime needed for the establishment of the hydroseeded materials can be determined.

Dr. Darrah said that slow-release fertilizers have been advocated for use in hydroseeding. According to studies in California, if slow-release fertilizer is used, it should be combined with an application of conventional "fast-release" forms. This is to

insure that nutrients are available shortly after germination when the plant needs them. Slow-release fertilizers are expensive (several times the cost of conventional fertilizers) and breakage may occur in the hydroseeded materials can be their slow-release properties.

Another component that has been used in hydroseeder tank mixes is a compatible herbicide. Glyphosate, marketed as Roundup by Monsanto Agricultural Products Co., St. Louis, Mo. has been used in tank mixes to eliminate existing vegetation, Dr. Darrah said.

Also, siduron, marketed under the trade name Tupersan by Du Pont Co., Wilmington, Del., can be used to help eliminate weed competition when hydroseeding Kentucky bluegrass. Also, simazine, marketed under the trade name Princep by Ciba-Geigy Corp., Greensboro, N.C. has been successfully used when hydrostolonizing zoysiagrass. Compatible insecticides and fungicides have also been used in tank mixes. The use of pesticides in the tank mixes is generally considered only in special cases, and may not conform to label recommendations, Dr. Darrah warns.



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MEETINGS

ChemLawn vp Miller at Southern conference

If you're mixing two pesticides with unknown compatibility for the first time, always run a jar test and apply the mixture to a small patch of grass, Dr. Robert Miller told conferees at the 1978 Southern Turfgrass Conference.

Miller is a vice president of ChemLawn Corp., Atlanta. More than 365 turf professionals attended the conference. "If you use the mixture for the first time without testing it you may have a problem. If you use the mixture on 500 lawns, you may have a real problem," he said. At the January conference, he stressed the importance of tank compatibility when mixing chemicals.

The three ways to tell if the chemicals are incompatible, are charts, a jar test and application to a small area. When conducting a jar test, he suggested mixing the chemicals at the same portion as would be used in the tank.

The April issue of **LAWN CARE INDUSTRY** will feature Detroit in its Marketplace story. Also, Los Angeles will be featured in May and Cleveland in the June issue.

17 suggestions on how to correct employee mistakes

Correcting the mistake or error an employee has made can seem easy to handle, but there is much potential trouble. Personnel today are better educated than in the past. There are more opportunities open to them elsewhere. But of top importance, each employee has definite ideas about the employer-employee relationship that have to be considered.

Here are suggestions to make the corrective step not only easier but with assurance that the right move is being taken. They apply to both small matters and major ones in any lawn care firm management.

Avoid acting immediately. Emotions may be misleading. The employee is also on the defensive. A truer picture of the situation will exist when there is time to relax and approach the incident calmly.

Be sure of the facts. All of them may not be obvious. Some element below the surface could have major importance. The effort spent toward obtaining the true picture is usually repaid in revelation of the simplest step to take.

Show "How to" . . . not "How not to." The former is true correction; the latter chiefly guilt placing. There is often a good chance the employee was really not aware of the proper step.

The key word is "correction" and not punishment. The latter is generally foremost in mind and has to be kept under control. It has application only where repeated offenses exist. Keep in mind that punishment should be known about before the mistake; not afterward.

Make that correction privately. When others are present your employee has to go on the defensive to save face. That is going to make the whole thing more difficult to handle. It can also develop ill feeling within your staff.

Argument is better avoided. Discussion may have value when correction of an employee is being handled but even mild argument will aggravate the average situation. Control of it is up to you; an employee cannot be expected to do so.

Make the whole thing impersonal. Refer to effect of that mistake on the business rather than on yourself. An impersonal situation is easier to handle.

Be explicit about the damage done. Often an employee has no idea as to the effect from what has happened. Down playing effect can lead to the same thing happening again in the future.

Know your legal rights. Get them from your lawyer as local and state rules enter into it. If dismissal is necessary be sure no action is taken that can bring

down the forces of employee protection laws.

Keep even mild threats out of it. Telling an employee what will happen if the mistake occurs again is seldom advisable. Doing so is sure to affect future performance.

Have the correct perspective. Labeling a minor mistake as something of colossal importance seldom fools that employee. Instead, respect for yourself and for the business declines. A less

proficient employee results.

Make it simple and to the point. Approach of a flowery nature only makes things worse. Misunderstanding invariably results. The simplest and most direct approach is invariably best in corrective steps.

Try for a co-operative approach. "We can work this out—" handles the simple or complicated correction easier than, "This is the way it is to be done." The first attitude also helps put the employee at ease and makes suggestions less difficult to accept.

Leave "guilt" out of it. Dwelling thereon attains nothing for that employee is well aware of having done something wrong. Emphasis on the guilt factor

merely builds up a defensive attitude.

Pick the right time. Handle it when things are relaxed. Any outside pressure is sure to result in hurried action that may be regretted later.

Penalty has to be fair. Over penalizing results in nothing but future trouble. The scared individual can never be totally productive in the future.

Encourage questions. Doing this is one good way of making certain the employee not only understands what happened but also what is to be done in the future.

Use a compliment or two. This is one time that your employee definitely needs a "pat on the back."

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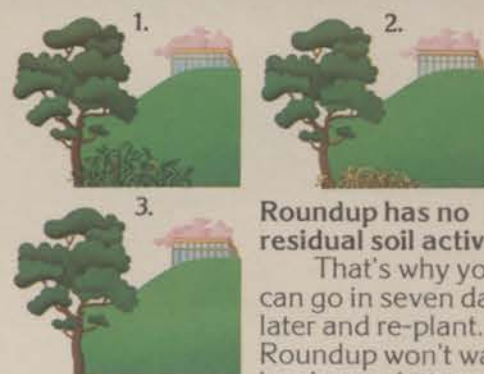
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CUSTOMER RELATIONS

Should a contract be written or verbal?

Some lawn care companies use written contracts to protect both the company and the customer. Other companies feel this is not necessary, and some even advertise "no written contracts" in Yellow Pages ads. Which way is best?

"Whether or not we use a written or verbal contract depends upon several factors," says Ron Phillips of Phillips of Phillips Lawn and Tree Service, Arlington, Texas. "First, how well do we know the customer? Many times with an established client all that is required is a verbal agreement and handshake. However, don't neglect to be specific about what work will be done and for exactly how much money."

He says that when you give an estimate for work to be done, make sure of your price before giving a quotation. Even a good customer may be irritated if he is presented with a final billing much higher than the original estimate. If you are unsure of the final costs of the job, you might give an approximate figure, but

do not exceed your approximate high figure by more than 10 percent.

"It is generally better customer relations to arrive at one specific price before starting a job and trying if at all possible to stay within that figure," he said. "Beware of customers who try to add additional free work after the price is set."

Clearly establish with the customer when the full payment is due, he says. Have it understood if payment is to be in installments as the job progresses, for example as it might be on a large job; or in one lump sum when the job is completed.

"On your regular maintenance accounts you will have to carry them on a monthly billing system," he said. "Most of our residential customers pay every service trip, but most commercial accounts pay once a month."

"We generally go to a written contract whenever we do not know the customer or when we will have a large dollar input into the job," he said. "For our written contracts we use standard proposal and acceptance forms available at local office supply stores. They are simple, yet specific and legally binding when signed by both parties. In the contract you can specify a down

payment if necessary. This helps finance the job, and protects you from a total loss in the unlikely event the customer defaults on the bill."

RESEARCH

St. Augustinegrass root growth studied

St. Augustinegrass is unique in terms of responding to potassium with increased shoot and root growth, according to turf researchers at the Texas Agricultural Experiment Station.

The test results are noteworthy for those lawn care businessmen in the South and Southwest who have to contend with St. Augustinegrass lawns.

The influence of potassium on the root growth and turfgrass quality of Floratam St. Augustinegrass was investigated in

both field and greenhouse experiments by Dr. James B. Beard, professor of crop and soil sciences, and J. M. DiPaola.

Increases in turfgrass quality, vertical shoot growth, number of actively growing roots and daily root growth rates occurred during the first two weeks following sod transplanting. St. Augustinegrass roots reached depths in excess of 19 and 46 inches after three and six weeks respectively. A stable root growth rate of just over one inch a day was attained after two weeks. Night-time root growth rates were 22 percent greater than those of the daylight period.

Shoot and root growth decreased markedly during drought stress. Root maturation was hastened by drought stress. Increased potassium fertility produced greater total root dry weights, but did not affect the distribution of roots within the soil profile.

MONEYWISE

Three kinds of money borrowing

When you set out to borrow money for your lawn care business, it is important to know the kind of money you need from a bank or other lending institution. There are three kinds of money — short-term money, term money and equity capital.

Keep in mind that the purpose for which the funds are to be used is an important factor in deciding the kind of money needed. But even so, deciding what kind of money to use is not always easy. It is sometimes complicated by the fact that you may be using some of various kinds of money at the same time and for identical purposes.

Keep in mind that a very important distinction between the types of money is source of repayment. Generally, short-term loans are repaid from the liquidation of current assets which they have financed. Long-term loans are usually repaid from earnings.

Short term bank loans. You can use short-term bank loans for purposes such as financing accounts receivable for, say, 30 to 60 days. Or you can use them for purposes that take longer to pay off — such as for building a seasonal inventory over a period of five to six months. Usually, lenders expect short-term loans to be repaid after their purposes have been served; for example, accounts receivable loans, when the outstanding accounts have been paid by the borrower's customers, and inventory loans, when the inventory has been converted into saleable merchandise.

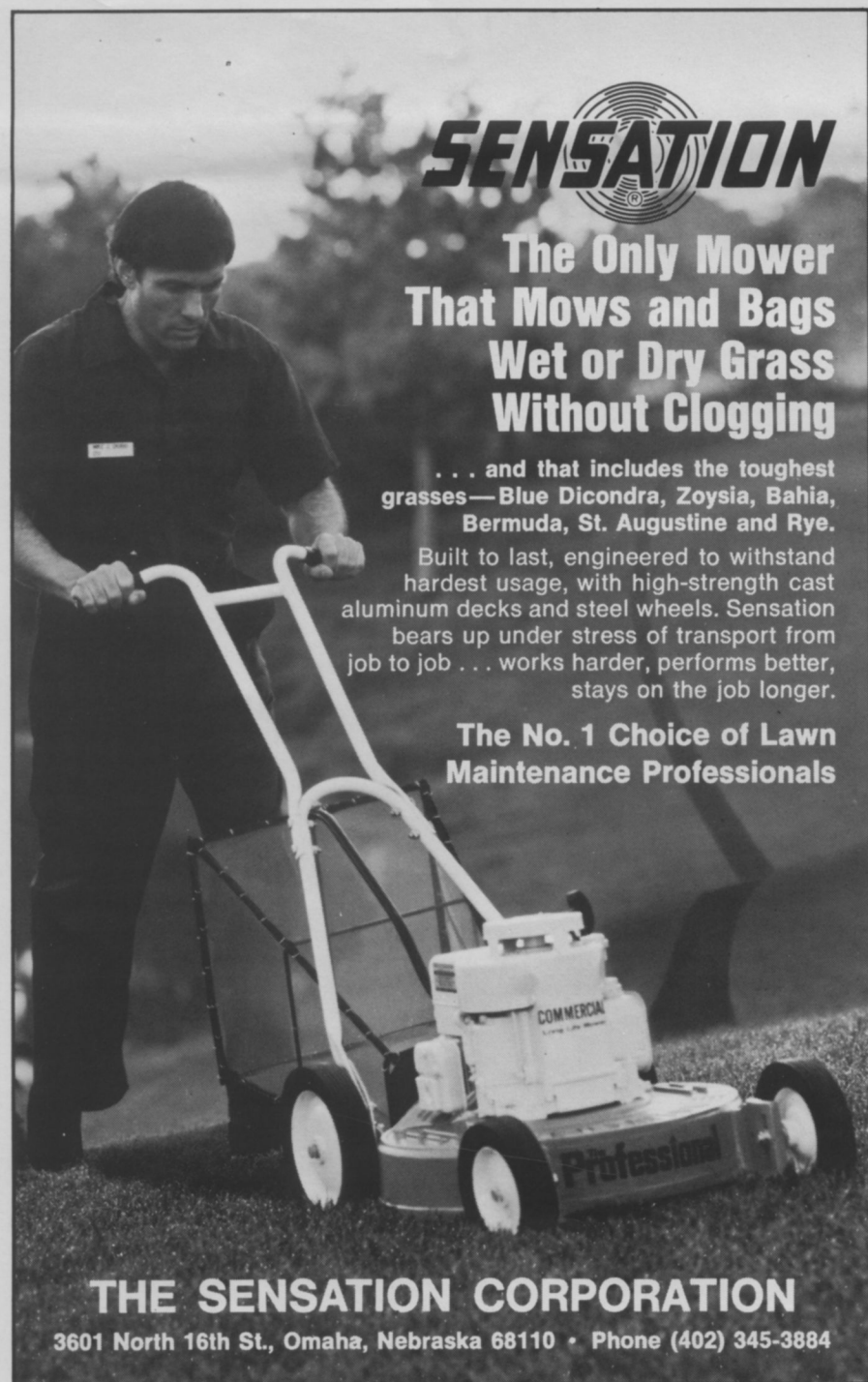
Banks grant such money either on your general credit reputation with an unsecured loan or on a secured loan — against collateral. The unsecured loan is the most frequently used form of bank credit for short-term purposes. You do not have to put up collateral because the bank relies on your credit reputation. The secured loan involves a pledge of some or all of your assets. The bank requires security as a protection for its depositors against the risks that are involved even in business situations where the chances of success are good.

Term borrowing. Term borrowing provides money you plan to pay back over a fairly long time. Some people break it down into two forms: (1) intermediate, or loans longer than one year but less than five years, and (2) long-term loans, for more than five years.

However, for your purpose of matching the kind of money to the needs of your lawn care company, think of term borrowing as a kind of money which you probably will pay back in periodic installments from earnings.

Equity capital. Some people confuse term borrowing and equity (or investment) capital. Yet there is a big difference. You don't have to repay equity money. It is money you get by selling a part interest in your business.

You take people into your company who are willing to risk their money in it. They are interested in potential income rather than in immediate return on their investment.



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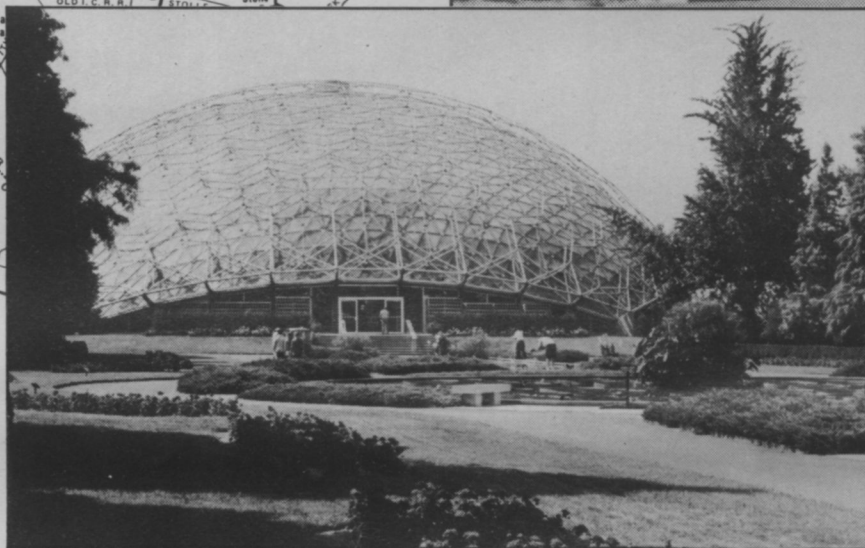
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The lawn care industry began in St. Louis about 12 years ago. At the time, the homeowners of that city might not have even known it existed, because perhaps only a few hundred were even receiving a bonafide full-time lawn care service.

Sure, many of the residents may have been having their lawns mowed by neighborhood kids or one of the few lawn maintenance firms in business at the time. But the appetite of the homeowner/potential lawn care customer was just being whet by one of the original lawn care franchises out of New York — Lawn-a-Mat Chemical & Equipment Corp.

The company was in full force by the early 70's; five franchises blanketed the city. As one franchise owner recently said: "If you could not get 10 customers signed up on a Sunday at that time, it was a bad day."

But there were problems. Perhaps the fact that St. Louis was just so far away from the Northeast stronghold Lawn-a-Mat holds on the business today, and the program and marketing techniques just were not the same.

But the Lawn-a-Mat grip on the city loosened. Lawn Medic, another company from the Northeast, made inroads, but still did not dominate. It might

have set the stage for the second development stage of the lawn care industry in St. Louis beginning in 1972 and 1973.

ChemLawn Corp. out of Ohio opened a branch in suburban Manchester. Evergreen Lawns was also becoming established. And these two companies started what was to become the most important development stage of the St. Louis market. They employed mass marketing techniques — advertising on a large scale, door hangers, direct mail, lawn specialists that were well-trained and well-disciplined. Along with trucks that were washed and waxed at the end of a work day.

The approach worked. Those

two companies — Evergreen and ChemLawn — set the stage for four more developments in the St. Louis lawn care market:

(1) Perf-A-Lawn, another major company out of Dayton, Ohio, now with two branches in the city.

(2) A number of secondary liquid fertilization companies, some that have come and gone out of business in one lawn care season, and some that have the potential to be future factors — Terra Green Corp., Spray-Green and a number of others.

(3) It also brought on the professionalism of the lawn mowing and trimming operations; after ChemLawn and Evergreen, the small companies could never

send workers out with long hair, no shirts and cut-off jeans — and still keep the customer.

(4) The regrouping of former Lawn-a-Mat franchise holders and other believers in a dry material application program is the last factor. They are forming companies that use the same techniques as the liquid fertilization companies, but basing it on granular fertilizer, and also including aeration, power raking, verticutting, reseeding, liming, and in some cases even mowing.

Their belief is that the homeowners of St. Louis have been introduced to lawn care by the larger companies, like the idea, and are ready for the "full maintenance" concept. "The

St. Louis



The Climatron (left) in the Missouri Botanical Garden in St. Louis is a geodesic-domed greenhouse that houses four distinct climates ranging from a tropical rain forest

to an arid Moroccan desert. The 630-foot high stainless steel Gateway Arch is the focal point of the St. Louis riverfront.

spray companies are the greatest thing that ever happened to us, they are our best advertising," one of the owners of this type of company told **LAWN CARE INDUSTRY**.

So the lines are drawn. The smaller companies say they sell their accounts over a cup of coffee with both the husband and wife present at the kitchen table. The larger companies sell their customers with heavy duty advertising and competitive prices based on volume.

But the competition is not all big versus little. At the intersection of Axminster Drive and Larkin Williams Road in suburban Fenton, the south St. Louis branches of ChemLawn and Evergreen are no more than 200 feet from each other. And you can bet they are trying to woo the same customers.

The final dividing line that almost all lawn care companies in St. Louis adhere to: North County, South County and West County — all unofficial sections of St. Louis County, but divided by geography and linked by I-270 forming a crescent around the whole St. Louis metropolitan area. All but the largest companies remain within their boundaries.

As the population of the city of St. Louis, limited by city borders set by its founding fathers, has been on the decline, St. Louis County has been welcoming the

former city-dwellers and the county, according to St. Louis County commissioner Gene McNary, "is going like gangbusters."

He points out that the county is involved in a tremendous rebuilding of blighted areas and rehabilitation of older houses in many of the 92 cities which comprise St. Louis County. The county plans to spend about \$144 million in the next five years to upgrade Lambert International Airport and it is promoting the area near the airport as a natural distribution center.

McNary predicts a housing boom in the next five years with housing starts up over 50 percent in his county. The population of St. Louis is expected to rise 1.8 percent by 1982 to more than 2.4 million people. It is ranked 12th in population of U.S. cities, right behind Houston and right in front of Pittsburgh.

Lawn care companies operating in the St. Louis area include all different levels representing large and small numbers of customers and employees, primarily liquid fertilization and pesticide applications, on granular, mowing and full maintenance. A partial listing of companies would include:

Frank McGarvin of **Terra Green Lawns** in Florissant; Mart Flaker of **Bonafide Landscaping Service** in Overland; Gerald Wille of **C & G Lawns** and

Gardens in Olivette; Thomas Brockmann of **Charles Lawn** in St. Charles; Dennis Gowan of **Good Time Lawn Care** in St. Ann; Loald Hinderleider of **Lawn Medic of South County**; John Cross of **Spray Green**; Randy Dweifel and Jim Sanders of the **Perf-a-Lawn** branches in Fenton and Maryland Heights; Dave Schlegel and foreman Bill Rohland of **J.D. Schlegel Landscaping Co.** in Creve Coeur; Paul Daverede, president of **Evergreen Lawns**, and more.

Here are profiles of six different lawn care companies operating in St. Louis.

Dex Harper operates **Chem-Gras** with his son Jim Harper and son-in-law Don Rogers in the South County area. He started this business in 1974 after owning a **Lawn-a-Mat** franchise. They apply all granular materials and offer full maintenance except for mowing.

"We try to base our service on quality and know-how," Dex recently told **LAWN CARE INDUSTRY**. "There is definitely a demand for this type of service that we perform. Spray people are our best advertisers. They get the people interested, but most liquid programs are not complete at all. They don't give control of insects and disease. Grubs were bad last year, but we had no grub problems on our lawns because our granular insecticides get down into the soil and keep the

grub population down."

Jim Harper says that most of the lawns his company cares for are bluegrass, along with some zoysiagrass, and some mixtures that also include ryegrass and red fescues. "We are in the transition zone — and you have to have a different program for each, because there is just no perfect grass for this area," he said.

Dex Harper agrees with many lawn care businessmen across the country when he says that suppliers are not reacting enough to small lawn businesses like his. He has almost 300 customers. He says if he has an equipment breakdown in the middle of the lawn care season — which he inevitably always does — he has a hard time getting parts and service.

Chem-Gras does one thing that many companies in St. Louis and elsewhere do not — they attempt to get as many lawns as they can in the city of St. Louis, lawns with no more than 2,000 to 2,500 square feet. Most companies feel they cannot make a profit handling this size of lawn, but Rogers says, "we would like to have as many of these as we can handle. If we can get three or four in a row, it is just like handling one large lawn out here in the suburbs, but it brings in more dollars."

Jim Harper said that "the easiest man to sell a lawn care

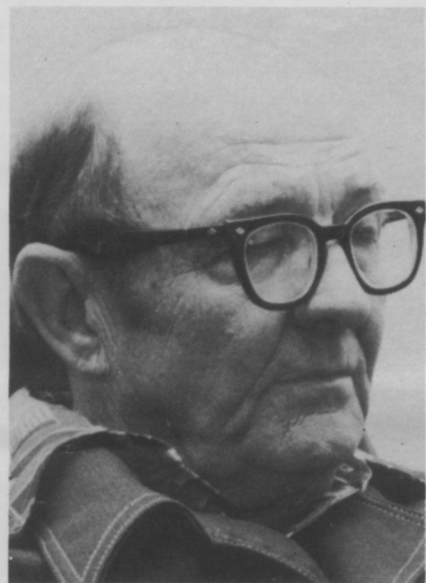
to page 26

St. Louis from page 25

service is the man doing it himself. He has the knowledge of the work involved and also, more importantly, what it costs." He says they lose many potential customers who are looking for a lawn care service for the first time. "They price us out and see that we charge three times what the spray companies do, and we usually lose him. But we get him the second time around."

Dex Harper says that he tries to sell most of his accounts on a two-year program contract. "I tell them they are throwing money away if they just stay with me for one year, that they are not going to see any appreciable results."

They estimate that 40 percent of their customers are professional people such as doctors and dentists. Another 25 percent are widows that are financially pretty well off, but also some on



Dex Harper

Social Security and pensions. Another 10 percent are people in the 25-to-32 age bracket with both the husband and wife working. The rest are a cross-section of the St. Louis population, with about 15 percent of the total are people who formerly had liquid fertilization.

They sell 60 percent of their customers in the spring and 40 percent in the fall. They say fall is really the best time to start the type of lawn building program that they perform, but that most of their customers are spring-conscious.

Their average lawn is about 5,600 square feet, but they have one that is 30,000 square feet and one that is only 500 square feet. They don't go for the new lawn market, because as Rogers says: "The lawns are about five years away from being one of our customers. They go okay for about three years after being installed, and then they start to go bad. But the people could not afford us anyway, after they have spent so much for the house the way prices are today."

Their system runs two men to a truck, with about seven jobs averaged in a day. One man aerates while the other spreads fertilizer, pesticides and seed,

depending on the timing of the year and which of the four applications is due.

In the spring, they offer crabgrass control, along with fertilizer, weed control, power aeration and spot seeding. Their early summer application includes fertilizer, weed control, chinch bug control, sod webworm control, and disease control. Their summer application includes control for weeds, disease, chinch bug and sod webworm and fertilizer. Their fall application includes fertilizer, weed control, grub-proofing, power aeration and reseedling.

They have done no newspaper advertising, but put out 20,000 flyers distributed to individual households last year and still rely mostly on their Yellow Pages ad. "The Yellow Pages calls are people in trouble," Dex Harper said, "with the flyers we get a lot of shoppers." He says they had 50,000 flyers distributed the first year, but had a feeling that most of them were never delivered by the service they employed. So now they are concentrating on sending out 1,000 at a time themselves in selected neighborhoods.

Mike Beard, 30, has been operating his **AAA Lawn Service** in Ballwin for 10 years — four years full-time. About half of his work is residential and the other half commercial. He offers a complete service, although he does not do major tree pruning. He runs three crews of three workers during his peak lawn care season.

"I have learned a lot from my earlier mistakes," he says. "For example, pricing. Now I figure I have to get \$30 an hour to pay for three men and their equipment to make a clear profit. Before I wasn't charging enough."

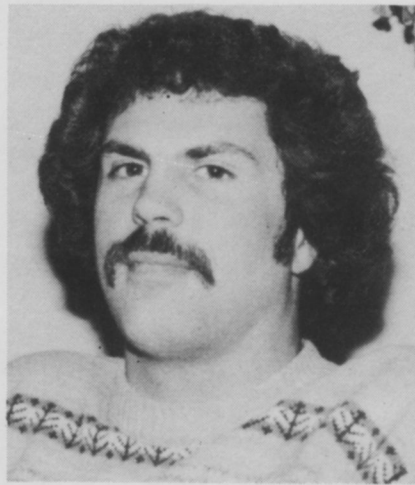
He says he wishes he jumped



Jim Harper

on the "spray bandwagon" a few years ago, but feels that he offers a more personal relationship than a big company can, and of course, more services.

He also says he has the same problem many lawn care businessmen have — finding good labor. "You can't find



Rogers

anybody who wants to work anymore. And they don't care about equipment either. But I tell them that if they break up a piece of equipment through neglect that they will have to pay for it."

The main thing Beard says he stresses in his business is personal contact and service. "I have one customer who mows his lawn the first time out every spring, and then he calls me in. He says he just wants to be able to appreciate how much work and time I am saving him."

Although he can't afford to do this for too many people, if he is driving around a neighborhood where he has customers, he looks to see if the lawns need water, and if they do, he pulls in the driveway and hooks up the sprinkler. "I tell them that if they are not going to water the lawn, then I am."

As his business grows, he says he is going to be more selective in what customers he takes on, and he is going to continue to raise his prices and only work for the customers who can afford him. "There is no way we can compete with neighborhood kids that mow lawns, and with companies like ChemLawn for price in straight fertilization and weed control. I am going to stress quality service at a quality price in the future."

The only advice he offers to a lawn care businessman like himself is this: "Don't get caught in the middle. Either stay small and offer personalized service, or take on more customers and charge less. But the man in the middle gets squeezed."

Glen McKinnon and his son Wayne started **Land Maintenance, Inc.** 11 years ago with one hand mower. And they have built the business into over a \$100,000 operation, with almost 30 percent growth last year and they are hoping for 50 percent growth this year.

"In the past two or three years," Wayne said recently, "we have been consciously setting goals for ourselves — trying to decide what we want to do in the future, where we want to be." For the first time this year, they will be offering a complete lawn maintenance program, whereas in the past they have just offered mowing.

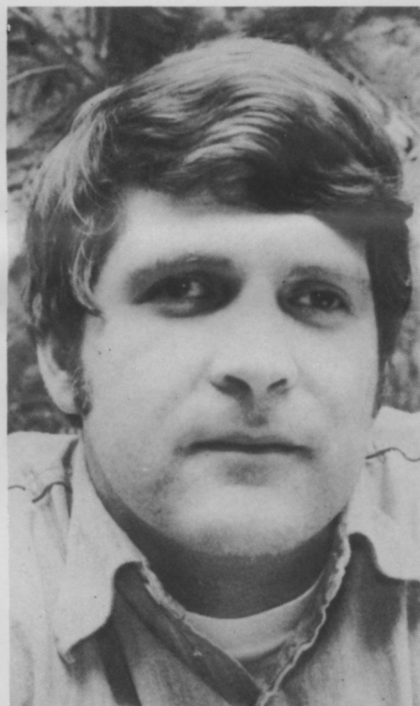
They have purchased a one-ton truck, have a 630-gallon spray

tank, and "we hope to have it swamped by June and doing enough business to buy another one." They also will be offering power raking, aerifying and seeding.

Until this lawn care season, their work has been split 50/50 between residential and commercial, including the 20 Schnuck's supermarket complexes that blanket the whole St. Louis area. "Commercial accounts are fine, but they are fickle, you have to resell them every year. We feel that residential accounts are more solid, and we will be pursuing them on a larger basis this year," Wayne said.

They have a full-time mechanic that works from six p.m. to midnight servicing their more than 25 mowers, because "we run the daylights out of them," Glen said. The man checks routine maintenance on the mowers and other equipment, and greases and changes the blades on them every night. "We have to have a full-time man, because downtime knocks you dead, you have to have the equipment ready to go," Wayne said.

"I know it sounds like we are



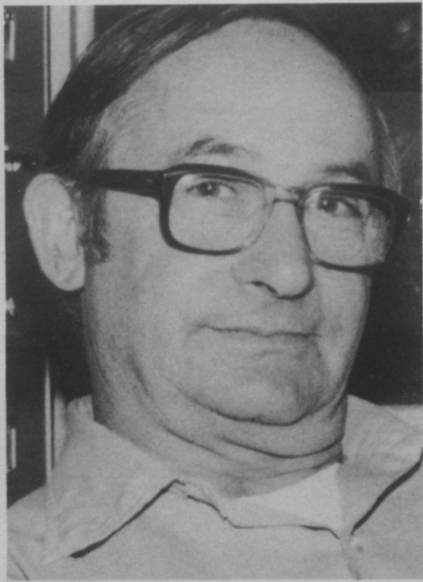
Beard

going overboard, but we are really expecting 50 percent growth this year," Wayne says. They charge a \$10 minimum for mowing any lawn in the city, and will be soliciting business all over the city, because with the Schnuck's accounts, they have business in all sections of St. Louis County and surrounding counties. So they already are working in all geographic areas of the city.

They have hired a full-time secretary this year for the first time, have moved into office space in an industrial park, have all of their checks on a computerized accounting system done by a service for \$65 a month. "The service is great," Glen said, "it gives us a profit/loss statement every month, and these kinds of records are a lot more impressive when you go

to a banker. A lot more impressive than slips of paper and receipts in an envelope."

Their average prices for a 10,000 square foot lawn are \$30 for each spray application of fertilizer and pesticides; they aerify twice a year at about \$20 a time; mowing prices are \$10 a cut, 25 cuts a season; they power rake for about \$8 per 1,000 square feet, with a \$30 minimum; and they charge about 70 cents per 1,000 square feet for overseeding for labor, plus the cost of the



Glen McKinnon

seed. Wayne estimates that their average residential customer will be paying about \$450 for their full maintenance, plus mowing.

"Up until now, people have had a pretty bad image of guys like us," Glen said. "Anybody with a pickup and a mower thought he was a landscaper. But companies like ChemLawn helped us a lot. They got people to accept lawn care, and they have set some pretty high standards for the rest of the industry. Now we have to have guys and machinery looking sharp, our trucks have to be clean and our signs professionally lettered," he said.

"Before we were little guys with little ideas," Wayne adds, "but ChemLawn showed us what could be done."

Edward Brunetti, 55, and Charles Moser, 35, up until this past year were primarily involved in the exterminating business, Ed for 20 years with **Brunetti Pest Control Co.** in St. Louis. Last year they started **Brunetti-Moser Lawn Service**, and hope to have 350 accounts by mid-season.

"We found that many of our pest control accounts also wanted us to do lawn work," Brunetti said, "so we decided to go into liquid fertilization and pesticide application."

They charge an \$18 minimum for a 5,000 square foot lawn and \$1.25/1,000 after that. They also get into doing many trailer court homes that average no more than 1,500 square feet. They charge \$12 for this service.

They have sold most of their accounts through their pest control operators. "We tell them to ask the customer if they would

like a lawn service if the lawn looks bad," Moser said.

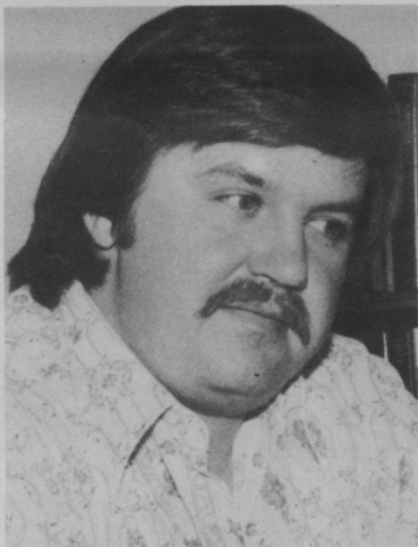
"Educating the public is the biggest thing you have to do in the lawn care business," Brunetti said. Both of them have given talks free of charge at PTA meetings, women's groups, and home associations. Also, when Moser goes out to measure a job he tells them "it is not going to be an overnight thing. I tell them it will take a while to build the lawn back up to where it looks good if it is in bad shape — like most of ours are when we take them on."

They also rent power rakes and aerators for \$3.75 an hour, and realize they don't make much money on it, but view it as a service to their customers.

In the next five years, Moser plans to expand his business to 15 times what it is now, and also to increase the amount of industrial weed control work they are doing now (about \$10,000 gross last year) and also get into mowing services if he can find the right employees.

One investment they have made is \$85 for a Haines Directory — which lists all of the homeowners by name and address in each section of St. Louis. They send out personalized mailings rather than ones addressed "Occupant", and say the program has worked successfully.

Ken Schien of **Carefree Lawns** in suburban Hazelwood had worked for a holder of a lawn care company franchise in



Wayne McKinnon

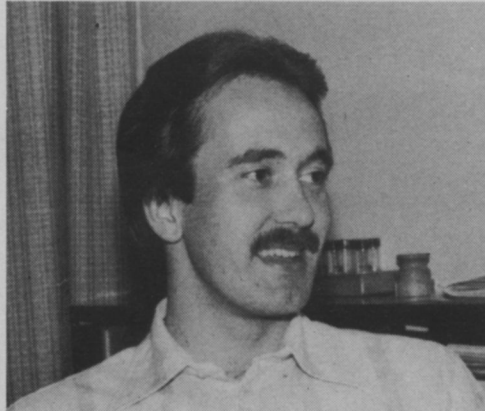
the early 70's and saw the worth and the profit potential of the lawn care business. But he got disenchanted with some of the practices, thought that often the company became overextended and did not feel the customer was always getting his money's worth.

So he has started his lawn care business "on the premise that whatever I tell people, that is what they are going to get and I am going to give them the best lawn care service I can. I may go broke doing it, but then at least I will know if it can be done at all," Schien told **LAWN CARE INDUSTRY**.

His main advertising has been through flyers inserted into the local newspaper at a cost of three cents apiece. "Advertising

to page 28

Training, management stressed in ChemLawn regional office



Each regional office of ChemLawn Corp. throughout the country is staffed by a regional manager and a regional agronomist. For the St. Louis region, Rich Anda (left) is regional agronomist and John Kerr (bottom) is regional manager.

While Kerr handles the business details of setting up and running branches in the St. Louis territory, Anda, who received his turf education at Michigan State University,

runs agronomic training programs in Minneapolis, Omaha, Kansas City, Wichita and St. Louis — nine branches in all. Training programs such as Anda's are one of the things that make ChemLawn stand out in the lawn care industry.

From early January to mid-March, Anda is on the road conducting average three-day training sessions for each of his branches. He told **LAWN CARE INDUSTRY** that the standard ChemLawn examination has three levels of proficiency, which is based not on tenure with the company but rather on test scores. Level I is basic weed and insect identification and basic agronomic principles. Level II explains the "whys" of the lawn care programs. Level III consists of independent projects supervised by Anda.

These independent projects might include attending a turf field day or setting up and supervising a demonstration plot near a branch office.

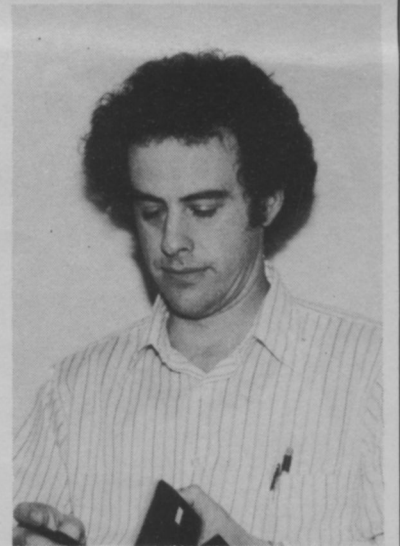
"Three years ago there were three regional agronomists in the company," Anda said, "now there are 11. And the effect on the lawn specialist and also the effect on the customer has been very noticeable. Knowledge has changed the lawn markets, and you might parallel the position our lawn specialists hold in some ways to that of the extension agent in each county. They are looked to for lawn knowledge."

ChemLawn specialists and other personnel are trained from a manual that includes extensive information on identification, timing of applications, special problems of different turfs, soil testing, optimum conditions for the best weed control, calibration, mathematics, etc.

"We are continually upgrading our lawn care personnel, and we are also getting better applicants all of the time," Anda said. "I think the two-year associate programs at colleges in many ways are going to be the future of the industry because of the trained people coming out of these programs."

Anda said that in the future it will be necessary for the lawn care industry to put a lot more time and effort into training the lawn services customer. "We try now to give them as much information about their lawn as we can," Anda said, "and we will be doing even more in the future."

"One of the biggest industry problems is stressing the responsibility of the lawn owner himself. It is necessary to tell them that they are going to have to water their lawns adequately, mow to the proper height of cut and dethatch a fertilized lawn more often." He said that in the future it might not be uncommon for companies like ChemLawn and others to sponsor field days for customers where they could visit branch offices and attend seminars and demonstrations.



St. Louis from page 27

in the newspaper is not that effective," he says, "because mostly what I get is people who just want me to mow their lawn."

He offers eight visits a year, four of them check-back calls, similar to the basic Lawn-a-Mat or Lawn Medic program.

His spring visit includes seeding, fertilization, aeration, crabgrass control, weed spraying; his early summer visit includes fertilization, fungicide application, sod webworm control,

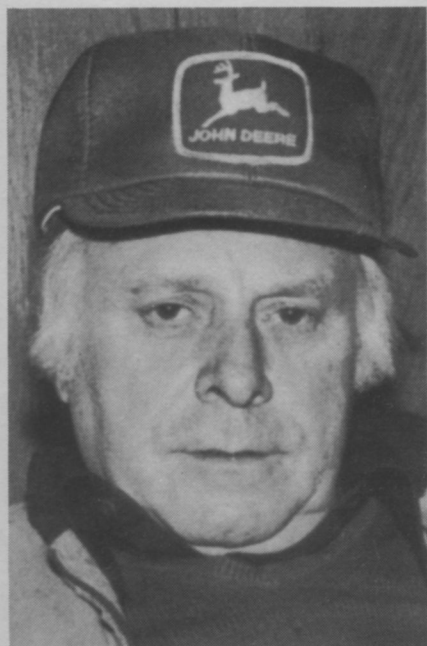
chinch bug control, and weed spraying; his summer visit includes "chelated iron" application, sod webworm control, chinch bug control and weed spraying; and his fall visit includes seeding, fertilization, aeration, grub-proofing and weed spraying.

The iron application does not promote growth, but rather helps to keep the lawn green during the summer stress months when over-fertilization might help cause disease. This is a trick many golf superintendents use before big tournaments to keep the turf green.

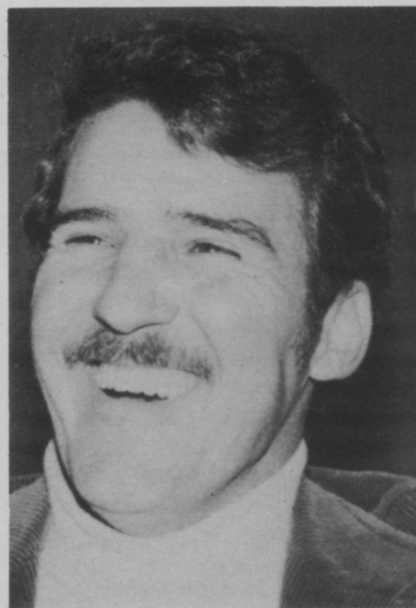
He says that spike-type aeration adds to compaction problems and that he is going to a verticutting system this lawn care season.

He feels that public relations with his customers is one of his biggest jobs. "When I worked in the lawn care business before, they advocated a vacuum cleaner salesman approach to handling customers. For example, they said if the customer offered you coffee, not to take it, because it might slow you down. But that is just not my style," he said.

His charges are about one cent a square foot for each application, or about \$220 a year for four applications on his average



Brunetti



Moser

5,500 square foot lawn. "Sure, it costs more than the liquid fertilizer companies, but I do a lot more for the lawn and I also offer check-back calls," he said.

He says he takes on about



Stewart

two-thirds of his new customers in the spring and the rest in the fall. He plans on doubling his business to over 100 customers this year in his part-time operation. His goal is to have 350 customers in a few years, but he does not want to take on more than he can handle at any one time.

"Lawn care is relatively new," he said, "and prices are finally coming down to where the middle class can afford them. With both the husband and wife working in many cases, they don't want to spend their weekend on the lawn. And with salesmen on the road, when they get home they want to kick off their shoes and pour a highball and relax. These are my potential customers."

Tom Wozniak, 24, manager of the ChemLawn Corp. branch in suburban Fenton began with ChemLawn in 1975 working at its Indianapolis branch. His assistant manager is Marc Sewart, 25. The manager of the Bridgeton branch is Gerald Spear. His assistant is Dennis Phillips.

"If any doctrine is preached

around here," Wozniak told LAWN CARE INDUSTRY recently, "it is service. This is a service organization — we offer the best service that money can buy."

He said the company offers five "rounds" a year with a steady, balanced diet for their customers' lawns, including fertilizer, weed control and insecticides.

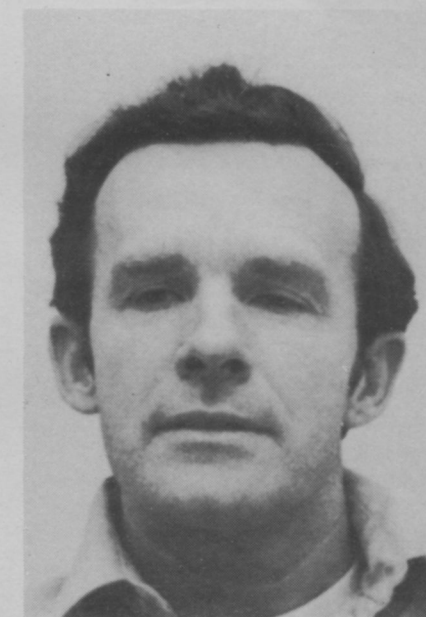
"This is the transition zone," Stewart said, "and it sometimes can be difficult to have a beautiful lawn in these weather conditions. Like other midwestern cities, summers can get very hot and very dry. What is typical is that the weather is not typical."

Wozniak said the company looks for hard-working, aggressive people to fill the lawn specialist



Wozniak

posts. "Our people are well-trained, we give them responsibility for sales and service calls and they do their own routing based on guidelines that have worked in the past."



Schien

Wozniak said that by April, 90 percent of the St. Louis ChemLawn lawn specialists will be certified pesticide applicators in the state of Missouri. "This is where we can excel, in our training and people," he said.

MARKETING IDEA FILE

Market research on a shoestring

Market research is great, you say, for a \$1 billion company like IBM or AT&T. But can the lawn care businessmen apply basic research techniques to the operation of his business?

Some marketing experts have suggested contacting a business or marketing instructor at a university in your area. They usually are eager to have their students work on practical business problems.

Whatever approach is taken, it is important that the research gives you information in four key areas: (1) your product and your competitor's product; (2) your customer; (3) your customer's problem; (4) how your product can best solve the customer's problem.

Educating your customer

"How do you educate your customers about lawn spray programs?" asks Marion Grove, president of Greenlawn in Greenville, S.C., "they seem to think our spray program has some kind of magic to it."

The owner of a lawn spray business that begins its second lawn care season this month thinks she has a way of educating her customers and also bringing her new business at the same time. She has bought booth space for the Greenville Home and Flower Show later this month, for her \$250 fee she will have access to 30,000 potential customers in four days — all with their own home lawns on their mind, too.

In her exhibit she will have information on her company and bags of the Powder Blue sprayable slow-release nitrogen fertilizer, manufactured by Hercules, Inc., Wilmington, Del. that she uses. She will also have slides showing her operators spraying lawns, and plenty of information about what the spray program can and cannot do for lawns.

TAXES

Social Security rules for self-employed

Next month is the tax-filing deadline, and the Internal Revenue Service has published a set of Social Security tax rules for those self-employed, as many lawn care businessmen are.

An annual report of taxable self-employment income must be filed with your form 1040 income tax return on schedule SE. The tax rate for 1977 is 7.9 percent and is limited to \$16,500 of this class of income or a \$1,303.50 maximum tax. The rate for 1978 is will go up to 8.17 percent on \$17,700.

In general, a person who carries on a trade or business as an individual or a partner, or renders service as an independent contractor is deemed to be self-employed.

Spouses do not split their self-employment income when filing joint returns. A separate Schedule SE must be filed by each, if each has net earnings from self-employment of \$400 or more.

TURF

Musser Foundation takes funding action

The Musser International Turfgrass Foundation voted to hire a professional estate planner/fund gatherer at a meeting during the GCSAA Conference in San Antonio, Tx.

Bill Lyons, Lyons Den, Canal Fulton, Ohio, will be in charge of the fund raising effort which is financed by a \$1,000 grant from board member Hugh Chronister representing Harvest Publishing Co.

The Musser Foundation gives financial grants to turf students. One grant to an Ohio student has resulted in a major discovery of the life cycle of the extremely destructive *Ataenius spretulus* beetle.

The Foundation, under the direction of Dr. Fred V. Grau, wants to expand its scholarship work by broadening its financial base through memorial contributions and gifts.

LEGAL

Jacobsen will contest FMC, Toro suits

Jacobsen Manufacturing Co. plans to contest a patent-infringement suit filed against it by the FMC Corp., Chicago.

The suit, filed in U.S. District Court in Milwaukee, claims that Jacobsen infringed on a mulching mower patent. FMC markets the mower under the Bolens Mulching Mower Trademark.

FMC is asking damages and an injunction.

Dick Pedersen, Jacobsen's vice president of technical affairs, said, "Our position is that we are not infringing, and we will continue to manufacture the mower." A hearing date on the suit has not been set.

In other legal action regarding Jacobsen, Racine, Wisc., a patent-infringement suit was filed Feb. 8 against it by Toro. In its suit, Toro claims that Jacobsen is infringing on Toro's patent for a snowblower, "called Snow Pup." The suit was filed in U.S. District Court in Wilmington, Del.

Toro, Minneapolis, Minn., is requesting treble damages of an unspecified amount and an in-

junction to stop the claimed patent infringement. Jacobsen has not started production of the

light-weight snowblower, but plans to produce and market it, Pedersen said.



Discussing the importance of graphic skills in residential landscape design are four persons who participated in the Landscape Design Short Course conducted at the OARDC. They are (from left) Forrest Smith, an instructor at Wayne General Technical College; Joe Krisko, of Bob Schmitt Homes in Berea; Brenda Clark, of Clark Nursery in Millersburg; and Fred Buscher, Area Extension Agent, Horticulture, and one of the short course instructors.



SHEA STADIUM, HOME OF THE NEW YORK METS, CHOSE ADELPHI... AND THEY'RE GLAD OF IT!

Adelphi
KENTUCKY BLUEGRASS

(U.S. Plant Patent No. 3150)

They could have chosen any one of a number of new grasses. Because of the results they'd seen at other locations, they chose "ADELPHI" Kentucky Bluegrass.

Jim Thomson, vice-president of the Mets, says, "In all my years in baseball, which includes Yankee Stadium, Ebbets Field and Shea Stadium plus all the fields I've visited, I have never seen a field stand up as well, have the color and overall appearance and receive as many compliments from both players and spectators, as I've received from our "ADELPHI" installation."

ADELPHI... RATED OUTSTANDING FOR OVERALL PERFORMANCE IN ACTUAL USE.

ADELPHI... GROWS NATURALLY TO A DEEPER, RICH GREEN COLOR WHICH IT MAINTAINS THROUGHOUT THE ENTIRE GROWING SEASON.

ADELPHI... YIELDS TURF OF EXCELLENT DENSITY, IS LOW GROWING AND EXHIBITS GOOD RESISTANCE TO COMMON DISEASES.

IF TURF IS YOUR GAME, "ADELPHI" BELONGS IN YOUR "BALLPARK," TOO.

FOR INFORMATION, CONTACT:

J & L ADIKES, Inc.
Jamaica, N.Y. 11423

JONATHAN GREEN & SONS
Farmingdale, N.J. 07727

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Minneapolis, Minn. 55413

VAUGHAN-JACKLIN CORP.
Bound Brook, N.J. 08805 • Downers Grove, Ill. 60515
Spokane, Wa. 99213

Canadian Inquiries: **National-NK Seeds Ltd.**, Box 485, Kitchener, Ont. **Rothwell Seeds Ltd.**, Box 511, Lindsay, Ont.
Other International Inquiries: **Northrup King Co.**, Minneapolis, Minn. 55413



A searching look into the future of the Lawn Care Operator:



There is every indication that the efficient operator who will do really superior work at fair prices, can build a long-range, substantial business. We can help in several ways.

If you have — or may establish — a Lawn Care Business, the outlook is good. The market potential, already large, is on the threshold of further growth because the sociological-economic factors are favorable.

Many families today, whether living in a house, condominium or garden apartment, want at least a handsome lawn, trees, flowers and ornamentals. They want the *benefits*, but without the work of tending such landscaping personally.

While many enjoy puttering with vegetables or flowers, they tend to shun lawn chores that involve seeding, feeding, weeding, de-bugging. The do-it-yourself trend is giving way to a new lifestyle.

Today, more and more women are profitably employed outside the home, sharing routine housework. With resulting higher combined earnings, *these families can well afford professional lawn care*, as well as golf, tennis, boating, summer cottages and long vacations.

Thus, while this opens new vistas for the Lawn Care Operator, his work is certain to be fraught with difficulties, including keen competition. Naturally, the fittest will survive and prosper. Now, what does this mean for you, the Lawn Care Operator?

It means you must provide exceptional service: Superior work, using efficient methods, the best of equipment and products. Above all, you must avoid needless complaints, call-backs and retreatments. You simply can't afford to "fight fires" or handle needless complaints which tarnish your

name, destroy profits, and waste time you urgently need to cultivate new business.

If you do your job well, your customers will stay with you; you won't have to re-sell them year after year.

The Gordon Turf Team can help you solve the single most persistent and troublesome problem of the turf industry — *weed control*.

Weed control will remain the thorniest bugaboo because weeds are *visible*. Failing to kill them brings costly complaints. In fact, you may have complaints even *after* the most thorough weed spray. The reason (and the cure) is crucial.

As you know, weeds don't magically disappear the same week you spray them. You know the best herbicides work slowly. But your customer may *not* know this ... and that's the problem.

Meet Trimec®, the solution

Unlike some herbicides that quickly "burn" the foliage but tend to leave the root alive, Trimec broadleaf herbicide is slow, thorough, efficient. It kills the *whole weed*, root and all. Here's why:

Trimec is a unique, patented formulation of 2,4-D, MCPP and Dicamba — unlike any other. Its exceptional power and slow, gentle action results largely from the synergism of its active components; from their interaction which produces weedkill strength far greater than the sum of the components separately. This *synergistic gain* multiplies Trimec efficiency so that smaller amounts of chemical can be fully effective on the greatest number of weeds, with a light dosage, continuously through the growing season — even at 50° F. or cooler.

Safeguards the environment

Trimec is ecologically sound and troublefree. Because its

strength relies greatly on synergism rather than on heavy concentrations of chemicals, root absorption is minimal. Thus it poses little threat to flowers, trees, ornamentals and tender grasses. "Drift" hazard is reduced. Biodegradable, precisely factory-formulated ... Trimec eliminates the need for on-site mixing and its chance of costly error.

Broad-spectrum control, lowest cost

Trimec controls the *widest range* of weeds — even hard-to-kill species — usually with one application. We're surprised if we find a weed that's Trimec-resistant.

Because of its unparalleled efficiency, Trimec does not cost more to use, *but less*. Comparisons show that Trimec costs less per acre of weed control than any other herbicide. You use fewer gallons, you seldom need retreatment, your total cost-per-acre — *the true measure of economy* — is lower.

Improved customer relations

Home owners who don't understand weed control often complain in panic, "My weeds are still alive!" We help you avoid such calls by providing an instructive door hanger. Left on the doorknob after each treatment, it explains Trimec's slow, thorough action, suggests patience, assures your customer his weeds are dying. This *advance* explanation stops many needless trouble calls, explains that you have indeed used the finest weed treatment available. A generous supply of door hangers is available with each Trimec order.



More than weed control

As your lawn service prospers — perhaps growing into services beyond mere weed-and-feed — Gordon's total commitment in the turf market will support your expansion.

Your Gordon distributor has a complete family of superior, tested products tailored for the turf professional. His technical expertise is freely available. Should you need it, he has a direct line to Gordon's Technical Service Department. This includes our separate Lawn Care Division, with a field specialist whose sole concern is providing product information and technical assistance to the Lawn Care Operator. For instance ...

Meet HERBI, a unique new portable sprayer

The HERBI illustrates our total involvement with lawn care. This *advance-design* sprayer was made expressly for problem areas and for those times when herbicides should be applied separately, apart from fertilizer. The HERBI story is summarized on the next page. See your distributor for complete information.

GORDON'S

PROFESSIONAL TURF PRODUCTS

G pbi/gordon
CORPORATION

300 SOUTH THIRD STREET
KANSAS CITY, KANSAS 66118
913-342-8780

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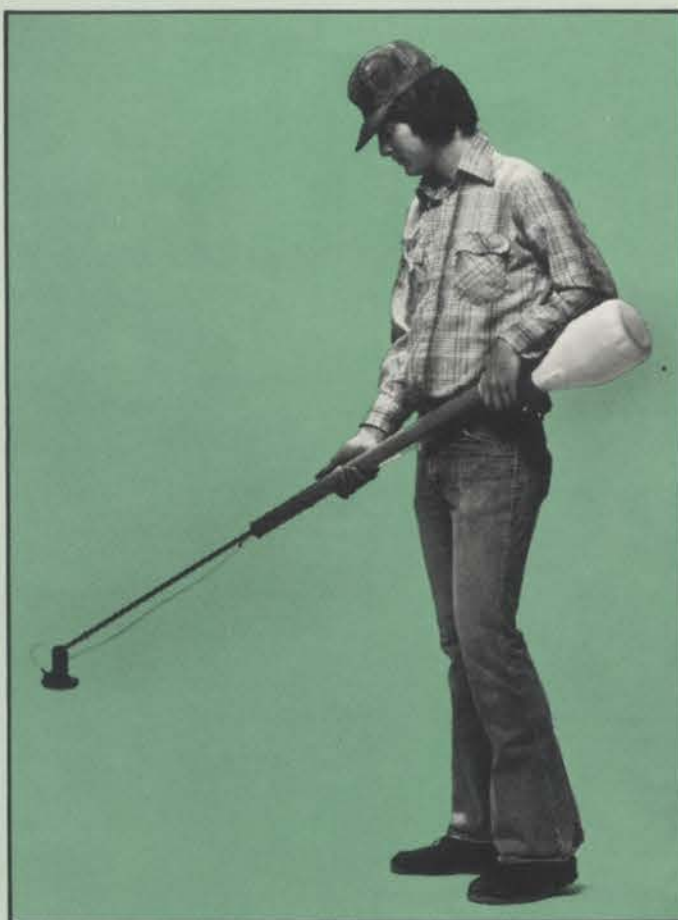
Controlled-droplet Application

HERBI: a new approach to applying herbicides

Herbi is a lightweight, portable sprayer of high efficiency. It lets a walking operator make Ultra Low Volume controlled-droplet applications on target, low to ground, with little drift. Ideal for smaller problem areas, and areas inaccessible to heavy equipment. Gives controllable, 4-ft. clean-cut swath close to trees and shrubbery, with excellent control in wind.

Battery-powered atomizer in head gives uniform 250-micron droplets; saves water, chemicals... penetrates better. Three nozzles included for different solutions, emulsions and — with proper additive — wettable powders.

Fully self-contained; weighs 12 pounds loaded. Five-pint tank treats 33,000 sq. ft. or more at normal walking speed. Instruction manual and spare parts list included. Gordon distributors have full information.



Authorized Distributors Gordon Professional Turf Products

ALASKA

Palmer • Alamasu, Inc.

ALABAMA

Birmingham • Norala Company, Inc. • Tico, Inc.
Montgomery • Tico, Inc.

ARIZONA

Phoenix • Capitol Nursery Supply
• Target Chemical Company
Tucson • Copper State Chemical Co.

ARKANSAS

Alexander • Capital Equipment Co.

CALIFORNIA

Anaheim • Foster-Gardner, Inc.
Bakersfield • Abate-A-Weed Co.
Cathedral City • Butlers Mill, Inc.
Cerritos • Target Chemical Co.
Chula Vista • Wilbur-Ellis Company
Coachella • Foster-Gardner, Inc.
Manetca • Ramsey Seed Company
Newark • L & V Farm Sales, Inc.
Orange • Robinson Fertilizer Co.
Oxnard • Coastal Ag. Chem.
Sacramento • Orchard Supply Company
San Diego • Butlers Mill, Inc.
San Gabriel • J. Harold Mitchell Co.
San Jose • Foster-Gardner, Inc.
• Moyer Chemical Co.
• Northern California Fertilizer Co.
• Target Chemical Co.
San Leandro • Custom Chemilene
Santa Ana • Moyer Chemical Company
Santa Barbara • Agri Turf Supplies, Inc.
Santa Rosa • Purity Chemical Products Co.
South Gate City • Los Angeles Chemical Co.

COLORADO

Arvada • S.A.J. Turf Products
Colorado Springs • Gorbey, Inc.
Denver • Van Waters & Rogers
• Western Gard'n-Wise
Pueblo • Pueblo Chemical & Supply

CONNECTICUT

Devon • Somers Turf Supplies
Greenwich • Emanuel Shemin Greenhouses & Nurs.
Hazzardville • Old Fox Chemical, Inc.
So. Windsor • Turf Products Corporation

DELAWARE

Wilmington • Turf Enterprises

FLORIDA

Homestead • Atlantic Fertilizer & Chemical
Jacksonville • Bingham Seed Co.

Pompano Beach

• Swift Agricultural Chemical Corp.
Pensacola • Gulf Shore Turf Supply, Inc.
• Tico Gulf Coast
Sanford • Chase & Company
Winterhaven • Swift Agricultural Chemical Corp.

GEORGIA

Atlanta • Regal Chemical Co.
College Park • Stephenson Chemical Co.
Conyers • Lawn & Turf, Inc.
Doraville • Georgia Golf & Garden
Ft. Valley • Woolfolk Chemical Works, Inc.

HAWAII

Hilo • Occidental Chemical Co.
Honolulu • Occidental Chemical Co.
Kahului • Occidental Chemical Co.
Lihue • Occidental Chemical Co.

IDAHO

Boise • Steve Regan Co.
Caldwell • Wasatch Chemical Co.
Idaho Falls • Wasatch Chemical Co.
Rupert • Wasatch Chemical Co.

ILLINOIS

Barrington • Olsen Distributing Co.
Bloomington • Professional Turf Specialty
Chicago • George A. Davis, Inc.
W. Chicago • Turf Products, Ltd.
Decatur • Scruggs-Drake Equipment, Inc.
E. Peoria • Leon Short & Sons, Inc.
Peoria • Behm & Hageman, Inc.
Geneseo • C. D. Ford & Sons
Morton Grove • V-G Supply Company
Rockton • Turf Management Supply
Springfield • Drake-Scruggs Equipment, Inc.
Wheeling • Arthur Clesen, Inc.

INDIANA

Indianapolis • Desco Chemical, Inc.
• Cory Orchard Supply Co.
Nappanee • Desco Chemical, Inc.

IOWA

Cedar Rapids • Hawkeye Seed Co. Inc.
Council Bluffs • Leisure-Aid
Davenport • Tri-State Toro Co.
Des Moines • Toro Service Center
W. Des Moines • Big Bear Turf
• Resthaven Turf Service
Elkader • Meyer Equipment Co.
Iowa City • Little Wheels, Ltd.
Sioux City • W. R. Anderson Dist. Co.
Waterloo • Foster's, Inc.
Waukegan • Baer Ag Supply
West Burlington • Brayton Chemical, Inc.

KANSAS

Kansas City • Pest Control Supplies
• Rhodes Chemical Co.
Salina • The Landsco Corporation
Wichita • Bartels & Shore Chemical Co.
• Champion Turf Equipment, Inc.
• Robert S. Wise Company

KENTUCKY

Florence • George W. Hill & Co., Inc.
Louisville • Bunton Seed Co., Inc.
• Ky-Inna Turf Supply Co., Inc.

LOUISIANA

Baton Rouge • Gulfshore Turf Supply
• Wyche's Golf Course Specialties, Inc.
Covington • Tammany Turf & Supply, Inc.
New Orleans • Southern Specialty Sales Co., Inc.
Plain Dealing • Wyche Golf Course Specialties, Inc.

MARYLAND

Baltimore • Cornell Chemical & Equip. Co., Inc.
• Miller Chemical & Fertilizer
Landover • Vaughan Seed Company

MASSACHUSETTS

Newton Center • Grounds Equipment Co., Inc.
Waltham • Farm Bureau Coop Assn., Inc.
West Newton • The Clapper Company

MICHIGAN

Birmingham • W. F. Miller Company
Detroit • Terminal Sales Corporation
Grand Rapids • Mollema & Son, Inc.
• Parmender & Andre
Hartford • Desco Chemical, Inc.
Kalamazoo • J. J. Dill Company
Royal Oak • Lawn Equipment
Saginaw • Burdick Seed Company
Taylor • Turf Supplies, Inc.
Traverse City • Fergusons Company

MINNESOTA

Minneapolis • Minnesota Toro, Inc.
St. Paul • R. L. Gould & Company
• Turf Supply Company
Savage • The Castle Chemical Co., Inc.

MISSISSIPPI

Jackson • Southern Seed Company, Inc.

MISSOURI

Chesterfield • Beckman Turf & Irrigation
Grandview • The Landsco Corp.

• Robison's Lawn & Golf Supply

Kansas City • Bartels & Shore Chemical Co.
• Champion Turf Equip., Inc.
• Standard Seed Company
Maryland Heights • Outdoor Equipment Co.
St. Louis • Crown Chemicals • Kitten & Bear
Springfield • Champion Turf Equip., Inc.

MONTANA

Billings • Turf Aid Dist. Company
Helena • Mr. Turf

NEBRASKA

McCook • Cornbelt Chemical
Morrill • Jordon Agri Chemicals, Inc.
Omaha • Big Bear Equip., Inc.
• Midwest Toro • The Yard Company
• Leisure-Aid
• Tri-Valley Corporation

NEVADA

Las Vegas • Clark County Whol. Merc. Co.
North Las Vegas • Las Vegas Fertilizer Co., Inc.

NEW HAMPSHIRE

Greenland • Turf Specialty, Inc.

NEW JERSEY

Boundbrook • Loft Seed Company
• Vaughan-Jacklin Corporation
Freehold • Green Hills Turf Supply
Maplewood • Pierson's Mill Company
Mountainside • Andrew Wilson, Inc.
Rahway • Ferti-Soil Company
Saddle Brook • The Terre Company
West Caldwell • Rockland Chemical Co.
Yardville • Jep Sales, Inc.

NEW MEXICO

Albuquerque • Albuquerque Chemical Co., Inc.
Roswell • Roswell Seed Company, Inc.

NEW YORK

Farmingdale • Wagner Seed Company
Hamburg • Eaton Equipment Company
Hawthorne • Metro Milorganite
Hauppauge • Maxwell Turf, Inc.
Jamaica • J & L Adikes, Inc.
Bergen • Lawn Medic
Rexford • S. V. Moffett, Inc.
South Hampton • James H. Lynch, Inc.
Lincolndale • Westchester Turf Supply Co.
Syracuse • Agway, Inc.
W. Henrietta • S. V. Moffett, Inc.

NORTH CAROLINA

Charlotte • Seedmen, Inc.
Shelby • Porter Brothers, Inc.
Winston Salem • Goltra, Inc.

OHIO

Canton • Letherman Seed Company
Cincinnati • Century Toro Dist. Inc.
• Thorton Wilson
Cleveland • Sidney L. Dryfoos Co.
• U.S. Garden Sales, Inc.
Columbus • Century Toro Dist. Inc.
• W. R. Grace & Company
Dayton • Century Toro Dist. Inc.
Elyria • Lakeshore Equipment & Supply Co.
Findlay • Desco Chemical, Inc.
Mantua • John R. Skinner Co.
Toledo • Century Toro Dist. Inc.

OKLAHOMA

McAlester • Tonys Chemical House
Oklahoma City • Estes Chemicals, Inc.
Tulsa • All Best, Inc.
• Thompson-Hayward Chemical Co.
• Wait Mfg. & Sales Co.

OREGON

Portland • The Charles H. Lilly Co.
• Van Waters & Rogers
• Wilbur-Ellis Company

PENNSYLVANIA

Doylestown • Philadelphia Toro
Hanover • Miller Chemical & Fert. Corp.
Harleysville • Geiger Corporation
Horsham • Pocono Supply Company
Lebanon • Lebanon Chemical Corp.
Malvern • Fisher & Son Co., Inc.
Philadelphia • Farm & Golf Course Supply Co., Inc.
Phoenixville • Lawn & Golf Supply
Pittsburgh • E. H. Griffith, Inc.
• Krigger & Company
Reading • Reading Bone Fertilizer
Wycombe • Hinstead Supply

RHODE ISLAND

East Providence • Old Fox Chemical, Inc.

SOUTH CAROLINA

Inman • Woolfolk Chemical Works, Inc.

SOUTH DAKOTA

Sioux Falls • C & R Supply Company

TENNESSEE

Knoxville • Regal Chemical Co.
Memphis • Axon Corporation • Bob Ladd, Inc.
• Oldham Chemical Co., Inc.
Nashville • Central South Turf Dist.
• Tico, Inc.

TEXAS

Amarillo • Amarillo Seed House
Dallas • Chemical & Turf Specialty Co.
• Van Waters & Rogers
El Paso • El Paso Turf Supply
Paris • Estes Chemical, Inc.
Waco • Estes Chemical, Inc.
Wichita Falls • Estes Chemical, Inc.

UTAH

Orem • Wasatch Chemical Div.
Salt Lake City • Wasatch Chemical Div.

VIRGINIA

Chesapeake • Turf & Garden Div.
Harrisonburg • Wetzel Seed Company
Richmond • Richmond Power Equip. Co., Inc.
Roanoke • Agri-Turf Products Co., Inc.
• Miller Chemical & Fertilizer

WASHINGTON

Kent • Van Waters & Rogers
Renton • Pacific Agro Company
Seattle • The Charles H. Lilly Co.
• Western Farmers Association
Tacoma • NuLife Fertilizers

WASHINGTON, D.C.

• Lea's Green Meadows, Inc.

WEST VIRGINIA

Charleston • Youngs, Inc.

WISCONSIN

Chilton • Horst Distributing Co.
Elm Grove • Reinder Bros. Turf Equipment
Milwaukee • Loft-Kellogg Seed, Inc.
Sun Prairie • Turf Management Supply

Bad weather was blamed, officials said, although starts are likely to trail 1977's level anyway. However, the January rate was 11 percent above the year-earlier rate of 1,393,000 units. Even though the rate was expected to be reported up when the February figures are in, the rate still will probably not be as high as 1977, when 1,986,700 single-family homes were started.

[illegible]

(TRY
A
LITTLE!)

Hopkins
agricultural chemical co.
Box 7532, Madison, WI 53707
Call 608/222-0624 H-U-13

MEETING DATES

Eighth National Institute on Park and Grounds Management, Regency Inn, Denver, Colo., Oct. 29-Nov. 2. Contact: National Institute, Box 1936, Appleton, Wis. 54911, (414) 733-2301.

**don't buy
on impulse!**



trollers and accessories in the Champion line. *Champion is your one-stop source for every irrigation need.* Call or write Champion today. We have a man in your area who'll be happy to tell you the full Champion story. Ask for free, full color catalog.



CHAMPION

SPRINKLER EQUIPMENT

1460 N. Naud Street, Dept. LC I, Los Angeles, California 90012 / (213) 221-2108



The wall is finished with a new product, the major component being straw which has been pressed into a hardboard paneling with unusually fine decorative effects. The straw in itself produces an interesting surface effect, but it is further decorated by superimposing evergreen boughs, slivers of cedar and dried flowers.



32

LAWN CARE INDUSTRY READER SERVICE CARD

MARCH 1978

Use this prepaid reader service card to get additional information on products or services mentioned in this issue.
(Card must be completed before processing)

NAME _____ TITLE _____ COMPANY _____

BUSINESS ADDRESS _____ CITY _____ STATE _____ ZIP _____

If you would like a subscription to **LAWN CARE INDUSTRY** circle number 101. Subscription cost is \$10.00 per year.

To help us to better serve you editorially, please answer the following:

Are you primarily involved in:

- ☐ Chemical lawn care and maintenance services
☐ Chemical application only
☐ Mowing and other maintenance services
☐ Other (specify) _____

Application

- ☐ Liquid
☐ Granular
☐ Both

Is your business:

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

Is your business location:

- ☐ Headquarters
☐ Branch office

Number of accounts:

- ☐ Less than 500
☐ 500-1,000
☐ 1,001-5,000
☐ 5,001-10,000
☐ 10,001-25,000
☐ 25,000 or more

Estimated annual sales volume:

- ☐ Less than \$50,000
☐ \$50,001-100,000
☐ \$100,001-250,000
☐ \$250,001-500,000
☐ \$500,001-1,000,000
☐ \$1,000,000 or more

Title:

- ☐ President
☐ Owner
☐ Manager
☐ Technician
☐ Other (specify) _____

Your signature _____ Date _____

CIRCLE THE ITEM NUMBERS FOR FREE DETAILS ON PRODUCTS AND SERVICES

101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125
126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150
151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175
176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200
201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225
226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250
251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275
276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300

FIRST CLASS
PERMIT

NO. 665
DULUTH, MINNESOTA

BUSINESS REPLY MAIL

Postage will be paid by:

LAWN CARE INDUSTRY

P.O. BOX 6136

DULUTH, MINNESOTA 55806

FIRST CLASS
PERMIT
NO. 665
DULUTH, MINNESOTA

BUSINESS REPLY MAIL

Postage will be paid by:

LAWN CARE INDUSTRY

P.O. BOX 6136

DULUTH, MINNESOTA 55806

LAWN CARE INDUSTRY READER SERVICE CARD

MARCH 1978

Use this prepaid reader service card to get additional information on products or services mentioned in this issue.
(Card must be completed before processing)

NAME	TITLE	COMPANY
BUSINESS ADDRESS		
CITY		
STATE		
ZIP		

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To help us to better serve you editorially, please answer the following:

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☐ Mowing and other maintenance services
☐ Other (specify) _____

Application

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☐ Granular
☐ Both

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☐ Chain
☐ Franchise
☐ Other (specify) _____

Is your business location:

- ☐ Headquarters
☐ Branch office

Number of accounts:

- ☐ Less than 500
☐ 500-1,000
☐ 1,001-5,000
☐ 5,001-10,000
☐ 10,001-25,000
☐ 25,000 or more

Estimated annual sales volume:

- ☐ Less than \$50,000
☐ \$50,001-100,000
☐ \$100,001-250,000
☐ \$250,001-500,000
☐ \$500,001-1,000,000
☐ \$1,000,000 or more

Title:

- ☐ President
☐ Owner
☐ Manager
☐ Technician
☐ Other (specify) _____

Your signature _____ Date _____

CIRCLE THE ITEM NUMBERS FOR FREE DETAILS ON PRODUCTS AND SERVICES

101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125
126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150
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sof'n-soil™

Gypsum adds profitable extra sales
to your lawn care business!



Sof'n-Soil™ Lawn & Garden Gypsum is a natural soil conditioner you can depend on to help boost your business two ways, two times a year.

In Spring, application of Sof'n-Soil gypsum helps make fertilizers work more effectively all season long by loosening up heavy clay. This allows root systems to develop normally to keep lawns thriving all summer.

In Fall, application of Sof'n-Soil gypsum works like health insurance to protect against the harmful effects of winter de-icing salt. Sodium chloride is toxic to most plants, causes heavy clay soils to tighten, keeps water from leaching out the salt. The available calcium in Sof'n-Soil gypsum replaces toxic sodium attached to the clay soil particles, permits new seed or sod to grow normally. Look into the multi-profit opportunities of adding Sof'n-Soil gypsum benefits to your services. Remind ecologically-conscious prospects that Sof'n-Soil gypsum is non-toxic, noncaustic, harmless to plants, pets and people. ■ *For specifics, write to us at 101 S. Wacker Dr., Chicago, Ill. 60606, Dept. XX-000.*



Circle 125 on free information card

CHEMICALS DIVISION

UNITED STATES GYPSUM

PRIMARY SUPPLIER OF SECONDARY PLANT NUTRIENTS

CONFERENCES

Northwest Turfgrass meeting in September

The 1978 Northwest Turfgrass Conference is set for September 25-28 at the Holiday Inn in Richland, Wash.

Conference organizer Cliff James said it will be conducted in a similar manner to the successful 1977 conference held in October in Gleneden Beach, Ore. Conference attendees will have free time after about 1:30 p.m. each day throughout the conference.

For further information, contact: Dr. Roy L. Goss, Western Washington Research & Extension Center, Puyallup, Wash. 98371, or call (206) 845-6613.

TURF

Practices that affect turf wear tolerance

Turf wear tolerance can be a problem for lawn care businessmen dealing with residential lawns that have much incidence of children playing and other traffic.



Beard

Dr. James B. Beard, professor of Crop and Soil Sciences at Texas A & M University, College Station, Texas, recently explained to an audience of lawn care professionals cultural practices that cause decreasing turf wear tolerance, and mentioned a number of varieties that wear particularly well.

He said that lower mowing heights, excessive nitrogen fertilization, potassium deficiency and excessive irrigation over a period of time will decrease turf wear tolerance.

According to Dr. Beard, zoysiagrass and bermudagrass have the best tolerance to wear. He said bahiagrass, perennial ryegrass and tall fescue are rated as good in terms of tolerance to wear. He rates St. Augustinegrass, and Kentucky bluegrass as only fair in terms of wear, and centipedegrass and red fescue and creeping bentgrass as poor.

Among Kentucky bluegrass varieties, he said A-34 is excellent and Merion and Baron have good wear tolerance. For Bermudagrass, Tiflawn, Tifway, Tifgreen, Santa Ana, Sunturf and U-3 are Superior, and Ormond, Texturf and 1-F are rated as excellent.

DISEASE

Fusarium blight reprints available

Lawn care businessmen from across the country have reported that *Fusarium* blight is one of their most troublesome lawn disease problems at the height of the lawn care season.

In July 1976, WEEDS TREES & TURF magazine, published by Harvest Publishing, Cleveland, Ohio printed a special 16-page section on *Fusarium* blight. Dr. Al J. Turgeon, who organized the special section, said at the time that it "summarizes our current knowledge on the subject." The special section is now available in reprint form through LAWN CARE INDUSTRY.

Contributors to the special section, their topics and affiliations at the time were:

Dr. Houston B. Couch, Virginia Polytechnic Institute and State University, "Fusarium Blight of Turfgrasses — an Overview;" Dr. Herbert Cole, Jr., Pennsylvania State University, "Factors Affecting Fusarium Blight Development."

Also, Dr. R. E. Partyka, ChemLawn Corp., "Factors Affecting Blight in Kentucky Bluegrass;" Dr. Turgeon, University of Illinois, "Effects of Cultural Practices on Fusarium Blight;" Dr. Joseph M. Vargas, Jr., Michigan State University, "Role of Nematodes in the Development of Blight."

Also, Dr. C. Reed Funk, Rutgers University, "Developing Genetic Resistance to Fusarium Blight;" and Dr. William A. Meyer, Turf Seed, Inc., Hubbard, Ore., and Frank H. Berns, Warren's Turf Nursery, Palos Park, Ill., "Techniques for Determination of Blight Susceptibility."

Reprints are available by writing: Bob Earley, editor, LAWN CARE INDUSTRY, 9800 Detroit Ave., Cleveland, Ohio 44102. Price is \$1.75.

COMPANIES

Ryan honors dealers who top sales quotas

Twenty-nine dealers who met or exceeded their sales goals were honored last month by Ryan during the International Turf Conference sponsored by the Golf Course Superintendents

TOOLS, TIPS & TECHNIQUES

Make your turf equipment needs known

Many lawn care businessmen say that the turf equipment industry is not as responsive as it could be to the needs of the lawn care professional.

While not expressing total discontent, Frank Timmons, president of Ladybug Industries, Inc., Jacksonville, Fla., recently echoed the sentiments of many lawn care businessmen on the topic. And he should be in a pretty good position to know, he has served the last two years as the chairman of the maintenance committee of the Associated Landscape Contractors of America.

He said: "In many cases, the equipment that is available to us is either tailored for the homeowner or for the larger needs of the golf course superintendent. The consumer equipment is not heavy duty enough for our needs, and the golf course equipment is much too large and costly for the bulk of the work."

The climate may be changing. Toro Co., based in Minneapolis, recently contracted out a survey to lawn care professionals with a cover letter that started like this:

"You probably feel that your opinions and judgments, as an expert in your field, just are not getting proper attention from the manufacturers of turf care equipment. We'd like to remedy that, so that you can have your say-so before next year's models come out."

The survey went on to ask four pages of questions, mostly about riding mowers, some of which you should perhaps keep in mind the next time your turf distributor asks you what your needs are for lawn care work.

The survey discussed foot pedal controlled hydrostatic drive that provides instant forward, reverse and speed control, good or bad; rear wheel steering allowing operator to maneuver in small areas and trim around small radius objects, right or wrong; free-floating front deck follows ground contours, minimizing scalping, is this important?

Also, does the articulated center pivot steering provide exceptional maneuverability; self-contained vacuum pickup attachment with 25 bushel box permits collection of clippings, leaves and light debris, is this good; hydraulic lift operated from driver's seat for cutter deck and other attachments saves time and effort, is this good; large, high flotation turf tires minimize compaction, right or wrong?

The survey also asked lawn care businessmen questions about whether having a full line of turf care equipment was advantageous; discussed prices, service capabilities, leasing and long-term financing for purchasing, and many other areas.



Timmons

Association of America in San Antonio, Texas.

The dealerships received 1977 quota buster plaques from Frank J. McDonald, marketing director. Companies honored were:

The Clapper Co., West Newton, Mass.; Adam's Equipment, Inc., Silver Spring, Md.; Zaun Equipment, Inc.'s Florida operations in Jacksonville, Orlando and St. Petersburg; Hector Turf & Garden, Inc., Miami; Gulf Shore Turf Supply, Inc., Pensacola, Fla.

Wislar & Co., Inc., Atlanta; Turfaid, Inc., Memphis, Tenn.; Century Toro Distributor's Ohio offices in Cincinnati, Columbus and Toledo; George A. Davis, Inc., Chicago; Tri-State Toro Co., Davenport, Ia.; Outdoor Power Equipment Co., Maryland

Heights, Mo.; Reinders Turf Equipment/Irrigation Supplies, Elm Grove, Wis.

Midland Implement Co., Inc., Billings, Mont.; Boyd Martin Co., Salt Lake City, Utah; L. L. Johnson Distributing Co., Denver; Toro Pacific Distributing, Gardena, Toro Pacific Distributing S.F., Burlingame, and Brady-Holmes Co., Sacramento, all of California; Turf & Toro Distributors, Inc., Kent, Wash.

Consolidated Turf Equipment Ltd., Winnipeg, Manitoba; Duke Lawn Equipment Ltd., Burlington, Ontario; Mac Leod's Lawn Equipment Ltd., Dartmouth, Nova Scotia; and Morin Equipment Ltd., Ste. Foy, Quebec.

Ryan turf care equipment is marketed by OMC-Lincoln, Lincoln, Neb., a division of Outboard Marine Corp.

Glade
Glade
KENTUCKY BLUEGRASS

grows
great
in
sun



For football fields and/or shady glens
Glade Kentucky bluegrass is the seed
to specify for excellent performance.
In full sun or cool shade (up to 60%)

you can depend on Glade to germinate quickly,
establish fast. Forms a thick rhizome and root
system, dense, low-growing, fine-textured turf
of medium to deep green in color.

Glade Kentucky bluegrass has proven resis-
tance to many troublesome diseases including
stripe smut and leaf rust. Better than average
resistance to today's Fusarium blight has made
Glade a vital fortifying ingredient in many pro-
fessional turf grass mixtures. A higher level of
resistance to powdery mildew in moderate shade.
A Rutgers University selection (tested as P-29),
Glade Kentucky bluegrass is your guarantee of
physically pure and genetically true seed.

Specify the sun-n-shade elite Glade Kentucky
bluegrass seed for your next lawn seed mix,
available at your local wholesale seed distributor.

or in shade.



Glade
Glade

KENTUCKY BLUEGRASS

U.S. Plant Patent 3151

Another fine, quality-controlled product of Jacklin
Seed Company.

Yellow Pages from page 1

interviewed reported receiving from two calls to 20 calls monthly from ads. Ten seem to be about average.

Let's face it, the Yellow Pages aren't cheap, in fact are expensive in metropolitan areas. Smaller display ads were costing some operators \$50 a month. For about 3½ x 5 inch ads, owners were paying slightly under \$3,000 a year.



On one point regarding Yellow Pages advertising, most lawn care businessmen agree — it is a productive medium for generating business from newcomers to a community. One lawn care businessman estimates 20 percent of his new accounts spin off his ad in the telephone classified section.

So put some thought into shaping your lawn care ad; make the space count. Exploit every possibility of getting your money's worth.

There are many options open to you in putting together your ad with the possibilities varying according to the size of your ad. Larger display ads permit the use of more copy, illustrative material, etc. But even those who invest in larger space often prefer to keep copy brief, surrounding it with lots of space, feeling it results in more impact.

Let's qualify the types of insertions available to you. First come the larger display spots. Sizes vary, ranging up to full pages.

Secondly, are the smaller one-, two-, and three-inch boxes which run to one column. They offer room for a short message and stand out against the free listings which most business telephone subscribers are provided by the telephone company.

Thirdly, the bold face listings, a form used by many lawn service firms because it's the least expensive. The bold face type separates your firm name from the free listings.

Positioning of their ads is a subject that creates comment among lawn care company owners. Normally, the position your ad is given on the page is determined in alphabetical order and by the way pages are laid out. The choice spot, say many owners, for a display ad is the upper right corner of the page. Next, the upper mid-page area. Low mid-page locations are

given lowest ratings when returns are measured.

Several owners said it makes sense before turning copy over to the telephone company advertising representatives to sit down and create a mental image of your customers and write down services you feel most of them desire. One owner said he keeps uppermost in his mind the fact that his ad will be surrounded by those of competitors and that is all he needs to stimulate him to prepare the best ad possible, to add any touches that make it different and make it stand out.

Build your ad carefully. Be specific. Concentrate on the essentials. Avoid tricky phrases. Generalizing in ads only leads to unwanted calls. People look for guidance and information in ads. One lawn care owner said he writes his ad-copy as he would a telegram.

Suggestion: Don't be bashful about seeking the counsel of the telephone advertising reps. They can offer help on elements such as type face, borders, even illustrations. But don't be quick to accept all their recommendations. Above all, avoid turning the entire matter of putting the ad together over to the reps or your ad will end up looking like all the other on the pages.

One lawn care owner said his adman suggested use of a half-inch border section running diagonally from corner to corner inside the ad with the phrase "Our Lawn Service is THE Complete One" inserted between the two lines. He is convinced this simple device gives his ad more eye interest.

Remember, if you have a service or two that makes you different, include it.

It is vital that you check advertising proofs of your ad carefully for errors or omissions like a wrong number in your address or telephone number. Remember, you live with these mistakes for a full year and it can cost you much business.

It is interesting to note a recent survey revealed that in choosing companies to call among those represented in the Yellow Pages, several consumers said their decisions were based on (1) amount of information in the ads and its relevancy to their needs; (2) location of the firm. A good percentage of consumers say they look for the closest source of supply. The energy crisis may have some bearing on this aspect but several people said they simply feel more comfortable doing business with someone in the immediate area; (3) recognition of company name. If they've heard about you before, chances are greater they'll select you; (4) identification of any brand names and trademarks. Again, the average person is more comfortable with products and trademark known to him.

Here are some tips you might find useful in composing your ad:

- **Your coverage.** "Entire City Servicing" is a phrase some use. It is important that you target the territory you are prepared to serve.

- **Longevity.** "Over Half a Century of Satisfied Customers" suggests dependability, and

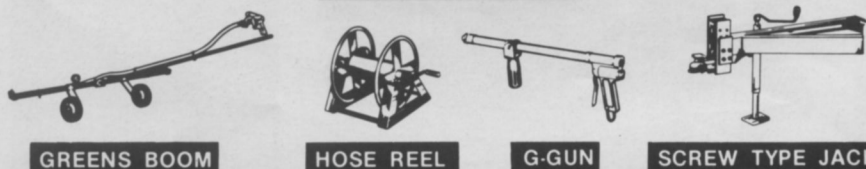
MEET YOUR SPRAYER NEEDS EXACTLY!



TRAILER MOUNTED

SKID MOUNTED

ACCESSORIES



GREENS BOOM

HOSE REEL

G-GUN

SCREW TYPE JACK

ALSO CHOOSE FROM FIBERGLASS TANKS/MECHANICAL AGITATION/PUMPS AND ENGINES/BOOMS/HAND GUNS, ETC. WRITE OR CALL:

Special Products Division
HANSON EQUIPMENT CO.

301 CHARLES ST., SO. BELoit, IL 61080
815-389-2261

Circle 127 on free information card

COST CUTTINGS

How to keep logo development costs down

When creating a company logo, the lawn care businessman should hire a professional graphics designer who also produces the design. A combination graphic designer and producer will keep an eye on the dollars when asked for an idea. A graphics designer may just think of something pretty and develop a logo that would be too expensive, says Ralph Peck, president of Peck and Associates, a Cleveland-based advertising firm.

He estimates the cost of developing a logo at between \$100 and \$300.

"The design does not have to be anything elaborate, just use it constantly," he told LAWN CARE INDUSTRY. He warns against using drawings given by Yellow Pages representatives. The drawings usually are not very good and look alike; they do not create an image that sets one company apart from another, he says (For more on Yellow Pages advertising techniques, see story beginning on page one of this issue of LAWN CARE INDUSTRY).

A company logo has a wide variety of uses. It can be displayed on uniforms, vehicles, outdoor signs, Yellow Pages ads, television commercials, stationery, invoices and novelty items like matchbooks and pens. "The most important point is to use it over and over again. Repetition of the image, even if it is bad, is the key," Peck says.

"All too often, companies develop a logo which they don't use completely," he says. "If you have a logo on the truck and another one on the invoices, then you have no image. Once you have done the work of getting a logo, it does not cost you anything else to use it." — Mike Casey

dependability is a cherished ingredient among many homeowners when choosing a lawn care service. It helps establish professionalism to say "Established in 1930."

- **Major services furnished.** This is a key. Make your main services stand out in the copy. For example: "Commercial, Residential, Seeding, Spraying, Planting, Sodding."

- **Highlight your firm name, address and telephone number in bold type.** If you have toll-free numbers or additional phone numbers, include them. Make it as easy as possible for the prospective customer to reach you.

- **Special customer handling, features.** This can involve a phrase like "No Contract Required," or "Call for Quote and Free 7-Point Analysis," or "Call for Price Quote, No Obligation."

- **Connotations of uniqueness.** "Especially Blended for the Special Conditions in this Area" illustrates this approach.

- **Opening hours.** Pinpoint them or it may lose you calls.

- **Artwork for impact.** It may pay you to have a skilled artist prepare a logo or other illus-



Callers react more favorably to a pleasing feminine voice making the initial telephone contact, according to several lawn care businessmen polled recently. It is an element that figures prominently with them in realizing top potential from advertising in the Yellow Pages.

trations for your ad. Attractive artwork helps establish an image of quality. You can duplicate the artwork, lettering face, borders, etc., used in other advertising. This can mean faster identification and adds recall value.

Bill Frey, Frey & Frey Landscaping, Inc., Kansas City, Mo., has used the same display ad for the past three years. It runs about 4 x 4½ inches and costs him in the neighborhood of \$2,-

500 a year. It occupies a prime location at the top of the page of the 1,300-page city directory.

He said he was motivated to invest in this size ad for two reasons. First, he has a sizable number of older customers and he felt that they could separate his ad from the others, read the telephone number easier and not confuse him with other outfits. Secondly, at the time he was gunning for more business.

Now he has about all the business he can absorb, 95 percent of it is repeat, and he's considering cutting back from the larger display ad to a bold-type insertion.

"The Yellow Pages can be great for getting you off to a good start in the spring," Frey said. "For a few weeks in the spring we are swamped with calls. But the rest of the year our ad doesn't really drum up that much business."

"Furthermore, we've graphed our business out and found we are running all the business we can with the number of trucks and employees we have," he explained. "We wouldn't make any more profit if we added another truck and more employees."

The Frey ad in the Yellow Pages is enlivened by the slogan "Making Kansas City Green for Three Generations" and a unique logo, the work of an artist.

Jerry Murphy, at the Green Valley Company, Merriam, Kansas, calls his ad "a solid business producer." He runs about a 4 x 5-inch ad and is emphatic: The larger display ad is worth it in the business it generates. He says a good 20 percent of his new accounts spin off his ad. People who phoned are immediately sent a handsome brochure which details the services offered.

The caption at the top of his ad departs from most of the others. Instead of splashing the name of the firm at the top, the



Should the firm name or the type of service you provide be stressed in the caption across the top portion of your ad in the Yellow Pages? One Kansas City lawn care businessman makes a strong case for emphasizing the type of lawn treatment ("Lawn Spraying" in this case) given in this prominent spot.

ad has "LAWN SPRAYING" in big type. "It's more meaningful," he said, "to stress what you do than to run your name big." The artwork in his ad also details the spraying service. It shows a spray vehicle with spraying equipment and a man in the process of spraying a yard. The ad leaves no question in telephone book users' minds: This outfit sprays yards."

Jimmy Debo, Home Lawn & Shrub Maintenance, Kansas City, says he will pull out his 2 x 2-inch display ad shortly. Reason: It costs him \$168 a month and doesn't pay for itself in the calls it pulls. He's switching to more advertising in shopper newspapers. They get him business, he says, but they also create a problem of collection.

"The Yellow Pages attract business in higher-income brackets than shopper newspaper advertising," relates Debo. "The customers I've got from the shopper papers have more difficulty paying bills."

Donald Greenfield, Lawns by

Greenfield, Kansas City, Kan., estimates his two-inch square boxed ad draws a dozen calls monthly. "It's worth the tab, he says, "in all the snow pushing business it gets me in the winter. When we get a big snow I'm swamped with calls." He doesn't doubt the value of his ad, reporting that it attracts business from both industrial and residential people. One of the items he mentioned in his ad is "verti-cutting" and he says people ask about this service when they call.

It is basic after investing money in Yellow Pages advertising that calls should be answered promptly, courteously and intelligently. It is useful to have any reference tools — catalogs, price lists, etc., — handy to the phone.

A baker's dozen of lawn care owners phoned had this recommendation: Have a girl make the initial contact with callers. It's sound public relations. People naturally react favorably to a friendly, pleasing feminine voice coming on first.

Most good golf courses, parks and home lawns have something in common — FINE LEAFED FESCUE

Oregon Fine Fescue - thrives in shady areas, does well in dry spells, germinates fast and blends well. Its straight-growing habit holds the grass up for even mowing, and Oregon grown Red Fescue even creeps to cover the spots left when other grasses fail.



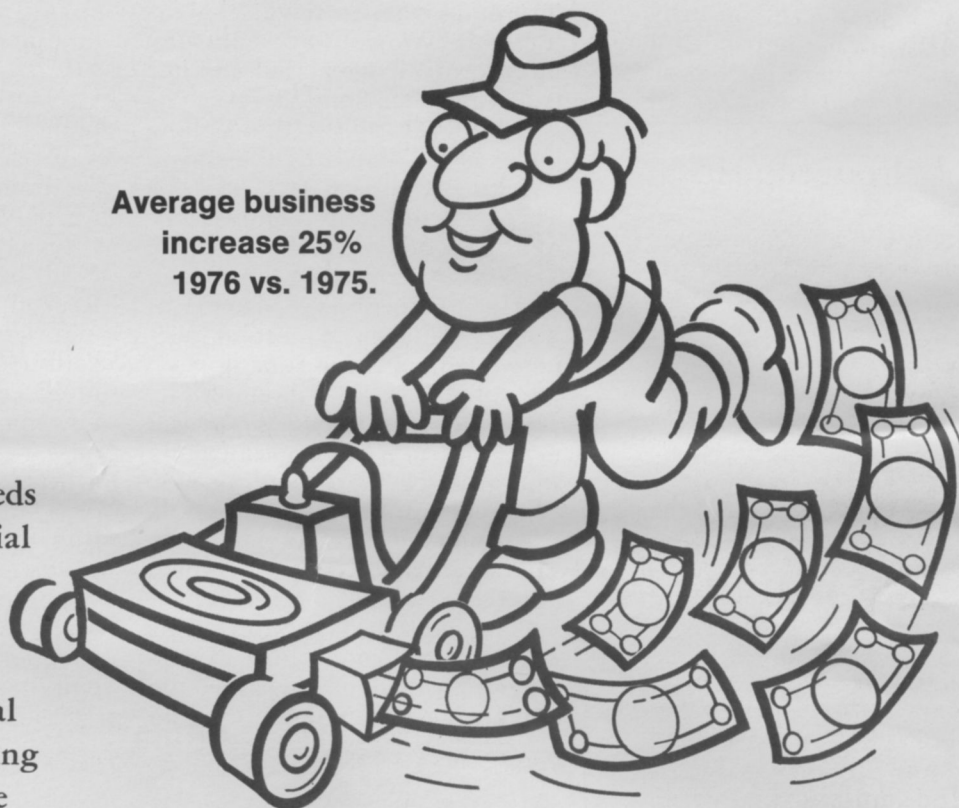
Oregon Fine Fescue the grass seed on which the best mixes are built.

For a brochure and sample, write: Oregon Fine Fescue 1349 Capitol N.E. Salem, Oregon 97303

Let's get down to grass facts!

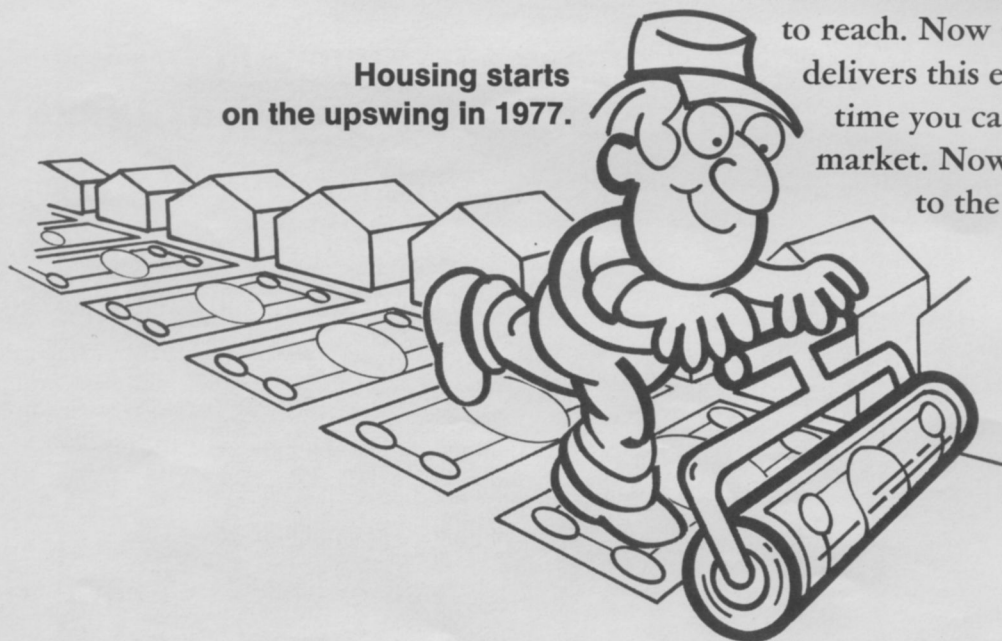
Average business
increase 25%
1976 vs. 1975.

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



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

Housing starts
on the upswing in 1977.



**LAWN
CARE
INDUSTRY**

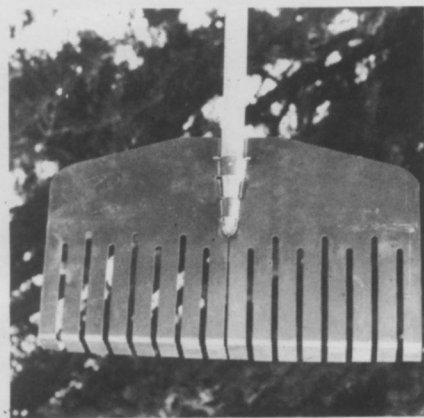
A Harvest business publication.

lawn care...the growingest market.

PRODUCTS

New-design lawn rake

The "Smoothie" lawn rake from Henderson Enterprises sweeps leaves faster, cleaner and



smoother than any other rake on the market, even the finest leaves and materials that stick to the lawn, the company said. The rake does not scratch or rough up turf when raking leaves or debris from newly planted areas. Two weights are available: .50 gauge for heavy work at \$5.98 and .40 gauge for light work at \$5.29.

Circle 200 on free information card

Walk-behind rotaries

Ford Motor Co.'s Tractor Operations has introduced three new



walk-behind mowers for lawn maintenance. The units will be available in a self-propelled rear bagger and push- and self-propelled mulchers. Further information is available.

Circle 201 on free information card

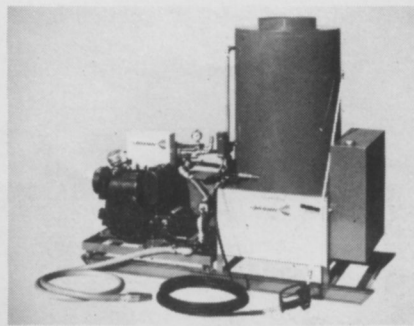
Line trimmer designed for commercial use

Designed for commercial use, Weed Eater, Inc.'s new model 707 is a lightweight, heavy-duty monofilament line trimmer. The gas-powered unit trims, edges, mows, sweeps and scalps to give your customer lawns a clean, professional look. The unit weighs just over 17 pounds and has an adjustable shoulder harness for even weight distribution.

Circle 202 on free information card

High pressure washer

The Jet-A-Way Corp. is manufacturing a hot/high pressure washer. The Model 1200 dis-



charges 360 GHP at 1,200 PSI up to 210°F. It has a generator, gasoline engine, stainless steel discharge pump and an electric clutch.

Circle 203 on free information card

Electric cord trimmer

HMC, manufacturers of The Green Machine gas-powered nylon-cord trimmers and brush cutters, has introduced a new line of electric cord trimmers. The motors are pre-tilted within the motor housings to the ideal trimming position. The mid-handle is tilted back to receive the operator's hand without requiring extreme bending at the waist. These features are incorporated in both model 1200 — in the \$50 price range — and model 1500 — in the \$60 price range.

Circle 204 on free information card

Tips on right skid-steer loader

Sperry New Holland is offering a 20-page booklet to help pick the right skid-steer loaders. The book includes a glossary of words and terms.

Circle 205 on free information card

Know computers

A booklet on matching small

business computers to company needs is being offered by the Digital Equipment Corp.

Circle 206 on free information card

Blades, monofilament combined in trimmer

The Pro 800 is designed for lawn care jobs requiring blades and



monofilament. The monofilament is used for edging, scalping and other ground-engaging operations. For brush cutting and pruning, there are a variety of sawblades. The unit weighs 13½ pounds and has a 1-pound gas tank for an hour's cutting time. It is made by Advanced Engine Products, Inc.

Circle 207 on free information card

Pickup truck caps

The Reading Body Works, Inc., manufactures two cap models to enclose a pickup truck's bed. The models extend 23 and 31 inches



above the pickup bed and provide inside clearance of 40 and 48 inches over the pickup bed floor. The cap's options include fixed side windows, sliding front windows, crank-operated and screened side windows, slide-away rear door, and roof-mounted ladder rack.

Circle 208 on free information card

Riding rotary mower

The Jacobsen Manufacturing Co. is marketing a riding rotary



mower with an out front cutter deck that mows a 72-inch swath. The mower, with rear-wheel steering, has either a 19.9 hp air-cooled engine or a 25.5 hp four-cylinder, water-cooled engine.

Circle 209 on free information card

Turf irrigation manual

The Third Edition Turf Irrigation Manual by James A. Watkins is available from Telsco Industries. The manual provides 350 pages of material.

Circle 210 on free information card

Crown-Your Herbicide Center

Crown Chemicals carries a full line of Velsicol "specialist" herbicides for virtually any lawn care problem. Banvel® herbicides for broadleaf weed control—the unique 2-way absorption through leaves and roots gives excellent control of many problem lawn pests. These 1-application herbicides come in economical pre-mixed formulations for easy use. Available in 6x1 gal. polyethylene jugs and 5 gallon drums. The ideal herbicide for most common turf weeds.

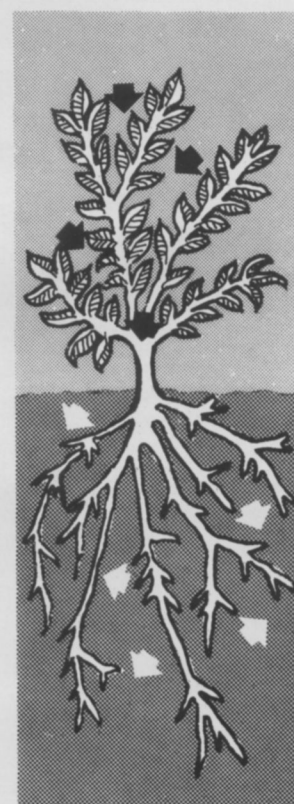
Crown also stocks the new Provel® lawn and turf herbicide. This formulation contains a lower dicamba and 2,4-D content for use in single or multi applications to provide broad spectrum weed

control, less risk to ornamental shrubs. It also provides a more economical application averaging less than 16¢ per 1,000 square feet per application. Provel is packaged 6x1 gallon polyethylene jugs per case, 2x2½ gallon cans per case, and in 30 gallon drums.

Provel is effective against over two dozen lawn and turf weeds, including chickweed, knotweed, dandelions, plantain, clover and English daisy.

In addition to the above, Crown also carries a full line of herbicides, pesticides, fungicides and application equipment. Call today, toll-free, for our latest price list and catalog.

Circle 126 on free information card



**Crown Chemicals—
Your St. Louis based
source for Velsicol
herbicides**



4235 Duncan Avenue
St. Louis, MO 63110
Phone—1-800-325-3316
TOLL-FREE

PRODUCTS

Narrow washer

The Walsh Manufacturing Co. Trimatic High Pressure Washer



is 8 inches narrower for increased maneuverability and easier storage. It is 20 inches wide with a 1 HP motor, a 3 GPM pump, which develops 500 PSI at the pump head through a 3/8-inch pulsation hose.

Circle 211 on free information card

Give callers on hold a company message

A telephone answering unit, which allows callers to give a

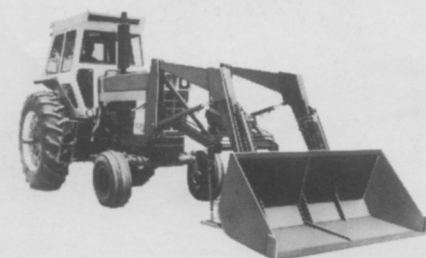


short tape-recorded message while on hold, is made by Remco International. It also can tell callers on hold about store hours, sales, special events or premium offers. The unit is called the Tele-Message Series 2000.

Circle 212 on free information card

Easy-to-mount front end loader

The new Bush Hog SL-70 will fit most tractors with at least 65 hp

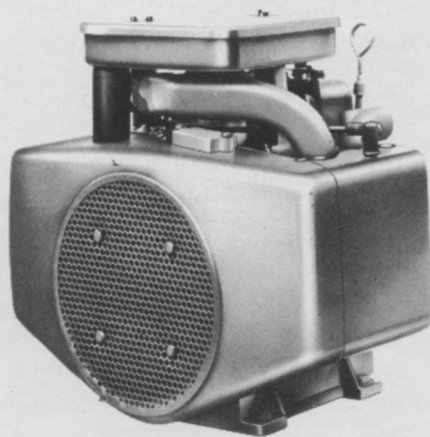


and can be mounted by a man in under four minutes after original installation, according to its manufacturer. It has 3,500 pounds lifting power and 5,000 pounds breakaway strength.

Circle 230 on free information card

New Kohler engine

Kohler Co.'s newest engine is a 16 horsepower, two-cylinder,



horizontal-shaft model K422. It is of opposed cylinder design and combines the weight saving of an aluminum crankcase with the durability of cast iron cylinder barrels, crankshaft and camshaft.

Circle 213 on free information card

New mower offers cushioned comfort grip

The Bolens rear-bagging mower, introduced by the FMC Corp.

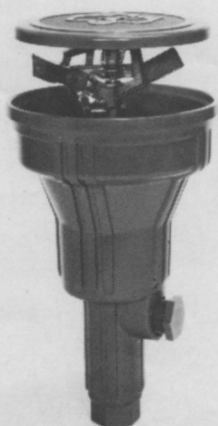


delivers a 21-inch cut and is powered by a 3 1/2 hp engine. It features folding handles with adjustable and floating height positions, easy click-lock height adjusters on each wheel, cushioned comfort grip and handle-mounted throttle control.

Circle 214 on free information card

Pop-up sprinkler to avoid side splash

Rain Bird, Glendora, Calif., is making a pop-up sprinkler with



an arm to eliminate side splash. The model 15105C also offers an arm hood to prevent debris from entering the arm bearing and trip mechanism splines. The sprinklers are capable of full or part-circle coverage of 20 degrees to 340 degrees.

Circle 215 on free information card

Many lawn diseases controlled by fungicide

A detailed brochure on Acti-Dione Thiram fungicide is available from TUCO Division of The Upjohn Co. It is a broad-spectrum fungicide designed for prevention and control of most common turf fungus diseases, including dollar spot, fading-out, gray leaf spot, *Helminthosporium* leaf spot, large brown patch, melting-out, pink patch, powdery mildew, rust and snow mold.

Circle 216 on free information card

Chemical spreader

The Pro Wheelie, made by Wheel Spray Co., Inc., spreads li-

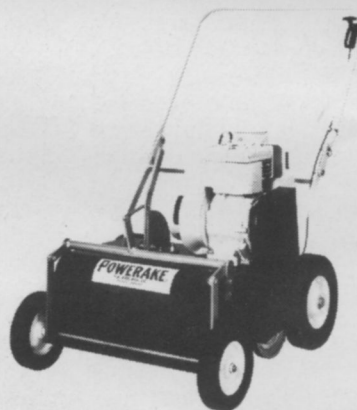


quid chemicals without gasoline, batteries, cords or water hoses. Pushing activates the ground-driven pumping system. The WS-470 model distributes liquid weed killers, insecticides, fungicides and fertilizers.

Circle 217 on free information card

A new Powerake

A centrifugal clutch for easier starting and operator safety has



been added to the F. D. Kees Manufacturing Co.'s Powerake. The new model 100528 includes these new features a single-action height adjustment, a dual filter air cleaner and an improved heavy-duty wheel with grease fittings. The model has a 5 hp engine.

Circle 218 on free information card

Flexible-line trimmer

The new trimmer from Garden Pro, Inc. weighs just five pounds.



It features a 1/2 horsepower, 3.8-amp motor for powerful cutting. New cut-off blade trims flexible plasticized resin cutting line automatically. F1 filter system keeps motor clean.

Circle 219 on free information card

Utility vehicle

The Promark Products Corp., is making a three-wheel, multi-purpose utility vehicle. The Quarter Horse, with engines by Kohler, carries up to 1,000 pounds and seats two persons.

Circle 220 on free information card

A 25-hp tractor

Satoh has introduced a 25-hp, diesel-powered tractor with two-



wheel or four-wheel drive. The Bull has a two-cylinder, water-cooled, four-cycle, overhead-valve engine, which delivers maximum horsepower at 2,500 rpm. It is made by the Satoh Agricultural Machine Mfg. Co., Ltd.

Circle 221 on free information card

Rear-bagging mowers have maneuverability

The 18-inch rear-bagger from the Toro Co. is ideal for your smaller customer lawns where plantings and low-hanging trees make peak maneuverability important. It's suggested retail price is about

\$215, the company said. The unit weighs in at 50 pounds, which makes it easier for long operator days in the busy part of the lawn care season. A quick-change lever on each wheel adjusts cutting height to any of five positions, from 1/2-inch through three inches. Power is provided by a 3.5-horsepower four-cycle engine. The bagging unit holds 2 1/2 bushels and takes only seconds to detach, empty and replace. There are four other models in Toro's Rear-Bagger line, all with a 21-inch cutting swath. Prices range from about \$240 to about \$370.

Circle 222 on free information card

26-horse tractor with 72-inch mower

Gravely has announced introduction of a new 26-horsepower



maintenance tractor. It offers features such as: all-gear, eight-speed transmission; instant forward reverse; power steering; individual wheel brakes; and three-valve hydraulic system. With its optional 72-inch, center mount rotary mower and 50-inch wing deck, the unit cuts almost a 10-foot swath, with a 360° turning circle, leaving no uncut grass in the circle, and trimming capabilities within one inch of

obstacles. The company said an operator can mow as much as 33 acres in a standard, eight-hour day.

Circle 223 on free information card

Self-propelled mower

The Yard-Man Co., introduced its Model 12304 self-propelled, rear drive, rear discharge rotary



mower. The four h.p. gasoline engine gives a 20-inch cut. Cutting heights can be adjusted from 1 to 3 1/2 inches.

Circle 224 on free information card

New all-aluminum hydradump trailer

A free, four-color brochure on the new complete line of self-



contained hydraulic dump and utility trailers is available from OME, Inc. Twin cylinders are operated by the unit's own 12-volt hydraulic power system.

Circle 225 on free information card

19 1/2-horse tractor with hydrostatic drive

The model 720 from Allis-Chalmers Corp. has the power and versatility to perform a multitude of jobs, from light industrial to large lawn care. Engine rpm's, horsepower needs and ground speed are matched through the hydrostatic drive

system, which connects a three-speed transmission. Front and rear PTO's are standard equipment for the variety of implements including mowers, tiller, plow, cultivator, loader, snow-thrasher, towing hitch and other accessories.

Circle 226 on free information card

Dual tank with three-point sprayer

The dual tank three-point sprayers are designed to fit any category two or three-point hitch and most quick hitch. The 360- and 500-gallon sprayers are equipped with full length 3/8-inch sprayer tube and are available with 28, 35, 40 and 47-foot double folding booms. They are made by Ag-Chem Equipment Co.

Circle 227 on free information card

12-horse tractor with attachments

Expansion of its Landlord line of tractors with a 12-horsepower hydrostatic drive unit has been announced by Simplicity Manufacturing Co. According to the company, the drive provides instant forward and reverse without braking or clutching. Attachment options include 42-inch and 48-inch rotary mowers, 42-inch and 46-inch dozer blades, 42-inch grader blade, 1,000-pound dump cart, 26-bushel vacuum collector, a 36-inch or 42-inch snow thrower and a snow cab.

Circle 228 on free information card

18-horse tractor

Topping Massey-Ferguson's new line of six lawn care tractors is the 18-horsepower MF 1855, featuring an infinitely variable hydrostatic transmission. Powered by a two-cylinder, 48-cubic inch engine, it is compatible with a wide range of lawn, snow and utility implements. Front PTO and electric start are standard.

Circle 229 on free information card

CLASSIFIED

When answering ads where box number only is given, please address as follows: Box number, c/o LAWN CARE INDUSTRY, Dorothy Lowe, Box 6951, Cleveland, Ohio 44101. Rates: 35¢ a word for line ads, 65¢ a word for display ads. Box numbers add \$1 for mailing. All classified ads must be received by the publisher before the 10th of the month preceding publication and be accompanied by cash or money order covering full payment. Mail ad copy to Dorothy Lowe, LAWN CARE INDUSTRY, Box 6951, Cleveland, Ohio 44101.

HELP WANTED

SERVICE SUPERVISORS. Rapidly growing liquid lawn care company, with offices in Chicago and Indianapolis, seeks qualified individuals for supervisory positions in both cities. Requirements include

education in Agronomy or Turf, ability to deal with public, and some field experience. Salary and benefits commensurate with your abilities. For a challenge and a future send resume to: Lawn Care, P.O. 15, Lombard, Ill. 60148.

WANTED TO BUY

WANTED: used hydro mulcher, trailer mounted, 300 to 800 gallon capacity. 313 743-7736.

WANT TO PLACE A CLASSIFIED AD IN LAWN CARE INDUSTRY?

Write:

Dorothy Lowe
LAWN CARE INDUSTRY
BOX 6951
Cleveland, OH 44101

We stand out like a green thumb.



Because we're the only magazine to reach the entire residential lawn care service industry.

This is a growth market of 8,000 companies selling chemical lawn care and maintenance services to the 45 million home owner/residential turf market in the U.S.

A market with a 25% growth last year. And \$1.25 billion in sales. And we hit the top management.

Stand out in the one magazine covering the fastest growing service industry in North America. Join us.

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A Harvest Business Publication.
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Now, big limestone & gypsum profits in a virtually dust-free pellet form. ■ Opens up a whole new market segment for your lawn care business... without the mess of dusty, uncontrolled spreader applications. ■ Economical, yet highly profitable. ■ Works with any type spreader, including broadcast. ■ Lets you increase customer service plus decrease your fertilizer costs. ■ Ideal for slack periods because REVEILLE can be applied practically year 'round. Available in bag or bulk, both REVEILLE Limestone and Gypsum fit perfectly into liquid or dry lawn care operations.

REVEILLE
LIMESTONE & GYPSUM PELLETS
American Pelletizing Corp. • P.O. Box 3628 • Des Moines, Iowa 50322

Circle 102 on free information card

BEHIND THIS ISSUE



It was a year ago this month that LAWN CARE INDUSTRY was born as a special 48-page supplement to our sister magazine WEEDS TREES & TURF.

That supplement carried portions of our market research data on the industry, articles by people like Dr. Robert W. Miller, vice president of ChemLawn Corp.; Dr. Roger C. Funk, director of research for Davey Lawnscape on developing a good chemical program; Milliard C. Daily, president of Liqui-Green Corp. on building a lawn care business, and more.

The supplement was the final test before the beginning of LAWN CARE INDUSTRY in the news tabloid format that you have in your hands today. Based on the favorable response we received from the supplement, we decided to go ahead with publication in July of last year. We put out three bi-monthly issues and then in January we went monthly.

And perhaps it is appropriate that as the lawn care season this month gets into full swing in all parts of the country, we are celebrating our biggest issue to date — 44 tabloid pages.

We are of course pleased. But you should be too, because it is a tribute to you as an industry that companies like the ones listed below are taking note of your needs and designing products specifically for the future of your business. And what a future it is going to be.

Bob Early

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Olsen Distributing Company
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Deisch-Benham, Inc.
D/B/A Desco Chemical
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Chemi-Trol Chemical Company
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Leisur-Aid A Division of Aidex Corp.
Council Bluffs, Iowa 51501
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Toro Service Center
Des Moines, Iowa 50318
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Big Bear Equipment Company
West Des Moines, Iowa 50318
515/243-1271

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Wichita, Kansas 67209
316/943-0283

Rhodes Chemical Co.
Kansas City, Kansas 66103
913/432-2424

Swift Agricultural Chemicals Corp.
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301/760-5927

Cornell Chemical & Equipment Co, Inc.
Baltimore, Maryland 21227
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Vaughan's Seed Company
Div. of Vaughan - Jacklin Corp.
Landover, Maryland 20785
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919/483-0179

Swift Agricultural Chemicals Corp.
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919/371-2216

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Allen's Seed Store, Inc.
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Swift Agricultural Chemicals Corp.
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615/832-7725

Swift Agricultural Chemicals Corp.
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712/682-6217

Turf & Garden
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Circle 111 on free information card



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Every customer wants the very best fertilizers for their lawn. Why? Because today everyone is green conscious. With IBDU and PAR EX fertilizers, you can provide the most complete, balanced nutrition available for turf and ornamentals.

Month after month, IBDU and PAR EX fertilizers release just enough nutrients to keep turf and ornamentals green and hardy. IBDU, unlike all other slow release nitrogens, is activated by soil moisture, not soil bacteria. It releases at an even, steady rate that can't be hurried or slowed by extremes in temperature. Precision mixed with other nutrients, gives you

the best balanced fertilizer available today.

Start your customers out with a nutrition program that includes IBDU and PAR EX fertilizers. Your customers will like the results. And you'll like the added green. Contact your PAR EX distributor or call us, 813/299-5010.

par ex[®]
PROFESSIONAL PRODUCTS

Swift Agricultural Chemicals Corporation
Winter Haven, Florida 33880

Breakthrough from Jacobsen. A new out-front mowing tractor with hydraulically driven reels.



The revolutionary HF-15.

What happens when you combine the advantages of the Jacobsen F-10 mowing tractor with the advantages of hydraulically driven reels?

You get seven reels that can cut turf beautifully even while it's raining. Constant reel speed is maintained hydraulically. This means you can cut to your schedule instead of the weather's.



Two cutting frequencies easily selected at front of unit. The same reels can now cut formal and rough turf areas.

You also get increased versatility. The hydraulically driven reels will give you a beautiful cut on formal turf areas as well as rough areas where Blitzer units would be used. With the HF-15, you simply change the cutting frequency instead of changing reels.

You also get the mowing job done faster because mowing speed is increased. And from the driver's seat, the operator can raise and lower reels in several combinations, and put them into forward or reverse. Reverse can be used to quickly unclog reels from branches, rocks and grass clippings.

Plus, we use wheels instead of skids or rollers to support the reels. Just to reduce scalping on sharp ground contours. And, our exclusive tension springs put even pressure on height adjustment rollers for smoother cutting.

More good news. Reels can be easily backlapped without being removed or disassembled.

It's all in one complete mowing system. The amazing HF-15. Get more details from your Jacobsen distributor.



The HF-15 is a complete mowing system that combines the time-tested Jacobsen F-10 mowing tractor and Fairway gang unit. Plus many new features.

Take a look at leadership.



Jacobsen Manufacturing Company, Racine, Wisconsin 53403

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