



# DURSBAN KEEPS RUNNING STRONG. HELPS KEEP BUGS FROM COMING BACK BEFORE YOU DO.



**Long-lasting DURSBAN\* brand insecticide is good insurance for your customer list. It can last up to 8 weeks—not just 3 or 4.**

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Just be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

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TORO, JAKE from page 1

responsibility has arisen. Bruns came to Jacobsen more than two years ago from Textron's Shuron Div. in Rochester, N.Y. where he was president.

H.G. Nordmann, Jacobsen vice president and controller, was named acting general manager until a new president is named. The announcement was made by Egil G. Rudd, Textron group vice president.

Nordmann came to Jacobsen in July, 1979 from the Bostitch Div. of Textron. He was plant manager of Bostitch's Atlanta plant for over a year. Before that, he was director of cost at Bostitch headquarters in Rhode Island.

Toro spokesman David Mona said that McLaughlin has had a long-standing relationship with Dartmouth, having graduated from the college and its business school in the mid-50's, and going on to become chairman of the board of trustees in 1973 at the age

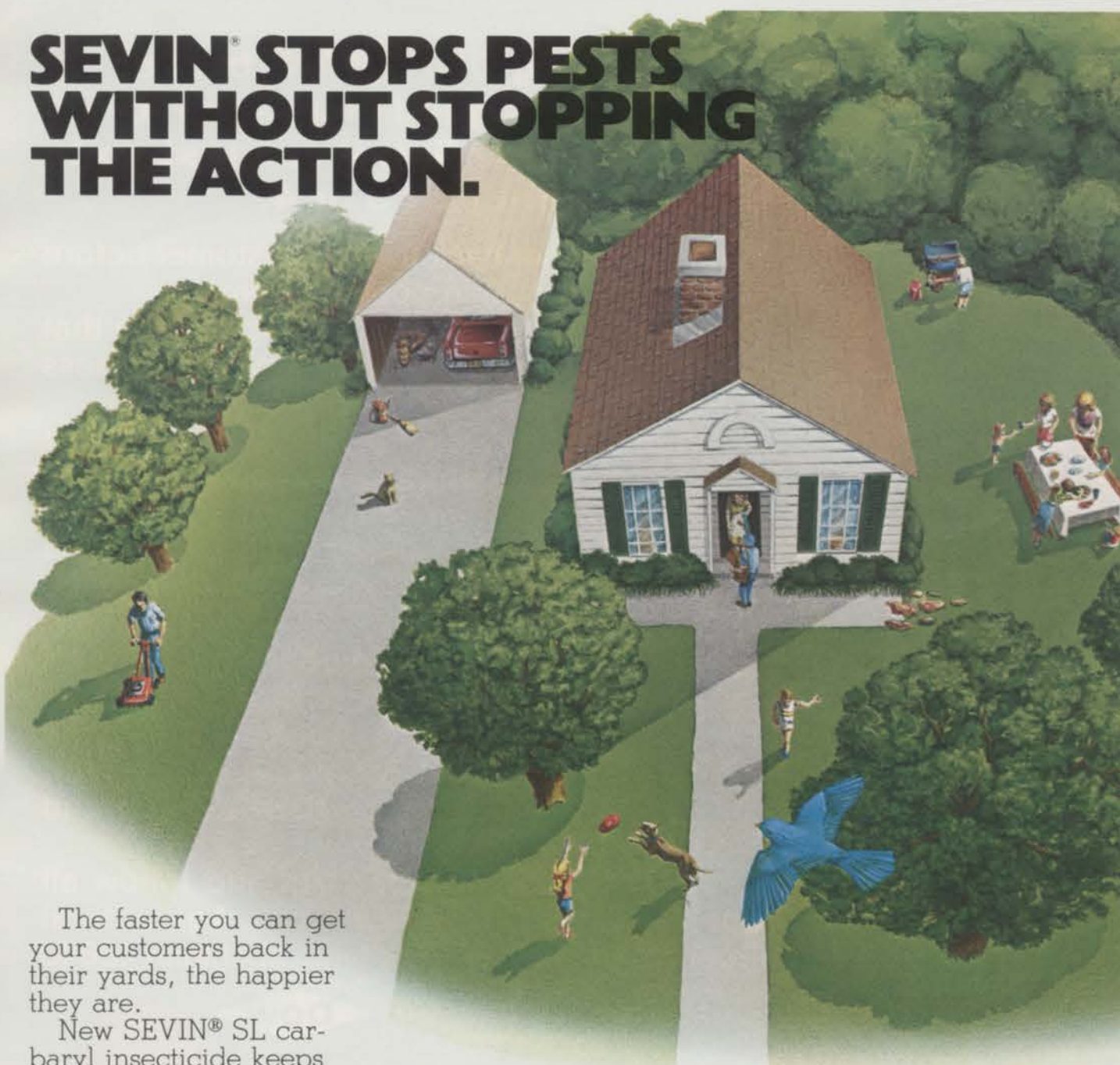


Out at Toro . . . Former Toro president John J. Cantu (left) with former board chairman David T. McLaughlin (right), pictured with the one millionth gas-powered single-stage snowthrower produced by that company almost two years ago. A slump in snowthrower sales has cut company receipts by almost 30 percent. Plant manager Richard Streng is also in picture.



In at Jake . . . H.G. Nordmann, vice president and controller is acting general manager for Jacobsen Div. of Textron, Inc. until a new president is named to replace Thomas V. Bruns, who resigned recently.

## SEVIN® STOPS PESTS WITHOUT STOPPING THE ACTION.



The faster you can get your customers back in their yards, the happier they are.

New SEVIN® SL carbaryl insecticide keeps them very happy. Because SEVIN ranks low in toxicity to people, animals, birds and fish, when compared to other insecticides.

So customers can use treated areas as soon as spray dries—without enduring harsh odors.

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of 41. A number of his football pass-receiving records still stand on the Dartmouth record books. "It didn't come as an enormous surprise," Mona said.

Mona said the company has no immediate plans to name a successor to McLaughlin as chairman and chief executive officer, but instead will appoint Steve Keating, former president and chief executive officer at Honeywell, to an advisory role in Toro's executive committee.

In addition, Cantu will be replaced as president by Kendrick B. Melrose, a 10-year veteran of the company's executive staff.

The Toro staff reductions came in response to a slump in 1981 snowthrower sales, reportedly down 25 to 30 percent.

At the time of the staff reductions, McLaughlin said "high interest rates, reduced consumer spending, low housing starts and a continuation of last summer's drought across many of our major lawn mower markets also have combined to reduce earnings."

In addition to the company's overhead reduction program, capital spending projects for the current fiscal year will be reduced to \$7 million, compared to \$14 million last year.

At its recent board of directors meeting, the company decided to omit its next regular quarterly dividend. In December the company reduced the January dividend from 22 cents to 11 cents per common share.

Mona told LAWN CARE INDUSTRY that aside from a slackening of snowthrower emphasis, "neither the industry nor the consumer will perceive any change of direction" in other Toro product lines. "All other products are very healthy," he said.

When asked if new sales strategy or management reorganization would disturb existing turf and irrigation product marketing to the lawn care industry, he said: "It's an apples and oranges kind of thing. These are internal changes not likely to affect our products. The two are completely separate."

Toro markets a complete professional line of irrigation equipment, walk-behind mowers, trimmers and riding mowers, including the Groundsmaster 52, to the lawn care businessman.



**The outdoor living room.** Real estate experts confirm that a well-tended lawn and landscape adds more than six percent to the value of a home — a real selling point for the lawn care businessman. As a first impression, it's the initial view a potential buyer is affected by. And it's one important way a realtor gets the buyer inside. Most realtors' experience indicates it is probably safe to assume that the owner of a new, neat, trim lawn has a neat, trim house — inside and out.

**Bonuses for small business.** Small businesses have always been popular in Congress. There are few things a legislator likes to praise more than entrepreneurship. But that enthusiasm until now has produced only narrow-gauge aid for small businessmen. According to an article appearing in *Business Week*, Congress has passed several important measures designed to change the operating rules for small companies.

The new laws can be lumped into two basic categories:

The Regulatory Flexibility Act, signed by President Carter on Sept. 19, orders all government agencies to consider the impact of proposed regulations on small business and to lessen paperwork and cut substantive requirements, where possible. And Carter signed a bill on Oct. 21 giving courts authority to order agencies to reimburse legal fees to small firms and individuals that prevail against the government in court.

Another law, passed as Congress moved to adjourn, will improve the ability of small companies to raise capital in two ways. It will loosen the regulations on venture-capital companies, and it will make it easier for small companies to issue stock by raising the ceiling for detailed registration and reporting data on stock offerings to \$5 million from \$2 million.

## LAWN CARE INDUSTRY

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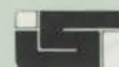
Sabre is also one of the prettiest turf grasses you've ever seen. Deep green, it is fine-bladed and its mowing qualities are truly superior.

As a shade tolerant variety, it should be sown only in shady areas. It may be mixed with the fine fescues such as Highlight, Ensylva or Pennlawn, or bluegrasses such as Baron, A-34, Glade, Merit or Nugget, or used in a mixture which includes 20% turf-type perennial ryegrass such as Derby, Yorktown or Pennfine, or it may be sown alone.

When mixed with other fine turf grasses in a winter overseeding mixture in the Southern U.S., it can dramatically cut seeding rates. The addition of 20% Sabre (by weight) will cut the seeding rate of a fine fescue or ryegrass mixture by 50%.

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## MEETING DATES

**Landscape Irrigation Institute**, University of California at Riverside, March 23-April 3. Contact: Angela Ditchey, The Irrigation Association, 13975 Connecticut Avenue, Silver Spring, MD 20906, 301-871-1200.

**University of Florida Turfgrass Research Field Day**, Fort Lauderdale, FL, April 1, 1981. Contact: Dr. Bruce J. Augustin, University of Florida Agricultural Research Center, 3205 SW 70th Avenue, Fort Lauderdale, FL 33314, 305-475-8990.

**Turf and Landscape Institute**, Anaheim, Calif., April 14-15. Contact: Ed McNeill, Southern California Turfgrass Council, 1000 Concha St., Altadena, CA 91001, 213-798-1715.

**Second Annual Conference for Market Planners**, sponsored by the Outdoor Power Equipment Institute, Inc., April 15, Midway Motor Lodge, Milwaukee, WI. Contact: Norman Sharp, (OPEI) 1901 L Street, N.W., Suite 700, Washington, D.C. 20036, (202) 296-3484.

**Arizona Turfgrass Conference**, Phoenix, May 7-8. Contact: Dr. William Kneebone, Plant Sciences Dept., Building #36, University of Arizona, Tucson, AZ 85721.

**First Annual North Carolina State University Turfgrass Spring Field Day/Exhibit**, May 19, 1981; UCSU turfgrass field plots, 4200 Hillsborough Street, Raleigh, N.C. Contact: Joe DiPaola, 1126 Williams Hall, N.C. State University, Raleigh, N.C. 27650; (919) 737-2657.

**North Carolina Landscape Contractors Association Field Day**, Oakland Plantation, Carvers, N.C., June 6. Contact: NCLCA, P.O. Box 25891, Raleigh, N.C. 27611, (919) 832-1498.

**University of Massachusetts Turfgrass Field Day**, South Deerfield, June 24. Contact: Dr. Joseph Troll, Stockbridge Hall, University of Massachusetts, Amherst, MA 01003, 413-545-2353.

**American Seed Trade Association Annual Meeting**, Atlanta, June 28-July 2. Contact: ASTA, Executive Building, Suite 964, 1030 15th St., N.W., Washington, DC 20005.

**American Sod Producers Association Summer Conference and Field Days**, Hershey, Pa., July 15-17. Contact: Bob Garey, ASPA, Association Building, Ninth & Minnesota, Hastings, NE 68901, 402-463-5691.

**University of Nebraska Turf Field Day and Equipment Show**, Mead, August 4. Contact: Dr. Robert Shearman, University of Nebraska, 377 Plant Science Building, Lincoln, NE 68503, 402-472-1143.

**Central Plains Turf Foundation/Kansas State University Turf Field Day**, Manhattan, August 12. Contact: Dr. Robert Carrow, Kansas State University, Dept. of Horticulture, Waters Hall, Manhattan, KS 66506, 913-532-6170.

**University of Rhode Island Turfgrass Field Day**, Kingston, August 26. Contact: Dr. C. Richard Skogley, Agronomy Dept., University of Rhode Island, Kingston, RI 02881.

**1981 Garden Industry of America Conference and Trade Show**, Sept. 10-11-12, Pittsburgh Convention Center, Pittsburgh, PA.

**Virginia Tech Turfgrass Field Days**, Blacksburg, Sept. 15-17. Contact: Dr. John R. Hall, 421 Smyth Hall, Virginia Tech, Blacksburg, VA 24061, 703-961-5797.

**National Lawn and Garden Distributors Association Annual Conference**, Opryland Hotel, Nashville, Tenn., Sept. 15-18. Contact: Nancy S. Irving, NLGDA, 1900 Arch St., Philadelphia, PA 19103, 215-564-3484.

**Pacific Horticultural Trade Show**, sponsored by the California Association of Nurserymen, September 23-25, Long Beach Convention Center, Long Beach, CA; Contact: Richard Staples, manager, Pacific Horticultural Trade Show, 1419 21st Street, Sacramento, CA 94814, (916) 443-7373.

**Central Plains Turf Foundation/Kansas State University Turf Conference**, Manhattan, Oct. 6-8. Contact: Dr. Robert Carrow, Kansas State University, Dept. of Horticulture, Waters Hall, Manhattan, KS 66506, 913-532-6170.

**1981 Chemlawn Turf Symposium**, Oct. 14-15; Contact: Dr. B. G. Joyner, Plant Diagnostic Lab, Chemlawn Corporation, 6969 Worthington-Galena Road, Suite L, Worthington, Ohio 43085.

**Florida Turf-Grass Association Conference and Show**, Orlando, Oct. 18-21. Contact: Nona Murphy, Florida Turf-Grass Association, 1520 Edgewater Dr., Suite E, Orlando, FL 32804, 305-425-1581.

**The 69th Annual Grounds Management Conference and Trade Show**, Portland Marriott Hotel, Portland, Oregon, November 1-5, 1981. Contact: Allan Shulder, Executive Director, Professional Grounds Management Society, 7 Church Lane, Pikesville, Maryland 21208; (301) 653-2742.

**Professional Grounds Management Society Annual Meeting**, Portland, Ore., Nov. 1-5. Contact: Allan Shulder, PGMS, 19 Hawthorne Ave., Pikesville, MD 21208, 301-653-2742.

**National Institute on Park and Grounds Management**, Kansas City, Mo., Nov. 1-6. Contact: National Institute, Box 1936, Appleton, WI 54913, 414-733-2301.

**New York Turfgrass Conference and Trade Show**, Empire State Plaza, Albany, N.Y., Nov. 16-19. Contact: Ann Reilly, 210 Cartwright Blvd., Massapequa Park, NY 11762, 516-541-6902.

**Professional Lawn Care Association of America Conference and Trade Show**, Commonwealth Convention Center, Louisville, Ky., Nov. 18-20. Contact: Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611, 312-644-0828.

**Ohio Turfgrass Conference and Show**, Columbus Hyatt House, Dec. 1-3. Contact: Dr. John Street, 1827 Neil Ave., Columbus, OH 43210, 614-422-2592.

**Texas Turfgrass Conference**, College Station, Texas, Dec. 7-9. Contact: Dr. Richard L. Doble, 349 Soil & Crop Science Center, Texas A & M University, College Station, TX 77843, 713-845-4826.

**Nebraska Turfgrass Foundation Conference & Trade Show**, Holiday Inn Convention Center, Omaha, January 12-14, 1982. Contact: Paul Bergman, 2428 W. 11th, Hastings, Nebraska 68901; (402) 463-5055.

# WE'RE GROWING!

Building and maintaining a business on a profitable basis depends upon  
**KNOWLEDGE and EXPERIENCE.** PLCAA can give you  
that knowledge and experience. Grow with us!

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- **Control your Business Costs**—Members now have PLCAA's Standard Chart of Accounts for better accounting to control costs. Accountants can adapt their records to allow for comparison of members' operating expenses with those of the industry average.
- **Put Industry Technical Resource Information to Good Use**—PLCAA is now completing a reference manual which will include valuable material covering:

- Glossary of Terms
- Regulatory Contacts
- Turf Contacts
- Waste Control
- Pesticide Safety
- Handling and Storage of Pesticides

- **Participate in PLCAA's Insurance Plans**—Our casualty and workmen's compensation plans alone can save you many dollars.
- **Add your Voice to Industry**—when regulatory matters at federal, state and local level impinge on members' operations. The more members, the stronger the voice!

Don't stand alone. Participating in your trade association's growth can save you valuable time and money. Invest now and be one of the top profitable businesses in the lawn care market. Grow with us!

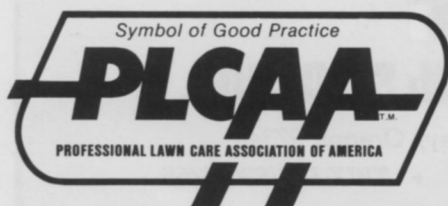
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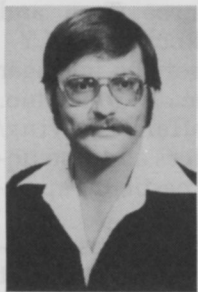




## NEWSMAKERS

Terry Brady was recently appointed field service manager for Western Turf Sales Division of the **Bain Bird Sprinkler Manufacturing Corporation**.

In his new position, Brady will be responsible for all field service activities relating to Bain Bird Western Sales. Before joining Rain Bird, he served as field service and irrigation equipment repair specialist with **Artesco**, the Rain Bird master turf distributor in Phoenix, Arizona.



Brady



Kinder

Drew D. Kinder has been named assistant to president of **Whitney-Dickenson Seed, Inc.** The announcement was made recently by E. R. Swede Townsend, president.

Mr. Kinder had been with the Proctor and Gamble Distribution Co., serving most recently as unit manager of the Case Food Division in Kansas City. He was graduated from the University of Colorado, and holds a masters degree in business administration from San Francisco State University.

Whitney-Dickenson is a grower and processor of alfalfa seed for distribution to wholesale users, and a grower of fine-textured turfgrasses marketed nationwide for commercial and residential use.



Wisecarver (left), Weidler

Clyde Wisecarver of Omaha received the Presidential Award from the **Nebraska Turfgrass Foundation**. Making the presentation was Keith Weidler, foundation president. Wisecarver, a sales representative for **Midwest Toro of Omaha** since 1957, was cited for his assistance in obtaining professional turfgrass maintenance equipment and other items for turf research programs at the **University of Nebraska Institute of Agriculture and Natural Resources**.

Gary A. Cook has been appointed a District manager for the Washington, D.C. **Lawnscape** office. Cook started with **Davey Lawnscape** in 1978 as a technician in the Milwaukee, Wisconsin office. He served as a sales and service representative in Milwaukee, and assistant district manager in North Detroit.

Richard M. Foote has been appointed operations manager for the **Lawnscape** Division. Foote started with **Lawnscape** as a technician in the Akron office in 1976.

He served as a sales and service representative in Pittsburgh, district manager in Buffalo, and production manager in Kent.

Lawrence T. Link has been appointed as district manager of the **Lawnscape** office in Charlotte, North Carolina. Link started with **Lawnscape** in 1978 as a technician in the Akron office. He served as a sales and service representative in Philadelphia, and assistant manager in West Cleveland.

David N. Martin, chairman of the **Martin Agency**, a Richmond, Virginia advertising agency, announced that an agreement in principle has been reached for the **Martin Agency** to acquire **Chesapeake Bay Advertising Agency** of Tidewater, Virginia.

Chesapeake Bay bills \$3.5 mil-

to page 8

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"DEAL 'UM" THREE OF A KIND



PCR 100

PCR 300

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The TUFLEX manufacturing process allows a five year warranty on all tanks.

For economy prices and more information on our complete line of tanks, write or call now:

**Tuflex**, the only manufacturer to specialize in seamless fiberglass spray tanks engineered specifically for the Pest Control and Lawn Care industry offer three variations of our popular PC line of spray tanks. Models PCR 100, PCR 200 and PCR 300 make most efficient use of available space in pick-up trucks, enclosed vans, flatbed trucks and trailers. TUFLEX deals you three of a kind, ALL ACES.

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# STIHL® BRUSHCUTTERS. WHEN YOU NEED A TOOL INSTEAD OF A TOY.



It's tough to run a business with equipment that won't run. Engines that won't start. Blades that won't cut. Equipment that breaks like toys.

That's why you need heavy-duty tools. Like Stihl® brushcutters.

Stihl brushcutters are built tough. With engines that start in any kind of weather. Steel driveshafts for durability. And Stihl's exclusive Polycut™ head that eats up everything from grass to brush.

Stihl brushcutters are built stronger to last longer. After all, you can outgrow a toy, but you'll never outgrow a tool.

For sales and service, see the Yellow Pages under "saws." For more information write Stihl Inc., Dept. 128, 536 Viking Drive, Virginia Beach, Virginia 23452

**STIHL®**  
The World's Largest Selling Chain Saw.

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HERE IS THE ANSWER YOU HAVE BEEN WAITING FOR, 1 TIME AROUND DOES IT.

Norman Lynd, owner of **Green Thumb Lawn Service**, located in Willow Grove, PA., has invented and is now manufacturing this conversion device\* that will change a broadcast spreader into a combine, without spending thousands of dollars.



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- A. Installation takes approximately one hour and you don't have to be a mechanic.
- B. Once installed, it can be removed in less than one minute for cleaning and put back together in one minute.
- C. Installation instructions and directions are included.
- D. The unit is made with rugged stainless steel and aluminum. (No rusting)
- E. All nuts and bolts for assembly are stainless steel.
- F. Because of the simplicity and ruggedness of this unit, it should never need replacement.
- G. Three adjustable metering slides for calibration are the only moving parts.
- H. A common ruler is used for calibration settings.
- I. Please allow three weeks for delivery.
- J. At this time, insert devices are available for cyclone brand spreaders model #99-100 and 1008 only. If you want them for other types of spreaders, please send us MANUFACTURERS NAME, MODEL # of spreader and YOUR ORDER. Please allow 6 WEEKS FOR DELIVERY.

- K. These units are not available from any other source at this time.
- L. Payment in full must accompany all orders before shipment is made.
- M. We will ship all orders via UPS in U.S.A. unless otherwise specified.
- N. Total price \$50.00 per unit plus \$5.00 per unit for shipping and handling.

Please make checks payable to  
**NORMAN LYND**  
2450 OLD WELSH RD.  
WILLOW GROVE, PA 19090  
TELEPHONE 215-657-6200

\*PATENT PENDING

PEOPLE from page 7

lion annually and was founded in 1958 by the Smith-Douglas Fertilizer Company. The Martin Agency was founded in 1965 by chairman Martin and bills approximately \$16 million annually. In Tidewater, Martin handles industrial and tourism advertising for the City of Virginia Beach and has an office on Pacific Avenue in Virginia Beach.

**Harvard Rotavator Company**, Harvard, Illinois, announced the appointment of Chris G. Burden to the position of director of marketing services and of Clyde W. Morter to marketing manager.

Burden has been with the company since 1958 and for the last eight years has served as vice president, marketing. Morter joined Howard in 1976. He was appointed assistant to the vice president, marketing in 1979 and sales manager a year later.

Thirty-six lawn and garden equipment dealers have been

named to the 1981 Dealer Council of the **Simplicity Manufacturing Co.**, a leading manufacturer of powered lawn and garden and snow clearing equipment.

The Dealer Council is representative of the entire Simplicity direct retail organization both in size and geographical distribution. Members are chosen on the basis of sales volume and sales growth during the proceeding year.

Jack E. Mattingly is president of **Jack Mattingly Associates, Inc.**, Charlotte, N.C. The company offers mowing/maintenance services along with both liquid and granular pesticide application.

David W. Sek is sales manager and Richard Williams is general foreman for **Monroe Tree and Landscape, Inc.**, Rochester, N.Y.

Terry Stout is service manager for **R. B. Stout, Inc.**, Akron, Ohio. The company offers mowing/maintenance services and also liquid and granular pesticide application.

One of Virginia's turfgrass leaders received two honors at the 21st annual **Virginia Turfgrass Conference and Trade Show** in Richmond, Virginia. J.L. "Jack" Kidwell of Culpepper and the **Kidwell Turf Farms** was elected president of the Virginia Turf Council and received the Virginia Turfgrass Council Award in recognition of his contributions to the growth of the Turf Council in Virginia.

It marks Kidwell's second term as president, having served in the post in the early 1970's. He received a plaque from Archie R. Goode, pro-superintendent at the Brookside Golf Course in Roanoke and outgoing president.

New Council directors are Kidwell; Gus C. Constantino of Richmond, president of **Wilson Feed and Seed Co.**; and Peter M. Connelly of Salem and Hydro Lawn.

Kyle J. Miller of Richmond, a senior majoring in agronomy at Virginia Tech scored a clean sweep of the scholarship awards.

New officers and committee representatives of the **Northeastern Weed Science Society** are: president, R. B. (Ray) Taylorson, USDA-ASEA-AR, Beltsville, MD; president-elect, Stephan Dennis, Stauffer Chemical Co., Dayton, NJ; vice-president, Tom Watschke, Pennsylvania State University, University Park, PA; and secretary-treasurer, R. R. (Russ) Hahn, Cornell University, Ithaca, NY.

J. A. Jagschitz, University of R.I., Kingston, received the "Best Paper Award" at the 35th annual **Northeastern Weed Science Society** meeting in Philadelphia, for his paper entitled, "Prostrate Spurge Control in Turfgrass Using Herbicides."

Harold Glissman of Omaha received the Distinguished Service Award from the **Nebraska Turfgrass Foundation** during the Nebraska Turfgrass Conference and Show, Jan. 12-14 in Omaha. Keith Weidler, turf foundation president, made the presentation. He is former University of Nebraska assistant football coach. John Melton was the featured speaker at an award banquet January 13, during the Nebraska Turfgrass Conference and Show. Melton's topic for the evening was, "Coaching the Big Red Machine."

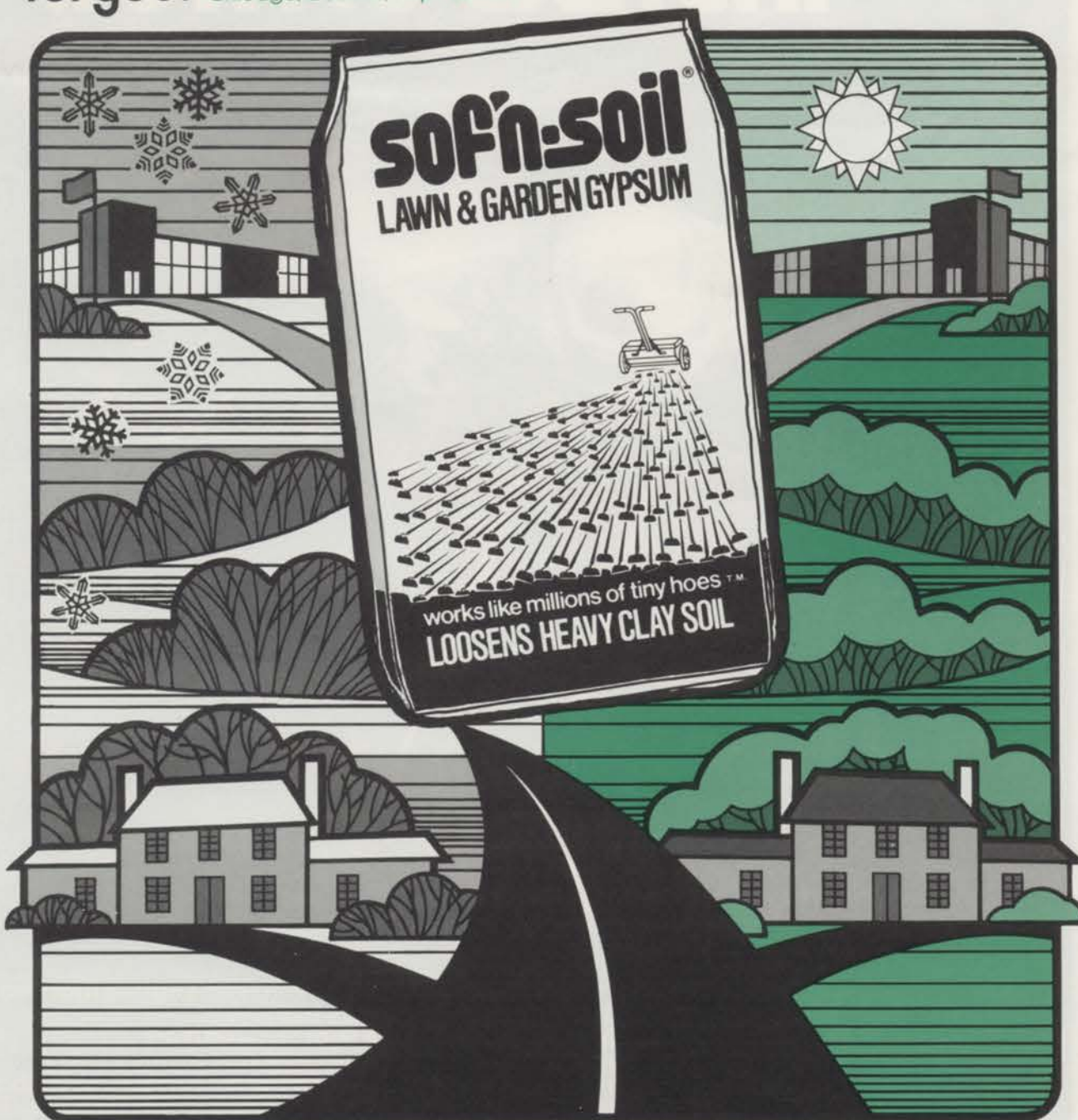
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# sof'n-soil

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- Loosens clay soil to improve drainage!
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- Adds soluble calcium and sulfate sulfur!

Versatile Sof'n-Soil gypsum helps turf maintenance professionals boost business, Spring and Fall. In Spring, this natural soil conditioner loosens heavy clay soil structures and promotes drainage to increase fertilizer efficiency. In Fall, Sof'n-Soil gypsum protects against the harmful effects of winter deicing salt. Sodium chloride, toxic to most plants, causes heavy clay soils to tighten. This keeps water from leaching out the salt. The available calcium in Sof'n-Soil replaces toxic sodium attached to clay particles—permits new seed or sod to grow normally. And it's 100% safe! Non-burning. Non-toxic. Harmless to people, plants and pets. Look into the multi-profit opportunities of adding Sof'n-Soil gypsum application to your lawn service programs. • Write to us for specifics at 101 S. Wacker Drive, Chicago, IL 60606, Dept. LC1481



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TURF HERBICIDE

The basic  
building block  
of a profitable  
Lawn Care  
Business ...



# Immaculate weed-free turf is the key to profit for the Lawn Care Operator

## Read how Trimec® Turf Herbicide can help you improve the bottom line

As a lawn care operator, you live in a glass house, and this has a direct bearing on your profits. Some businesses can hide their mistakes, or shift the blame, or postpone the consequences, thus buying time to make corrections later when they're not so busy.

But not you!

If a few ugly weeds appear out of nowhere in one of your lawns, or if some trees and ornamentals show signs of damage, the finger points to you; you've got to do something right now or you may lose a customer as well as your chances for new customers in the block.

Fortunately, there's another side to the coin. If one of your lawns is as immaculate as a country club fairway, everyone in the block sees it and becomes a prospect for you.

The point is, you've got to do the job right the first time. You absolutely can't tolerate the emergence of stray weeds or damaged ornamentals.

**STRAY WEEDS:** The weeds that plague lawn care operators are not dandelions or chickweed or other common sensitive weeds. To the contrary, they invariably are a hard-to-kill variety usually thought to be rare — until they showed up in your customer's lawn!

Where did they come from? They're the natural consequence of using a narrow-spectrum herbicide in an area being fertilized and watered.

The hardy weeds (those not controlled by the narrow-spectrum herbicide) are nourished by the fertilizer and water, and fight with the grass to fill the vacancy left by the demise of the sensitive weeds. Some of them win, and weeds that once were obscure become prominent.

There's really only one efficient way to cope with the problem, and that is the Trimec way.

Trimec is the one turf herbicide with a broad enough spectrum to get those hard-to-kill weeds along with



Only Trimec gives you  
all these benefits

- Controls the widest range of broadleaf weeds
- Gets hard-to-kill species with one treatment.
- Wide safety margin for lawn grasses
- Minimum hazard from root absorption
- No vapor action after application
- Effective weed control in a wide temperature range
- Unique formula overcomes water hardness problems
- Treated areas may be reseeded within two weeks
- Non-flammable and non-corrosive in use
- Product stable several years above 32° F.
- Biodegradeable; friendly to the environment
- Bentgrass formula is also available

the common, sensitive ones. How many broadleaf weed species will Trimec control? We're still looking for the troublesome broadleaf weed that Trimec will not control when applied at the right times and rate. If we do find such a weed, we'll be very much surprised. *No other selective herbicide matches the broad spectrum of Trimec.*

**ORNAMENTAL DAMAGE:** Any broadleaf herbicide can damage trees and ornamentals if used indiscriminately. But, for Trimec to cause such damage as a result of translocation, it would have to be applied at more than *ten times* the label recommendation. We estimate that more than 2 million lawns were sprayed with Trimec in 1980; there is not a single report of damage to trees or ornaments.

The reason why Trimec is so friendly to the environment, yet so powerful, is because no ingredient in Trimec is at a phytotoxic level.

**CUSTOMER RELATIONS:** Because most customer complaints and resulting service call-backs are caused by a genuine lack of information, we have designed an instructive Trimec door-hanger in response to the problem. It explains Trimec's slow, thorough action and the time required to kill a weed, root and all, using the world's most efficient herbicide.



Experience has shown this door-hanger to be highly effective in reducing the number of complaints and call-backs because it tells customers what to expect — *in advance*.

A generous supply of Trimec door-hangers is available with your Trimec purchase.

**THE BOTTOM LINE:** You can buy a narrow-spectrum herbicide that costs less per gallon than Trimec. But, on the bottom line, Trimec costs less than its less-effective contemporaries. That's because it requires less chemical per acre for maximum weed control; and because it saves labor by doing the job right the first time.

No matter how large or small your business, your Trimec distributor wants to help you. See him, today.

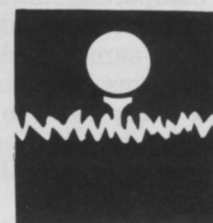
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# INSIDE THE INDUSTRY

## Should you be providing disease management?

by Bob Earley  
Editor/Publisher

Should disease management be part of your customer lawn care program?

John Latting of Lawn Groomer, Normal, Ill. thinks so. By offering disease management to his company's lawn care customers last year, he realized \$50,000 extra dollars that he would not have had without a fungicide treatment program. And that was up almost 40 percent over the previous year.

Allan Duey, president of Jay-Lan, Inc., Sioux City, Iowa also offered disease management to his customers last year. He feels he might have oversold the program a bit, perhaps lost a little money on his three-treatment program because "I was lucky if I got paid for that third treatment." But the lawns looked good, and he will be back with a fungicide treatment program again this year. There will be a few wrinkles in the program, like incorporating aeration into his program before applying fungicides.

Mike Brown, president of L & M Lawncare, Canton, Ohio also offered disease management last lawn care season, got good results, and made money at it too. He cautions other lawn care businessmen not to oversell it, not to offer it as a cure-all, but he too will be back at it again this year with compartmentalized trucks to ease scheduling hassles.

Latting agrees with Brown on the problems of overselling, preferring to represent to his customers what he does as "disease suppression" rather than "disease control."

Latting, Duey and Brown all participated in a panel discussion on incorporating a disease management program into lawn care services at the recent Ohio Turfgrass Conference in Columbus, Ohio. They were preceded on the podium by noted plant pathologist Dr. Joe Vargas of Michigan State University, who has said that "disease management will be the

next growth area in the lawn care industry."

**Educating homeowners.** Lawn Groomer has offered leaf spot control as part of their regular service program the last two lawn care seasons. They handle servicing with compartmentalized trucks, so the servicing does not cut into production time on the lawns.

Du Pont Co., Wilmington, Del. provided a number of disease control brochures for Lawn Groomer, that were sent out to customers.

"We asked them to take a look at the brochures, and give us a call if they had any problems," Latting said. "We have to as an industry begin to educate the homeowners about disease problems just like we did about crabgrass."

The company offered two applications of Du Pont's Tersan LSR. The material cost for two four-ounce applications was about \$1. Of 3,000 customers, 1,100 opted

*"We feel that the program was successful," Lawn Groomer's Latting said, "and we will be continuing it this year. Hopefully this spring we will be able to get a similar program going with Fusarium blight with the new fungicide Bayleton that you will be hearing more about."*

for the disease program. Lawn Groomer charged \$3 per 1,000 square feet of lawn, and the program generated \$36,000 extra on spring applications.

"We recognized one problem right away," Latting said. "We were selling it too cheap. We bumped the price up and found we were right, they would buy the program anyway."

The company got the price up to where two applications cost the customer \$5 per 1,000 square feet. That meant that for a very nominal advertising cost to existing accounts, the company again increased cash flow to the tune of

\$50,000 for the first application, and "with the interest rate we were paying last year, that was sure a welcome sight."

"We feel that the program was successful," Latting said, "and we will be continuing it this year. Hopefully this spring we will be able to get a similar program going with Fusarium blight with the new fungicide Bayleton that you will be hearing more about."

**Don't oversell.** Mike Brown's L & M Lawncare also began a similar leaf spot program two years ago with a relatively small number of customers. Brown saw the results, saw that the program would be worthwhile for his other customers, and sent out literature on the program with his renewal letters.

He got a poor (2-3%) response from this, and then went to a mass mailing. That did not work either. What did work was having his technicians recommend the program to customers, leaving literature at the same time. Last year he sold 250 of his customers on the program. He offered two applications, two to three weeks apart.

"We had to cut one truck free from service calls for awhile, but this year compartmentalized trucks should solve that problem," he said. "Every lawn care businessman has to look at his own particular needs, his equipment and his people. But the program has worked for us."

**Getting picky.** Jay-Lan's Duey said that this year he will be getting a little more "picky" about who he sells the program to.

Echoing Latting, he says "we have to get into more education of the customer about disease prob-

lems. We also need to know about the causes of disease problems on each lawn. We'll be using brochures to educate, and probably incorporate aeration into the program before using fungicides.

"We will probably be going more to higher phosphate, potash and sulfur fertilizations, reducing stress, thus reducing disease," he said.

**Davey's research.** Another panelist at the Ohio conference was Dr. Roger Funk, vice president of research and development for Davey Tree Expert Co., Kent, Ohio, and developer of the Davey Lawn-scape lawn care program. He ex-

plained "bottom-line" results from his company's one-year testing program with fungicides.

"Davey Lawnscape has not been using fungicides as part of our regular program," he said. "We do apply fungicides on a service call basis as needed. But this past year we did a study to determine the feasibility of adding leaf spot fungicides to our first application." In order to judge the feasibility, he said they had to answer a number of questions:

- "Money is one of them; is it worth it?"
- "Does it fit into our type of application program?"
- "How critical is timing?"
- "Are two applications essential to satisfactory control?"

"We have a two-month application period, and during that two months we are out on a lawn only once," he said. "Can materials now labeled for leaf spot control be applied over a long period of time and retain their effectiveness? If they can, we could program them into that two-month period."

**Fungicide manufacturers.** Davey worked with four major fungicide manufacturers — Du Pont, TUCO Div. of The Upjohn Co., Kalamazoo, Mich., Diamond Shamrock Corp., Cleveland, and Rhone-Poulenc, Inc., Monmouth Junction, N.J. Products tested were Diamond Shamrock's Daconil 2787, TUCO's Acti-dione RZ + TGF, Rhone-Poulenc's Chipco 26019, and Du Pont's Tersan LSR.

"Fortunately for us, we had the cooperation of chemical reps in our area, because what started out as 'let's-run-out-back-and-toss-out-some-fungicides' turned into a monster that ate up almost 600 man-hours," Dr. Funk said.

The tests started on April 17 of last year, when leaf spot symptoms were first seen. They put down one application and then again a week later. Finally, a third application was put down again a week later. Within each of those timing periods, they applied an additional application three weeks later.

**Bottom line.** Dr. Funk warned that definitive conclusions cannot be drawn from one year of tests, and what he told the audience was "not chiseled in stone and permanent."

"Remember, this was just one year," he said, "and in this particular year we did not have manifestations of melting out. That may have changed things."

"But the bottom line of the whole thing was that among the various fungicide treatments we could not visually detect any difference among the fungicide treatments," he said. "In other

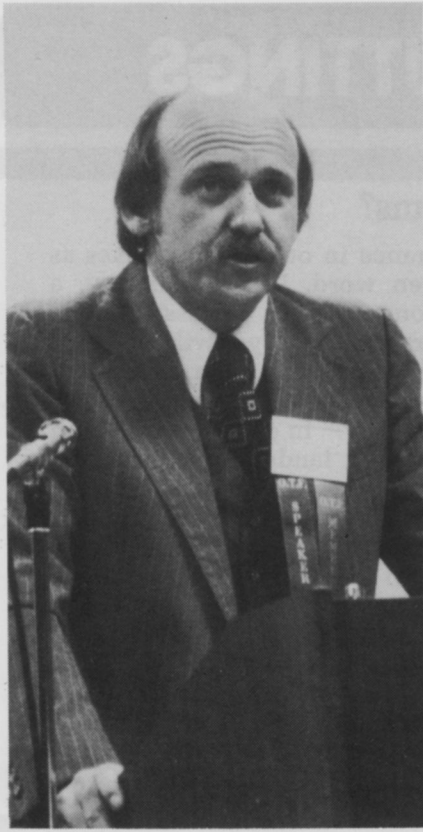




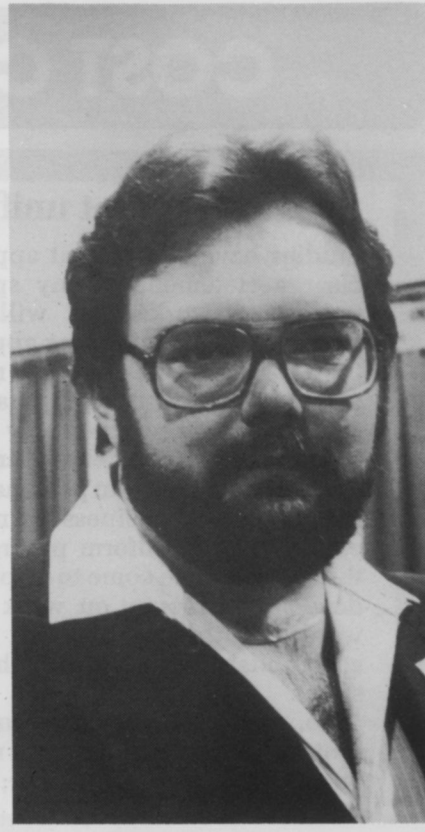
Michigan State's Dr. Joseph Vargas: "The time has come to incorporate preventive fungicide applications into home lawn care programs where truly first class lawns are desired."



Davey's Dr. Roger Funk: "Those lawns that were treated with fungicides maintained a greater density throughout the entire growing season than did the untreated."



Lawn Groomer's John Latting: "We recognized one problem right away. We were selling it too cheap. We bumped the price up and found we were right, they would buy the program anyway."



L & M Lawncare's Mike Brown: "We had to cut one truck free from service calls for awhile, but this year compartmentalized trucks should solve that problem."

words, I could not by looking at LSR immediately beside 26019 nor any other fungicide in the study tell one treatment from another.

"We also could not tell the treated from the untreated plots — visually there was no difference. We started to pull differences when we randomly selected leaf blades from treated and untreated areas and looked for lesions, and also when we counted for a density check.

"The client cannot see this. However, there may be a physiological advantage to applying fungicides," Dr. Funk said. "But the client can't see it right now. Maybe they will see it the next year."

**Timing.** Another question they had was there a difference with timing between lawns treated on April 17, April 24 or May 1? As far as infection was concerned, in general there was not.

"That's great," he said. "That's what we were hoping to find out. The other questions we had concerned any difference between one or two applications. With our study we found in most cases — in general again — that there was no difference again with the lawns we tested. So that too is great, because we didn't want to put down a second application anyway."

When they got to density they did find a timing difference. "Those lawns that were treated with fungicides on April 17 maintained a greater density throughout the entire growing season than did the untreated," he said. "Of the lawns treated April 24, only two of the fungicides maintained a higher density at all throughout the growing season or for any given period. And for the lawns treated May 1, there was absolutely no difference in density for any of the fungicides.

"Again, the bottom line was that you could not visually detect treated among themselves or compare to untreated," Dr. Funk said. "Now what we are going to do is continue this study next year with hoped for cooperation of the chemical companies."

**Homeowner expectations.** According to Dr. Vargas, lawn care businessmen across the country are beginning to realize that no matter what they apply to their customer's lawn, without good disease management, their effort will be futile. When a homeowner signs up for a lawn care service, he expects a beautiful lawn.

"If a disease destroys the appearance of their lawn," he told LAWN CARE INDUSTRY, "they are unhappy and probably won't sign up for the service again. If a homeowner was taking care of his own lawn, he would understand a disease being present. However, he expects to see a disease-free lawn when he signs up for a lawn care service. He is not only upset about the disease in his lawn, but usually also blames the lawn care service for its presence."

The lawn care industry started out many years ago with the idea of applying nitrogen fertility to a home lawn and producing a better product than the homeowner could, Dr. Vargas said. The industry soon found out that pre-emergence and post-emergence weed control was necessary to give a homeowner the quality lawn he desired.

The industry next included an insecticide treatment so lawn insects would not reduce the turfgrass quality. Only one step remains for a total home lawn treatment package, according to Vargas: disease management.

"Without good disease management programs, you often have dissatisfied customers this season, and perhaps no customer at all the following season, in spite of all the other treatments the lawn received," he said.

**At mercy of cultivars.** The occurrence of the disease is often not the lawn care businessman's fault and could have been prevented had the right cultivars been selected when the lawn was established, he said. Good disease management begins with selecting proper cultivars. Too often, the cultivars used for home lawns are not the most disease-resistant

ones, but rather those that have been promoted most extensively.

The lawn care businessman is at the mercy of these cultivars. Had the lawn care businessman been consulted prior to the establishment of the lawn, he could have recommended disease-resistant cultivars which would have gone a long way towards solving both the homeowner's as well as the lawn care businessman's problem. Unfortunately, this is not usually the case, and the lawn company is forced to work with whatever cultivars are present.

Davey worked with four major fungicide manufacturers — Du Pont Co., Wilmington, Del., TUCO Div. of The Upjohn Co., Kalamazoo, Mich., Diamond Shamrock Corp., Cleveland, and Rhone-Poulenc, Inc., Monmouth Junction, N.J. Products tested were Diamond Shamrock's Daconil 2787, TUCO's Actidione RZ + TGF, Rhone-Poulenc's Chipco 26019 and Du Pont's Tersan LSR.

"The lawn care businessman should try to convince his customers to carry out cultural practices that will minimize disease development so the maximum benefits of his products can be realized, and to make any fungicide applications more effective," Dr. Vargas said.

**Fairway syndrome.** Too often, lawns are mowed below optimum cutting height because of what Vargas describes as the "golf course fairway syndrome." This is also known as "I would like my front lawn to look like a golf course fairway." Such practices can put additional stress on the turf and in some instances make it more susceptible to disease.

Dr. Vargas suggests preferred mowing heights:

- Kentucky bluegrass — 2-3 inches
- Fine leaf fescue — 2-3 inches
- Bermudagrass — 1-2 inches
- St. Augustinegrass — 2-3 inches
- Zoysiagrass — 2-3 inches

Homeowners should be encouraged to mow their lawn at the

optimum mowing heights so they can reap the benefits of the lawn care businessman's products. Thatch should also be kept at a minimum or at least modified. Excess thatch can put the turfgrass plant under stress and cause more severe disease problems.

"The homeowner usually tries to remove thatch through power raking," he said. "Little thatch is removed through power raking. Homeowners with severe thatch problems should be encouraged to rent some type of coring machine (aerifier) to core or aerify their

thatchy turf."

These cores should not be removed but should rather be broken up and reincorporated into the thatch layer where they will help to degrade the thatch or modify it into a more suitable growing medium, Dr. Vargas said.

**Is it for you?** Not everybody in the lawn care industry is sold on disease management for their lawn care programs. People like John Latting and Mike Brown are happy with their programs, and the money disease management is bringing in for them. Others like Allan Duey are happy but still have some fine-tuning to do on their programs. Still others like Dr. Roger Funk and Davey Lawnscape are continuing to study the possibilities.

But there is nobody in the country who spends more time than Joe Vargas in dealing with disease problems, and he says "the time has come to incorporate preventive fungicide applications into home lawn care programs where truly first class lawns are desired."



## COST CUTTINGS

### Should you rent uniforms?

Studies have shown that appearance in our society makes as clear a statement as any spoken word. In our industry, a uniformed work force will communicate professionalism, experience and a pleasing appearance. Employees will look as if they belong to the company rather than giving the impression that they came from a temporary work service. The uniform will say directly, "I represent my company." In other words, in an industry where customers are buying landscape appearance, you will be saying that personal appearance is important as well.

If a poll of business owners were taken today, the first objection to a uniform program would boil down to just one thing: cost. If we come to grips with the fact that every employee does spend money on work clothes as well as on a regular wardrobe, the issue is not dollars and cents, but how to accomplish the most with the clothing dollars already being spent.

So, what are the pros and cons of a uniform rental program? A rental program offers three main advantages. It removes the work of cleaning and repair; it allows for a uniform program

with no initial investment. And finally, it does not risk a wasted investment if an employee terminates soon after he is hired.

Initially, a rental program appears quite attractive. However, there are a few precautions you should consider before making your final decision.

Rental services have little to offer in the way of image or appearance beyond a basic blue, gray, green or brown shirt, pants, and jacket. A rental program requires you to sign a two or three year contract, which usually stipulates a minimum weekly charge and clearly states that you have no legal right to terminate the contract. Since the rental industry is most profitable when it is most standardized, it will offer no means of company identification other than the use of a small emblem over the front pocket. Finally, no one is usually fitted with anything but standard clothing sizes.

If you wish to pursue a rental program, bear in mind the following guidelines: (1) Negotiate for the shortest term contract possible. Different rental companies will have different standards. (2) Be aware of any weekly minimum charge. (3) Determine who pays for the service if an employee forgets to turn in his dirty clothes. (4) Discuss seasonal changes in your needs, and what charges will apply in the off season. (5) Ask about responsibility for lost or missing garments.

In summary, the convenience of a rental program must be considered from all angles in order for it to work right for you.



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## OBITUARY

### Jacobsen founder dies in Florida at 85

Oscar T. Jacobsen, co-founder and former president and chairman of the board of the company that manufactured and marketed the first power mower with an internal combustion engine, died February 1 in Boca Raton, Florida.

Mr. Jacobsen, 85, along with his father, Knud, co-founded the Jacobsen Manufacturing Company (now Jacobsen Division of Textron, Inc.) in 1920 in Racine, Wis. The company now manufactures a wide range of consumer lawn and garden care and snow removal products, as well as its broad line of commercial grounds maintenance equipment.



Jacobsen

While performing initial testing on the company's first product, the 4-acre Power Mower, Mr. Jacobsen developed their first distribution network. He is also credited with developing the first power greens mower in 1924.

In 1938, he was named president and general manager, and introduced the "Lawn Queen," Jacobsen's first power lawn mower for homeowners.

Mr. Jacobsen was named chairman of the board in 1958, a post he retained until 1969 when the company was acquired by Allegheny-Ludlum. He retired from active management in 1965 at age 70.

Textron, Inc. purchased the company from Allegheny-Ludlum in 1978.

Mr. Jacobsen is survived by his wife, Ladora, a son, John, and a daughter, Ellen Jean.

## COMPANIES

### Allied Chemical to change to Allied Corp.

Edward L. Hennessy, Jr., chairman of Allied Chemical Corporation, has announced that the company will have a new name and corporate logo. It's Allied Corp.

Observers of the company have been awaiting a new name since Mr. Hennessy became Allied's chief executive officer in May of 1979. For years, the company has had interests in fibers and plastics and natural resources, as well as chemicals and soon after Mr. Hennessy arrived it acquired an elec-



tronics and electrical products company.

There had been some speculation that the new name would be Allied Technologies, closely resembling United Technologies Corp., where Mr. Henessy was executive vice president and chief financial officer before joining Allied.

Shareholders will be asked to approve the new name at the annual meeting April 27.

#### MARKETING

### ChemLawn to offer 750,000 stock shares

The ChemLawn Corporation, Columbus, Ohio, has announced that it has registered with the Securities and Exchange Commission a public offering of 750,000 shares of common stock.

Mary Jane Goldthwaite, vice-president and general counsel at ChemLawn, said that the company is "optimistic" about the fortune of the stock, released last month at \$17.00 per share.

Of the 750,000 shares, 350,000 had been owned by principal share holders, with an additional 400,000 shares released in common stock.

The reason for the offering, Goldthwaite said, was prompted by a need to generate working capital in the face of rising interest rates over the last year.

#### COMPANIES

### Diamond Shamrock acquires Falleg-Lankro

The Agricultural Chemicals Division of Diamond Shamrock Corporation announced that it has acquired the total assets of Falleg-Lankro Corporation. As part of the acquisition, Diamond Shamrock obtained Falleg-Lankro's phenoxy herbicide plant, located in Tuscaloosa, Alabama.

This plant makes Diamond Shamrock the only North American producer of a full range of phenoxyes including MCPA, MCPP, 2,4-DP, and 2,4-D.

Commenting on the acquisition, George A. Lawrence, vice president and general manager of Diamond Shamrock's Agricultural Chemicals Division stated that, "we plan to continue Falleg-Lankro's philosophy of being a complete supplier of technical grade phenoxyes."

As a result of the Falleg-Lankro acquisition, Diamond Shamrock is now the second largest producer of phenoxy herbicides in the world and has a strong, basic position in the production of phenoxyes. Diamond Shamrock also manufactures phenoxyes at its agricultural chemicals plant in Belvedere, England.

In addition to the phenoxy plant, Diamond Shamrock acquired the Alabama Western Company which is also located on Falleg-Lankro's 190-acre site in Tuscaloosa.

Alabama Western Company is a producer of o-cresol which is used in the manufacture of phenoxyes. Diamond Shamrock already has a basic world-wide position in the manufacture of chlorine, another product used in phenoxyes.

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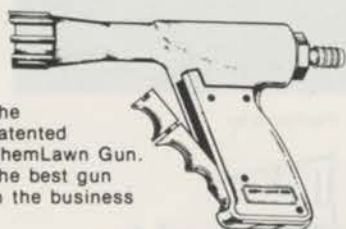
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## Fusarium blight update

by Maria T. Cinque  
Extension turf specialist  
Long Island, N.Y.

With the summer rapidly approaching, the time is drawing near when you will have to decide which materials and practices you are going to use to effectively prevent or control the many problems which prevail in the lawn care industry, such as *Fusarium* blight, which plagues many varieties of Kentucky bluegrass.

*Fusarium* blight has been associated with a number of species in the genus *Fusarium*, two of which are *Fusarium roseum* and *Fusarium tricinctum*. Other fungi are also being looked at as to their possible pathogenicity concerning this problem.

This devastating disease of Kentucky bluegrasses causes leaf

blighting as well as crown and root rots. Symptoms are the characteristic frog-eye blighting pattern, which consists of dead circular to half moon areas of grass about 10 to 15 inches in diameter with live grass in the center.

This disease has caused substantial economic losses on home lawns. *Fusarium* blight has been widely researched in the last decade and some of its mysteries have been unfolded while many remain hidden.

**Stress.** *Fusarium* blight is known as a summertime disease which appears when bluegrass is under stress from heat, drought and intense maintenance. The disease is usually seen on mature varieties of susceptible Kentucky bluegrass turf, after it has been

subjected to stressful conditions for a period of time.

Disease symptoms usually appear when daytime temperatures are in the high 80's and above and when night temperatures are in the 70's with high relative humidity. *Fusarium* blight is associated with turf growing in the sun rather than in shaded areas, therefore it is often found in sunny areas near sidewalks, driveways, streets, buildings and on turf areas facing or sloping south, where water losses and heat buildups are the greatest.

Although there has been extensive research done on this complex disease in the past decade, we do not know everything about it and how to manage it, but we have learned how to decrease the chances of getting it as well as preventing it both chemically and culturally.

**Cultural factors.** *Fusarium* blight has been reported to favor certain varieties of older Kentucky bluegrass under hot, dry and

humid conditions where the pH is below 6.2, the grass has been cut too low in addition to having been heavily fertilized, growing in full sun where there is an accumulation of thatch.

Some controversy exists over three of these conditions: soil pH, moisture and thatch buildup. Cornell University turf pathologist Dr. Richard Smiley has observed *Fusarium* blight occurring in mid-summer after heavy rainfall and it was not necessary for this rainy period to be preceded by a drought for the disease to occur.

Dr. Smiley observed the heaviest blighting from the disease on Long Island during a period when rainfall was far above average for the season. Therefore, the roles that drought and rainfall play in the incidence of *Fusarium* blight are not completely understood. Research is presently being conducted to verify these findings.

Research on the influence of thatch and soil pH is somewhat inconsistent to original observations in that Dr. Smiley has found there to be no correlation in some plots and a greater incidence of the disease on one sodded plot in Ithaca, N.Y. with higher pH levels and thin layers of thatch. He also feels that toxic substances released during thatch decomposition or a poorly aerated thatch layer might predispose bluegrass plants to *Fusarium* blight.

**Varietal differences.** It is a well-known fact that not all grasses or even all bluegrasses are susceptible to *Fusarium* blight. Merion bluegrass was the grass for many years and was widely used. Due to its high fertilizer requirements and its susceptibility to *Fusarium* blight we see less of it being used today.

Fortunately we do have bluegrass varieties as well as perennial ryegrasses and fescues that are not affected by this disease and this is one way of culturally treating the problem. Areas that are annually infected by *Fusarium* blight should be reseeded with either a resistant variety of Kentucky bluegrass or one of the new improved perennial ryegrasses.

Ryegrasses germinate rapidly to give quick cover to the affected areas, plus there is less incidence of the disease the following year. Many of the new perennial ryegrasses blend very well with the bluegrasses. In some cases it is a little hard to tell the difference.

It was reported in California by Gibeault, Autio, Spaulding and Youngner that mixing small amounts of perennial ryegrasses (five to 10 percent by weight) with susceptible varieties of bluegrasses masked or controlled the *Fusarium* blight symptoms.

Park Kentucky bluegrass was mixed with a blend of 50 percent Manhattan and 50 percent Pennfine perennial ryegrasses. They reported that plots containing the Park alone showed symptoms on 30 percent of the plot whereas when as little as five percent of the ryegrass blend was added it had a positive effect on the symptoms and with 10 percent or more ryegrass, the disease was eliminated.

A number of Kentucky bluegrass varieties have shown resistance to *Fusarium* blight. A few of them are Adelphi, Enmundi, Glade, Parade, Sydsport, Touchdown, Vantage and Windsor.

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**Turf-Seed, Inc.** developed **Columbia** bluegrass to be a quick rooting, rapid spreading bluegrass excellent for profitable sod production.

A good root system is important to get lawns through hot summer periods. **Columbia** has shown good resistance to *Fusarium* blight in California tests where *Fusarium* is a problem during dry summer periods. Write 135 on reader service card

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It is important to note that when *Fusarium* blight symptoms occur, the affected areas should not be reseeded with the same grass that was affected by the disease. Of course you can always eliminate the problem by planting a shade tree since *Fusarium* blight does not affect turf in shaded areas. I'm kidding, but it does work.

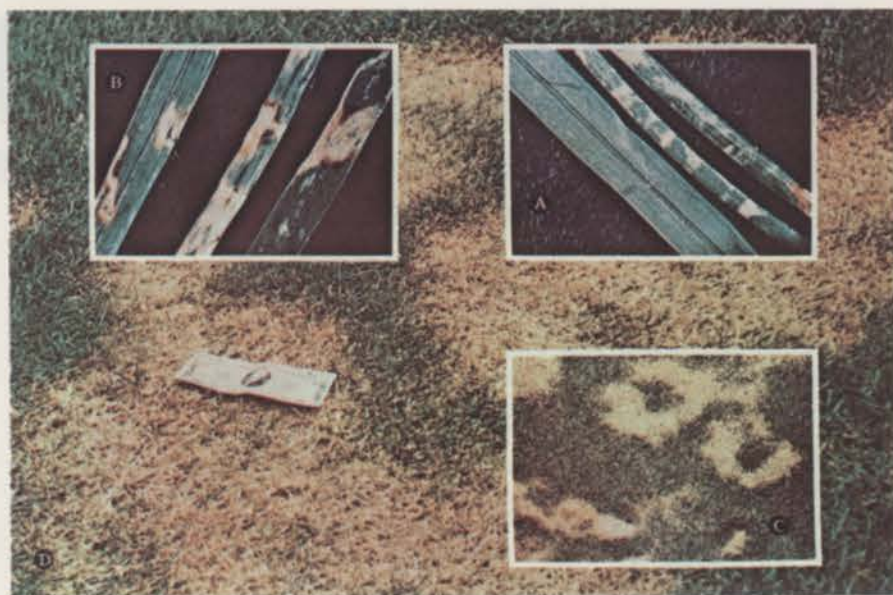
**Chemical control.** The following chemicals can be used to prevent and/or control *Fusarium* blight: benomyl (Tersan 1991), ethyl thiophanate (Cleary 3336), iprodione (Chipco 26019), methyl thiophanate (Fungo) and the newest chemical control, bayleton (Bayleton). Chipco 26019 is also relatively new to the *Fusarium* scene and both it and Bayleton are giving excellent results in research plots. Both fungicides can be used as foliar sprays or applied as a drench.

Benomyl, Cleary 3336 and Fungo should be used at the six-ounce rate of two sprays, 14 days apart, with the first one in mid-June. They should be drenched into the soil and followed by an inch of water. I realize

that this is hard to do but the best results have been achieved when either irrigation or rainfall followed the treatment.

Chipco 26019 should be used at the four-ounce rate with three to four applications, 21 days apart. Bayleton can be applied twice at the rate of two to four ounces. All rates are expressed in ounces per 1,000 square feet.

*Fusarium* blight can devastate a bluegrass lawn unless (1) measures are taken to stop the progression of the disease with a chemical control, (2) alter the stressful conditions that the grass is subjected to by keeping the soil pH above 6.2, keeping the soil moisture somewhat constant and not allowing it to dry out (and even sprinkling the stressed areas during the hottest part of the day), periodically thatching the lawn and not overfertilizing, especially in the summer, and/or (3) using a resistant variety of bluegrass or an improved variety of perennial ryegrass.



*Fusarium* blight symptoms on Kentucky bluegrass: (A) Initial leaf blade symptoms with white discoloration, (B) disease progresses into more irregular lesions, which occur across the blade rather than as spots, (C) coalescing of patches where entire areas are blighted out.

Extensive research is still going on in many areas of the country where *Fusarium* blight is a prob-

lem and hopefully we will have this problem licked by the end of this decade.

## BUSINESS

### Sensation extends warranty to one year

The Sensation Corporation has announced that they have extended all 90 day warranties on their lawn mowers to one year.

Warranties will be in effect from date of purchase for all 14, 19, and 21-inch, 21-inch self-propelled, and 24 inch highwheelers purchased after February 1, 1981. For a complete, detailed explanation of the new commercial warranty, write the sales and marketing department of The Sensation Corporation, 3601 N. 16th St., Omaha, Nebraska 68110.

## REFERENCE

### 1981 nurserymen's guide available

The leading Long Island nurserymen have banded together to produce the 1981 edition of the Long Island Nursery Growers' Guide, a composite stock list. This list brings stock offered for sale by 35 wholesale growers together into one easy-to-use 56-page booklet. All plants are listed by botanical names and size ranges to conform to the American Association of Nurserymen's Standards for Nursery Stock.

Plants listed include dwarf, slow-growing, and rock garden types, azaleas, rhododendrons, taxus, complete assortments of landscape shrubs and shade and flowering trees.

A separate listing of native and woodland plants, perennials, ferns and ground covers is also offered for the first time in this issue. Field-grown B & B stock and containerized plants are available. Selected forms are offered in sizes ranging from young stock to mature hard-to-find specimen plants.

To receive a copy and request to be added to their mailing list, drop a card to L.I. Nursery Growers' Guide, P.O. Box 964a, River head, New York, 11901.

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## New minimum salary levels for your exempt employees

by Richard I. Lehr

On January 13, 1981, the Department of Labor, Wage and Hour Division, issued a final rule increasing the minimum salary levels used to determine eligibility for minimum wage and overtime exemption under the Fair Labor Standards Act.

According to title 13(a)(1) of the Act, individuals are exempt from the minimum wage and overtime compensation protections of the Act if they are "employed in a bona fide executive, administrative or professional capacity, or in the capacity of outside salesman."

The regulations provide that an employee must meet a list of standards relating to job functions to qualify for an exemption.

Furthermore, the employee must meet a minimum salary level. From April 1, 1975, until February 13, 1981, the base salary level for an administrative or executive employee had to equal \$155.00 per week, while a professional employee had to earn at least \$175.00 per week. These regulations also contain what is known as a "short test" for exempt employees who earn \$250.00 per week or more.

The new Wage and Hour regulations provide that as of February 13, 1981, an employee must earn at least \$225.00 per week to be exempt as an executive or administrative employee, and \$250.00 per week as a professional

employee. The "short test" salary will increase on February 13 from \$250.00 per week to \$320.00 per week for executive, administrative and professional exemptions.

In two years, on February 13, 1983, the minimum salary level for executive and administrative employees will increase to \$250.00, while the minimum salary for professional employees will increase also, to \$280.00. The "short test" will increase to \$345.00 per week.

Though the rest of the standards for meeting these exemptions remain the same, now is a good time to review them in detail:

**Executive exemption.** For an individual to be exempt as a bona fide executive, he must meet all of the following:

(1) **Primary duty** (50 percent or more of his time) — it must be to manage an enterprise or department or subdivision thereof.

(2) **Supervision** — he must customarily and regularly direct the

work of two or more other employees.

(3) **Authority** — he must have the authority to hire, fire, promote, or suggest changes in the working conditions and status of other employees.

(4) **Discretion** — he must regularly exercise independent judgment in his job responsibilities.

(5) **Non-exempt work** — he must not spend over 40 percent of his weekly hours performing non-exempt work.

(6) **Salary** — he must earn at least \$225.00 per week, as of February 13.

(7) **"Short test"** — for the "short test," the duties and supervision remain the same, but the other factors are unnecessary if the executive earns at least \$320.00 per week.

**Administrative employees.** Administrative employees are exempt from minimum wage and overtime if the following conditions are met:

(1) **Primary duty** — he must spend at least 50 percent or more of his time performing office or non-manual work relating to management policies or general business operations.

(2) **Other duties** — he must regularly assist an owner, executive or administrative employee, or work with general supervision in specialized or technical areas, requiring particular training, experience or knowledge, or perform only under general supervision with special assignments and duties.

(3) **Discretion** — same as executive exemption.

(4) **Non-exempt work** — same as executive employee.

(5) **Salary** — same as executive employee.

(6) **"Short test"** for administrative exemption — same as executive employee.

**Professional employee.** In order for an individual to be exempt as a professional employee, he must meet the following standards:

(1) **Primary duty** — it must involve work requiring scientific or specialized study.

(2) **Other duties** — his work must be predominantly intellectual and varied (not routine) which cannot be standardized.

(3) **Discretion** — same as executive and administrative exemption.

(4) **Non-exempt work** — he may not perform non-exempt work for more than 20 percent of his weekly working time.

(5) **Salary** — as of February 13, 1981, he must earn at least \$250.00 per week.

(6) **"Short test"** — the primary duty and discretion remain the same, but he must earn at least \$320.00 per week.

The lawn care employer, not the employee, claims the exemption. If an employee or the Wage and Hour Division ever challenges an exemption, it is the lawn care employers burden to prove that, in fact, the individual was exempt. Thus, it is imperative that lawn care employers critically review each exempt employee according to these standards.

If a lawn care employer must give his employees a substantial raise to comply with the new minimum salary, he should first

## RADNOR VALLEY SLICED TWO-THIRDS OFF CREEKBANK MOWING BILLS.

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Superintendent  
Radnor Valley Country Club  
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LABOR LAW *from page 23*

consider the alternative of classifying the employee as a non-exempt employee, and paying him according to the other programs we have discussed: flat rate plus overtime, fixed salary for fluctuating work week, Belo system, or claiming the retail on service industry exemption.

**EQUAL EMPLOYMENT**

Recent court decision concerning sexual harassment at work.

According to a decision by a federal court in the District of Columbia, a woman who is sexually harassed at work can gain relief under Title VII in the 1964 Civil Rights Act without showing that she suffered a loss in financial or employment benefits. Title VII prohibits discrimination on the basis of race, color, sex, pregnancy, religion, or national origin. Sex discrimination includes sexual harassment.

In this particular case, the Judge

found that sexual advances to female employees were a "standard operating procedure, a fact of life, a normal condition of employment." Though the employer's harassment did not affect the employee's job security or financial status, the court nevertheless held that she is entitled to relief.

The court explained that if sexual harassment depended on whether or not the employee was terminated or lost other financial and fringe benefits, "an employer could sexually harass a female employee with impunity by carefully stopping short of firing the employee or taking any other tangible action against her in response to her resistance."

Since the female suffered no financial loss, what kind of relief did the court order? The employer must inform each employee that sexual harassment is illegal. The employer must also develop procedures for investigating and correcting sexual harassment, and

develop appropriate sanctions or disciplinary measures for supervisors or other employees who are found to have sexually harassed female employees.

The moral of the story is clear. Claims of sexual harassment are increasing, and lawn care employers should communicate to each supervisor that sexual harassment is totally unacceptable at the work place.

Furthermore, as lawn care employers begin to write or revise personnel manuals, they should include a provision that any employee who feels harassed for any reason whatsoever should immediately take his/her complaint to his/her supervisor or general operations manager.

**UNIONIZATION**

Employees not required to join unions when they object for religious reasons.

An amendment to the Taft-Hartley Act, which created the National Labor Relations Board

and gave employees the right to form or join unions, states that religious objectors cannot be required to join or financially support unions. This measure was approved by the Senate in the final hours of the Carter administration.

According to the amendment, employees who belong to a "bona fide religion, body, or sect which has historically held conscientious objection to joining or financially supporting labor organizations" cannot be required to join or financially support unions as a condition of employment.

They may be required, however, to contribute a sum equal to union fees to a nonreligious charity. They may also pay a union for representation in grievance or arbitration procedures. There will no doubt be cases that arise from this amendment, challenging the Labor Board and courts to define a "bona fide religion, body, or sect."

**LEGISLATIVE ISSUES**

Reagan transition team recommendations concerning the NLRB.

In a study prepared by the Heritage Foundation for President Reagan's transition team, it is recommended that NLRB members "have substantial experience counseling, advising, participating and/or representing private sector parties in labor relations matters."

This would improve the Board's continuing ability to hear actual labor management problems and deal with them in something other than an academic "ivory tower" fashion. According to the study, the percentage of NLRB cases affirmed by the United States Courts of Appeals has declined from 74 percent in 1976 to 64 percent in 1979.

The Foundation concluded that this decline "is a direct result of numerous decisions by the various United States Courts of Appeals indicating that the NLRB had strayed from the neutral role between Labor and management which legislative history of the National Labor Relations Act indicates the Board was designed to fulfill."

The study adds that "unfortunately, in many cases, the Board has adopted an activist stance, manifest by an anti-business, pro-labor bias." The Heritage Foundation's study was adopted unanimously by the Reagan transition team, without changes. Implementing some of the Foundation's recommendations would add more balance to labor management relations than we have seen recently.

**Recent state labor law legislation.** 1980 was an unusually active year for state labor legislation. Legislatures in 31 states enacted new laws in the areas of wages, employment discrimination, labor relations, safety and health, and child labor. Fourteen states enacted laws prohibiting discrimination in the work place or strengthening current discrimination laws. A substantial amount of legislation addressed the issue of dispute resolution procedures, procedures, designed to prevent work stoppages.

**Addendum.** President Reagan has frozen the Carter Administration's eleventh hour wage and hour regulations. Mr. Lehr will comment accordingly in his next column.



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For getting rid of unwanted broadleaf weeds and grasses, make it Dacthal, that's all. It'll do a job for you just like it's doing for the lawn care industry.

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Wagner Imprinting offers new, low-cost truck signs, self-adhesive or magnetic. Using a unique sign imprinting process developed by the company, they can offer fleet prices even to companies with



only one or two trucks. Until recently this new low-cost truck marking system was offered only to national dealer organizations and trade associations. It is now available to individual contractors and businesses.

The self-sticking signs average only half the cost of die-cut letter signs. Because of their easy, one-piece application, truck owners all over the country apply these signs in a few minutes with no problems, saving one or more days of truck down-time required for hand painting.

The magnetic signs are screen printed on all-magnetic sheeting, which has much more holding power than raised letter signs with narrow magnetic strips.

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Pro-Tec, a new water-based liquid polymer with wide-ranging benefits for turf managers, nurserymen, landscape contractors, and sod producers, is now available from



Agro-K Corporation, in Minneapolis, Minnesota.

An effective anti-transpirant, Pro-Tec has a unique hydrophilic

polymer nature and an ultra-violet filtering agent which will extend the life of pesticides sensitive to photo-degradation and will help prevent them from washing or wearing off prematurely.

With an ability to provide plants with long-term protection against injury due to excessive water loss, Pro-Tec protects trees, shrubs and ornamentals from frost, winterkill, windburn and sun-scald injury.

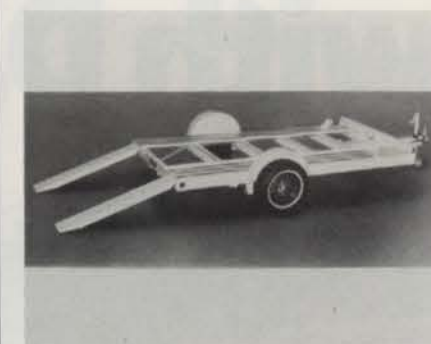
Protec is non-flammable, non-toxic, non-corrosive, non-phytotoxic and very easy to use and clean up. The new product is being marketed through a growing network of distributors.

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### Haul to the site with new Dragstar

The BT Dragstar from Bock Products, Inc., Elkhart, Indiana, is offered as a bolt-together kit in twelve foot length with a 3000 lb. capacity and 15 foot length with 4500 lb. capacity.

Both units serve a variety of hauling needs and come unassembled with instructions for easy



bolting together. Either unit can be ordered completely assembled. Standard equipment includes self-storing perforated ramps, tilt bed, 15 inch tires, 12 volt 10 by 2 1/4 inch brakes, wiring harness, lights, and built-in tie downs at both front and rear. All surfaces are primed for rust protection. Optional equipment includes chrome hub caps, dust covers, and a full floor with stake pockets.

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### New bluegrass stands up to drought stress

Rugby, a new and improved Kentucky bluegrass, has proven capable of providing a high level of turf quality even when grown under low-to-moderate nitrogen fertility levels and restricted moisture. The results are a potential savings in terms of fertilizing, watering, mowing, and attendant labor costs.

Rugby Kentucky bluegrass produces a dark green turf with medium leaf texture. It has rapid germination and spring greenup, little tendency to midsummer dormancy, and the ability to sustain its color late into fall, according to test results.

In addition, it possesses a high level of resistance to most of the common turfgrass diseases, another factor which could result in savings in turf management costs.

Rugby's lower nitrogen requirements are also deemed important by its developers in light of environmental concerns regarding diminishing renewable nutrient resources and the danger of nitrate leaching into the water table and streams and rivers.

Write 125 on reader service card

## Touchdown Kentucky Bluegrass



### Sod growers specify Touchdown for profit

Rapid development of marketable turf is the key to profitable sod production. That's why sod growers prefer Touchdown.

An aggressive turf that fills in quickly, crowds out weeds and undesirable grasses, even under low mowing heights, Touchdown is a must in any turf program. Touchdown's strong and vigorous rhizome system means tough turf and quick healing from traffic and machine damage. Whether you seed or sod, specify Touchdown.

## Touchdown

KENTUCKY BLUEGRASS

Pickseed also produces

**AMERICA** and **PERENNIAL RYEGRASS**

Produced by

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Over an eight year period, Rugby Kentucky bluegrass has performed well in turf evaluation trials in north, central, eastern, southern, and western United States, as well as in Canada.

Write 704 on reader service card

## E-Z Rinse cleans containers fast

Unrinsed pesticide containers may leave up to \$5.50 worth of residue, says Phil-Worth Manufacturing. Rinse containers fast with the E-Z Rinse can rinser. Rinse plastic or metal containers of



different sizes and shapes. Rinse with water or liquid nitrogen solution. Use from a hydrant at the plant or a nurse tank on the job. Rinse solutions go directly in the spray tank. Containers are punctured to prevent re-use. Special adapter for 30 and 55 gallon drums.

Write 705 on reader service card

## Customized software and hardware system

Pest Control Management Systems has developed a computer software and hardware system for the lawn care industry. P.C.M.S. is an independent computer supplier for Digital Equipment Corporation. Software capabilities include customer service (routing and scheduling), sales, payroll, inventory, accounts receivable, accounts payable, and general ledger. The software is designed to accommodate a single office operation of a multi-office network.

Write 706 on reader service card

## Seeder/spreader on all terrain cycles

An electric seeder/spreader designed for Honda Model ATC all-terrain cycles has been introduced by Worksaver, Inc. An ATC



equipped with the new seeder can handle jobs that require a high flotation spreading machine, like work in muddy or rutted fields where tractors or even men on foot

get mired down.

The one-bushel capacity polyethylene hopper can't rust or corrode, and is resistant to acids or alkalis in fertilizers and salt. Since polyethylene is translucent, the level of the material in the hopper is readily visible.

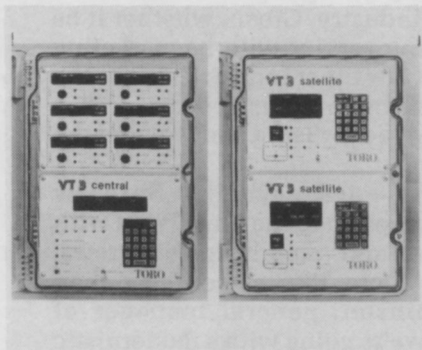
Unlike metal, Worksaver's hopper springs back into shape if crushed or dented. A scribed scale plate eliminates guesswork on material application. To prevent material from blowing off the top of the hopper, a lid is included with the seeder.

Write 707 on reader service card

## New sprinkler system with mind of its own

A new irrigation control system developed by the Toro Company is able to control the watering of an entire yard, automatically, with a only a single wire uniting the entire system. Called the VT 3, it can govern water flow through every sprinkler head individually

or to more than 200 heads at one time. The system consists of a central controller and as many as 72 satellite controllers, all utilizing microcircuitry and mini-processors to provide versatility. The VT-3 provides a combination of effortless automation and



multi-manual features for canceling or intercepting all or part of the automatic functions programmed. Special programming permits syringing to clear off early morning dew or frost, or to provide a brief sprinkling for cooling dur-

ing very hot weather. The multi-manual features permit as many as six satellite stations to be operated manually at one time, for periods shorter or longer than the times programmed for automatic operation; then returns the system automatically to the original program.

Write 708 on reader service card

## Sabotage their homes with new mole fumigant

When used as directed, Kitten and Bear Mole Fumigant from Stewart Sanitary Supply, Inc. forms a heavier-than-air gas, excellent for control of rodents and ground wasps that burrow into the ground.

Using a pointed stick, punch holes into mole's tunnel about 10 feet apart. Then pour about two ounces of Mole Fumigant into each hole and cover lightly with moist dirt. Repeat as often as necessary.

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# Beautified lawns. Satisfied customers.



Thins . . . weeds . . . opens soil for seeds.

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Whether you use your aerators and power rakes in your turf maintenance business, or you rent them to first-time users, you're looking for the same day-in, day-out performance.

You get it with quality Ryan® Turf-Care Equipment. Because every piece of Ryan equipment has its roots in the golf course industry, where the name Ryan has stood for quality since 1948. And we build the same precision and accuracy into our lawn aerators and power rakes.

The self-propelled **Lawnaire® III**, for example, makes it easy to aerate like a pro. Just fill the ballast drum with water to add up to 50 pounds of weight, and get up to 2½" of penetration. The 19-inch width of the Lawnaire III Aerator helps you make quick work of big lawns, with 30 spoon tines penetrating the turf every 7 inches. Transporting the Lawnaire III is quick and easy, too, with the optional Tote Trailer.

The gutsy 7-hp Ryan **Ren-O-Thin® IV** and economical 5-hp **Ren-O-Thin III** Power Rakes handle those big dethatching jobs with a wide 18" swath.

Both feature a floating front axle and micro-screw height adjustment for setting the proper dethatching depth you need. And a choice of three optional blade reels let you, or your customers, dethatch according to turf conditions.

The easy-to-operate 3-hp Ryan **Thin-N-Thatch™** makes dethatching less of a chore. It has a 15" cutting width and fold-down handle for easy transportation. Combine that with easily adjustable cutting heights and durable carbon steel flail blades and you've got a great rental machine.

With Ryan lawn care equipment, you get more for your money—and your customers do, too. To discover how easy it is to get professional results with Ryan, contact your local Ryan dealer.

81-CUR-4

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# MARKETING IDEA FILE

## Just how green is the competition?

If any industry controlled the marketing rights to the color green, it would be the lawn care industry. Green, whether it be jade, jungle, or lincoln, blends your service with its marketing aim in the mind of the client. And few other industries, with the exception of perhaps the lipstick industry, can boast such a natural collaboration between their advertising concept and the nature of the product.

A green logo seems like a natural — and maybe it is. But a few lawn care mavericks are taking exception to the idea. What with green logos being sported by more and more lawn care crews, some believe the concept acts more like camouflage than advertisement. Says Nate Robinson, general manager of Yardmaster in Cleveland, Ohio, "we're going with a modernistic yellow design. We wanted to create our own identity."

Well, it seems to work for them. Started in 1971 with a pick-up truck and a couple of lawn-mowers, Yardmaster now handles some 4,000 accounts in the Cleveland area and employs an average of 65-70 men during the peak seasons. And their lawn care division, started in 1977 to supplement an established

landscaping program, is now running 50-50 with its in-house competition.

While not attributing their success entirely to their independent advertising logo, Robinson says that the scheme makes them distinctive. "We didn't just want to mimic the big boys,"

*A green logo seems like a natural — and maybe it is. But a few lawn care mavericks are taking exception to the idea. What with green logos being sported by more and more lawn care crews, some believe the concept acts more like camouflage than advertisement. Says Nate Robinson, general manager of Yardmaster in Cleveland, Ohio, "we're going with a modernistic yellow design."*

he said. "If you're too identical, you may be subconsciously advertising for your competitor."

It's something to consider. If a potential customer receives estimates from five lawn maintenance companies in the same area, and four of them are flashing the same colors, the fifth, with its own identity, just might land the job.

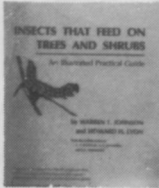
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by Dr. William Daniel & Dr. Ray Freeborg  
This specially designed manual by leading turf specialists is a comprehensive, organized approach to turfgrass science and care. An easy-on-the-job reference for planning, purchasing, hiring, construction and plant selection.  
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This standard reference discusses diagnosis and treatment of diseases and organisms affecting nearly 500 varieties of ornamental plants grown outdoors, under glass or in the home. Easy to understand explanations of when and how to use the most effective fungicides, insecticides and other control methods. **\$26.50**



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The fourth edition of this guide for anyone involved in the care and treatment of trees. Special sections on tree abnormalities, diagnosing tree troubles, non-parasitic injuries and assessing the suitability of different trees.  
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by Terry Tattar

Because shade trees require specialized maintenance rarely used in the forest, this text seeks to aid the arborist in providing necessary care to maintain vigor and prevent shade tree diseases. An in depth look at infectious and non-infectious tree diseases. Plant pathology not necessary.  
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by James Vardaman

A guide to help you increase profits from tree farming. Major problems confronting large and small tree farms and how to meet them including recommendations for seeking out accountants, lawyers and other professionals. **\$20.50**

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BANVEL plus 2, 4-D is a versatile combination you use anytime from early spring to late fall. It kills by penetrating both leaves and roots, so weeds can't come back.

Mixes quickly, stores well. Use it according to directions, and your weed worries are over for the year.

Ask your Velsicol distributor about BANVEL 4S, too. Or write Velsicol Chemical Corporation, 341 E. Ohio Street, Chicago, IL 60611.



Before using any pesticide, read the label.

## Velsicol

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## Short story of great beauty.

This little bluegrass came to market from Sweden and became a best seller. Fylking Kentucky bluegrass forms a luxurious, low-growing, fine-textured thick turf. It establishes fast, develops a greater density of rhizomes and roots. Fylking is tough, with improved resistance to many diseases, and better tolerates drought, heat, cold, smog and foot traffic. Greens up early, stays green through summer and late into fall. Great as the backbone bargain for lawn turf seed mixes.

Fylking performs well when cut low (even low as one-half inch).

Fylking Kentucky bluegrass costs less than most other elite blues. In short, insist that this best seller be included in every lawn seed mix. Fylking Kentucky bluegrass.

**FYLKING KENTUCKY  
BLUEGRASS** U.S. Plant  
Patent 2887

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

Write 115 on reader service card



## Are you missing itemized deductions?

Are you donating money to the federal treasury by overlooking tax deductions? There are several lesser known itemized deductions commonly missed by individuals, according to Michael J. Rusek, CPA, a senior tax accountant in the Cleveland office of the national accounting firm of Deloitte Haskins + Sells.

Caution must be exercised, however, since the deductibility of an expense often depends on the facts and circumstances of a particular case. Consultation with a tax advisor will help to clarify these situations.

Medical expense deductions often are not reported for:

- Items prescribed by doctors such as birth control pills and special food that is in excess of the cost of normal food.
- Transportation to and from

the hospital, doctor or dentist including taxi or bus fare, parking fees and auto expense at nine cents a mile or actual documented out-of-pocket cost, if greater.

Charitable contributions that are frequently overlooked are:

- Costs of meals and lodging related to services for charitable organizations, such as trips to Goodwill Industries, at nine cents a mile or actual documented out-of-pocket costs, if greater.

Uninsured casualty and theft losses in excess of \$100 for each occurrence are deductible. The following are several valid casualty and theft deductions:

- Vandalism losses.
- Appraisal fees incurred to determine the amount of a casualty or theft loss.
- Costs of recovering stolen property.

Deductions under the heading of tax expense that many times are not considered consist of:

- Adjustments to the sales tax expense amount shown on the IRS

tables to include additional local sales taxes and for major purchases such as automobiles or boats.

• Tax paid with the filing of state and local tax returns for the previous year.

Often overlooked as interest expense deductions are points and pre-payment penalties paid to financial institutions for the use of money that are generally shown on the closing statements for the purchase of a residence.

Other miscellaneous expenses that are commonly missed include:

- Union dues, union initiation fees and union fines if payment is required to remain in the union, and other union assessments that are required to remain in the union and retain a job.

• Subscriptions to professional publications and dues paid for membership in trade organizations.

- Fees paid for tax return preparation or tax planning.

## FERTILIZER

## Hawkeye acquires Formolene rights from Ashland

Hawkeye Chemical Co., a wholly owned subsidiary of Getty Oil Co., early last month announced that it has agreed in principle to acquire exclusive marketing rights and trademarks from Ashland Chemical Co. for Formolene, a low-burn liquid nitrogen fertilizer.

Hawkeye, which is located in Clinton, Iowa, manufactured the product for the Columbus, Ohio-based subsidiary of Ashland Oil, Inc., for the last two years.

The product is used by the professional lawn care market as a concentrated liquid nitrogen fertilizer which has low-burn potential compared to traditional nitrogen sources such as urea ammonium nitrate solutions.

Hawkeye has been involved in the production of nitrogen products since 1963 and current production includes anhydrous and aqua ammonia, ammonium nitrate, urea ammonium nitrate fertilizer solutions, urea solutions and nitric acid for fertilizer and industrial uses.

"In view of Hawkeye's experience in liquid nitrogen fertilizer manufacturing and marketing, we can assure Formolene customers of a smooth transition and a continuity of supply for 1981 and in future years," Jerry L. Higdon, Hawkeye president, told LAWN CARE INDUSTRY.

Details of the agreement were not disclosed.



Keep in mind, Jones, that the customer is always right... Uncouth, stubborn, ridiculous, overbearing, and stupid at times - but always right!

## FBC CHEMICALS from page 1

pany will have its corporate headquarters in Wilmington. FBC Chemicals, Inc. is the result of an announcement made late in 1980 by their parent companies, Fisons, Ltd. and the Boots Company, Ltd. that they would merge their specialty chemical and agrochemical interests on a world-wide basis.

The formation of FBC Chemicals, Inc. will create a new force in the U.S. agrochemical and specialty market. "FBC will be operating from a major and more diversified base and will be in a good position to compete more aggressively in several segments of the marketplace," says FBC Chemicals president Henry F. Pierce. "In addition, the combination of these two interests on a

# The House Dressing

## Manhattan fine-leaved perennial ryegrass

Certified Manhattan is the favorite fine-leaved perennial ryegrass of home owners for dressing up their homes. It's fast germinating and has that dark green color that makes a 'people stopper' lawn.

For new lawns or for overseeding, you can't go wrong with Certified Manhattan. Manhattan is used by professional lawn care people throughout the northern half of the country.

Manhattan is being imitated. To be sure you are getting the *real* Manhattan, look for the blue certification tag on each package.



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Co-Marketer:

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Write for free tech sheet on planting and maintaining Manhattan

**Manhattan Ryegrass Growers Assn.**

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Salem, Oregon 97303



world-wide basis will result in a more substantial and effective agrochemical research base."

From BHA comes Nitroform slow release fertilizer, a long feeding, high analysis, organic nitrogen.

In addition, BHA sells ATTAC/toxaphene, Delnav and Torak insecticides. ATTAC is also used as a herbicide in soybeans in parts of the southeast.

From Fisons, comes Ficam, a public health insecticide, used by pest control operators at well-known American landmarks like Nashville's "Opryland," the New Orleans "Superdome" and New York City's subway system, as well as leading hotels and restaurants throughout the country.

Fisons also recently introduced a new sugarbeet herbicide, Nortron, which was used on 30 percent of the total U.S. sugarbeet acreage in 1980. FBC is also awaiting approval of a new sugarbeet herbicide, Antor, to join Nortron in 1981.

U.S. operations of FBC Chemicals include a multimillion dollar Ficam production facility in Muskegon, Michigan, as well as two agrochemical research farms located in Harlingen, Texas and Greenville, Mississippi.

Under the reorganization of the new company, Pierce, former executive vice president of BHA, is president. Ron Cheves, former president of Fisons, is executive vice president.

#### PLCAA from page 1

ence and show to be held November 18-20 at the Commonwealth Convention Center in Louisville, Kentucky. Almost 60 booth spaces have been reserved thus far, PLCAA reports.

The first regional seminar will be held May 6 at the Ramada Inn Central, Interstate 85 and Monroe Drive, Atlanta. Topics to be covered will be weed and insect control and hazardous wastes. For further information, contact Ronnie L. Zwiebel, Chem-Care Lawn Service of Alabama, 3708 8th Ave., North, Birmingham, AL 35222, 205-591-5296.

Another seminar on business and technical topics will be held May 15 at the Holiday Inn in Sharonville, Ohio, in the Cincinnati area. For further information, contact Larry Brandt, Spray-A-Lawn, 9840 Montgomery Rd., Cincinnati, OH 45242, 513-791-0360.

A Chicago-area seminar on business and technical topics will be held in Naperville, Illinois on May 20. For further information, contact Rick White, Village Green Lawn Spraying, 303 Wilson, West Chicago, IL 60185, 312-293-1037.

A Washington, D.C.-area seminar will be held June 2 at the Holiday Inn in Rockville, Md. At this seminar, Philip Kolb of DuPont will discuss "Handling and Distribution of Pesticides;" David Shriver, supervisor of Pesticide Regulations for Maryland, will discuss "Pesticide Update." Also, Greg Richards of Hydro Lawn, Gaithersburg, Md., will handle a new equipment demonstration. Finally, there will be a panel discussion on "Training New Lawn Technicians." Panelists will be Ric Moore, Hydro Lawn Spray, Salem, Ma.; Jim Walter, Specialty Spraying, Latrobe, Pa.; Paul Jed-

nat, Antietam Turf Service, Hagerstown, Md.; and Tom Speirs, Agri-Lawn, Vienna, Va.

For further information, contact Roger Finn, Antietam Turf Service, P.O. Box 1975, Hagerstown, MD 21740, 301-791-3500.

There will be a seminar on business and technical topics in San Antonio, Texas at a yet to be announced place and date. For further information, contact Rick Eldred, A-Perm-o-Green Lawns, Inc., 5613 Adams Ave., Austin, TX 78756, 512-458-2191.

Finally, there will be a seminar on business and technical topics in the Cleveland area in July or August. For further information, contact Gordon Ober, Davey Lawnscapes, 117 S. Water St., Kent, OH 44240, 216-673-9511.

For information about any of these seminars or about the PLCAA Conference and Trade Show in Louisville, contact Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611, 312-644-0828.

#### POTENTIAL from page 1

and some municipal accounts. Also, for purposes of this article, apartment buildings with over 10 dwelling units were considered commercial accounts and are not included as part of the above 7.7 million.

During Nuventures research program a definition was developed to distinguish lawn maintenance firms from other horticultural service firms like landscaper-gardeners who also provide chemical treatments to lawns but as a much smaller proportion of a total collection of services offered to their customers.

Consequently, Nuventures defined a lawn maintenance firm as one which derives over fifty percent of its total revenue from the application of fertilizers and pesticides on lawns. In practice, some lawn maintenance firms provide no additional service other than chemical applications, others provide aerating, dethatching, re-

seeding and other physical services as part of the annual program offered to their customers.

Since the chemical lawn treatments provided by the miscellaneous horticultural service firms are frequently only applied on a portion of a lawn and/or only one or two times in a season, Nuventures has not counted these more sporadic treatments with the above 7.7 million home lawns receiving a complete annual chemical treatment program.

**38 percent utilization.** Nearly everyone associated with the lawn maintenance industry over the past few years is aware of the industry's phenomenal growth despite a difficult economic environment which has seen many families trimming other non-essential expenditures. Without surveying recent homeowner converts to the service it would be impossible to accurately identify their true motivations for purchasing the service.

to page 34

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However, Nuventures believes that a few of the motivations which have brought the service favor particularly among suburban homeowners include:

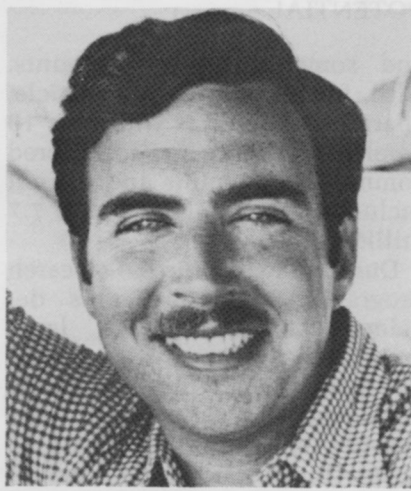
- **All things taken** into consideration, it is less expensive today for the homeowner to contract for the service than to buy all of the chemicals and equipment necessary and to do the job himself.

- **An increasing number** of homeowners are accepting the fact that they do not possess the technical know how to do as good a job of caring for their lawn as a professional.

- **With the general** population getting older, the appeal for many of applying fertilizers themselves is declining.

- **In many neighborhoods** retaining a lawn service firm and the kind of green lawn that this brings about has become a status symbol.

Whatever the contributing reasons the growth of the past



Nuventures' McNamara

three to four years has been staggering, a major question on the lips of many is, "How much more room for growth is left." In the following paragraphs Nuventures does not have a definite answer to this question but can suggest an approximation of at least the upper limit in terms of the number of households which could potentially utilize the service.

**Extrapolated data.** At the time of writing of this article, data on the number of different kinds of residential housing from the U.S. 1980 Census are as yet unavailable. For purposes of this article, Nuventures has extrapolated available U.S. Bureau of the Census data from 1970 to 1978 to estimate that there were approximately 81.4 million occupied housing units in the United States in 1980. However, Nuventures believes that only about one quarter of 20.5 million of the residential housing structures could be considered possible candidates for a lawn maintenance service.

The criteria that Nuventures utilizes below to approximate the number of residential homes which might potentially utilize the service is largely based upon the opinions of industry leaders as expressed during recent interviews. Because the estimates are somewhat speculative in terms of the percentage of residential homes in different localities which

might potentially utilize the service, Table 1 has been put into a form that will allow any dubious reader to substitute his own estimates.

However, if a substitution is considered, remember that the total local market in, let's say, Ohio, is very different from that of California or New England and that Nuventures has had the rare opportunity to sample the entire U.S. market.

In table 1, the first major elimination of housing structure from the residential housing group likely to be thought of as potential customers includes almost all residential properties in which the owner does not reside. A small allowance was made in the prime suburban market for situations where a non-resident might contract for the service to either enhance the likelihood of selling the property or on behalf of an aging relative who is a tenant.

For the most part, however, owners of smaller properties just don't contract for this service on behalf of their tenants. Remember too, that earlier we classified large apartment complexes and condominiums as commercial accounts and so these are not included in the data presented.

While nearly everyone might agree that owner-occupants represent virtually all of the potential residential market versus properties occupied by only renters, there will be some conjecture about the next estimates. According to lawn maintenance firms in a position to be about to offer their service both to the inner city and suburban markets, "the prime market is the suburbs."

For a number of reasons the service just cannot generate the appeal in inner cities that it has for suburbanites.

- **A far lesser** number of urban families have either the money or desire to utilize the service.

- **A large number** of buildings just don't have a lawn at all.

- **Existing urban lawns** are generally much smaller in size than their suburban counterparts thus making do-it-yourself treatments much easier.

- **Most lawn service** firms have minimum size charges of 4,000 to 5,000 square feet, thus making the service very expensive per square foot for an urbanite with only a 1,500 to 2,000 square foot lawn.

Attractiveness is a two way street — with lawn service firms developing a sense for the above there has understandably been far less marketing directed to the inner cities. Nuventures does not foresee that this will change.

Within each major city there are pocket communities to whom the service either presently or might at some future date find appeal. Nuventures believes that a good estimation of the potential is about 15 percent of owner-occupied inner city housing.

On the other hand, it is Nuventures best estimate that approximately 70 percent of owner-occupied suburban housing is a potential market for the service of a lawn maintenance firm. The reasons for the basic appeal of this service in the suburbs were discussed earlier when reasons for the phenomenal growth of the industry were described.

Nuventures believes that the appeal of the service in more rural

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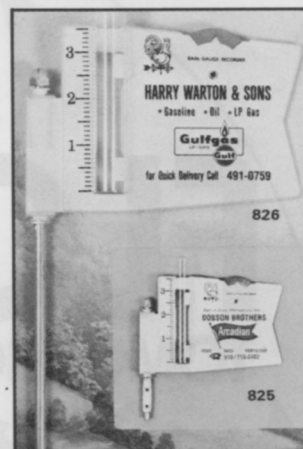
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areas also has less potential because of less money, less peer pressure, and a basic desire to do it yourself. In the West, the potential of the service is also reduced in some areas by reoccurring water shortages which leave every home lawn in the area a disaster.

Thus, in summation Nuventures believes that the extreme upper limit of the lawn maintenance industry is approximately 20.5 million residential accounts or only one quarter of the existing residential structures in the United States.

In calling this the upper limit is is unrealistic to believe that the industry will ever achieve quite this high a level of penetration.

The ultimate success of the industry in getting as close as possible to this level will depend upon the degree of sophistication that the industry can develop in marketing its efforts and especially of convincing homeowners of the merits of contracting for the service versus the alternative of self application.

Tom McNamara is president of Nuventures Consultants, Inc., a technical product marketing research firm headquartered in Chicago, Illinois. This article is copyrighted by Nuventures Consultants Inc. and publication of the original data in this article may only be accomplished with the explicit written permission of Nuventures Consultants, Inc. and Harcourt Brace Jovanovich, Inc.

## TOOLS, TIPS, TECHNIQUES

### Looking for chinchbugs

The onset of summer generally brings out a plague of billbugs, chinchbugs, aphids, and webworms for their annual dry season offensive. Sometimes a turf manager can recognize these pests by their visual appearance—but not always. And when he can't, he may have to rely on some entomological sleuthing to pick up their trail.

At the recent Missouri Turfgrass Conference, Dr. Harry Niemczyk, professor of entomology at the Ohio Agricultural Research and Development Center in Wooster, Ohio, shared some tips on what might be called secondary identification of turfgrass pests — how to spot them from the pattern of their damage — from other animals they may attract during their work — and in general, from the symptoms or clues they leave behind.

Chinchbugs can be identified by the appearance of dry turf, he said, where turf is beginning to thin out and patchy areas materialize. Bluegrass billbug infestation is easier to spot. Just pull back some of the turf and examine the crowns. If they are chewed, there is no question of the presence of the billbug.

Damage in this case is done by the larvae, Dr. Niemczyk said, and a sure indicator of billbugs is birds that may be working the area. Birds have an almost uncanny ability to locate insects, so watch them — it's nearly a foolproof method of identification. If you pull back the turf and can't see the insects themselves, look for green material, which may be the pellets they have left behind.

A relatively new pest to watch out for, Dr. Niemczyk said, is the greenbug, which attacks Kentucky bluegrass and leaves dry areas in open turf. Don't assume that this is just dryness. If the turf is yellowing in spots, it's clear evidence of the presence of the greenbug. In any case, never fail to look both under and on top of the turf in order to eliminate all possibilities.

Niemczyk mentioned a simple device for detecting insects that reside in turf thatch where they may be easily overlooked. Simply take a coffee can, remove both ends with tin snips, and press it into the turf where you suspect chinchbugs. A good time to do this is in June when chinchbugs are invisible to the naked eye. Next, pour water into the can, and if chinchbugs are present, they will float to the top and are easily spotted. This is one of the best ways to identify chinchbugs when they are in the early stages of development, Niemczyk said. He also warns managers to make sure the applicators aren't colorblind, for chinchbug larvae will appear a bright red fleck or speck on the surface of the water.

Insect irrigation is an old stand-by technique for bringing insects to the surface, Niemczyk said. Just add some detergent, preferably one tablespoon of pyrethrins, to a gallon of water and apply it to the surface with a sprinkler can. If you check three or four spots, by the time you sprinkle the last spot, the pests will have surfaced at the first location. Niemczyk says this will bring up earthworms, but more importantly, the sod webworm.

Nothing takes the place of keen observation, however, Niemczyk says. Make sure your operators keep their eyes open at all times for signs of insect pests. The bluegrass billbug tends to migrate rather freely both in May/April and September/October, where they can be spotted on sidewalks and curbs. Talk to the guy who skims the neighborhood pool where the worms are sure to be trapped. Be observant, Niemczyk counsels.

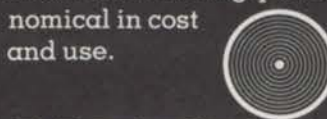
Look for sod webworms in the spring. They will appear as blurs in your car's headlights and may be settling on the turf. This is another sure sign of the coming of sod webworms. The

The crux of Dr. Niemczyk's remarks points to the fact that nothing replaces scientific identification better than simple observation. "Nothing replaces the eye of the applicator in the rough," he said.

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sional Lawn Care Association of America (PLCAA) has drawn up a standard chart which the industry can use as a guideline to compare, or create their own account headings and/or account numbers. Also, as the industry begins to undertake sample industry surveys, it is expected that topics will come from PLCAA's standard chart of accounts.

Any lawn care businessman will not have a need for all of these headings — at least not right now — but these are the kinds of areas you should be considering when you sit down with a cup of coffee and pore over your books.

**Assets.** The first major heading would be assets. Under this heading comes cash, which would include petty cash, checking account, savings account and short-term investment. Next is *receivables*, which would include accounts receivable from customers, accounts receivable from

employees and interest receivable.

**Prepays** would include rent, lease, insurance, interest and taxes. Under the heading *inventory* would come lawn materials, chemicals, tools, office supplies and printed forms. *Long term* would include notes receivable, cash value life insurance and deposits (lease, utilities, etc.). *Fixed assets* would include vehicles, equipment, furniture and fixtures, leasehold improvements, buildings and land.

**Liabilities.** The next major heading would be liabilities. *Current liabilities* would include accounts payable, notes payable, loans payable and dividends payable.

**Accruals** would include rent, interest, insurance, payroll, payroll taxes, state corporate income tax, federal corporate income tax, franchise tax, personal property tax, federal corporate income tax, franchise tax, personal property tax, real estate tax and sales tax. Another area would be *deferred*

*income taxes*. Still another area would be *long-term liabilities*, which would include mortgage, installment loans and leases.

**Capital.** The next major heading is capital. This would include such items as paid in capital, treasury stock, preferred stock, voting and non-voting common stock, owner's drawing and retained earnings.

**Income.** The next major heading would be income. This would include merchandise sales and sale of service, rental income, franchise income, interest income, consulting income, sale of assets, purchase discounts and bad debt recovery.

**Expenses.** The next major heading would be expenses. Areas to consider here are *administrative expenses* such as personnel salaries, payroll taxes, bonus and commission, group insurance, pension, workmen's compensation, recruiting and training, and other employee benefits. *Direct costs of goods and services* would

include materials, lawn materials, chemicals, freight-in, warehousing, contract labor and subcontracting.

**Tools and equipment expense** would include vehicles expense (gas, oil, license), vehicle maintenance, repairs and tires, vehicle insurance, vehicle rental and lease, vehicle depreciation, vehicle interest, tools and equipment expense, maintenance, repairs and blades, insurance, rental and lease, depreciation and interest.

**Office expenses** would include such areas as facility rental, utilities, heat, electricity, water and sewage, janitorial, property maintenance, postage and shipping, telephone, photocopies, photocopy supplies, office supplies, stationery and envelopes, printed forms and miscellaneous supplies.

**Overhead** would include such areas as professional services, accounting, legal, dues and memberships, subscriptions and literature, seminars and workshops, meeting expense, travel and entertainment, license and fees, uniforms and gloves, laundry, depreciation expense, leasehold improvement expense, bad debt expense and allowance for uncollectibles.

Also, advertising and promotion, media, brochures, research and development, contributions and donations, amortization of goodwill, general insurance, interest expense, general taxes, state corporate income tax, federal corporate income tax, franchise tax, personal property tax, real estate tax and sales tax.

For further information about PLCAA, contact: Jane Stecker, PLCAA, 435 N. Michigan Ave., Suite 1717, Chicago, IL 60611, (312) 644-0828. — Bob Earley

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### SIMPLICITY

#### Six named to distributors council

Six North American lawn and garden distributors have been named to the 1981 Distributor Council of the Simplicity Manufacturing Co., a spokesman for the lawn and garden equipment manufacturer said.

The council is representative of the Simplicity distribution organization in size and geographical distribution. Appointment to the council is an honor accorded to fewer than 20 percent of the total Simplicity distributor organization annually.

The council will meet February 4 and 5 in Minneapolis, MN. Such meetings provide a platform for discussions on product development, marketing, business management and other subjects suggested by the participants, the spokesman said. They also provide important feedback on product performance and marketing policies.


The Distributor Council members are: Mr. Peter Burgwald, Power Tools, Inc., St. Paul, MN; Mr. Dave Mytelka, D. J. Mytelka & Assoc., Union, NJ; Mr. Morton E. Decker, Decker & Co., Lansing, MI; Mr. John Gleason, Monroe Machinery & Supply, Portland, OR; Mr. S. Tucker Grigg, Leisure Time, Inc., Richmond, VA; and Mr. Tommy Thompson, Power Mower Sales, Inc., Miami, FL.



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# BEHIND THIS ISSUE



What is the upper-limit potential of the lawn care industry? That is a question I have spent more time discussing with lawn care businessmen across the country over more beers than I care to admit.

Tom McNamara, president of Nuventures Consultants in Chicago, tackles that question in a little more systematic way than many of us have in his page one story of this issue.

He says 7.7 million home lawns were

served last year, which is a few suburban subdivisions shy of 10 percent of the potential market. You'll have to read the complete story to get the specifics, but he concludes that 20.5 million homes is the approximate upper limit of home lawns that could potentially utilize a lawn care service. You in the industry have a lot of work to do.

There is much other news in the lawn care industry this month. Changes in the executive suites of mower manufacturers Toro and Jacobsen; Boots-Hercules and Fisons merging interests to form FBC Chemicals; Hawkeye Chemical acquiring marketing rights to Formolene fertilizer from Ashland; Diamond Shamrock acquiring interests of Fallek-Lankro; and a name change for Allied Chemical Corp. to Allied Corp.

In Inside the Industry on page 14, we ask the question: "Should disease management be part of your lawn care program?" As you'll read, many in the industry are having a successful go at it. Perhaps you should be

thinking about it too for your own lawn care business. As noted Michigan State University turf pathologist Dr. Joe Vargas has said, disease management will be the next growth market for the lawn care industry.

Don't forget the business and technical seminars scheduled by the Professional Lawn Care Association of America (PLCAA) for the coming months. And take your calendar out right now and mark the dates November 18-20. That is when PLCAA will be holding its second conference and trade show at the Commonwealth Convention Center in Louisville.

Finally, the industry mourns the passing of Oscar T. Jacobsen, co-founder and former president and chairman of the board of what now is Jacobsen Div. of Textron, Inc.

*Bob Enley*

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Diamond Shamrock .....	25, 35
Dow Chemical .....	2, 3
Excel Industries .....	16
FBC Chemical .....	39
Feldmann Engineering .....	6
PBI Gordon Corp. ....	12, 13
Great Salt Lake Mineral .....	36
Green Thumb Lawn Service .....	8
International Seed, Inc. ....	5
Jacklin Seed .....	29
Jacobsen Div. ....	11
Kubota Tractor .....	18
Lakeshore Equipment .....	19, 21
Logos for Lawn Care .....	34
Lawn Care Industry .....	28
Manhattan Ryegrass Growers ....	30
Micron Corp. ....	35
Monsanto Co. ....	24
Oregon Fine Fescue .....	18
Pickseed West, Inc. ....	26
PLCAA .....	6
Rhone Poulenc Chemical .....	37
Ryan Turf Equipment .....	27
O.M. Scott & Sons .....	22
Stihl, Inc. ....	7
3M Co. ....	22, 23
Tuco Agric. Chemicals .....	17
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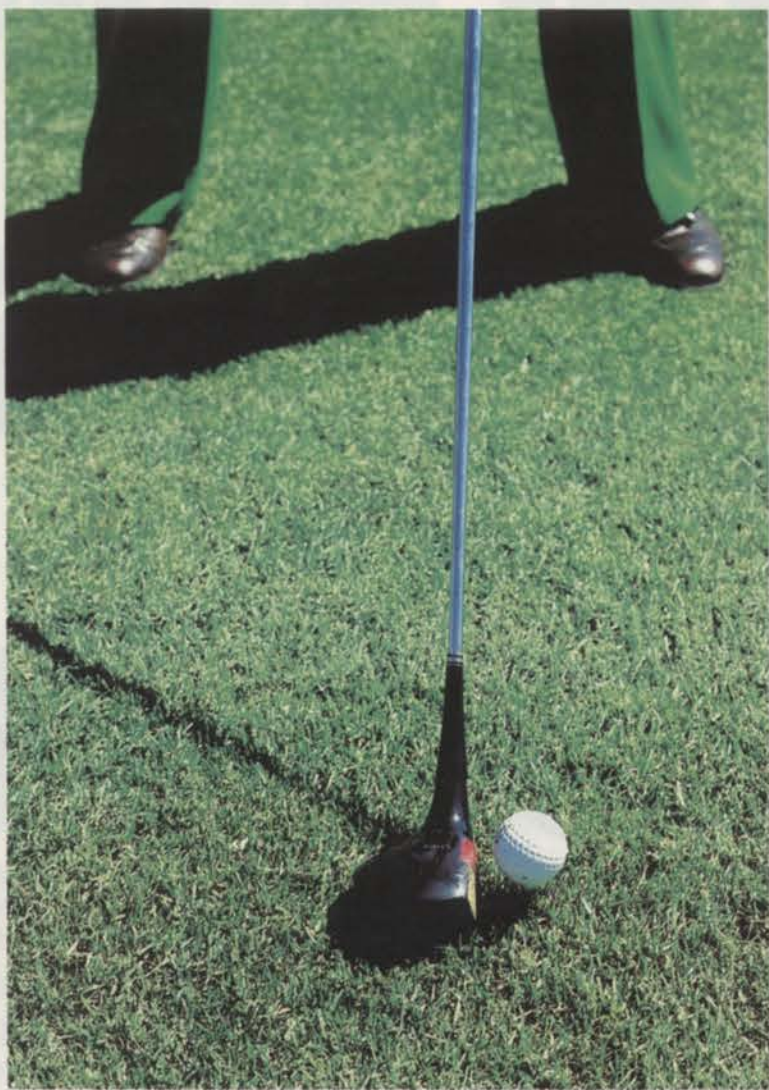


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