

TUESDAY, NOVEMBER 13, 1984

James B. Beard

LAWN CARE INDUSTRY

SHOW EXTRA

For the
Professional
Lawn Care
Association of
America show

Suppliers surveyed:

Price increases near zilch

Vince Geiger,
Dow Chemical:
**'Dursban will
increase'**



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

Here is the breakdown, by product classification:

Pesticides

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

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

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

The cost of Oftanol, one of the most popular insecticides being used in the industry,

will remain the same, according to Allen Haws at **Mobay Chemical**. That might not be the case across the board at Mobay, though, as some other minor price increases are planned.

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

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

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

to page 14

Paul Mengle,
Lebanon:
**'On the average,
3-4 percent'**



Jerry Garnett,
Rhone-Poulenc:
**'Less than
inflation'**



Bluegrass star

Mel McDaniel, one of Capitol Records' top country recording stars, will be in Tampa this week to participate in Rhone-Poulenc's Bluegrass Bar-B-Q Bash. This will be the second straight appearance for McDaniel before members of the Professional Lawn Care Association. Details inside.



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PARTICIPATING EXHIBITORS:

	Booth #	Pg #
Agris Corporation	112	11
Dedoes	214	12
Dow Chemical	400, 402	2 & 3
Howard Johnson Ent.	830	16
Lebanon Chemical Corp.	225	5
MCI Melamine Chemical	327	7
Rhone-Poulenc	Island F	11
Ryan/Cushman	Island K	8 & 9
USS Agri-Chemicals	631	15

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Inert Ingredients 23.7% - 2 pounds per gallon
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cost-efficient
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Now there's cost-efficient broadleaf control you can count on. TURFLON D herbicide... your first line of defense... for better weed control! For more information, contact your chemical distributor or write: The Dow Chemical Company, 9001 Bldg, Midland, Michigan 48640.



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"See us at booth #400 & #402!"

Bargains galore!

Visit trade show floor for unbeatable deals

Bargains make a person feel good all over. And when they're things you'll need for your business, there's only one thing to do, Snap 'em up. The Professional Lawn Care Association of America got together with its commercial sponsors to present some "show specials" that are bound to please the hearts—and the budgets—of everyone at this fifth annual PLCAA Convention and Trade Show.

These specials are guaranteed to make even an accountant smile. Read on:

Ringer Corp. (Booth No. 908) knocks 5 percent off all orders written during the show. Ringer's Lawn Keeper tested effective against dollar spot and *Pythium* blight. It's an effective fertilizer and combats *Fusarium*, yellow patch and other turf diseases.

percent discounts on all Acecap and Medicap products, says Bryan K. Wolfe, manager of marketing for **Creative Sales**. Recently approved labeling allows use of Acecap Insecticide Implants for an expanded list of host trees and an expanded list of insects including bronze birch borer. The 1/4-inch diameter implant is ideal for use in small trees such as used in shopping malls and for other interior plant sites.

GNC Pump is featuring its Triplex Pumps complete with pressure regulator, pressure gauge, pulsation dampener, suction hose, by-pass hose, two 60-foot sections of high-pressure hose, pulley and two spray guns. The 5 gpm unit is just \$350 during the show; 10 gpm, \$425; 15 gpm, \$495. Spokesman Teresa Palmer says the Houston firm welcomes dealer

yourself for just \$659. The Westmac, called the world's fastest, aerates 5,000 square feet of lawn in 15 minutes or less. Also available is the new "Trail-Hitch" for use with any vehicle. You can tow or back up without jack-knifing, says James K. Gourley.

You'll save 50 percent on a **Sunniland Deluxe Broadcast Spreader**. Regularly \$70, it's yours throughout the show for a smart \$35. This unit, with rust-proof plastic hopper, provides the quick, easy way to spread materials, according to Donn Woods, Sunniland Corp., Sanford, FL.

Denver Leasing & Manufacturing throws in a free safety package with the sale of each combination spray truck. The freebies include fire extinguisher, flares, backup alarm and micro brake lock.

Locke Manufacturing aims to

cent; if you have your order shipped by May 15, 1985, you save an additional 4 percent; if you pay before May 30, 1985, you tack on 3 more percent savings. For a grand total of 10 percent, if you comply with all three.

Richard Hawkes of **Green Pro Cooperative Services** is another good person to look for. You'll find a 10 percent discount on his company's electronic digital meter during the show. The regular price is \$175, but during the Tampa festivities it'll go for just \$157.50.

Hawkeye Chemical calls attention to its 8 percent Early Order Discount on Formolene (and blends containing Formolene; Form-U-Sol; and Slo-Release).

Also, **Salsco Manufacturing** is offering to give buyers a \$225 set of ramps with the purchase of either its coreaerator or its lawnmaker, according to president Sal Rizzo.

Lebanon Chemical says it will offer a 5 percent discount on early orders of its products, worth taking advantage of.

Dennis Jones of **Rainbow Computer Systems** promises a free software package to anyone buying one of its computer systems at the show. The Peachtree Office Productivity Software Package includes a word processor, mailing list manager and spelling checker.

Spraying Devices is offering an across-the-board 10 percent discount on any of its sprayers bought during the show.

And, finally, **Spring Valley Turf Products** is selling Silver Bullet Root Feeders for just \$99, a savings of \$26 over the regular price. According to owner William Vogel, Spring Valley is also giving away 20 bags of Milorganite Professional with any truckload order of other Spring Valley products.

This is just a partial listing of Show Specials taking place today and the rest of the week on the trade show floor. Be sure to visit all the booths and check out the rest.



The trade show floor during the 1984 PLCAA convention in Indianapolis was packed.

"Forty percent more effective in tests," says Ringer.

How about a nice \$100 coupon? **Cushman/Ryan** dispenses one with every new Ryan Ride-Aire II purchased at the show—and it's redeemable toward the purchase of a Ryan Ren-O-Thin III or a Ryan Ren-O-Thin IV. The Ren-O-Thin, says Ryan, is perfect for breaking up cores as well as for de-thatching lawns.

Distribution Management Systems offers a sweet deal on its new CLC1—an innovative, easy-to-use software approach to chemical and other lawn care management services. It helps lawn care companies take control of production, invoicing, customer service and labor. During the show you get: 20 percent off CLC1 lawn care software for MV4000 orders; 15 percent off software for CS100 orders; and 10 percent off software for Model 20 orders. You also get free General Ledger, Accounts Payable, Job Cost and Payroll with MS DOS/IBM orders.

At Booth No. 824 you'll find 10

inquiries.

Lawn Masters of Kenosha, WI invites you to take the \$100 discount on a Westmac plug aerator ordered during the show. The two demo units at the show are a steal, too. Regularly priced at \$875, you can wheel one out of the hall

trot out its new professional machine at the show. List price on this unit is \$6600, but it's offered to show-goers for \$600 off.

There will be an early bird discount offered on Nitro 26 CRN at the **Growth Products** booth. If you order at the show, you save 3 per-

Bluegrass Festival

Mel McDaniel returns

Mel McDaniel and his band will provide music for the second straight year at the third annual Chipco Bluegrass Festival during this week's Professional Lawn Care Association of America convention.

Rhone-Poulenc, producer of Chipco turf and ornamental products, continues as sponsor of the event.

This year, a barbeque "bash" will be held Nov. 13 at the Boggy

Bottom Bar-B-Que Ranch near Tampa. It begins at 7 p.m. with McDaniel and his band, Oklahoma Wind, taking the stage from 8 to midnight.

McDaniel was brought back this year because of his success at last year's Bluegrass Festival, according to Lynn Sengstack, sales promotion supervisor for Rhone-Poulenc.

McDaniel has recently released his fifth album.

To ensure a safe and enjoyable evening, buses will make continuous trips between the Hilton, Hyatt, Holiday Inn, Curtis Hixon Hall and the ranch, beginning at 6:30 p.m. Signs will be posted at pick-up sites.

"We are trying to make sure no one has to drive," Sengstack says. Invitations to the bash, further information and directions to the ranch are available at Island F on the convention floor.

1984 Program schedule



Monday, Nov. 12

1-4:30 p.m. Early Bird Workshop: "How to Grow Your Business;" (Lawrence D. Kokkelenberg, Ph.D.; James Skelton, M.B.A. Ed.; T. Wandtke, CPA; Richard I. Lehr, P.A.)
1-3 p.m. "Effective Advertising and Promotion Techniques for the Lawn Care Market" (Kathy Copley, Ray Gibson)
6:30-8:30 p.m. Annual Early Bird Reception, Tampa Hilton

Tuesday, Nov. 13

9-10:30 a.m. Opening Session, Curtis Hixon Convention Center
9:30-10:30 a.m. Keynote Address titled "Successful Failure" (Capt. James A. Lovell)
10:30 a.m.-6:30 p.m. Trade Show and Exhibits, Curtis Hixon Convention Center
1:30-2 p.m. "Our Changing Industry" (Robert Earley)
2-2:30 p.m. "Regulatory Assistance Through the Pesticide Public Policy Foundation" (David Dietz)
2:30-3 p.m. "The Office—Asset or Liability?" (Tom Hofer)
3-3:30 p.m. Break
3:30-5 p.m. "Stress Management: His, Hers, Ours" (Tom Jadin)
5-6:30 p.m. Exhibitor-sponsored Reception and Social, Curtis Hixon Convention Center
8 p.m.-midnight Chipco Bluegrass Festival

Wednesday, Nov. 14

8-9 a.m. New Member Reception and Breakfast, Holiday Inn of Tampa
9-10 a.m. "Reducing Cancellations" (Lawrence D. Kokkelenberg, Ph.D.)

10-11 a.m. Concurrent Sessions: "Principles of Tree and Shrub Fertilization" (Dr. Roger Funk) and "Fertilization of Southern Ornamentals" (Dr. Robert C. Black); or "Business Considerations for Mowing/Maintenance Companies" (Rod Bailey)

10 a.m.-5 p.m. Trade Show and Exhibits, Curtis

Hixon Convention Center
2-2:45 p.m. "Turfgrass Research Update: Water" (Dr. James B. Beard)

2:45-3:15 p.m. Break

3:30-5:30 p.m. "Thatch: General Considerations" (Dr. Kirk Hurto, Dr. A.J. Powell, Dr. Charles Peacock, John Prusa)

5:30-6:30 p.m. Annual Business Meeting

Thursday, Nov. 15

9-10 a.m. "How to Avoid and Respond to Union Activity" (Paul Daverede, James Sackett, Richard I. Lehr, P.A.)

10 a.m.-noon "Expanding into the Commercial Lawn Care Market" (Irv Dickson)

Noon Adjourn: Think Cincinnati, '85!



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EVERY PROFESSIONAL KNOWS THAT QUALITY IS STILL THE MOST IMPORTANT ELEMENT IN ANY COMPLETE TURF CARE PROGRAM. Let's face it - low price is no substitute for poor product. Challenged by tough turf problems together with rising costs, you just can't afford to play games with products that don't perform consistently and economically. You need quality turf products you can depend on. You need COUNTRY CLUB and GREENSKEEPER PROFESSIONAL TURF PRODUCTS from LEBANON.

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This includes:

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- COUNTRY CLUB 18-5-9 50% Org. for Fairways
- GREENSKEEPER 20-4-10 40% Org. for Fairways
- GREENSKEEPER 20-8-8 50% Org.
- GREENSKEEPER 10-6-4 50% Org.

• FERTILIZERS COMBINED W/ CONTROL PRODUCTS

- COUNTRY CLUB 19-4-9 with BETASAN®
- COUNTRY CLUB 19-4-9 with RONSTAR®
- COUNTRY CLUB 18-5-9 with BALAN®
- LEBANON "PRO" 32-3-8 with 1.5% OFTANOL®

- GRANULAR CONTROL PRODUCTS
- GREENSKEEPER BALAN® 2.5G



GREENSKEEPER DURSABAN® 2.32G
 LEBANON OFTANOL® 1.5G
 LEBANON BETASAN® 7G

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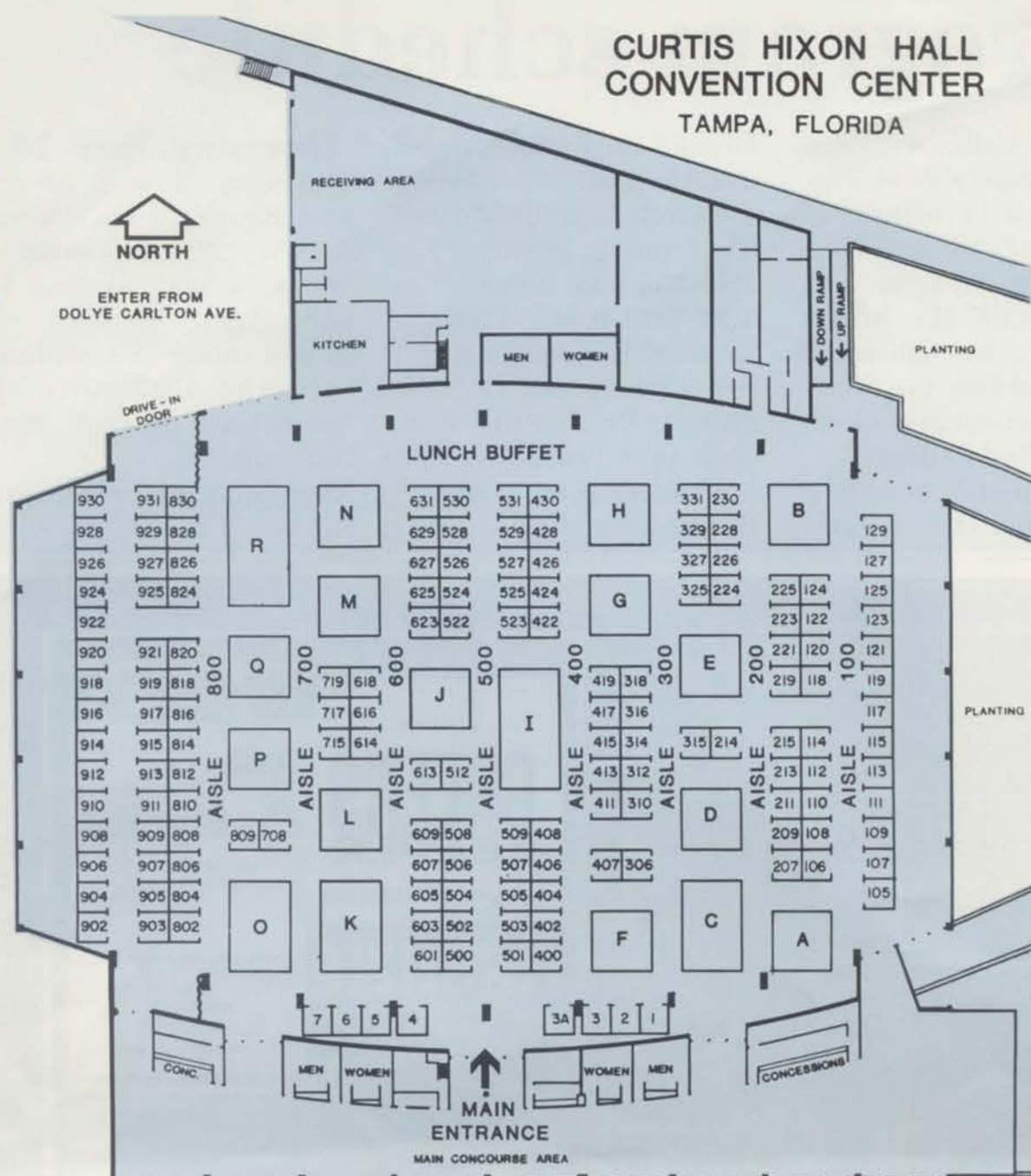
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PLCAA Exhibitors

Advisor Associates Inc.902	Classen Mfg.812	Fortunate Enterprises, Inc.910
Aero-Motive Manufacturing Company ...118	W.A. Cleary Chemical Corp.316,318	Fumigation Service & Supply, Inc.904
Agris Corporation112	Creative Sales, Inc.824	Georgia Marble810
Americalist Division, Haines & Co.918	D Corporation906	GNC Pump Corp.814
American Lawn Applicator115	Dedoes Industries, Inc.214	Graham Lawn Care Equipment, Inc. ...Is. P
American Pelletizing Corp.504	Denver Leasing & ManufacturingIs. O	The Grasshopper Co.207,209
The Andersons417,419	Dietrich & Sons, Inc.905	Great Northern Equipment Co.Is. D
Aquatrols Corp. of America325	Distribution Management Systems .914,916	Green Pro Cooperative Services123
Arjay Industries907	Dow Chemical U.S.A.400,402	Grounds Maintenance/Intertec Pub. ...820
Bulkkem Corp.Is. J	Elanco Products Company715,717,719	Growth Products3
Bunton Company306,407	Emerald Isle, Ltd.5	Hahn, Inc.Is. G
C & S Industries922	Encap Products Co.601,603	Clifford B. Hannay & Son, Inc.422,424
CADO Computer Systems of Cincinnati .110	Estech, Inc.507	Harris Laboratories, Inc.927
Carso Computing903	Exmark Manufacturing Co., Inc. ...708,809	Hawkeye Chemical430
Cedar Point Supply, Inc.915	E-Z Rake, Inc.329,331	Heckendorn Mfg. Co, Inc.310,312
Century Rain Aid Corp.920	Florida Turf-Grass Association928	Howard Johnson's Enterprises, Inc.830
Ciba-Geigy Corp.Is. H	FMC CorporationIs. L	Imler Industries, Inc.106
		International Harvester Co.Is. R
		International Seeds Inc.315
		Jacobsen Division of Textron, Inc.Is. Q
		Knox Fertilizer & Chemical Co. Inc.314
		Lamb Industries, Inc.917
		Lawn Care Industry1,2
		Lawn Masters, Inc.127
		Lawn Servicing/Intertec Pub. Corp.226
		Lawn Tech921
		Lebanon Chemical Corporation225
		Lesco, Inc.522,530 & 523,531
		Locke Manufacturing, Inc.,426
		Mallinckrodt, Inc.512,613
		MCI Agsystems (Melamine Chemicals) .327
		Metromail Corporation124
		Micro-Trak Systems, Inc.913
		Milliken Chemicals816
		Milwaukee Sewage/Milorganite Div.7
		Mobay Chemical Corp.411,413,415
		Modern Welding911
		Monsanto Company501,503
		National Mower Co.,230
		Nice 'N Green Plant Foods, Inc.,109
		Nor-Am Chemical Co.609
		Northrup King Co.,509
		Olathe Mfg. Co.Is. M
		Oregon Fine Fescue Commission120
		Oregon Tall Fescue Commission122

Palm Industries, Inc.	129	Spraying Devices, Inc.	931
PBI-Gordon Corporation	500,502	Spring Valley Turf Products	605
Pennington Seed, Inc. of Orlando	828	Sta-Green Plant Food Company	108
Perfco Corp.	211,213,215	Stauffer Chemical Company	614,616,618
Perma-Green Supreme, Inc.	105,107	Sunbelt Seeds	806
Physical Measurements Information Div., Equifax	924	Sunniland Corporation	826
Practical Solutions, Inc.	627,629	Terracare Products Co., Inc.	113
Professional Turf Equipment	Is. I	The Toro Company, Commercial Products Div.	Is. E
P.S.B. Company	4	Trebor Corporation	125
Pumping Systems, Inc.	111	Trendfacts Research	929
Pursley Turf, Inc.	3A	3M Company	121
Rainbow Computer Systems, Inc.	930	Tuco Division, The Upjohn Co.	506,508
Ransomes, Inc.	Is. A	Turf Seed, Inc.	404
R.G.B. Laboratories, Inc.	912	Turfco Mfg. Inc.	228
Rhone-Poulenc, Inc.	Is. F	Tuflex Mfg. Co.	Is. N
Ringer Corporation	908	Tyler Enterprises	428
Rockland Chemical Company	505	UAP Special Products	623,625
Ryan-Cushman/OMC-Lincoln	Is. K	Union Carbide Agricultural Products	117,119
Salsco Welding & Fabrication, Inc.	818	USS Agri-Chemicals	631
O.M. Scott & Sons Company	406,408	Velotta Uniform Sales, Inc.	607
SDS Biotech Corp.	219,221	Walker Manufacturing Co.	808
Security Chemical Co.	909	Walsh Mfg. Co.	926
Smithco, Inc.	Is. B	Westheffer Company, Inc.	224
Snapper Power Equipment	Is. C	Wheel Spray Corp.	223
Southern Mill Creek Products Co., Inc.	114	Yard Arm Equipment	6
Specialty Equipment Co.	919	Wanner Engineering	925
Spokane Metal Products	802,804	Weeds Trees & Turf	1,2

Statistics

Did you know?...

LAWN CARE INDUSTRY statistics indicate that, for 1983...

● Thirty-nine chemical lawn care companies in the U.S. grossed more than \$1 million. That's an increase of five over 1982. Eleven of these companies are headquartered in Ohio, with the industry's No. 1 company.

● That's ChemLawn, which reported \$200 million in sales. More than 1.3 million homes are served by ChemLawn's 167 branches. Year-round employees, 3700; peak-season, 5200.

● For 1983, gross sales of the leading lawn care companies in the country was \$2.22 billion, an all-time record and a 20 percent increase over 1982 sales.

● An average of 90.8 percent of our readers' accounts were residential in 1983. Projected, this means that LCI readers serviced some 6.4 million home lawns, and more than 7 million total accounts.

● About 70 percent of all LCOs are involved in disease control, aeration and/or renovation.

● Just 5.8 percent of LCI readers use a full-blown telemarketing program, though 21.1 percent use telephone solicitation.

● Most popular means of advertising in the lawn care industry? Referrals and rebates, used by 78.9 percent of this magazine's readership. Yellow Pages ads were second-most popular with 71.1 percent.

● Just 17.4 percent of the LCOs responding to a questionnaire said they have in-house computer systems. That's down from 25 percent in 1982.

● A typical LCI reader spends 29.9 percent of his gross receipts on labor, 15.7 percent on fertilizers and pesticides, 7.9 percent on fuel and 4.0 percent on advertising.

● The average LCI reader's pre-tax profit in 1983 was 20.5 percent. Chemical lawn care companies showed profits of 22.2 percent, landscape management companies 19.6 percent.

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For sale

1977 Chevy C-60, PTO-drive,
350, 4-speed, 2-speed rear: \$8500.

1978 GMC, Series 6000, pro-
pane, PTO-drive, 350, 4-speed, 2-
speed rear: \$9500.

1979 GMC Series 6000, Kohler
8-hp drive, 4-speed, 2-speed rear:
\$10,500.

All trucks equipped with Bean
10/10 pumps, mechanically-agi-
tated 1200-gallon Tuflex fiberglass
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Not all the results are in, but very soon you may find that the best thing to ever happen to your **pesticide** is the nitrogen in your fertilizer.

At MCI AgSystems, we're working on a whole new concept in nitrogen fertilizers. And it could mean some big changes in the way you do business. Changes you're really going to like. Come by booth 327 at PLCAA and find out more.



Tourist's guide

TAMPA: Gateway to the Gulf

When you touch down at Tampa International Airport, considered one of the most efficient in the country, you're just 12 minutes from downtown.

For detailed information about Tampa, your first stop should be the **Tampa Chamber of Commerce**, 801 E. Kennedy Blvd., downtown.

Tampa is the gateway to South Florida's sprawling West Coast.

You'll eventually want to visit **Ybor City**. Ybor (pronounced Ee-bor) is a small neighborhood on the north side of the business district that, in 1856, was the birthplace of Tampa's cigar industry.

The main road through Ybor City, a National Historic District, is 7th Avenue. The heart of the area stretches from 9th Street to 30th Street.

The grandeur of Ybor City, also called the Latin Quarter, has gone to seed. One upbeat development is Ybor Square, a cigar factory turned mall that offers glimpses of nostalgia and history.

Not any of the cigar factories are left today, but the ones that remain still have a few tobacco craftsmen who hand-roll their product.

At 1818 9th Avenue is the old

cruises. The **Island Adventure** (251-8008) offers similar cruises. Reservations are needed for both bay excursions.

Now, then. What about the restaurants? In Tampa, you won't run out of them. Here are just a few:

Bern's restaurant is famous for "art in steaks." One example is the nine-ounce chateaubriand for something like \$20 that comes with French onion soup, salad, potato and home-grown vegeta-

bles. Phone Bern's at 251-2421 for reservations.

The Colonnade (839-7558) is a family-oriented restaurant with a menu 40 items long. Two favorites: fantail shrimp; and fish and chips. Two can dine here quite nicely for \$30 or less. Dress is casual.

Sicilian and Creole food? Try **Selena's** (251-2116). A bit of romantic atmosphere plus Cajun entrees including Shrimp Manale. Also a wide selection of pastas and a noteworthy selection of wines.

In Ybor City, two restaurants stand out:

The Columbia (248-4961) is an 11-room, 1600-seat restaurant with a generous selection of foods and an impressive list of Spanish and California wines. Two can eat very satisfactorily for \$25-35. Live shows, too. The Columbia opened around 1900 as a cafe for cigar-makers. Its strolling violin players and dancers are spectacular, and the decor is dramatic.

The Spanish Park Restaurant

RYAN[®] INTRODUCES THE NEW



Two of the hotels LCOs are staying in this week are shown above: the Hyatt Regency (foreground left) and the Hilton (background right).

Ferlita Bakery building, now the **Ybor City Museum**. It's open 9 a.m. to noon and 1 to 5 p.m. For details call 247-6323.

If you smell a hint of yeast in the air, chances are you're near the **Anheuser-Busch brewery** (tours available) and **Busch Gardens**. The latter offers an array of rides, shows and eating stands—plus an exciting, open-face zoo where you can view one of the nation's largest collections of exotic animals from 9:30 a.m. to 6 p.m. For information, phone 988-5171.

The **Pabst brewery**, 1111 North 30th Street, also offers tours, free half-hour sessions from 10 a.m. to 3 p.m., Monday through Friday.

Want to cruise scenic Tampa Bay? The **Spirit of Tampa** (273-9485 or 229-5420) makes daily breakfast, lunch and dinner



PROFESSIONAL CORE CULTIVATION

Now you can get down to business with "core cultivation!" That's what the new heavy-duty Ride-Aire II offers — precision core aerification at the rate of up to 12,000 square feet per hour. The Ride-Aire II is a tough 670-lb. machine powered by an 8-hp commercial engine. It moves along smoothly aerating 21 inches per swath with 2½- or 3-inch cores spaced 3½ inches apart.

Yet its compact 36-inch width and single rear wheel steering lets the operator easily maneuver around shrubs, trees and yard gates. A new foot control system lifts the aerating frame hydraulically for transport over sidewalks and driveways.

CLEAN, VERTICAL CORING

The Ride-Aire II features straight up-and-down action that cuts cores cleanly without tearing the turf. The tines are heat treated with a special process that makes them self-sharpening, allowing them to last longer than ordinary tines.

CUSTOMER SATISFACTION

Whether home lawn or commercial turf, the new Ride-Aire

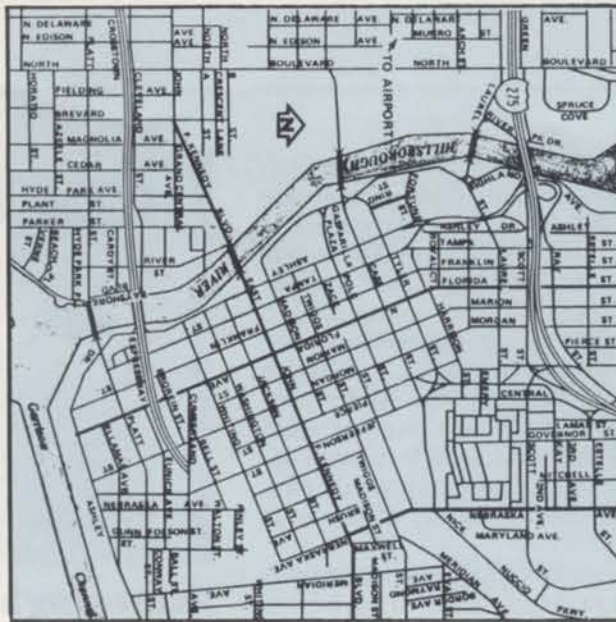
(248-6138) is another popular tourist attraction. Price range is similar to the Columbia's—and you'll score it high on both quality and service.

Downtown in the Hyatt Regency Hotel, try the **Westwind'r**. Seafood and steak selections here are memorable, and a twosome can dine in dandy fashion for \$30-40.

Among the places where you can dine while watching the freighters is the **Seabreeze**, an Italian and seafood restaurant owned by the Licato family since the 1920s.

Cuban-influenced Spanish foods are the staples of the culinary industry throughout Tampa. Introduce yourself to zarzuela, a

T A M P A



sort of seafood stew that's particularly good at **Cafe Sevilla** in West Tampa.

Sample some pompano papillot—pompano baked and stuffed with shrimp and lobster—in the Biero family's mural-filled **Valencia Gardens**, near downtown.

Disney World is just 60 miles east. The Gulf Coast is 20 miles west. Thoroughbred races are run at **Tampa Bay Downs** Tuesday through Saturday at 1 p.m. Greyhounds race at **Derby Lane** at 6 p.m. daily except Sunday, with noon races Monday, Wednesday and Saturday.

There's red-hot action at the **Tampa Jai Alai Fronton**, open 6:45 p.m. nightly except Thursday and Sunday. You can attend at noon on Monday, Wednesday and Saturday.

Dance spots? You betcha. Two of the popular ones are **Thrills**, on Dale Mabry Highway, and **Con-fetti**, on Cypress Highway. Another good bet is **Malio's** on Mabry Highway.

For subdued lounging, check out **Jimmy Mac's**, housed in a renovated boom-era home on South Armenia Avenue. Or look in on **Breeze's Lounge** in the Hyatt Regency for the sounds of jazz with the soothing backdrop of an in-house waterfall.

Mother Nature permitting, there are plenty of water activities. Tampa Bay and the Hillsborough River offer a sun-drenched wealth of boating, fishing (no license required for salt-water fishing in Florida!) and diving possibilities. Plenty of companies rent boats and equipment.

You'll find much and many of everything to do and see in Tampa—often described as a working city in a vacation land. It's a city that fills the senses to the brim, satisfies its happy citizens and beckons visitors to participate in its many-splendored treasures. Enjoy!

RIDE-AIRE II



It will help you keep customers happy. Core cultivation increases oxygen exchange and nutrient penetration, and decreases surface runoff and irrigation frequency. It also breaks up thatch and compaction and brings up soil particles to reinoculate thatch with soil and microbes to enhance thatch decomposition. Whether regular turf maintenance or renovation, the Ride-Aire II adds a new dimension to the lawn care service industry.



For more information or a free demonstration, call or write:

RYAN

2364 Cushman, P.O. Box 82409
Lincoln, NE 68501

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After core cultivation.



Vigorous root growth after 6 weeks.

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Jerry Faulring
Hydro-Lawn
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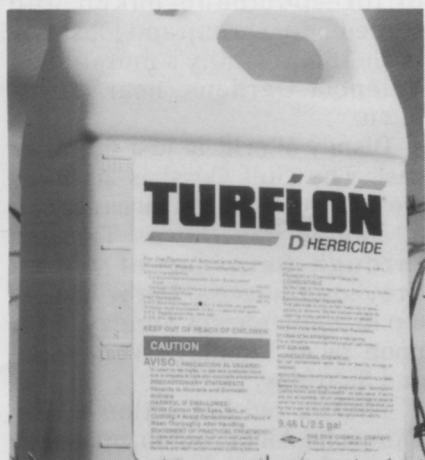


Ron Kujawa
KEI Enterprises
Cudahy, WI



Dr. John Street
Ohio State Univ.
Columbus, OH

PRODUCTS



New broadleaf herbicide announced

New Turflon D from Dow Chemical controls a broad spectrum of weeds, including such hard-to-control species as oxalis, wild violet, ground ivy, spurge and veronica in cool season turfgrasses, says Vince Geiger, product sales manager for turf chemicals.

In addition to excellent weed control, Turflon D is quite immobile in soil; there is minimal chance for damage to ornamental shrubs and trees by root uptake.

Turflon D, which contains two pounds of 2,4-D and one pound of triclopyr butoxy-ethyl esters per gallon, is the first of a family of herbicides being developed for the professional lawn care applicator, Geiger explains.

Seed starter is now available

Lebanon Chemical Corp. announces the availability of Green Gold 11-23-10 Seed Starter with Tupersan.

Spokesperson Amelia Eisenhower stresses that it offers safe and effective crabgrass control and permits grass seeding at the same time. Most products, she points out, require a 60-day wait between application and reseed-ing.

Macroscope tells distance height

Green Pro Cooperative Services has a six-inch-long macroscope that's super handy for on-site field diagnosis. This instrument makes it easier for the LCO to identify the fungi or insects he's trying to combat.

The pocket-size unit also enables the user to estimate distances and tree heights. Options include a portable light stand and camera adaptor.

Stainless tanks make life easier

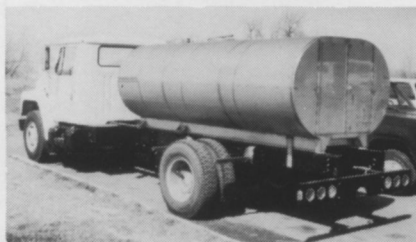
Spokane Metal Products sales manager Jim Kuntz stoutly maintains the superiority of stainless steel tanks over mild steel tanks for the lawn care industry.

"These stainless steel tanks," he explains, "can hold herbicide, pesticide and fungicide chemicals in a number of compartments.

The applicator can accomplish any number of jobs in a single visit. Sparger or mechanical agitation can easily be added for sprays that need continual particle suspension."

Extra storage compartments for bulk chemicals, tools and hoses can also be added on. And multiple compartment stainless steel tanks are the answer to many frustrations over how to provide customers with a variety of products at one time.

Other advantages are competitive pricing, few man-hours devoted to lawn care and zero maintenance requirements.



Complete information is available via telephone. Call (800) 572-3709 in Washington state or (800) 541-3601 elsewhere.

New fertilizer is custom-blended

Tyler Enterprises, Inc. is introducing a new line of granular fertilizer called Greensward, a custom blend sold in bulk or in bags. Tyler will also continue to supply custom-blended liquid fertilizer along with a wide variety of turf chemicals.

For more information, contact Warren Shafer, Tyler Enterprises, Inc., P.O. Box 197, Elwood, IL, 60421. His telephone is (815) 423-5808.

Wide variety of vehicles available

Graham Lawn Care Equipment offers a complete line of turf spraying vehicles with different



capacities.

The unit shown here is mounted on a one-ton truck and is capable of spraying 200,000 square feet per fill from a 600-gallon fiberglass tank. All tanks are mounted and engineered to withstand various road and hazard conditions depending on the geography and terrain in which the sprayer will be used.

Other features are a rugged steel tool chest mounted under the truck bed, an electric reel and mechanical agitation via PTO unit direct to the truck transmission or by a fuel efficient Kohler auxiliary engine.

All units carry a full, one-year warranty.



Improving both clay and sandy soils

Emerald Isle, Ltd. has introduced Sand-Aid, a granular meal for use as a soil conditioner to counteract compaction, and as a natural organic constituent in topdressing mixtures to increase nutrient and moisture retention.

It contains a natural carbohydrate which creates an electrochemical attraction between fine particles in heavy clay soils and causes them to aggregate into a less compacted structure. In light, sandy soils where moisture and nutrient leaching can be a problem, Sand-Aid acts as an emulsifier and forms a highly desirable porous aggregate.

Sand-Aid can be applied by itself or combined with gypsum to counteract soil compaction. It is also recommended for the transplanting of trees and shrubs. Available in 50-pound, double-strength, plastic-lined bags, it provides an ideal medium and reduces transplant shock.

Rights obtained to two new products

Nice 'N Green Plant Foods has been named the national distributor for two liquid urea-formaldehyde products manufactured by Georgia-Pacific Corp.

The first is NG 1515, a clear liquid urea formaldehyde solution with an analysis of 30-0-0. It is used to reduce burn during summer stress periods. The second is NG6 122, a milky white, light fertilizer suspension with an analysis of 18-0-0. This is also used for burn reduction and extended nitrogen release.

The two chemicals will be produced and shipped from Columbus, Ohio; Vienna, Ga.; Crossett, Ark.; and Ukiah, Calif.

Visit Nice 'N Green at Booth 109, or call them at (800) 982-1515 (outside Illinois).

Mixing Oftanol with turf fertilizer



Donn Woods of Sunniland Corp., P.O. Box 1697, Sanford, Fla. has Sunniland 1.5 percent Oftanol with Lawn Fertilizer for sale.

After measuring its performance with unparalleled precision, Woods is confident of the product's efficacy. A 50-pound bag, he points out, covers 16,666 square feet.

Aerifier improvement over '84 model

The new Ride-Aire II from Ryan/OMC-Lincoln is designed for precision core aerification at up to 12,000 square feet per hour.

Powered by an 8 hp commercial engine, the Ride-Aire II covers 21 inches per swath with a core pattern spaced every 3½



inches, and core penetration up to 3½ inches deep. Standard tines are ⅝-inch diameter, with ½- and ¾-inch tines also available.

The Ride-Aire II weighs 670 pounds and is 36 inches wide for convenient maneuverability in tight spaces.

For full information, contact the Sales Department, Ryan/OMC Lincoln, P.O. Box 82409, Lincoln, NE, 68501. Or call (800) 228-4444.

Mid-size mower solves problems

Walker Manufacturing Co., Ft. Collins, Colo., has developed a mid-size mower to solve the problem of small and medium-size



lawn areas which cannot be mowed with large commercial equipment.

Walker's unit is available for either 36- or 42-inch cutting widths. The company says that LCOs have found it to be an ideal "trimmer" mower for use as a companion to large field mowers.

Features include an unobstructed view of the cutting area, quick maneuverability; a built-in 6.7-bushel grass collection system with automatic "full" signal; and out-front mowing.

Grounds machine has several uses

A new turf and grounds maintenance machine that features four-wheel steering has been introduced by Jacobsen Division of Textron.

With both front and rear PTOs, the 24 hp diesel-powered G-4x4 serves as a mobile power source. It has a low profile, wide 53-inch track and permanently engaged four-wheel drive.

In addition to cutting turf with front-mounted rotary or flail mowers, the G-4x4 can operate a rotary boom and snowthrower or rear-attached spreader and blower.

One product can supply eight nutrients

Agri-Plex 4X supplies eight plant nutrients which help assure quality turfgrass in four ways, says R.G.B. Laboratories.

Agri-Plex 4X helps maintain green color in turfgrass without excessive use of nitrogen; it offers protection against winter dessication; it enhances tolerance to, and recovery from, stress conditions; and it provides increased resistance to diseases.

Details are available from: R.G.B. Laboratories, Inc., 1531 Charlotte, Kansas City, MO, 64108. Or call (816) 474-3342.

Information on thatch is offered

The Ryan division of OMC-Lincoln has published "Thatch and Compaction: What You Can Do About It."

The 8-page booklet describes the causes and results of thatch

build-up, and illustrates equipment that can be used to counter the negative effects.

For information and a free copy, write Ryan/OMC-Lincoln, P.O. Box 82409, Lincoln, NE, 68501.

Three devices can make application easy

Micro-Trak Systems is marketing three machines designed to make spray applications easier.

The Flow-trak puts the full range of essential spraying information at the operator's fingertips: speed, distance, acres worked, gallons of solution applied per acre, and total gallons.

Calc-An-Acre is a basic system featuring two acre counters with independent resets. A separate key provides a direct readout of ground speed with an accuracy of 1/10 of a mile per hour.

The Flo-Pro Monitor is the perfect system for keeping track of gun-applied chemicals, root-injected solutions or any other pumped liquids. The monitor features multiple inputs, each equipped with two gallon counters.

For further information write or call Micro-Trak Systems, P.O. Box 3699, Mankato, MN, 56002; (800) 328-9613.

Newest lawn care truck is introduced

Denver Leasing and Manufacturing has introduced a new truck: the Jet Mixer DL-1300, an innovative stainless steel tank truck. The diesel-powered engine uses about half as much as standard gas trucks, says the manufacturer.

The tank system is installed on an International Harvester 1654 chassis; the power train is a low-

maintenance IH 6.9-liter diesel coupled with an Allison 545 4-speed automatic transmission.

For more information, contact Bob Smith or Steve Tangarud, Denver Leasing and Manufacturing, Golden, CO, 80903. Phone number there is (303) 422-7608.

New software for lawn care companies

Distribution Management Systems, Inc. (DMSI) recently introduced CLC1, a new software approach to chemical and other lawn care services. Included are programs for production, invoicing, customer service and labor productivity. The package runs in a fixed disk, on-line, fully interactive, multi-use environment.

Spraying system has five pump options

Spraying Devices Inc. has a new Model 500D14-5KE spraying system. Some of its features are: rugged channel frame, all-fiberglass tank with leak-proof cam latch lid, and stainless steel mechanical agitators.

It is available in five pump sizes

from 9 to 51 gpm with maximum pressure ranging from 500 psi to 800 psi. Sprayers are powered by engines ranging from 5 through 37 hp with all-electric start. The above units are also available with 1000-gallon tanks.

Wand, root feeder added to products

Two products of interest to LCOs are being manufactured by Spring Valley Turf Products: a low volume spray wand and a root feeder.

The wand is made to attach to a ChemLawn gun and is designed so that the spray nozzle skims one foot above the ground. Several nozzles are available.

The "Silver Bullet" root feeder is made of stainless steel, thick in the shaft for strength but thin with strong needle for fast and easy injection into the ground.

Trail Hitch makes transporting easier

A recently developed Trail Hitch from Lawn Masters enables Westmac aerifier owners to be plugged into the back bumper of any vehicle for towing and backing with-

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Hannay 12 Volt base mount reel motors, \$100.00 (new). Regular \$160.00. FMC (John Bean) parts and pumps at discounted prices. Hypro pumps parts and accessories at 25% discount. Call: Strong Ent., Inc., Collect: (305) 264-5525.

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PRODUCTS

out jack-knifing.

In just 60 seconds, the unit can be plugged into a vehicle via a high-speed swivel wheel that drops down for safe transport. The unit eliminates the need for a trailer, straps and/or lifting the Westmac off a vehicle.

Trailer designed for lawn aerifiers

A rugged utility trailer has been introduced by Professional Turf Equipment, Normal, Ill.

It is perfectly suited for trans-

porting aerification equipment or mowers, according to Steve Derick. Each trailer is equipped with a fold-down tailgate, and can be built to custom size specifications.

Efficiency key to three products

Three products being made by Malinckrodt—Vorlan, Duosan and Dymet—are becoming more popular because of their efficiency.

Vorlan's effectiveness on leaf spot, red thread, dollar spot and pink snow mold is efficient

because it takes so little and lasts so long. Duosan can control 17 disease problems on turf, trees and shrubs; Dymet is effective on 25 insects of turf, trees and shrubs.

For more information, write P.O. Box 5439, St. Louis, MO, 63147; or call (800) 325-7155.

Popular mower adds fourth wheel

The 1985 Cushman Front Line available Mower will be in a four-wheel version, according to an announcement by OMC/Lincoln.

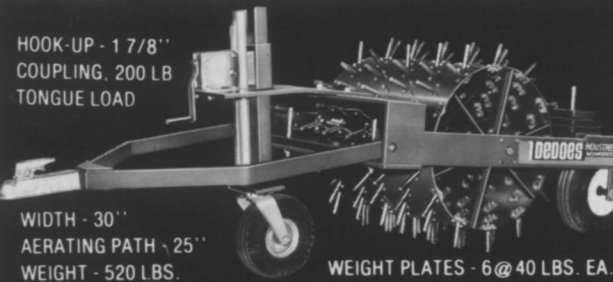
The four-wheel version includes tires that are two inches wider than on the three-wheel models.

With this model, customers can have the same precision cutting unit, with the extra flotation of the four wheels when conditions warrant. The turning radius with four wheels is still zero.

Gas-engine models of the 1985 Front Line Mower also feature a new 22 hp OMC engine, which boosts tractor power by 22 percent with a 35 percent increase in available power to the mower deck.

When your priorities are Fast, Effective Aeration in a low Maintenance Aerator

HOOK-UP - 1 7/8" COUPLING, 200 LB TONGUE LOAD



WIDTH - 30" AERATING PATH - 25" WEIGHT - 520 LBS.

WEIGHT PLATES - 6 @ 40 LBS. EA.

Specify Dedoes Model 3078

This rugged, low cost unit features solid steel construction, our patented hinged tine, and an adjustable transport wheel and jack. The Model 3078 can aerate 55,000 sq. ft. per hour at 5 m.p.h. producing a standard 287,500 holes per acre, 2 1/2" to 3" deep. More tines can be added to produce up to 479,000 holes per acre if needed. An additional 5 weight plates can be added to obtain proper tine penetration.

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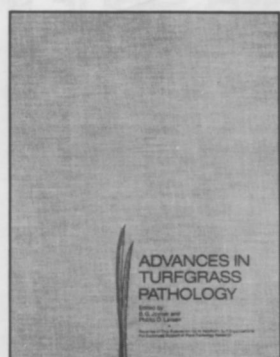
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- turfgrass disease resistance
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Compact spray rig designed for lawns

The PSI E-103 lawn and ornamental spray rig is designed for use where a 35-foot spray is needed. Other uses of the unit are: root feeding, watering and complete lawn service, and low volume herbicide applications.

With a simple adjustment of the bronze pressure relief valve and the change of a spray gun, flow can be regulated from 1 to 10 gpm. Pump, motor and hose reel are all mounted at the end of the frame for maximum accessibility.

For complete information, contact Pumping Systems Inc. at P.O. Box 2368, Columbia, MD, 21045, or phone (800) 638-1769.

Herbicide and insecticide new

Vertagreen Professional Use with Ronstar and with Oftanol are U.S. Steel's newest products for the lawn care market.

Professional Use with Ronstar provides preemergent control of crabgrass and goosegrass. Three hundred pounds treat one acre. Professional Use with Oftanol is an insecticide combination for long-lasting control of chinch bugs, mole crickets and larvae of Hyperodes weevils, sod webworms and billbugs.

EPA approves use for insect implant

Recent approval by the EPA provides greater diversity for Acecap 97 systemic insecticide implants.

The new label allows for: expanded list of host trees; expanded list of insects controlled, including bronze birch borer; and a new mini-Acecap 97 tiny 1/4-inch diameter for use in small trees.

For more information, visit the C.S.I. representative at Booth No. 824.

'Thoroughbred' of all lawn grasses

Finelawn Turf-Type Tall Fescue has narrow, tapered leaves and brighter green color, according to Fine Lawn 1 Research.

It also has toughness that adapts to heat, drought, shade, cold and stands up to heavy traffic.



Curtis Hixon Convention Center—PLCAA '84

In the booths

Stalking the trade show floor

● **Velsicol** is working on three new products, according to Mike McGowan. He said the three products—a pre-emergent herbicide, a post-emergent and a fungicide—are in the testing stages.

● **Union Carbide**, which has recently been heavily marketing the industry, has gone to a double booth for the first time. According to Tom Arnold, the booth features "a new look and a new logo." Arnold, Paul Niewoehrer, Phil Smith, Tony Gambino, John Durfee, Bob deWilde, Barbara Emerson and Dr. Ken Lewis will have plenty of information on Sevin FL and Weedone DPC.

● **Rhone-Poulenc** is promoting Chipco 26019 fungicide at its booth, according to Jerry Garnett. "It's an extraordinarily safe fungicide which offers a remarkable opportunity to extend your existing customer base by offering fungicide spray as part of an upgraded program." In addition, Dan Stahl—newly promoted to Chipco product manager—will be on hand at the booth.

● Galway turf-type tall fescue, a relatively new seed, is now in ample supply and is being featured at the show by **Northrup King**, according to Joe Churchill. This is in addition to the company's entire line of Medalist brand finished products.

● M.L. Rice, recently promoted to sales manager for specialty chemicals, is at the **Stauffer Chemical** booth. Rice, who was formerly northeast regional sales manager, joins Herb Day, technical service manager and a long-time participant in the PLCAA show.

● If you're "into" trivia, try **Turf-Seed's** version. Tom Stanley

is conducting a turf trivia quiz at Turf-Seed's booth. The quiz was very popular at last year's Golf Course Superintendent's convention. Turf-Seed is also said to have a new creeping fescue called Flyer, a companion to Shadow, and a new fescue called Aurora. According to Jay Glatt, further information is available at the booth and in the company publication "Turf Tech."

● What's the good word? A.P.A.P.: Ampel's Professional Applicator Program. **American Pelletizing** representatives say, "Be sure to visit our booth and sign up for some additional, bright-green profit opportunities."

● **TUCO**, division of The Upjohn Co., says spokesman Casey Jones, invites you to preview its highly informative new flick "Threshold Management of Insects." The theme of the movie,

Jones says, is that it makes more sense to treat for insects where and when needed, instead of treating too frequently over an entire area.

● Mel McDaniels, Chipco Bluegrass Festival star, has two albums in the Country Top 20, according to the people at **Rhone-Poulenc**. Congratulations, Mel, from all your foot-stompin' friends at PLCAA Tampa '84.

● **Bulkkem's** booth includes a new face: bulk production manager Steve Carrell, who just joined the company. President John Latting welcomes LCOs to stop by and meet Steve. And vice versa.

● **Dow Chemical USA** is cooperating with the PLCAA in its efforts to help make members more knowledgeable and profit-wise. Dow has produced an intriguing slide presentation on turf insects and their control. And

it's available to interested PLCAA members.

● **The Oregon Fine Fescue Commission** booth is manned by Dave Doerfler, Dave Nelson and Rene DeLint. At that booth, try your hand at winning a fine fescue coffee cups by tossing a ping pong ball into one.

● **Hahn Equipment** is introducing a new riding core aerator. Want details? Go right to the top man: Kent Hahn, president, looks forward to answering your questions.

● Speaking of new core aerators, **Cushman/Ryan** is also introducing its new riding aerator, the RideAire II, at its booth. The new model is an improvement on Cushman/Ryan's 1984 model, and will be unveiled during the first day of the trade show.

● **Dow Chemical USA**, which is introducing Turflon D to PLCAA conventioners, has its booth manned by six first-stringers: product marketing manager Vince Geiger, product development manager Art Schober, marketing communications manager Bob Peterson and sales representatives Tony Hall, John Hoch and Mike Lind. The Dow crew invites you to bring your toughest questions.

● Check out the **USS Agri-Chemicals** booth to get complete information on the new Ver-tagreen Insecticide with Oftanol. It apparently provides significantly longer control of chinchbugs, mole crickets and larvae of hyperodes weevils, sod webworms and billbugs. Also at the booth is information on USS Agri-Chem's other popular lawn care product: fertilizer with Ronstar.



The PLCAA brain trust toasts another successful year. From left, vice-president Bill Fischer, immediate past president Don Burton, president John Kenney and executive director Jim Brooks.

Update

PLCAA bombards membership with a host of services

The Professional Lawn Care Association of America has undertaken an impressive number of projects which will work to the ultimate benefit of all its members.

Jim Brooks, executive director of the PLCAA, recently outlined a number of the organization's achievements over the past 12 months and provided some insights on plans under way.

"Several new information sources are now available," Brooks said. "the new, 64-page PLCAA Safety Manual has been distributed to all members, and is for sale to non-members also."

"Another publication we've started is our Management Monograph series. The first issue was titled 'Lawn Care Employer's Guide to Wage and Hour Regulations.' The second is 'Lawn Care Employer's Guide on How to Avoid to Respond to Union Activity.' Our third issue deals with financial planning: what you need to assemble in terms of working with your banker. It provides information on getting more capital for business growth."

The PLCAA recently adopted a group medical life insurance pro-

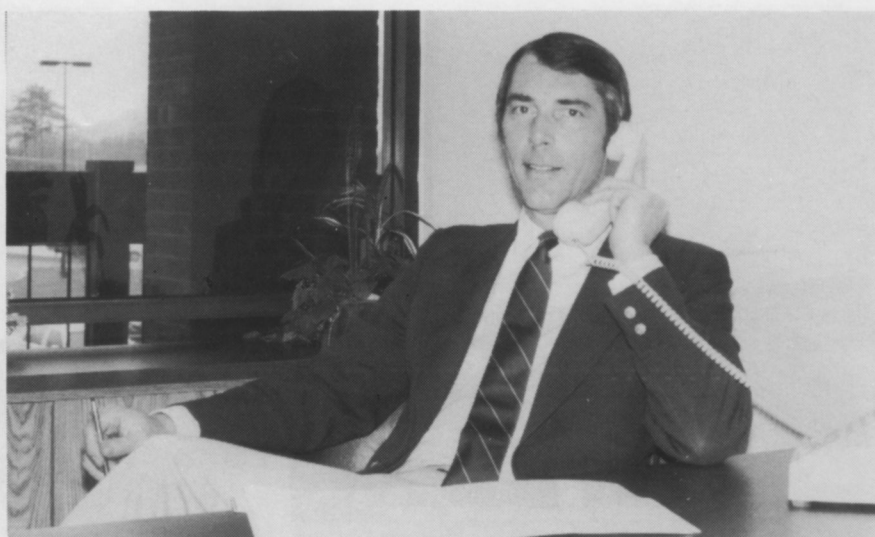
gram, and is currently distributing information to its membership list. Brooks has been working out the details for more than a year. "It's a program we consider vital," he said, "particularly for our smaller companies."

Brooks described a new monthly newsletter, "Legal Update Bulletin," which addresses legal issues that have an impact on small businesses. The substance of this publication is being worked out in cooperation with the PLCAA's legal counsel, Richard I. Lehr.

The group also completed a series of summer regional seminars which, according to Brooks, were well-attended and highly successful. They were held in Omaha, Chicago, Detroit, Cincinnati, Cleveland, Rochester, Pittsburgh, Boston, New Jersey, Baltimore/Washington and Atlanta.

Membership, Brooks noted, is growing at the rate of about 35 percent a year and now approaches 600.

The PLCAA has also established a Public Issues Alert Committee (PIAC), under former president Don Burton of Lawn



Jim Brooks working on expanding PLCAA programs and membership

Medic. Its purpose, according to Brooks, "is to keep our ear to the ground; to stay informed of all regulatory issues that might adversely affect us as an industry." Among the primary concerns thus far has been the issue of pesticide regulation.

Another area in which the PLCAA is working is recertification. Hopefully, cooperation with individual states will result in benefits to members. "We can help through programming and getting people together to get recertified," Brooks emphasized. "Basically, it involves educational programming, and—very obviously—it's good for our industry."

In addition, the PLCAA newsletter "Turf Talks" has become a six-time publication per year, instead of the former four times annually.

Valuable new topics are also being introduced in the columns

of "Turf Talks." A recent article by Ed Wandtke, for example, deals with wise financial planning.

Brooks underscored the fact that the increasing membership base is important to each present member:

"We're making good progress. And this increase in membership assures us increased visibility and influence throughout the lawn care industry. Like any association, when we can use collective dollars, we are better able to provide more services and benefits to members."

What's in the future for the PLCAA? That won't be determined until new officers are elected later this week and the course is charted for the next 12 months. But if past history is any indication—and it usually is—the now-mature organization will definitely be around for a long, long time.

Prices to stay near '84 levels, state most industry suppliers

from page 1
service manager Herb Day.

Fertilizers

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

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

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

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

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

Bob Scobee of **The Andersons** is one person who might disagree with the thought of fertilizer prices going up, though he isn't yet sure about the 1985 prices of his company's offerings.

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

Equipment

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

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

Such is the case at another mower producer, **Locke Manufac-**

turing. Kevin McGrath says that 1985 prices will show "no more than a 1½ to 2 percent increase, tops."

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

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

Seed

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

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

Saving lawn care

Suit costs thousands

The Pesticide Public Policy Foundation will need at least \$25,000—and perhaps as much as \$50,000—to continue pursuing legal action against the city of Wauconda, Ill. So PPPF executive director Dave Dietz is enlisting help this week.

Wauconda recently passed legislation forcing pesticide applicators to register with the village, pay the village a \$25 fee and post notification signs.

The PPPF believes the village's actions unconstitutional, and has retained the Chicago firm of Sidley & Austin as counsel for the Plaintiff.

PPPF officials point out that the action against Wauconda is of national import, since many other communities are considering similar legislation.

PPPF budget money is not being used for this special project, and most trade associations are leaving donations to the discretion of individual members.

If you would like information about the 3PF Defense Fund see Dietz at the PPPF booth.

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18-4-10	9,000	50.00% Organic
12-4-8	6,000	35.00% Organic
16-4-8	8,000	8.00% C.R.N.
19-5-9	9,500	9.50% C.R.N.
20-5-10	10,000	12.00% C.R.N.
21-6-6	10,500	5.00% C.R.N.
25-5-15	12,500	10.00% C.R.N.
20-8-8	10,000	7.00% C.R.N.
30-4-8	15,000	10.00% C.R.N.
32-2-3	16,000	6.00% C.R.N.
20-0-15	10,000	20.00% C.R.N.
30-0-10	15,000	15.00% C.R.N.
33-0-11	16,500	7.00% C.R.N.
22-0-16	11,000	11.00% C.R.N.
20-4-12	10,000	12.00% C.R.N.

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26-4-4	Balan®	For pre-emergence control of crabgrass.
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15-5-5	Dacthal®	Pre-emergence crabgrass control.
19-4-8 New!	Ronstar®	Pre-emergence crabgrass control.
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