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MARCH 1984

Volume 8, Number 3

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# LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

## Na-Chur's Plant Food

# Shooting for No. 2 spot by '89

With hopes of becoming the second-largest chemical lawn care company in the nation, Na-Chur's Plant Food Co. will begin offering services to homeowners this summer.

"Our corporate objective is to be No.2 within the next five years," says Peter D. Moore, Na-Chur's Manager of Lawn and Garden Care. "We're looking at some new logistical concepts. Depending on which looks the most useable, we'll be duplicating that one for each of our markets."

Na-Chur's, which Moore claims to be "the largest complete liquid fertilizer company in the nation," will have branches in the Ohio cities of Marion, Lima, Findlay and Columbus this summer. Base of operations for the 37-

year-old company is Marion; Columbus, of course, is base for the No.1 chemical lawn care company in the country, ChemLawn.

"I think it only fitting that we start in Ohio," Moore notes. "Most everybody's gotten a start there; and if you can make it in Columbus, you can make it anywhere."

Na-Chur's has 2,000 salesmen in 38 states with 250 liquid distribution stations. It hopes to build its business through acquisitions and start-ups, and recently hired core personnel.

New technical service manager Richard Addey has been at O.M. Scott & Sons for the past five years, and senior lawn care specialists Gene Pool and Bill Bendele come from ChemLawn.

Na-Chur's has positioned itself as a complete home service, going one level past what most lawn care companies do.

"We're taking what is being offered now as a minimum service," Moore says, "and we are going one step beyond that in terms of what the customer needs."

"We're going to service everything at the home that grows, including distributing exclusive do-it-yourself kits to our customers."

Moore notes that the Na-Chur's service will include window-box plants and home gardens, which are found in about 52 percent of American homes.

"Ultimately, we will be nationwide in scope," Moore concludes. □

65% of all lawn care business owners  
have working spouses

30% of all lawn care  
business owners have a  
spouse working for them

46% of all working lawn  
care spouses work with  
their husband/wife

50% of all spouses working in lawn  
care are full-time

## Working spouses numerous

Sixty-five percent of lawn care business owners have working spouses, according to a survey done recently by LCI.

The spot survey, which asked for responses from 40 chemical lawn care companies and landscape managers, also found that 30 percent of the LCOs have a spouse working with or for them in their business. Which means that 46 percent of the LCO spouses who work are actually employed in the lawn care business.

The survey also noted that 50 percent of all the spouses who worked in lawn care were full-time employees. □

## Murder trial

# Garabedian guilty in woman's death

David Garabedian, the 23-year-old former employee of Old Fox Lawn Service, has been convicted of first-degree murder in the death of 34-year-old Eileen Muldoon.

Garabedian had claimed innocence by reason of temporary insanity induced by chemical intoxication, but a Middlesex County (Mass.) jury of eight men and eight women ruled for the prosecution last month.

Garabedian faces mandatory life imprisonment with no parole. In the state of Massachusetts, first-degree murder conviction also carries a mandatory appeal.

According to testimony, Garabedian was estimating a job in Dunstable, a suburb of Boston, last March 29. Muldoon repor-



David Garabedian

tedly came home, found him urinating on her property and began screaming.

Defense lawyer Robert Mardirosian contended that "all of a sudden, something snapped...blew up in his head" as the result of Garabedian's job-related proximity to pesticides.

Garabedian then allegedly strangled Muldoon with his hands, garroted her with a drawstring and bludgeoned her with

three 20-pound rocks from a nearby stone wall.

Besides drawings made by various psychological expert witnesses, the rocks and a five-gallon drum of Dursban insecticide were also offered as evidence.

The conviction and sentencing concluded a 3-week trial. □

## Next month:

'Fr

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# Dursban can make call-backs a thing of the past.

There's a phone call you shouldn't have to take ever again. The one that calls you back to redo a lawn or turf job. The one that costs you dearly in labor, time and gasoline. Not to mention the highest cost of all — the unhappy customer.

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You can count on DURSBAN 2E and 4E liquids or new 50W wettable powder to knock out the toughest and most persistent outdoor insects. DURSBAN gets them all.. sod webworms, armyworms, chiggers, chinch bugs, clover mites, crickets, ants, grasshoppers, mosquitoes, grubs, turfgrass weevils, billbugs and more — the first time

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Unlike slower acting insecticides, DURSBAN goes to work as soon as applied ...spring, summer or fall. And for as little as \$3.50 per 10,000 square feet of lawn or turf, it's a lot cheaper than the cost of call-backs.

With DURSBAN insecticide on the job, more of your calls will be for repeat and new business. While call-backs become a dusty memory.

Give your Dow distributor a call for DURSBAN insecticide. Also ask about the "DURSBAN delivers the goods" incentive program. Be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

## **DURSBAN**

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3918



## INDUSTRY NEWS

### Northrup-King's Kaerwar to retire

Howard Kaerwar, who has done research for the Northrup-King Seed Co. for more than 30 years, will retire this coming Dec. 31.

"I want to stay in turf some way, but I don't want to be involved with it all week," the

experienced Kaerwar admits.

Kaerwar, who will be 65 years old when he retires, is a Wisconsin native and holds degrees from the University of Wisconsin and the University of Minnesota.

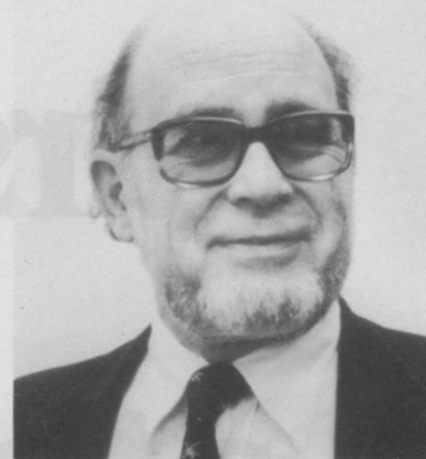
He originally bred various

strains of corn germplasm for Northrup-King before becoming involved in turf trials in the early 1950s.

The rest of this year, Kaerwar says that he will summarize all the data he has compiled on tall fescues, and try to get his office in order for whoever follows him.

"I also hope to be able to get around the country and visit various research people this year," Kaerwar says.

Northrup-King, is based in Minneapolis, Minn.



Howard Kaerwar

### Quick pesticide information will be provided by NPIRS

Need quick, comprehensive information on state and federal pesticide regulations that affect your applications?

If you have a computer terminal with telephone transmission accessories, the National Pesticide Information Retrieval System (NPIRS) is available.

NPIRS describes key characteristics of the 50,000 pesticides registered with the Environmental Protection Agency (EPA) as well as thousands of state registrations.

EPA cooperates with NPIRS by updating its data weekly. To date, 12 states are also participating.

For each federally-registered product, the data base includes the following information:

Product name, registrant name and address, EPA registration number, type of formulation, signal word, type(s) of pesticidal activity, active ingredient name(s) and percentage(s), site(s) and crop(s), pest(s) for each site or crop.

If your computer utilizes the American Standard Code for Information Exchange, you can join the NPIRS network. For more information, contact the NPIRS User Services Manager at Purdue University, West Lafayette, Ind.



#### Back to school

Fifty-seven representatives of the nursery and landscape industry recently completed the first of five three-day short courses by The Ohio State University to learn new skills and sharpen techniques in residential landscape design. The courses continue in March and August of this year. Here, two of the students get personal pointers from instructor Fred K. Buscher (center), Wooster district specialist in landscape horticulture.

## MEMOS

**SPRING GREEN LAWN CARE** of Naperville, Ill. has begun a Lawn and Tree University, a training program for its employees. President Bill Fischer has his company growing at an annual rate of 40 percent. He expects sales to reach \$8 million in 1984 and for his number of franchises to grow from 60 to 75 or 80. Spring Green's secret? "The homeowner is the target, and service is the key," says Fischer. "Plus, we guarantee satisfaction."

**ENTREPRENEUR MAGAZINE** has named Columbus, Ohio the franchise capital of the country. One of the main reasons is the presence of the ChemLawn Corp., which established its new corporate headquarters in that city. "Real estate costs are significantly lower here than anywhere else," says ChemLawn president Jack Van Fossen. Plus, "when we try something new here and it works, we feel assured it will work in other locations."

**FRED CRAIG OF** GreenScope, Inc., a Findlay, Ohio landscape maintenance company, got out his crystal ball recently. "Lawn care as it is to day will evolve to offer customized services...not a service to supply only four percent of the plant tissue that will keep the customer happy," Craig wrote to LAWN CARE INDUSTRY. "Condominiums, townhouses, apartments...and other industry will find that a one-stop service is more economical. These have become a major source of revenue for us, though at the beginning we were dependent on residential. On an eight-acre tract this past season, our customized fertilizer bid was under that of a lawn care company, giving us all services."

**THE ORTHO PROBLEM SOLVER** will sell out its first printing—20,000 copies since October, 1982—this spring. "Our dealers are telling us that it's helping them answer more questions and, in turn, sell more chemicals," says national sales manager Garry

Wellman of Ortho. In addition, approximately 1,000 homeowners have bought copies. The \$130 book weighs eight pounds.

**FREE APPLICATORS** are being made available by Elanco Products Co. Users of Spike herbicide can order any of three applicators direct from Elanco when purchasing specified amounts of the chemical. Applicators being offered are a liquid backpack sprayer, a rotary granular sprayer or a new spot treatment dispenser for pellets. Spike is a broad-spectrum residual herbicide used for brush control and total vegetation control that can be tank-mixed with a variety of other herbicides.

**THAT RONSTAR AD** that most recently appeared in the February, 1984 issue of LCI won a Sawyer award for RM&D, the advertising firm that handles Rhone-Poulenc's Chipco products. The award is given by "Business Marketing" magazine for best business-to-business publication ad in 1983.

**OPERATING COSTS** got you down? Compare yourself to other landscape managers with the Horticultural Research Institute's 1982 Operating Cost Study now available. The booklet is a 39-page presentation of operating costs for retail, landscape and production firms. It allows you to compare your costs to all other firms doing the same type of business, and to similar operations of comparable size. To order, send a check for \$10 to HRI, 1250 I. St. NW, Suite 500, Washington, DC, 20005.

**GRASS FROM PURSLEY** Turf Farms was involved in helping win a second place award in the Pinellas County (Fla.) Contractor and Builder Association landscaping contest. The lawn was made of Seville hybrid St. Augustinegrass, which was installed in plugs.



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## Davey sets '84 tree care dates

Davey Environmental Services has scheduled March, June, September and October dates for its 1984 Tree Care-Urban Forestry Foreman Training classes at Davey headquarters in Kent, Ohio.

The classes consist of an intensive two-week series of in-class and field training. Sessions run 5½ days and two evenings per week.

Topics being covered include pruning principles, cabling and bracing techniques, transplanting, balling and burlaping.

For more information call Davey at (800) 321-7572 (in Ohio, (800) 227-1735).



Joseph Monaco (left), Garfield-Williamson vice-president John Zajac (center) and William Crawford (right). (See story below.)

## Grants given in salesmen's names

Two longtime Garfield-Williamson sales representatives were recently honored for outstanding service to their company and the lawn care industry. Grants, in their names, were sent to Cornell University for continuing research into improved turfgrass varieties.

The grants were in recognition of 25 years of service by William Crawford and 20 years by Joseph Monaco.

Both work in the New York area. Crawford handles dealers in Long Island's Suffolk County, while Monaco's territory covers Westchester, Queens, Brooklyn and parts of Nassau County.

# NEW!



## for the Lawn Care Industry

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

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

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

- PTO driven with 2C95 Myers Pump
- Stainless steel plumbing, sparge line and full sump
- American Nordic reel with 500 ft. of ½" hose
- Industry proven Chem-lawn Spray Gun with extra nozzles

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

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"The NEW Leaders in the Lawn Care Industry"







Dr. Ron Wilson and Dr. Roger Cahoy, of PBI/Gordon, show George Toma a lab experiment dealing with the eutectic characteristic of Trimec®. Toma is the groundskeeper at the Truman Sports Complex in

Kansas City, which visiting media people have said is one of the most beautiful in the world. He uses Trimec in his weed control program and calls it the most efficient weapon in his arsenal.

# Would you like to join George Toma in satisfying his curiosity about Trimec®?

TURF HERBICIDE

**Every turf professional who has ever asked *why* ... or *why not* ... will enjoy eavesdropping on this visit with George.**

Anyone who spends any time around George Toma becomes aware of his insatiable curiosity. He's never satisfied to just know *what* a product will do. Rather, he wants to get inside of it and find out *why* and *how* it does it.

It was this type of curiosity that led him into a study of pre-germination of rye grass, which in turn makes it possible to

reseed damaged turf and play football on it 10 days later.

And it was this same curiosity that enabled him to envision a plan which involves putting turf over an artificial surface on Saturday; playing soccer on it Sunday; and then returning the field to artificial surface on Monday.

So none of us at PBI/Gordon

was surprised when George Toma asked if we would let him get inside of a Trimec molecule so he could see "what makes Trimec tick."

"I guess just about every herbicide salesman in the world has brought us samples," grins Toma. "We've tried them all, and it's obvious that you folks at Trimec know something the others don't. As a matter of fact, we have never found a broadleaf weed that Trimec won't control."

"Certainly the active ingredients in Trimec are no secret," Toma continued. "But can you tell me *what* in the world happens, and *why* it happens when

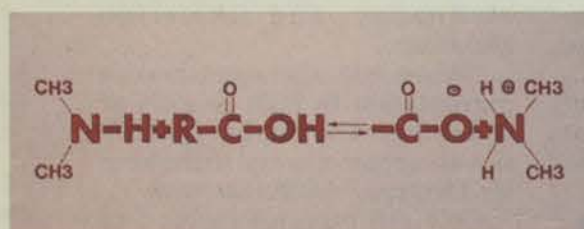


these ingredients become Trimec?"

(Gosh, George, you might as well ask us if we have any pictures of our grandchildren.)

In two words, it's synergism and eutectics:

## Here is the Trimec formula



As you can see, it is a formulation of Phenoxy Acetic, Phenoxy Propionic and Benzoic Acid herbicides. At PBI/Gordon, the three acids are reacted to form a new compound. The resulting Trimec product is synergistic in that it has more power than the sum of the three acids individually.

Use of the eutectic principle causes the total complex to resist crystallization for a longer period of time than any of the components individually. Of course, the longer a herbicide can resist crystallization the better chance it has to penetrate the cuticle of the weed and translocate throughout the entire root system to result in total kill.

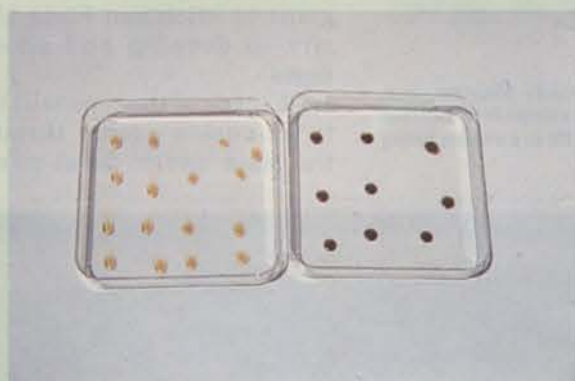
## An explanation of eutectics

THE EUTECTIC PRINCIPLE IN COMMON SOLDER ALLOYS						
Composition at %						Melting Range, °C
Sn	Pb	Cd	Bi	Ag	Sb	
100						239
	100					327
63	37					183
62	36			2		179
13.5	32		32.5			90
13	27	10	30			70

Perhaps the clearest demonstration of the eutectic principle can be found in common solder alloys, which consist primarily of tin and lead. Notice that 100% tin melts at 239 degrees Celsius. 100% lead melts at 327 degrees. But an alloy of 63% tin and 37% lead melts at 183 degrees. And note that by adding 2% silver the solder alloy will melt at 179 degrees.

In our laboratory we learned that we could utilize the principles of eutectics to delay crystallization of the Trimec complex in much the same way that eutectics can change the melting point of solder.

## Visible proof of eutectics in Trimec



The drops on these two petri dishes were 5 hours old when photographed. Notice that the 2, 4-D on the right has started to crystalize, while the Trimec on the left has not.



Here is the dramatic effect of the eutectic principle. After a full week, the dishes are tilted and the Trimec is still in a liquid state and will actually flow down the dish while the 2, 4-D has crystallized into a solid state.

"Okay, for a long time I've known *what* Trimec will do. And now I know *why* Trimec does it," said Toma. "Now I want to know *how* you do it."

(We're all set to reveal that secret the day after Coke® tells Pepsi®, or vice versa.)



George Toma at Arrowhead with an experimental model of palletized turf, which would be the basic building block of removable turf that could be layed over an artificial surface; played on; and then removed. Even turf grown in a pallet contains weeds, so Toma sprays it with Trimec.

Beware of substitutes. Look for the Trimec Seal on broad-leaf herbicides, brush killers, and weed-and-feed fertilizers.



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TURF HERBICIDE





### Proud winners

Jack Bechtel (center) and his wife Nadine (right) of Bechtel's Grounds Maintenance, Goshen, Ind., were proud winners of a Ryan commercial mower at the recent Professional Lawn Care Association trade show in Indianapolis. Bechtel and his wife are shown being congratulated by Dan Hedglin, OMC Lincoln sales manger.

## Michigan Turf-ers develop TV shows

Three videotape programs about turf were shown for the first time during the most recent Michigan Turf Conference in Lansing. Gerald Faubel, president of the Michigan Turfgrass Foundation, says MTF provided a \$30,000 grant to Michigan State University to develop and shoot the tapes.

"Copies of the tape will be sent to extension agents throughout the state and to local television

stations upon request to describe the work of the Michigan Turfgrass Foundation and the many opportunities for students in turf occupations," Faubel says. The grant supports work by two graduate students at MSU: Shawn McBurney, and Christian McMillan.

"When extension agents make a presentation to high schools or clubs, they now can have professional support material in the form of videotape," McBurney says.

"We are especially proud of this first in turf," Faubel adds. "The tapes are extremely well done and professional."

For more information contact Jerry Faubel, 4465 Gratiot, Saginaw, MI, 48603.

### Mobay distributes 1 million hangers

For the second year in a row, the Mobay Chemical Co. will distribute free door hangers to any interested chemical lawn care companies.

The service is part of a promotion for Oftanol insecticide. The door hangers are designed to be used following application of the insecticide. They inform the homeowner that the chemical was applied, and give instructions for post-treatment care of the lawn.

Space has been left at the bottom for the name of the lawn care company. Though the door hangers are free, Mobay provides as an optional service the imprinting of the specific lawn care company's name at the bottom, for a slight charge.

For more information, write Mobay, Box 4913, Hawthorn Road, Kansas City, MO, 64120, or telephone (816) 242-2227.

### Barrows starts witness service

A new legal investigation and expert witness service has been announced by Walter Barrows, past president of the California Landscape Contractors Association.

According to Barrows, this is the first such formally organized service in the nation to which the legal profession can turn for authoritative counsel and expert testimony in cases regarding landscaping, horticulture, arboriculture, pest and weed control, etc.

"Attorneys have advised me that obtaining such authoritative counsel and testimony is almost impossible," Barrows says. "This makes justice very difficult and encourages unscrupulous unlicensed operators to take advantage of naive and trusting customers."

Barrows has been in the landscaping business for more than 30 years.

← Circle No. 117 on Reader Inquiry Card



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Get precise cutting and powerful performance—get a Jacobsen.

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

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106	121	136	151	166	181	196	211	226	241	256	271	286
107	122	137	152	167	182	197	212	227	242	257	272	287
108	123	138	153	168	183	198	213	228	243	258	273	288
109	124	139	154	169	184	199	214	229	244	259	274	289
110	125	140	155	170	185	200	215	230	245	260	275	290
111	126	141	156	171	186	201	216	231	246	261	276	291
112	127	142	157	172	187	202	217	232	247	262	277	292
113	128	143	158	173	188	203	218	233	248	263	278	293
114	129	144	159	174	189	204	219	234	249	264	279	294
115	130	145	160	175	190	205	220	235	250	265	280	295

# LAWN CARE INDUSTRY

MARCH 1984

This card expires May 15, 1984

**PLEASE CHECK BELOW YOUR PRIMARY BUSINESS AT THIS LOCATION:**

**A. CONTRACTOR OR SERVICES:**

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

**B. SUPPLIER:**

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

**C. OTHER**

Please specify: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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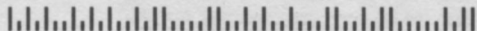
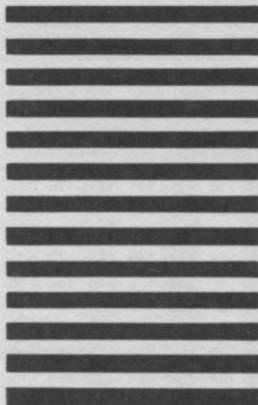
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**GET  
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FACTS**



# A nickname for lawn care

SINCE THE first newspaper was pulled off a Gutenberg press, journalists have battled with a never-ending problem: how to compose headlines that are informative, interesting—and short.

Editors of this magazine over the years have had the misfortune of trying to fit "lawn care businessmen" or "lawn care employees" or "landscape managers" or "landscape contractors" or "mowing/maintenance contractors" into headlines. It's a near-impossible task, unless the editor is working with an extremely small type size.

Writers in other industries don't have it nearly as tough. At least steelworkers, longshoremen and teamsters can get their occupations into one word.

Perhaps the pest control industry has found an answer.

After all, their problems rival ours. "Pest control operator" is a mouthful, too. So members of that industry call themselves "PCOs."

Using the pest control industry as a guideline, then, LAWN CARE INDUSTRY magazine will use "LCO"—short for "lawn care operator"—in its headlines to denote a member of the industry. "Lawn care operator" isn't by any means an exact definition of your occupation, but it's a convenient general term.

All you have to remember when you see "LCO" in either a headline or a story, then, is that the reference is to someone who runs a lawn care business.

We hope "LCO" catches on like "PCO" has caught on in the pest control industry. Some people in the lawn care business use it already.

PAGE MAYS of Barefoot Grass Lawn Service in Worthington, Ohio, telephoned not too long ago to complain about LCOs who would consider eliminating 2,4-D from their programs. He made some valid points.

"I don't like the idea of using another chemical in place of 2,4-D, just so companies can advertise that they don't use it," Mays said. "It's dangerous, because that could add fuel to the fire. We would be substituting something in place of a safe chemical. This looks like a short-term tactic that is bad in the long term."

"If a chemical really affects the environment, I'm all for eliminating it. I'm just concerned about the practice of 'let's get the business any way we can.'"

Rumors have been flying around the chemical lawn care segment of the industry. Some non-industry companies with extra money and a yen to get into this fast-growing industry have been "sniffing around" some of the

larger lawn care companies.

One English company has reportedly been purchasing companies, and at least one more is interested. There has also been interest from domestic companies, hoping to be more competitive with No.1 ChemLawn, possibly through acquisition.

Also, at least one major chemical lawn care company hopes to have a public stock, according to LCI publisher Bob Earley.

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*Jerry Roche*



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## What's in store for '84?

# Entomologists offer preview of possible insect problems

As the weather warms up, so do lawn pests begin to wiggle around again. What insects promise to be particularly difficult to knock out of your clients' lawns this summer?

LAWN CARE INDUSTRY recently contacted turf entomologists around the country to get their views on insect infestations they expect during 1984.

### New England

"My gut feeling for the northeast is it's going to be a banner year for Japanese beetle grubs," says Dr. Pat Vittum of the University of Massachusetts. She bases her prediction on "a tremendous adult population here last summer, and—presumably—they all laid eggs."

Vittum, an extension entomologist, notes that Massachusetts experienced some problems with the grubs last fall, and anticipates an even greater infestation during the growing season. To control the grubs, she recommends diazinon for Massachusetts residents.

While proxol or dylox "work very well when they work," Vittum says, she notes that those chemicals break down rapidly in alkaline water, and therefore are not suitable in the Boston area. Tap water in the metro Boston area has a pH of between 8 and 8.5, according to the entomologist.

### Mid-Atlantic

R.L. Robertson of North Carolina State University warns that anticipating insect problems "is one of those things that is awfully

difficult to predict," because turf conditions vary greatly from year to year in his area. However, he says the fall armyworm is a perennial problem in the region, as it migrates from the Caribbean and Florida. "I would expect probably a lesser number of fall armyworms for the coming year because it was so cold way on down into Florida, which would affect their overwintering."

Robertson recommends "as needed" chemical applications for control, noting that Dursban and Sevin "are probably the most widely used" insecticides.

Black cutworm is another common pest in North Carolina, particularly on golf greens, he says. "This type of damage is of no significance on tall-growing turf," Robertson says, but can severely

affect putting greens and other closely-cropped varieties. That pest does overwinter in the Mid-Atlantic, and he believes the cold weather will result in a reduced population this spring. Dylox, Dursban, Sevin and diazinon are a few of the insecticides Robertson says he would suggest to control the cutworms.

### South

"I think we're going to be looking at a year for the fall armyworm as a major problem," says Dr. Leon Stacey of the University of Georgia, although he too notes that determining the intensity of

infestations is very hard to predict with accuracy.

While the fall armyworm does not overwinter in Georgia, Dr. Stacey notes that the severe cold spell this winter killed off natural armyworm controls. That's what happened in 1977, which Stacey says was a "devastating" year for the armyworm. He named dylox, Proxol and Sevin as control agents for armyworm pests.

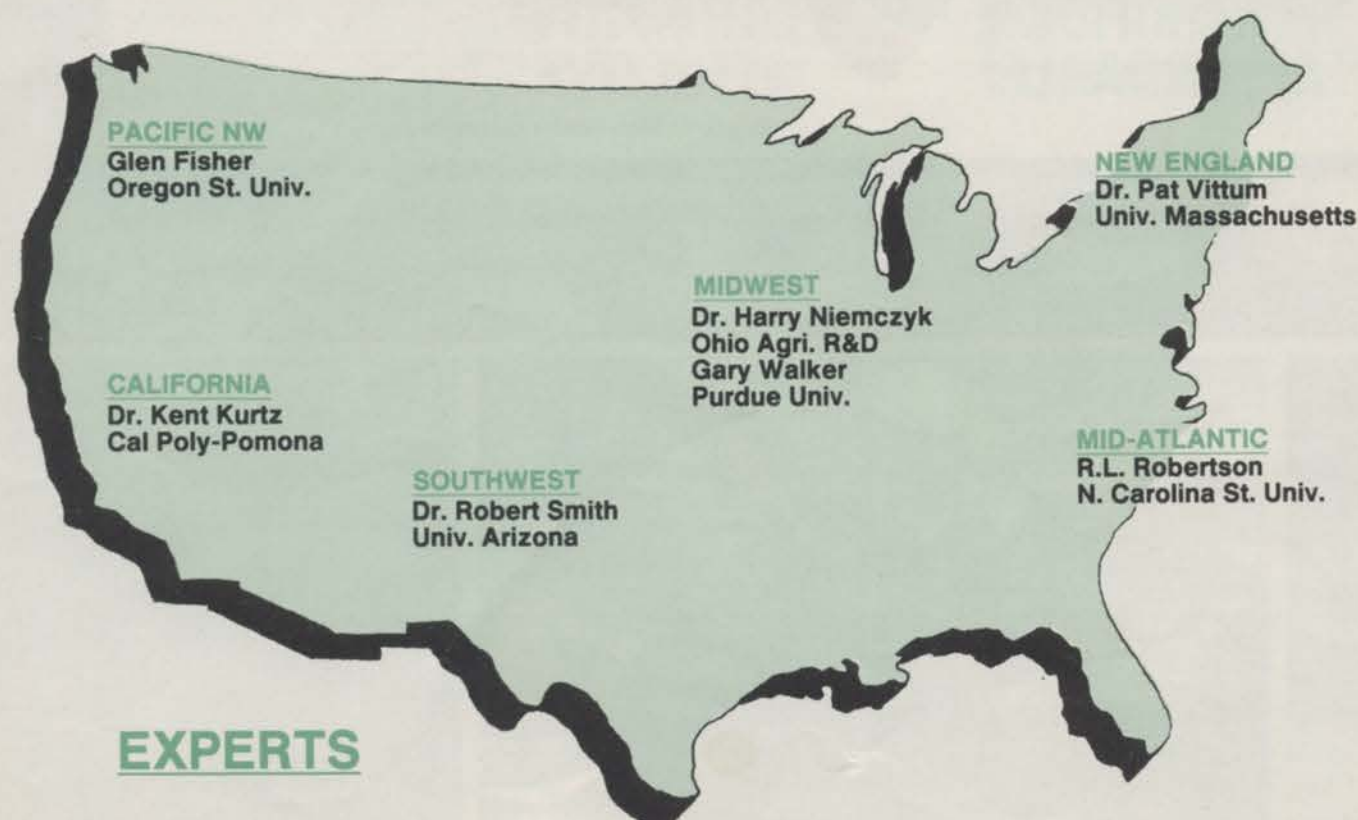
Stacey volunteers "an educated guess" that the mole cricket also will be a problem this year. He says the severity of infestations from that pest have increased during the past five or six years, "but we are in a better situation now, simply because we have some new materials registered for use—" Oftanol, Amaze and Sevin.

### Midwest

"We have no markers to reliably guide us" when it comes to insect infestations, notes Dr. Harry Niemczyk of the Ohio Agricultural Research and Development Center, Wooster. He says that Michigan has experienced a great increase in chinchbugs during the past six years, but warns that more reports could simply be the result of more lawn care operators in business who are keeping a sharp eye out for pest.

He also says May beetle sightings have increased recently as well. Those large white grubs "are almost impossible to kill" upon reaching full growth, Niemczyk says, and he recommends implementing control procedures in the second year of that pest's three-year cycle.

Insecticides such as Aspon pro-





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vide up to 90-day control of chinchbugs, and Niemczyk notes that both liquid and granular forms of insecticide are effective. If low volumes of spray are used, a light syringing or irrigation immediately after treatment helps wash the insecticides into the thatch where the chinchbugs live, he adds.

Gary Walker of Purdue University says we may expect some Japanese beetle infestations, and perhaps sod webworm and cutworm as well. Oftanol and diazinon are common recommendations for controlling the Japanese beetles, and he notes that diazinon also controls sod webworms. Niemczyk says many insecticides are commonly labeled for both chinchbugs and sod webworms. Since summer infestations of both pests often occur simultaneously, treatment for one pest usually controls the other at the same time.

### Pacific Northwest

Glen Fisher of Oregon State University mentions one exotic-sounding pest when discussing the cool northern regions of the west: the European crane fly. That pest "occasionally gets into a lawn setting," he says, and Sevin, diazinon or Dursban are effective control agents.

Sod webworm species also exist in his region, Fisher notes, and he named diazinon as one of the control measures for those pests.

### California

Dr. Kent Kurtz of California Polytechnic Institute-Pomona says a lot depends on the amount of rainfall California was to receive at the end of the winter. At press time Southern California had received only "a couple of rainfalls," Kurtz notes, compared to an average of 15 inches precipitation. Reduced rainfall could result in "less growth cycles and less infestation," although irrigation would offset that to some degree, he says.

In addition to sod webworm, billbugs, white grubs and armyworms, the fruit fly attacks California grasses, he says. Diazinon or Dursban is effective against this pest, whose feeding habits "look like kind of a sawed action on the (grass) blade," Kurtz notes.

Flea beetles also attack on dichondria in this region, and Kurtz says many homeowners mistakenly increase the severity of this infestation. "It looks like the plant needs water, and people don't realize...it disrupts the movement of water into the leaf," he explains. "So they water the grass and it gets worse." Diazinon and Dursban are also effective against this pest, Kurtz says.

### Southwest

The hot and sunny southwest favors neither turf or insects, according to Dr. Robert Smith of the University of Arizona. As a matter of fact, Smith is the only urban entomologist on the university's staff.

"We have relatively little urban turf in Phoenix and Tucson because of the (perennial) water problems," he notes. Generally, "insect problems are pretty sporadic because insects are put under a lot of stress," just like turf, he adds.

However, the biggest insect-related turf concern in the area is pearlscale in hybrid grasses, Smith says, and no chemical control agents are available to battle the pest.

Pearlscale infestations take from four to six years to develop before they are evident. A variety of control measures are available he says, "but they're all labor-intensive" and require at least partial renovation of the turf

which has become infested.

"Clearly, the best strategy is to just size the affected turf, and put it on a big sheet of plastic," Smith advises. After carefully removing the damaged areas, "put new fill into that, and a new top and then just roll out new turf on it."

Another method involves the use of Roundup. It will take a year, but Smith says that by surrounding the edge of the infested area with a one-and-a-half foot ring of herbicide-killed grass, the larvae will starve from deprivation of food sources. Then simply replace the herbicide-killed turf.

The common bermudagrasses tolerate pearlscale well, he notes, but the high-quality turf hybrids such as Tifgreen and DwarfTif

"are very susceptible to browning out in spots."

### Conclusion

Is it difficult to predict in advance what insects might be bothersome to professional lawn care companies this summer—or any summer, for that matter?

The answer is yes; but, with the help of modern science, reasonably accurate predictions can be made.

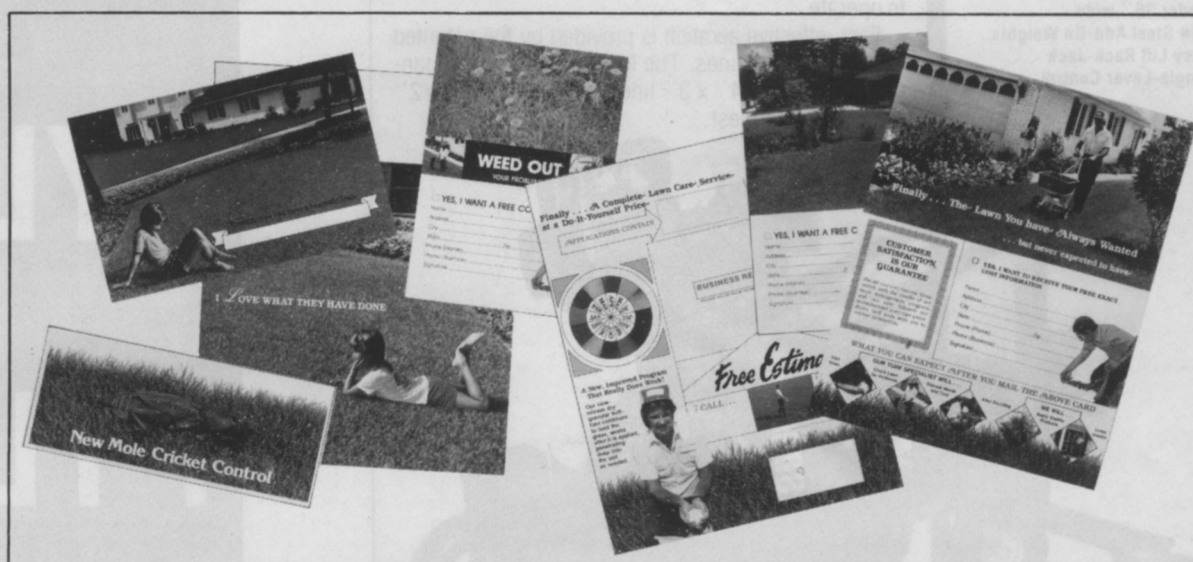
It appears, judging by the comments of experts across the land, that insect infestations coming up in the summer of 1984 may be similar to 1983 in most areas of the country.

Time, as always, will definitely tell.

—Kevin Cooney

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## Turf research

## Pathogens decrease resistance

*Fusarium* is not the sole cause of summer turf blight according to new research results by Dr. Richard Smiley of Cornell University. Two other disease pathogens contribute to the decline and eventual death of turfgrass in the disease currently known as *Fusarium* blight.

Smiley announced his research results to a session of the Nebraska Turf Conference in Omaha recently. The results will be published soon in the journal of the American Phy-

topathological Society.

Smiley and his assistants at Cornell discovered *Gaeumannomyces* ("take all") and *Lepidosphaeria kori* ("spring dead spot") are present in the tissues of turf with *Fusarium* blight. Smiley believes these two diseases weaken the turf before *Fusarium* attacks.

"We could never create *Fusarium* symptoms in the greenhouse like those in the field using *Fusarium* inoculum," Smiley said. "This suggested *Fusarium*

alone did not cause the classical symptoms we call *Fusarium* blight. I think these two other pathogens are involved in the disease."

Dr. Joe Vargas at Michigan State University and Dr. Noel Jackson of the University of Rhode Island have also discovered a growing incidence of *Gaeumannomyces*, primarily a disease of wheat, in turf.

"The point is the turf manager must choose a fungicide that controls these pathogens as well as

Dr. Richard Smiley



*Fusarium* to obtain optimum control," Smiley indicated.

In conclusion, Dr. Smiley noted that he has had good results with Banner and Tersan 1991 on spring dead spot, and that further research into such disease problems will doubtless continue in the future. □

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# Diversification...computers... endophytes...telemarketing...

By Jerry Roche  
Editor

The lawn care industry is no longer an infant.

But, like a young adult, the industry is still learning, still refining itself. In this changing environment, new approaches to conducting business are inevitable and apparent.

## Ownership

One of the most important trends, one which will likely affect everyone in the industry, is the burgeoning invasion by outside interests.

You are not the only one who sees lawn care as a growth market, a market that could mean additional income to companies which are already established in a related peripheral service.

For instance: True Value Hardware has reportedly set in motion a special division which will allow its nationwide chain of retail stores to offer professional lawn care. (True Value is one of the nation's largest suppliers of do-it-yourself lawn fertilizers.)

Na-Churs Plant Food Co. has also revealed that it will enter the professional lawn care market; and in Ohio, one of the top agricultural supply chains—Landmark—is considering distributing chemicals to lawn care companies. Orkin Exterminating, one of the nation's largest structural pest control companies, established a lawn care division a few years ago.

As a matter of fact, there is a crossover trend developing between the structural pest control and lawn care industries, as evidenced by ChemLawn's new structural pest control branch.

At the National Pest Control Association's annual conference, there was a session on lawn care; likewise, a session on pest control was held at the Professional Lawn Care Association's convention.

## Branching out

Some small- to medium-sized lawn care companies have also branched out in different directions.

Perfco, an Ohio-based lawn care company, sells other lawn care operators (LCOs) a line of colorful promotional brochures it has developed. Lawn Masters, a Wisconsin lawn care company, has developed a new aerator which it has begun marketing. A business that began as Lawn Groomer in Illinois has found a substantial bulk chemical market—hence Bulkem Inc. And in Georgia, one LCO is supplying the market with specially-built

to page 18

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# Lawn care spreading

from page 17

trucks, and has as much business as he can handle.

On the management front, lawn care companies are using more computers, using tele-

marketing effectively, subcontracting jobs and considering a 10-hour day, four-day work week.

Fully half of all chemical lawn care businesses use computers.

And there was a full day's session on business computers at the recent convention of the Landscape Management Division of the to page 40

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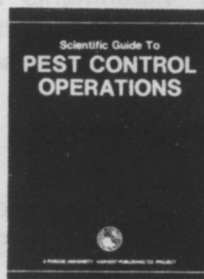
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## Scientific Guide To Pest Control Operations

by Dr. L.C. Truman  
Dr. G.W. Bennett and  
Dr. W.L. Butts

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The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is designed to provide a sound basis for studying the scientific aspects of pest control and promote technical competence. It places emphasis on urban and industrial pest problems. This volume also covers the laws and regulations concerning the pest control industry.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is written for owners, supervisors, servicemen, salesmen, students, persons preparing for state certification under the EPA/state programs for commercial pesticide applicators, and people interested in structural pest control.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS - a *must* for anyone involved in the field of pest control!

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## CORE AERATORS

Manufacturer	Model	Pull/Walk/Ride	Penetration	Centers	Plug Diameter	Overall Width	Weight	Speed	Price
Brinly-Hardy	BB359	pull	2-4"	8"	5/8"	36"	240 lbs	conditional	\$598
Bundy	10P4A	walk	3"	4"	5/8"	23"	175 lbs	10,000	\$995
Bundy	10P6A	walk	3"	6"	5/8"	31"	195 lbs	14,000	\$1195
Cushman-Ryan	Lawn Airé 3	walk	2 1/2"	3 1/4 x 7"	1 1/2"	28"	150 lbs	9,000	\$950
Cushman-Ryan	Ride Aire	ride	2 1/2-3 1/2"	3 1/2"	5/8"	36"	670 lbs	12,250	\$3100
Cushman-Ryan	Greensaire 16	walk	3"	2"	1 1/2"	35"	495 lbs	4,000	\$3825
Cushman-Ryan	Greensaire 2	walk	3"	2"	1 1/2"	48"	805 lbs	8,000	\$5640
Dedoes	3078	pull	3 1/2"	3-3 1/2"	3/8-3/4"	30"	520 lbs	conditional	\$980
Dedoes	3660	walk	3 1/2"	2 1/2-4"	3/8-3/4"	36"	770 lbs	60,000	\$2950
Hahn	JR4	walk	3 1/2"	5 x 7"	1/4-1/2"	34"	325 lbs	20,000	\$2125
Jacobsen	590	pull	4-6"	7"	1/2-3/4"	96"	1668 lbs	conditional	\$2900
Jacobsen	595	pull	4-6"	7"	1/2-3/4"	72"	1240 lbs	conditional	\$2200
Lawn Masters	Westmac	walk	4"	4 1/4"	5/8"	30"	180 lbs	20,000	\$595
Salsco	N/A	walk	2 1/4"	5 1/2"	3/4"	34"	300 lbs	30,000	\$1499
Salsco	N/A	walk	2 1/4"	5 1/2"	3/4"	34"	300 lbs	15,000	\$700

## SLITTERS/SPIKERS

Manufacturer	Model	Pull/Walk/Ride	Penetration	Centers	Overall Width	Weight	Speed	Price
Brinly-Hardy	SA280-BH	pull	1-2"	2"	28"	22 lbs	conditional	\$60
Brinly-Hardy	BB355	pull	2-2 1/2"	8"	36"	240 lbs	conditiona	\$569
Brinly-Hardy	BB567	pull	2-3"	6"	36"	100 lbs	conditional	\$199
Feldmann	1700	walk	2 1/2"	2 1/2"	25"	105 lbs	conditional	\$479
Improved Lawn	Mighty Spike	walk	2 1/2"	3 1/2"	28"	230 lbs	conditional	\$1295
Improved Lawn	Mighty Spike Deluxe	walk	2 1/2"	3 1/2"	32"	265 lbs	conditional	\$1695
Olathe	84 Aero-Seeder	walk	2 1/2"	3"	29"	350 lbs	N/A	N/A
Salsco	Lawn Maker	ride	3"	3"	32"	625 lbs	36,000	N/A
Trac'n Combo	Mitey Spike	walk	3"	3"	32"	170 lbs	40,000	\$1195
Trac'n Combo	Trac 'n Combo	pull	2 1/2"	4 1/4"	32"	175 lbs	conditional	\$2595
Trac'n Combo	Lawn Wonder	walk	2 1/2"	3 1/2"	30"	275 lbs	60,000	\$4195
Turfco	Sub-Air	walk	6-7"	9"	38"	600 lbs	5,000	\$4000
Jacobsen	504	walk	8"	1/4-6"	18"	180 lbs	N/A	\$1050
Jacobsen	512	walk	8-10"	1/4-6"	21"	555 lbs	11,000	\$2550
Jacobsen	590	pull	4-6"	7"	96"	1668 lbs	conditional	\$2900
Jacobsen	595	pull	4-6"	7"	72"	1240 lbs	conditional	\$2200

"N/A" means not available or not applicable. Some models available with extra attachments and/or other functions.  
 "Price" column is suggested retail price. This list not inclusive of all manufacturers

# Aerification: is it for you?

To aerate or not to aerate: that is the question.

Despite added costs, more lawn care companies are beginning aerification as part of their regular annual service. And, in so doing, they're making agronomists extremely happy.

"Aerification is an auxiliary agronomic service that needs to be included in more lawn care programs," says Dr. John R. Hall III, extension turf agronomist at VPI-SU. He notes that aerification is a valuable tool in decomposing thatch—a tightly interwoven layer of living and dead tissue that accumulates on the soil surface of most professionally-maintained lawns.

"Preventative programs for thatch reduction should be built into every turfgrass management program," Dr. Hall contends.

Aerification has several benefits:



Dr. John Hall

- It improves water penetration of dry soils, or can accelerate drying of persistently wet soils;

- It reduces water run-off, reduces the frequency required for irrigation and improves water efficiency;

- Fertilizer and lime penetration are improved;

- Toxic gases in the soil are released;

- Grass root and shoot growth are improved;

- And soil cores (when core aerating) left on the surface increase microbial activity to help decomposition of the remaining thatch.

Of all methods of aerification, core cultivation (also known as plug aeration) is doubtless the best.

"Core cultivation requires very little after-work," says Clark Staples, field sales manager for turf products at OMC Lincoln. "Dethatching or power raking requires a fair amount of labor for clean-up, either by the lawn care company or the customer. For example, power raking a 15,000 square foot turf area can mean as

much as a ton of dead grass and residue to clean up."

Dr. Kurt Hurto of ChemLawn agrees.

"For thatch of 3/4 to 1 inch, core aerification is the best," Hurto says. "Power raking means you're going to have to get into some re-establishment of turf stands, a fact I know from experience."

"There's no question, that, after three or four years on a lawn care program, you're going to get a thatch buildup," Hurto continues. "I would encourage lawn care companies to consider aerification."

Jim Gourley of Lawn Masters, Kenosha, Wisc. believes in selling aerification as part of a regular program, and not as an option.

"Selling plug aeration as an option is exactly the same as trying to sell a one-time service," Gourley points out. "If you ran the rest of your business this way, you'd go broke before you started."

Lawn Masters added plug aeration as a fifth service in 1978, and it



Jim Gourley

has paid off through increased revenue.

"We have found that a customer may balk at a price increase per service," Gourley states, "but that the objections are almost nil when you add a fifth service to your program. When we started this, we did not have to do much of a selling job."

Gourley's company aerates during the normal summer application, using two men per truck—one for fertilizer and weed control and the other for aerification.

Yet a pre-determined schedule in itself can cause problems.

"I'm afraid that aerification is going to be programmed in," declares Hurto. "And timing in relationship to soil moisture is of utmost importance."

If the soil is too dry when aerification is attempted, adequate penetration is virtually





impossible. And if the soil is too wet during core cultivation, the cores themselves don't "pop up" out of the soil.

"We've found out that people like to get their plug aeration in the summer, because it's dry and it helps get the water into the soil," says Gourley. "But we do make exceptions. With our system, you have to be flexible, and you have to have a fast aerator."

ChemLawn, the nation's largest chemical lawn care company, is experimenting with aerification programs in some markets, primarily because it is needed.

"We offer it as a supplementary program in the fall or early spring," Dr. Hurto notes. "I've talked with some other companies, and they feel they can make money on it, too."

"Our company charges a set drop-off fee and so much for so many thousand square feet. But everybody does it differently."

Despite the problems inherent in trying to provide homeowners with aerification services at affordable (and profitable) prices, Dr. Hall thinks addition of this auxiliary service is inevitable.

"There is no doubt that the market for dethatching, aerification, disease control and other practices associated with quality turf will be greater in the more mature lawn care market," Dr. Hall says.

"The name of the game will be reduction of customer turnover. And companies surviving in this climate will be those providing programs that improve the quality of turf indefinitely—not those that lead to declining turf quality in three to five years because of excessive thatch buildup." ■



## TOOLS, TIPS, TECHNIQUES

### Spray tracers

Dick Ziskind of Green Thumb Chemical and Equipment, Hempstead, N.Y., has a unique idea for people who spray trees—a "tracing" compound that is mixed with whatever chemical is being sprayed.

This fluorescent chemical can be tracked with blacklight, making it easy to check whether a tree has been sprayed, or whether the applicator has been careless and sprayed where he shouldn't have.

"We've saved a great many goodwill re-dos,"

says Ziskind, who is now able to prove exactly where his men have sprayed. "This also gives an applicator a feeling that Big Brother is watching, because I can go out and check his work."

"I've got all sorts of ways to keep my nose clean now."

Ingredients of the fluorescent-pigment powdered material are known only to Ziskind, who markets it. Cost is \$20 per gallon, enough to mix with 2400 gallons of spraying material.

For more information, call Ziskind at (516) 485-1919.

# RYAN®

## Professional Core Cultivation



### The new Ride-Aire™ from Ryan

Now you can get down to business with "core cultivation"! That's what the new Ride-Aire offers—precision core aerification at the rate of 12,250 square feet per hour. The Ride-Aire is a tough 670-lb. machine powered by an 8 HP commercial engine. It moves along smoothly aerating 21 inches per swath with 2½ or 3 inch cores spaced 3½ inches apart. Yet its compact 36-inch width and single rear wheel steering lets the operator easily maneuver around shrubs, trees, yard gates and other obstacles.

### Clean, vertical coring

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

### Customer satisfaction

Whether home lawn or commercial turf, the new Ride-Aire will help you keep customers happy. Core cultivation increases oxygen exchange and nutrient penetration, and



# ALCA offers retirement trust plans

Funds were first deposited into ALCART on Feb. 15, 1982. By Nov. 30, 1983, each of the dollars that had been deposited was worth \$1.60.

ALCART is the Associated Landscape Contractors of America Retirement Trust, a master retirement trust available to all ALCA members.

A retirement trust is a legally drawn plan, qualified and accepted by the Internal Revenue Service, that allows the participants to make tax deductible con-

tributions as a retirement investment. The earnings on these contributions can continue to grow without further taxation until they are withdrawn.

ALCART is a master trust, which means that many individual plans can be combined and treated as one.

Here are some of the benefits of belonging to ALCART:

- A firm without a retirement plan may select and tailor one of the available prototypes, thus eliminating the cost and "red

tape" of establishing its own plan.

And if a plan is already in force, it can be converted to ALCART merely by signing a joinder agreement which will also ensure compliance with the Tax Equity and Fiscal Responsibility Act (TEFRA) and Employee Retirement Income Security Act (ERISA).

- Different choices of plans are available to guarantee plenty of flexibility. They include profit-sharing plans and defined contribution pension plans. Profes-

sional help is available to aid in establishing a plan suited to each company's needs.

(A plan should be established as soon as possible, even if the company is not in a position to make a current contribution. Provisions in the law will allow make-up contributions for any year during which the plan is in existence.)

- The plan is completely administrated, including all record-keeping, preparation and filing of all government reports and tax returns, employee statements, etc.

- You have your choice of professionally managed investment funds seeking high total returns and appreciation, and/or the preservation of capital. Each employer also has the option to direct his investments into any fund or combination of funds.

The Plan Trustee and Administrator assumes certain responsibilities, and relieves the company representative of any personal liabilities which may occur when investing trust monies.

- Safe holding of all securities or other financial instruments, plus the collection of any trust income by the custodian, is assured.

- Extremely low costs are achieved by combining the many plans into one program. For instance, investment management fees are charged directly against the income of the investment funds; brokerage fees are negotiated and discounted; and custodial fees have been waived. Administrative costs, which vary, are charged to the individual members involved.

## Outlook

According to ALCART's investment counselors, "the outlook for the market in general, and the fund's portfolio in particular, over the next several years is quite positive."

For more information, contact The Associated Landscape Contractors of America at 1750 Old Meadow Road, McLean, VA, 22102.

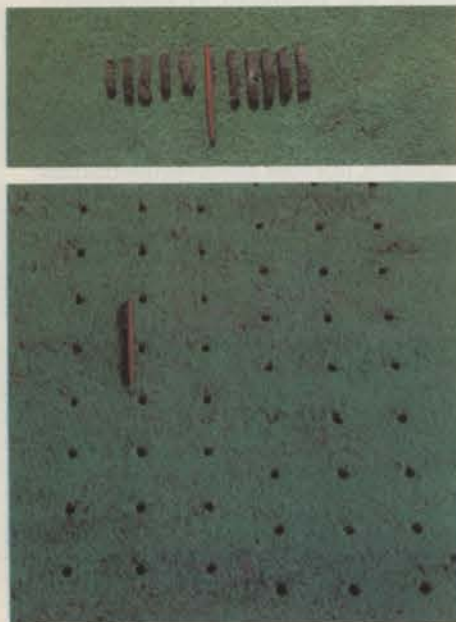
—Ron Kujawa

## New building

### Hunter Industries breaks ground

A 38,000 square-foot manufacturing facility for Hunter Industries, the San Marcos, Cal.-based turf irrigation manufacturer, will be completed this fall, following ground-breaking ceremonies last November.

Owner Edwin Hunter also announced that Wickham Supply, Inc., of Irving, Tex., was selected the Distributor of the Year, and presented the award to company president Jim Wicker.



decreases surface runoff and irrigation frequency. It also breaks up thatch and compaction and brings up soil particles to reinoculate thatch with soil and microbes to enhance thatch decomposition. The Ride-Aire breathes new life into thick lawns and helps prevent the "5-year slump" in turf quality that causes customer dissatisfaction and turn-over. Whether regular turf maintenance or renovation, the new Ride-Aire adds a new dimension to the lawn care service industry.



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## Book review

# Right book finally comes out

At last, a renowned chemical company has published a landmark community relations guide for lawn care businessmen.

The 149-page book titled "Primed & Committed" encompasses all industrial vegetation professions. It is a complete reference notebook for setting up an effective community relations program—just what is needed in these times.

"Few have a stronger interest in preserving a healthy, safe and attractive environment than the

foresters, horticulturists, chemists, marketers, applicators and others who make up the pesticide industry," the book's introduction notes. "They're in business to eliminate undesirable pests so the desirable can flourish.

"Because people in the pesticide industry chemically alter the environment, they're under close scrutiny from government and the citizenry, alike. This scrutiny demands effective communication with the public."

A media background, sug-

gested news releases, suggested brochure copy, sample interview questions and responses, a speech titled "Herbicides and the Environment" and a fully-scripted 57-slide program titled "Herbicides: Important Vegetation Management Tools" are included in the kit.

Copies are available for \$60, to cover printing and slide duplication costs. Send orders to Beth Sullivan, IVM Product Manager, Velsicol Chemical Corp., 341 East Ohio St., Chicago, IL, 60611. ☐

## ONE GOOD PRODUCT... TWO GOOD REASONS.

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One application eliminates white grubs, chinchbugs, sod webworms, mole crickets and other common insects — while providing a safe, long-lasting, slow-release fertilization. Good for the turf and good for you.



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## TO READ

**Ortho Problem Solver** by the Chevron Chemical Co. (1,024 pages) This most popular reference book permits easy identification, analysis and solution to 1,969 of the most common horticultural problems. Index is 192 pages with 40,000 entries. Topics covered, with detailed locator maps, are: annuals, perennials and bulbs; household pests; plant diseases; insects; trees, shrubs and vines; houseplants; animal pests; vegetables, berries and grapes; lawns; ground covers; fruit and nut trees; weeds. More than 100 university specialists and county agents contributed. Published by Ortho Information Services, 575 Market St., Room 3102, San Francisco, CA, 94105. Cost: \$149.95.

**Landscape Plants in Design: A Photographic Guide** by E.C. Martin, ASLA (496 pages) An annotated photographic guide to the design qualities of ornamental plants and their aesthetic and functional use in landscapes. Includes 1,900 photos of plants and more than 600 trees, shrubs, vines, ground covers and turfgrasses. Each listing is illustrated by closeup photos of foliage, flowers, fruit and bark. Published by AVI Publishing Co., Inc., 250 Post Rd. E., P.O. Box 831, Westport, CT, 06881. Cost: \$55 (U.S.), \$61.50 (foreign).

**Lawns** by Dr. Jonas Vengris and Dr. William A. Torello, third edition (240 pages) This book on turfgrass management includes sections on selection, planting, maintenance, watering, mowing, pest control, etc. Paper bound, it is a basic text designed for anyone who works in turfgrass areas. Published by Thomson Publications, P.O. Box 9335, Fresno, CA, 93791. Cost: \$15.50.

**Professional Landscape Contractor Directory**: directory of the California Landscape & Irrigation Council, Inc. (64 pages) this full-color publication is devoted exclusively to union-affiliated commercial/industrial/public works segments of the landscape industry in southern California. Also included are the green industry's major trade associations, professional organizations, trade journals and publications and regulatory bodies. Published by California Landscape & Irrigation Council Inc., 14368 E. Whittier Blvd., Whittier, CA, 90605. Cost: \$15.

**Tax Tips for the Small Business Owner and Individual** by James D. McCarthy Jr., JD, LL.M., CPA. (58 pages) Updated information on federal tax law changes resulting from the TEFRA of 1982 are included, along with deductions and Social Security. A tax data checklist can help taxpayers accumulate the necessary data for accurately filing. Published by General Business Services, Inc., 51 Monroe St., Rockville, MD, 20850. Cost: \$3.95 plus \$1 for postage and handling.

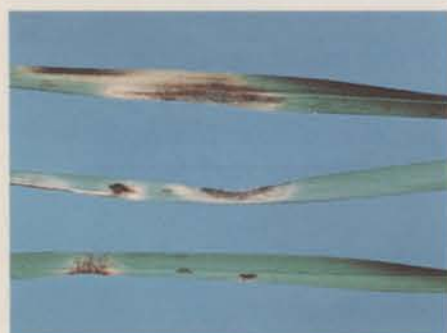
**The Family in Business** by Frank Butrick. (235 pages) A guide to the intricate, confidential relationships between father, son, mother, relatives in the family-owned business, written through personal experiences and interviews with hundreds of people in such situations. Topics included are training, retirement, transfer of ownership, arranging your business/will/estate, etc. Published by Independent Business Institute, P.O. Box 159, Akron, OH, 44309. Cost: \$24 postpaid.

**Training Employees and Supervisors** by Fred Gratto, Larry Trammel and William Hoover. (20 pages) Targeted at grounds managers, this book combines information from the authors on employee training. Published by National Institute on Park and Grounds Management Association. Cost: free to members, \$4.75 to non-members, in advance.

**Customers—How to Get Them, How to Serve Them, How to Keep Them** by Seymour H. Fine and Raymond Dreyfack. (324 pages) Loaded with examples and approaches, this salesmanship book is divided into 10 sections covering such topics as "How to stay ahead of your competition," "How to win long-term commitment" and "How to convince customers you care." Available by mail for a 15-day free trial. Published by Dartnell Corp., 4660 Ravenswood Ave., Chicago, IL, 60640. Cost: \$87.50 plus postage.



# HOW TO SELL LAWN DISEASE CONTROL, AND DELIVER IT.



HELMINTHOSPORIUM LEAF SPOT



SCLEROTINIA DOLLAR SPOT



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FUSARIUM PATCH

## Turn disease problems into profits with **CHIPCO® 26019 fungicide.**

Selling disease control is a great way to boost profits and attract new customers.

And CHIPCO® 26019 is the ideal product to help you do both.

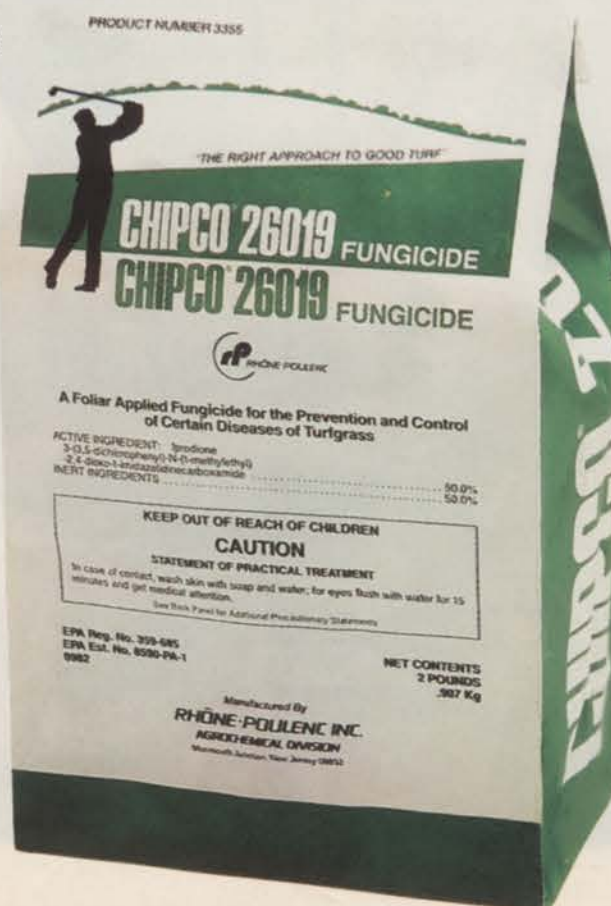
### The selling proposition: a beautiful, disease-free lawn.

Everything you do for a customer is designed to create a beautiful lawn. Turf diseases look bad...and that can make *you* look bad. A programmed approach that includes an effective, long-lasting fungicide like CHIPCO 26019 keeps your customers satisfied.

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It can be used safely on all lawn grasses nationwide to control the major turf diseases like leaf spot, dollar spot, fusarium and brown patch. Highly effective and long-lasting, CHIPCO 26019 fungicide fits into your treatment schedule and reduces callbacks.

In short, when you've got CHIPCO 26019 on the shelf, you're ready for *business*.



## Send for **FREE** booklet on how to sell disease control.

We've put together a booklet that details lots of effective techniques and tools for selling disease control to your customers...and delivering it with effective, long-lasting CHIPCO 26019 fungicide.

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## In Oregon

# Watching a dream become a reality

When Richard Akerman borrowed \$4,000 from his mother in 1973 to buy a lawn mower and a pickup truck, he had grand visions of creating a professional lawn care business offering a full range of landscape capabilities. Today, the 34-year-old Akerman's dream is reality, and Oregon Landscape Maintenance is one of the largest lawn care companies in the Portland area.

While the rapid growth is due to the hard work and dedication of Akerman and partner Jim Wathey, some credit is also due to an ordinance that requires landscaping on at least 28 percent of the land area in each city business lot.

## Good rep

A good reputation for reliable, effective and economical service hasn't hurt, either. In fact, their reputation is so widespread that OLM has expanded by an average of 50 percent over each of the 11 years the company has been in business.

Despite phenomenal growth, Akerman claims the continual expansion hasn't been easy.

"The problem we have with commercial contracts is that, although there is a law requiring landscaping on the books, there is no ordinance stating that the landscape has to be maintained after it's completed," notes Akerman. "The city of Beaverton just recently adopted maintenance guidelines that require the removal of weeds of 8 to 10 inches. So, while we can attribute much of our growth to concerned citizens, continued maintenance has been an uphill fight."

## Seven awards

But the struggle has paid off handsomely. In addition to many satisfied industrial customers, Oregon Landscape Maintenance has won five Professional Grounds Maintenance Society (PGMS) and two Associated Landscape Contractors of America (ALCA) awards.

Among these are a 1975 honor for outstanding work on Omark Industrial Park, Milwaukie, and a 1977 award for Freightliner Corp. headquarters, Swan Island. The company has won three Grand Awards: one for the most beautifully maintained industrial park in the country, Koll Business Park, Beaverton; another for Omark and a third for Koll Business Center, Tigard.

A good part of the company's success is due to the educational background of its principles.

Akerman was graduated from the University of Oregon in health science; and Wathey, who concentrates on the financial end of the business, is a graduate of the

University of Oregon, also.

Though Akerman does the bulk of selling and public relations, he has supplemented his undergraduate training with courses in landscape architecture, horticulture and grounds maintenance.

Since Akerman and Wathey believe a good part of their success can be attributed to knowledgeable employees and the



Jim Wathey and Rich Akerman at one of the landscapes they professionally maintain.

*"... The Andersons has consistently proven to Dow how effectively our Dursban® insecticides can be beneficially combined with their fertilizer formulations for double-barreled professional performance.*

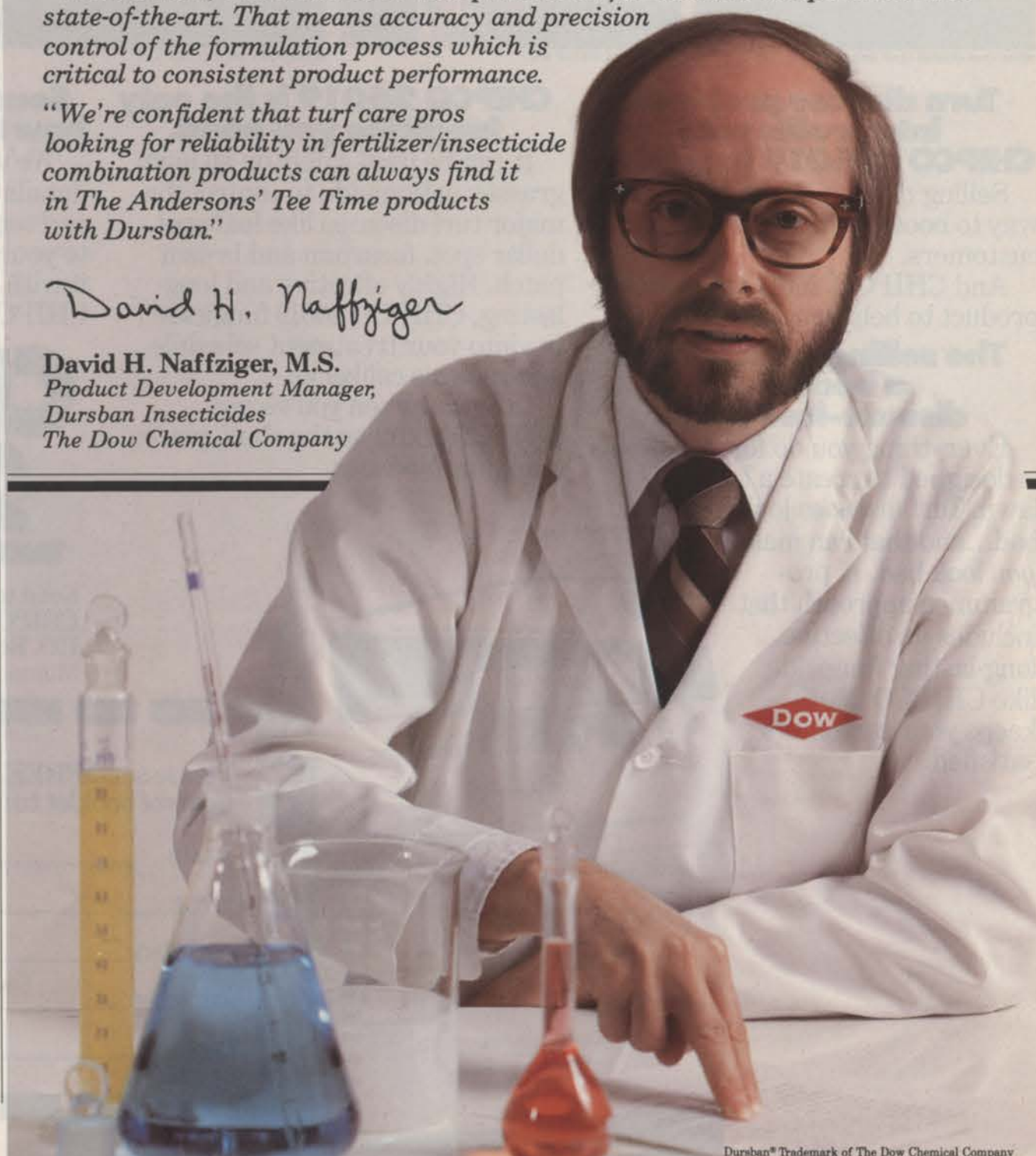
*"There's no question that Dursban insecticides are one of the most versatile, safe, and dependable insecticides which modern chemistry has produced. The Andersons expertly incorporate Dursban into Tee Time fertilizer/insecticide combinations that also give turf pros the added benefit of simultaneous turf feeding. Now, that's effective, efficient and economical.*

*"What's more, The Andersons' new production facilities are computerized and state-of-the-art. That means accuracy and precision control of the formulation process which is critical to consistent product performance.*

*"We're confident that turf care pros looking for reliability in fertilizer/insecticide combination products can always find it in The Andersons' Tee Time products with Dursban."*

*David H. Naffziger*

**David H. Naffziger, M.S.**  
Product Development Manager,  
Dursban Insecticides  
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Dursban® Trademark of The Dow Chemical Company



cultivation of new techniques, each of the 26 maintenance crew members is educated in weed and turf management.

"All of our people are either working on a degree or already have a two- or four-year degree in horticulture," notes Akerman. "We insist that our workers go to the local community college and take courses in soils, horticulture, irrigation and pesticides. We require the whole force to have pesticide application licenses."

With an annual rainfall of 40 to 45 inches a year, much of Portland remains green all year. In an average year, turf areas are mowed 38 times. But last year's excessive rains extended the growing season, requiring that the turf be

## 'We deal directly with the developer'

mowed at least 44 times.

The main problem in the Portland area is that people tend to overwater during stress periods, particularly between May and October. So OLM personnel recommend a total plant program that includes fertilization,

application of herbicides and irrigation, to avoid losing trees to overwatering.

They suggest that turf areas be irrigated 2 to 3½ hours per week, depending on the season; and that shrub beds receive 20 percent of standard irrigation.

"Rather than dealing indirectly with the customer, we deal directly with the developer," notes Akerman, whose business is based solely on commercial and industrial landscape control. "We can either design the landscape, or work closely with a landscape architect to design a landscape that is affordable to install and maintain."

There is a definite trend away from postage stamp-size lawns. Most industrial parks have large turf areas with small flower beds for color and diversification. OLM hires a landscape architect, and supervises and reviews all designs to catch problems before they happen.

### Basic program

Maintenance crews use the safest, most effective and economical chemicals, including Caseron and Roundup herbicide.

The basic program is to apply 75 pounds per acre of Caseron granules to newly-planted shrub areas for pre-emergence control during the late fall or early winter after leaves have been removed. A second application, at about half the rate of the first, is made between late winter and early spring. After treatment, the shrub and bed areas are covered with bark chips to hold down emerging weeds.

Maintenance of shrub beds costs 10 to 13½ cents per square foot, while turf runs 13 to 21 cents per square foot, depending on turf species and size.

### Grass types

Most of the Portland area has bentgrass, perennial ryegrass, bluegrass/fescue blends, bluegrass and tall fescue. And—although most of the turf, particularly bluegrass/fescue blends, thrives well—a major problem has been grass encroaching onto curbs, sidewalks, fences and tree wells.

To eliminate such unwanted growth, Roundup is applied with a three-gallon backpack sprayer. "We spray tree circles two or three times a year, then come back with a power edger and carefully edge off the dead area," notes Akerman.

The backpacked technician is particularly effective at getting into small areas quickly to eliminate quackgrass, tall fescue, bindweed and Canada thistle infestations. Those areas are sprayed every three or five weeks, and areas which need additional attention are treated with a post-emergence application of 2,4-D.

### Expansion

Besides its carefully-developed weed and turf management program, OLM has an aggressive plan for future expansion. Recently, it began doing business in the booming Seattle market.

"Landscape maintenance is a challenge," admits Akerman. "Learning to create a useful and aesthetically pleasing landscape is an art. But even more difficult is creating a landscape that can be affordably maintained." □

## DURSBAN® and TEE TIME™

### The safe combination you can bank on to beat back bugs.

The investment you make—in time, labor, product and equipment costs—should not only pay-off with the most healthy looking turf possible—it should also yield other high-interest dividends such as repeat business, happy customer referrals and increased profitability.

That's precisely why more and more investment-wise turf care experts bank on Tee Time and Dursban insecticides.

Sod webworms, billbugs, chinch bugs, grubs, armyworms, chiggers, clover mites, crickets, ants, grasshoppers, mosquitoes, turf-grass weevils—they can all be formidable foes when it comes to unlocking the

greatest possible return on your turf care investment. You need the kind of product performance security you get from The Andersons.

With The Andersons' line-up of high-quality Tee Time fertilizer/insecticide combinations with Dursban, you get all the selection flexibility you need to meet your specific insecticide requirements. What's more, you also earn the added economies of single application products that feed *while simultaneously* controlling bugs.

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and Tee Time straight formula Dursban 2.5G.

The Andersons purchases technical Dursban in large, economical bulk quantity. Then, it carefully and expertly incorporates it in its computerized state-of-the-art production facility. The result? Safe, consistent, accurate formulations—quality assured—and performance proven. Value to you that's right on the money.

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Circle No. 101 on Reader Inquiry Card



## Tough turfing in the mountains

# Soil and water make Rockies 'hard to crack'



## Introducing something no John Deere mower could do until now.



Imagine winding, narrow berms. Steep embankments. Overgrown sidehills. Tree-lined fairways.

Now imagine a self-propelled mower designed specifically to help you tackle them. That's the new commercial walk-behind mower line from John Deere.

All four of these new John Deere mowers are made to get around in small spaces or large open areas and work on grades to 25°. With a low silhouette deck that lets you mow under trees and shrubs.

Power to each wheel is individually controlled to give you nearly zero-radius turns.

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

a comfortable, highly maneuverable riding mower, making a very versatile mower even more versatile.

John Deere's new walk-behind mower line comes in 32-, 36-, 48- and 52-inch models. All built to deliver years of dependable service. And of course, backed with traditional John Deere dealer service.

For the name of the nearest dealer, or a free folder on the John Deere walk-behind line, call 800-447-9126 toll free (1-800-322-6796 in Illinois) or write John Deere, Dept. 51, Moline, Illinois 61265.

Look into one of these new John Deere walk-behind mowers.

It may be just the answer for your tough mowing jobs.



### Nothing Runs Like a Deere®

Circle No. 106 on Reader Inquiry Card

Adobe-like soil, alkaline pH and high-stakes water politics. Lawn care conditions in Colorado are—in a word—unique.

Along with the usual mix of stock market, weather and pollution index reports, Denver television news programs broadcast the daily evapotranspiration (ET) reading to the 1.8 million metropolitan area residents every night during the summer months. Before last year it was illegal to water lawns on certain days of the week.

The Denver Water Board, which allocates the precious fluid to the majority of the Denver metro area, instituted rationing schedules and daily reports of the ET rate in 1977. A severe drought combined with rapid growth (an average of 2,000 people move to Denver each week) mandated the rationing program. After completion of new water-treatment facilities, the watering restrictions became voluntary starting in 1983.

### Vaporized!

Colorado's low humidity and sunny weather (residents boast of 300 cloudless days a year), turn excess water into vapor. So any water reserves are quickly transpired into the atmosphere, and this fact of lawn life resulted in the Denver Water Board's ET program.

In the semi-arid climate of the Mile-High City, lush, green lawns directly compete with agricultural and commercial uses of the region's most precious asset. To fuel the economy of one of the fastest-growing regions of the country, farm, urban and industry interests continually wrestle with who gets how much, where.

In 1981, the Denver suburb of Aurora, which controls its own water supplies, passed an ordinance restricting the size of lawns included in new housing developments. Rapid growth, limited water-treatment facilities and agricultural rights to some of the water spurred that decision. The Aurora officials also recommended that homeowners use grass varieties other than Kentucky bluegrass for their residential lawns.

There is a problem with that recommendation, though. "There is no lower-water requiring turf available than Kentucky blue," says Colorado State University



horticulture extension agent Gary Niederkorn. "There are some ryegrasses, but they take just as much water."

Niederkorn notes that Aurora officials have also been considering another requirement relating to residential turf during the past year.

Most of the soil throughout Colorado's Front Range (that area along the eastern base of the Rocky Mountains) consists of clay or silty sand. Those soils hold few (if any) organic materials, and Aurora officials have debated requiring home builders to add organic materials to the lawn areas of the homes they construct.

Niederkorn says that without organic matter, the clay soil is so tightly compacted that oxygen cannot penetrate to the root system of grasses. Adding to that management headache, he notes, is how many homeowners respond to evidence of oxygen starvation.

Grass plants deprived of air will brown and wilt, and homeowners often interpret those symptoms as resulting from lack of water.

"So they pull out the sprinklers



Gary Niederkorn

and give the lawn a good, thorough drenching," Niederkorn says, "which drives even more air out of the soil and makes the problem even worse."

He notes that while the clay soil holds water better than sand, it also is not as porous, so lawns are typically drenched, rather than watered, to give them enough moisture.

The highly-alkaline soils (Niederkorn notes that most record a pH of 7 or more) also require applications of sulphur or iron.

When you add all these considerations up, the difference in Colorado lawn care is marked from other regions in the country.

"The bulk of our problems are not insect or disease-related, they are physiological," Niederkorn says. Until more organic matter is added to the soil, "aerating will probably do more for your lawn than anything else in Colorado"—but most aerators available today do not effectively penetrate the rock-hard soil common in Niederkorn's home state. □

—Kevin Cooney



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And it's just as effective against common diseases on 45 ornamentals.

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Always follow label directions carefully when using turf chemicals.



## Deferred compensation

# Other post-retirement income should be sought—beyond your current plans

If you're a typical landscape management or lawn care business owner, you have probably established retirement plans—but you've probably not looked beyond such plans for ways to generate more post-retirement income.

One very good method of generating additional post-retirement income is a "deferred compensation" plan.

Deferred compensation is simply a tax-advantageous method of setting money aside now for payment after retirement. It is usually in addition to pension plans, profit-sharing plans or any other type of post-retirement plan that might be established.

Suppose that John Q. Landscaper is 55 years old and presently paying himself an annual salary of \$25,000. When he retires in 10 years, he would like to receive \$20,000 a year for the years between 65 and 75. Assuming a reasonable 10 percent after-tax return on the capital invested, the amount required to meet this requirement amounts to only \$7,771.

Or, put another way, a \$7,711 investment each year over a 10-year period will grow to \$122,893. This amount will be sufficient to pay \$20,000 each year for a 10-year period.

### Characteristics

Naturally, it's not quite that simple, but deferred compensation plans are not that difficult to understand or to create. A few characteristics of deferred compensation plans are:

- All amounts set aside by your lawncare operation are not tax deductible but, then, neither are they taxable income to you.

- Like Keough plans, a deferred compensation plan is advantageous if you expect to be in a lower personal tax bracket after retirement because you pay taxes only on receipt of the money—after age 65.

- There are no Internal Revenue restrictions against using a deferred compensation plan in a discriminatory way; that is, it could apply only to key employees or, in fact, only to you.

- An indexing formula can be applied to increase future payments to negate the impact of inflation.

- The amounts deferred are not subject to the tax law's "unreasonable compensation" tests.

- If you should die before receiving all your deferred income, any amounts remaining can be paid to your estate or to a designated beneficiary.

- Payments can be accelerated in the event of disability.

- You must be very careful that you do not have the right to

demand or accelerate any payments. If so, the ever-vigilant IRS may construe that the full amounts set aside are constructively received and taxable as income to you when set aside.

Establishing a deferred compensation plan, all that is necessary is to set up a bookkeeping reserve (or actually set aside cash or stock) for the amount which is

to be deferred and record it as a liability on the books of your lawn care or landscape maintenance business.

There is a general guideline which states that total deferred payments cannot exceed three times your average salary for the three to five years preceding retirement. This is not strictly the tax law but rather guidelines

which the IRS uses in determining reasonableness. Thus, if your average annual compensation is \$25,000, limit the total payouts to an absolute maximum of \$75,000.

How much must your operation defer each year in order to make those post-retirement payments? While the exact amount will vary from landscaper to landscaper because of investment pol-





icies and investment periods, we can make a few ballpark guesses.

Assuming that your lawn care maintenance operation has an after-tax return on the funds set aside of 10 percent; that the deferred amounts and payment is set aside at the end of each year; and that the period of funding is 10 years and the payout period is also 10 years:

If you desire \$10,000 each year for 10 years, you need to defer \$3,855. If you desire \$15,000, you need to defer \$5,783. In this case, here are other guidelines for each amount desired (deferred amount in parentheses): \$20,000 (\$7,711); \$25,000 (\$9,639); \$30,000 (\$11,566).

Or, suppose that you prefer a funding period of only five years:

\$10,000 (\$10,065); \$15,000 (\$15,097); \$20,000 (\$20,129); \$25,000 (\$25,162); \$30,000 (\$30,194).

On the other hand, if you have 20 years to set aside money to pay out \$20,000 annually, all you need to invest each year is \$2,146.

All-in-all, the basics of deferred compensation are quite simple:

1. Determine the annual amount you wish to receive after retirement.
2. Decide how many years you wish to receive the annual payments.
3. Compute the amount that you must set aside each year in order to fund the deferred payments.
4. Review with your tax and

insurance advisers the funding of the payments.

5. Determine how you are going to invest the amounts set aside.

6. Prepare the written agreement between you and your business.

### Conclusion

Deferred compensation can be tantamount to cashing in on your equity in your lawn care business. It is a means of rewarding you for the years of hard work—as well as the risks that you took in establishing your business. It is also an excellent fringe benefit for key employees in high tax brackets who want to defer salary increases or bonuses.

—Mark E. Battersby

# EXTRA-STRENGTH BRIGGS & STRATTON.

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So when you're looking at engine options—whether it's OEM or replacement power—don't overlook the Briggs & Stratton 187 I/C. The extra-ordinary lawn mower engine.

For details, call your Briggs & Stratton dealer. Or write Briggs & Stratton, Industrial/Commercial Division, P.O. Box 702, Milwaukee, Wisconsin 53201.



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## Lawn funnies



"Did you write this, Lidgett? 'If we'd go to a four-day week, we wouldn't spend so much time goofing off.'"



"Fenwick is our expert on bermudagrass problems."



"This may sound silly, but where did you learn to wrap a hose?"



"Boy, did you get the wrong number!"  
'S LAWN CARE SERV



"They gave up on the bill I owe them—they sent their final notice yesterday. So let's give him some more of our business."



## Accounts receivable

# How to place a 'collect' call

Anyone with an ear, a hand, and a voice can get on the telephone and call your customers, but not everyone can collect money for you. Not, that is, without some preparation.

With the American Association of Nurserymen advising us to "put the pressure on accounts receivable" in its five-point program for survival, telephone collecting becomes doubly important.

The tips that follow—exactly the same advice as that given to medical secretaries, agency collector trainees, and young loan-department bankers—will work equally well for your business.

What do you stand to gain? At least three things, when you get that delinquent customer on the phone—a sense of urgency about payment, a payment plan brought up to date, and one less account heading for the collectors. Your new telephone collector may ask, "But why can't I accomplish the same thing by sending the customer a personal note?"

### The reasons why

Here's why: a phone call is much more difficult to ignore. Your note can be thrown away unread, but he has to listen when you call.

You can tailor the call to fit the customer, stepping up or easing off the pressure as the conversation continues—something you can't do in writing. You can extract a commitment to pay, and even a reluctant customer will find he's promised to settle up.

However, there are two situations to watch out for. If you're unprepared, you can find yourself out-talked. If you're drawn into a quarrel, you could give your customer the excuse he needs not to pay.

But look what you stand to gain when you do call:

- **Speed**—you can call today and find the money in the mail tomorrow.

- **Clarification**—resentments, real or imagined, that could result in a lost customer (or even a lawsuit) can surface and be resolved.

- **Instant cash**—you not only get the money faster, you get more of it. You might even talk your customer into paying the entire balance.

- **Satisfaction**—billing, month after month, without having any effect is expensive and frustrating.

Decisive action, taken immediately on the telephone, is a great antidote. Keep the call positive; the secret of successful communication is to make sure things stay positive. Never attack. Once you do, the barriers are up and you no longer communicate.

Never imply criticism of any kind. A negative approach can only reap a negative response.

Always listen. Then tell your

customer why the bill must be paid now. Make it valid from his point of view. Try one of these approaches: "As a member of the lawn-care profession, I am expected to report my delinquent accounts. I don't want to include you in this group." Or, "I have a payroll to meet. My men have families. I can't allow them to go unpaid because my customers won't pay me. I'm sure you know what I mean." Or, if your office

help is making the call, "The boss trusts you. How about bringing your check around this afternoon?"

There are preliminary steps to follow.

First, analyze the account. Does it require delicate handling? Was there damage done, or some other reason for the customer's delay in paying?

Next, decide on the minimum you will accept, if you can't get

payment in full. And, when calling, always end the conversation with you in control. Say something like, "Look, I'm sorry to interrupt but we're really busy here this morning. I'll look for your payment in Friday's mail."

Telephone collecting, like any other skill, has its proven techniques. Here are 10 that should guarantee you success:

1. Always try to inject a third party (your CPA, your book-

**TREAT TWICE  
AS MANY  
LAWNS  
AND DOUBLE  
YOUR  
PROFITS?**

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Add Formolene to your liquid program and you'll have more time to treat more lawns — up to twice as many! Because of Formolene's high concentration of nitrogen and its low-burn potential, it can be applied with less water. One fill of your truck could treat more than twice as many average sized lawns as urea, urea blends or UAN solution. So you can increase your customer base—and your profits!

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keeper) into your call to keep your demand impersonal.

2. Never accept an obvious stall. Reject it and press for payment in full.

3. Bring the conversation back to the subject of payment. Say, "That's very interesting. Now, when will we receive your check?"

4. Give short deadlines. The shorter the better. Otherwise new creditors will come between and take the play away from you.

5. Stress the urgency of the situation by your tone of voice, by what you say, and by the close deadline.

6. Always have the last word. Leave the customer with the message. Be brief, or your message

will lose strength.

8. Ask questions. If it affects your payment, you should know.

9. Don't beg for a negative response. Never say anything like, "You couldn't pay the whole bill now, I suppose?"

10. Remain polite, even if your customer raves. When you don't react, he'll soon apologize.

Be prepared for excuses and stalls. It's all too easy, when you hear a sad story, to set the account aside and accept his "no" at face value. Then you have to deal with it later...and get put off once again.

The good collector soon learns to tell the difference between an excuse and a stall. An excuse is a legitimate reason for not paying.

The dog ate the checkbook. The house burned down. A stall is a lie to get you off the phone and buy time.

Here are a few of the more common excuses and stalls you'll hear, with appropriate responses:

Stall: "You'll have to talk to my husband. He handles all the bills and he's not here." Response: "No, I'll tell you—you talk to him tonight and I'll call you back tomorrow."

Excuse: "Jim had emergency surgery and won't be back to work until next week. We haven't had the money." Response: "Well I'm glad he's better. Ask him to call me today and we'll work something out."

Stall: "If you'll just send me a statement, I'll be glad to pay." Response: "We've sent several. I'll give you the balance now, but if I don't get a check this week, my CPA will take the account for collection."

Stall: "I mailed you a check for that last month!" Response: "Well, if you did, then it's certainly lost in the mail. Send me another today and stop payment on the first."

The final "collector's secret" is to take notes; don't make the mistake of thinking you'll remember what he promised you.

So, what's the answer to some of your sluggish accounts? It's sitting on your desk.

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Take our sturdy Utility Carts that are easy to maneuver, even when loaded to their 400 lb. capacities. Or our versatile Brute™ containers for storage or refuse collection. Mobile Nursery Bins for holding materials in bulk. And Rubbermaid's tough Platform Trucks that make light work of your heaviest moving jobs.

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## PRODUCTS



### Intermediate has unique steering

A new 48-inch intermediate lawn mower being produced by Sensation Power Equipment Division, Gilson Brothers Co., has a unique steering system.

The patented Sensa-Matic steering is based on a dual-independent braking mechanism which is automatically activated as the handle is moved either right or left. A transaxle arrangement enables the system to work without undue power transfer to the non-braking wheel.

The Sensation 48-inch Intermediate has a five-speed transmission with full floating deck, and can cut at rates up to six mph.

Circle No. 201 on Reader Inquiry Card

### Vacuum attachment adds two features

A new air sweep and easy-start for the auxiliary engine have been added to the Hustler 261's Bac-Vac grass vacuum attachment.

The Bac-Vac is exclusively for use on the Excel lawn tractor with a 60-inch, 3-way mowing deck.

The new air sweep can be used



to blow clippings or other debris from walks and drives. A hand lever controls the air sweep from the driver's seat: open, it directs a strong stream of air out the side discharge port; closed, it directs the air through the collector chute for added vacuum action.

A two-gallon fuel tank is provided for the five hp auxiliary engine, which directs debris into a 16-bushel collector bin.

Circle No. 202 on Reader Inquiry Card

### Tank comes with high-pressure sprayer

Tanks in 50-, 100-, 200- and 300-gallon sizes are now available for FMC Corp. high pressure sprayers.

There are four pump and engine configurations of this new sprayer, two with a five hp Briggs & Stratton engine, one with a seven hp Kohler engine and one with a 12 hp Kohler engine with electric starter.

Depending on the configuration, the sprayer may deliver up to five gpm at 400 psi, 10 gpm at 350 psi, 10 gpm at 500 psi and 20 gpm at 500 psi.

A full range of accessories such as hose, guns, reels, booms and two-wheeled trailer kits are available from FMC.



Circle No. 203 on Reader Inquiry Card

### Sprayer operates on 12-volt battery

The Blu-Jet Spraytron from Ken's Farms, Alapaha, Ga. operates from a 12-volt battery for days, eliminating the problems of maintaining and operating a gasoline engine.

Features of the Spraytron include an eight-gallon poly tank with removable self-sealing lid and a pump equipped with a built-in pressure switch to automatically cut it off when not spraying.



## LONG-LASTING OFTANOL HITS GRUBS WHERE THEY LIVE

Grubs. There is one product and only one product that stops them so completely for so long. <sup>®</sup>OFTANOL turf insecticide.

It works.

OFTANOL provides the longest and most cost effective grub control available.

It works so well for so long because its low water solubility helps it resist leaching to keep it in the upper soil profile. Where the grubs feed.

OFTANOL comes in two formulations: OFTANOL 5% Granular and OFTANOL 2 in-

secticide, a liquid. Use recommended rates and follow label directions.

OFTANOL turf insecticide. It hits grubs where they live and then they're dead. See your turf chemicals distributor.





The Spraytron also comes with a palm-fitted brass gun, a 23-inch brass extension and 10 feet of chemical-resistant high pressure discharge hose.

Circle No. 204 on Reader Inquiry Card

### Feeding needle adapts to gun

A new tree and shrub feeding needle that easily adapts to the popular FMC 785A spray gun is now available from Northeastern Associates of Totowa, N.J.

This accessory has all-steel

construction, welded steel foot plate and splash shield and a replaceable, hardened, non-clogging tip that will accommodate insoluble fertilizers. It is compact in size, being less than 24 inches long.

Circle No. 205 on Reader Inquiry Card

### Powered pruners make things easy

The new "Bud-Air" air-powered pruners, made by Friend Manufacturing Corp., make it easier for the operator to make more cuts

with less effort.

The pruners feature an all new handle guard, in addition to numerous strength improvements. The specially-hardened blade and hook hold a sharper edge longer, and power shaft and link arm design extend tool life and reduce maintenance.

The new "Bud-Air" tools are available in 26-, 36-, 54-, 72- and 96-inch overall lengths. "Bud-Air" three-point tractor mount PTO-driven and engine-driven air compressors are available in 8 cfm, 18 cfm and 30 cfm sizes.

Circle No. 206 on Reader Inquiry Card



### New rotaries can be walked, ridden

A new series of rotary mowers that operators can walk behind or ride expands the turf care line of Jacobsen Division of Textron Inc.

Named the Commercial 32, 36 and 50 (for inches of swath cut), the new line is aimed at turf situations where neither smaller walk-



behind nor mid-size riding rotary mowers lend themselves.

The Commercial line can also be ordered with 8, 11, 12 or 16 hp gasoline engines.

Other features are: adjustable control handles, "dead man" traction clutch, 1- to 4-inch height cut adjustable in 1/2-inch increments.

A grass catcher is also available for the new line.

Circle No. 207 on Reader Inquiry Card

### Blower directs air at ground level

Unlike conventional backpack or hand-held power blowers, the new Model 2360 from The Green Machine discharges 500 cfm of air



## AND THEN THEY'RE DEAD.

### OFTANOL STOPS THEM COLD.

Applications of OFTANOL, properly timed, will control existing populations of sod webworm larvae, billbug larvae, chinch bugs, and Hyperodes weevil larvae. It works.

Billbug & Larva

Grub

Sod Webworm & Larva

Hyperodes Weevil & Larva

Chinch Bug



Mobay Chemical Corporation  
Specialty Products Group  
Box 4913, Kansas City, MO 64120

Circle No. 121 on Reader Inquiry Card



## COST CUTTINGS

### On being efficient

According to the Wholesale Nursery Growers of America, there are some tried-and-true money-saving tips landscape contractors can take. Here they are, as listed in a recent newsletter of that organization:

- Simplify work programs and improve scheduling to provide more efficient use of people and equipment.
- Consider employee incentive plans.
- Tighten inventory control to reduce losses

from plant diseases, plant deaths and carrying costs.

- Analyze the lease-versus-buy situation for new equipment.
- Reduce energy costs.
- Spotlight areas of operating efficiency; see if their success techniques can be applied elsewhere.
- Keep inventory levels as low as possible, yet sufficient to handle your needs.
- See if you can substitute less expensive materials without reducing quality.
- Dispose of old or discontinued inventory.

## Terrific performer in Sun and Shade.



Why go with a beauty that's only talented in the sun? Go with Glade for the double performance in Sun and Shade — up to 60% shade. Beautiful, low growing, lower cost, and lower maintenance needs.

Glade — from your local wholesale seed distributor.

**Glade**  
**Glade**

**Kentucky bluegrass**

U.S. Plant Patent 3151  
License in Canada No. 2133

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

Circle No. 116 on Reader Inquiry Card

power directly at ground level with a thrust of 3.92 pounds.

The Model 2360 has no tubes or hoses, or anything to strap to the operator's back.

As an added feature, the power unit can be coupled to either a string trimmer/brush cutter, or to a lightweight weeder/cultivator by loosening two wing-nuts on the driveshaft, which can be done while the 2360 is still running.

Circle No. 208 on Reader Inquiry Card

### Tension of shears automatically adjusts

The new Snap-Cut 707T grass shears contain a device that automatically adjusts the tension of its blades to the toughness of the grass.



The tension adjustment, along with foam-cushioned hand grips and five-inch Teflon-coated blades make cutting easier and more efficient.

Circle No. 209 on Reader Inquiry Card

### Wagons and trailers for lawns, gardens

Country Manufacturing Inc. has introduced a line of heavy duty utility wagons and trailers designed to be pulled behind a lawn or garden tractor.

The line includes a one-ton versatility wagon, a one-ton tandem axle estate trailer and a 1,200-



pound single axle trailer.

Major features include high flotation tires, cast iron and structural steel framework and removeable side racks. Optional bed lengths are five, six or seven feet.

Circle No. 210 on Reader Inquiry Card

### New company enters horticulture

Rubbermaid, one of the most well-known makers of household goods in the country, has entered the horticultural market with a variety of products.

Among the additions to Rubbermaid's line are containers, utility carts, platform trucks, bins, dolly and tilt trucks.

On some of the products, custom imprinting is available.

A catalog listing all Rubbermaid's hort products is available, along with a price list.

Circle No. 211 on Reader Inquiry Card





### A mower for when the going gets tough

The Toro Reelmaster 350-D has been designed for maximum power, maneuverability and stability. It works well on bumpy terrain, over hillsides, around obstacles and through dense, wet grass.

The 350-D can mow up to 10½ acres per hour with an 11½-foot cutting swath at 7½ mph. It comes with five or seven blade reels for a height of cut from ⅜-inch to 3 inches.

Six oversized tires help prevent compaction, and the reels lock up for a transport width of 75 inches.

Circle No. 212 on Reader Inquiry Card

### Sprayer/utility trailer kits new

J.F. Wirth & Sons Inc. recently announced the addition of a new line of sprayer/utility trailer kits.

Constructed of 10- and 12-gauge steel with a baked enamel finish, this complete trailer kit has a



capacity of 1,060 pounds. It also includes two four-ply 4.80 x 8 tubeless tires, fenders, all electrical wiring and taillights.

The trailer measures 48 inches long (81½ inches with hitch) by 40 inches wide (46½ inches overall). The Class One coupler fits 1½-inch balls.

Circle No. 213 on Reader Inquiry Card

### Sprayer offers 17 more advantages

According to H.D. Hudson sales manager Forrest St. Aubin, an all-new TEK brand professional sprayer offers 17 advantages over any other such product.

The TEK is available in one- or two-gallon sizes and is made of stainless steel.

Some of the advantages are: exclusive Big O inner-seal closure, virtually tip-proof tank, a spring-activated check valve that seals mechanically and positively and no tools required for servicing.

A handy pocket service kit is available for use with the TEK sprayer.

Check No. 214 on Reader Service Card

## MARKETING IDEA FILE

### Old bromide

One of the oldest bromides in selling is the message to buyers that "there'll never be a better time than now." Sometimes, though, people tune out to this often-used message.

But, according to a leading landscaper, this old bromide is fact today. Moulder Brothers of Glendale, Cal. lists these reasons for using this marketing tactic:

1) Pent-up buying power from the recession is ready to cause a post-recession surge. It's

already started, and is gaining momentum.

2) The necessary supplies now quickly available may not be in such supply as demand picks up and then exceeds recession-oriented deliveries.

3) Prices for almost everything from service to materials are about as low as they're going to get. Some suppliers may soon be seeking to recoup losses sustained during the recession.

"In all truth, there never will be a better time," Moulder Brothers says, "in terms of turnaround time from contractors and suppliers, or in price paid."

## BOOKSTORE

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

- 625 - ADVANCES IN TURFGRASS ENTOMOLOGY \$24.95
- 010 - ADVANCES IN TURFGRASS PATHOLOGY \$27.95
- 665 - ARBORICULTURE: THE CARE OF TREES, SHRUBS AND VINES IN THE LANDSCAPE \$34.95
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- 345 - COST DATA FOR LANDSCAPE CONSTRUCTION 1984 \$27.50
- 410 - DISEASES & PESTS OF ORNAMENTAL PLANTS \$29.95
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- 610 - DISEASES OF TURFGRASSES \$30.00
- 800 - THE GOLF COURSE \$35.00
- 350 - HANDBOOK OF LANDSCAPE ARCHITECTURAL CONSTRUCTION \$48.50
- 675 - HILLER'S MANUAL OF TREES & SHRUBS \$20.50
- 510 - HORTUS THIRD \$125.00
- 690 - INSECTS THAT FEED ON TREES & SHRUBS \$47.50
- 635 - IRRIGATION PRINCIPLES AND PRACTICES \$39.95
- 395 - LANDSCAPE ARCHITECTURE \$34.95
- 300 - LANDSCAPE DESIGN: A PRACTICAL APPROACH \$19.95
- 370 - LANDSCAPE OPERATIONS: MANAGEMENT, METHODS & MATERIALS \$20.95

- 645 - MANAGEMENT OF TURFGRASS DISEASES \$24.95
- 575 - MODE OF ACTION OF HERBICIDES \$54.95
- 545 - MODERN WEED CONTROL \$21.50
- 700 - THE PRUNING MANUAL \$14.95
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- 760 - TREE MAINTENANCE \$35.00
- 640 - TURF IRRIGATION MANUAL \$22.95
- 615 - TURF MANAGEMENT FOR GOLF COURSES \$45.00
- 620 - TURF MANAGEMENT HANDBOOK \$18.00
- 110, 120 - TURF MANAGERS' HANDBOOK \$28.95 hardcover, \$23.95 paperback
- 650 - TURFGRASS MANAGEMENT \$21.95
- 630 - TURFGRASS: SCIENCE & CULTURE \$27.95
- 655 - TURFGRASS: SCIENCE & CULTURE LABORATORY MANUAL \$12.95
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- 570 - WESTCOTT'S PLANT DISEASE HANDBOOK \$36.50
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- 455 - THE GRAFTER'S HANDBOOK \$16.95
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LCI 3/84



# MONEYWISE

## Social Security

Employers, workers and the self-employed will pay higher tax rates this year as a result of Social Security financing legislation H.R. 1900.

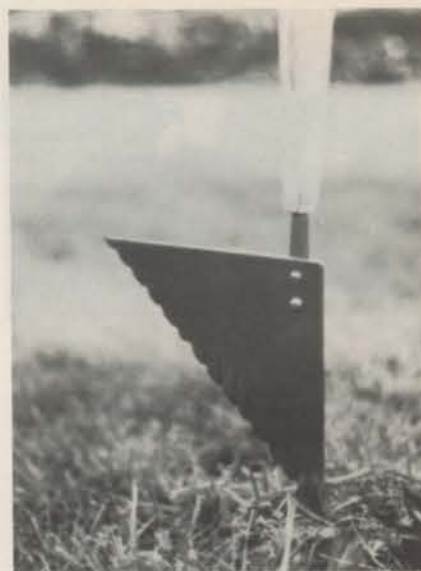
The \$165 billion package of tax increase and benefit curbs calls for a 7.0 percent tax rate for both employers and employees, a 0.3 percent increase over 1983. Rates will be raised again in 1985, 1986, 1988 and 1990, to a final rate of 7.65 percent.

This year, however, employees will be

allowed a 0.3 percent tax credit, offsetting the increase. Employers will still be able to deduct their payroll tax contributions.

Tax rates for the self-employed are to be made equal to the combined employer/employee rate. However, there will be tax credits allowed to offset some of the increases: 2.7 percent this year, 2.3 percent next year and 2.0 percent from 1986 through 1989.

Also, for the first time ever, retirees' benefits will be taxed. Retirees must also cope with a delay in the scheduled July cost-of-living adjustment.



## Edging tool is for lawn care

An innovative new edging tool is being manufactured for the lawn care industry.

This easy-to-use product, from Nama Trading Corp., has a blade made from high-grade stainless steel, ensuring years of rust-free use. Its serrated cutting edge makes a good clean cut.

Circle No. 215 on Reader Inquiry Card

## Chemical actually strengthens, restores

A specialized proprietary liquid slurry concentrate has been introduced to the lawn care market called Strengthen And Restore. This product contains natural organic ingredients designed to improve healing, health and beauty of turfgrasses.

Strengthen And Restore, which has been tested extensively by Michigan State University researchers, encourages the plant to heal more effectively and quickly from wounds, increases disease resistance, encourages a denser, stronger root and rhizome system and provides a more appealing deep green color.

Strengthen And Restore, a product of Agro-Chem, can be applied as a spray: one gallon of concentrate to 2,000 square feet of sick lawn once every 3-4 weeks or one gallon for every 2,000 square feet of healthy lawn once every 6-8 weeks.

Circle No. 216 on Reader Service Card

## Replacement blade line is expanded

Orbex Inc., manufacturer of Aladdin Blades, has expanded its line of mower and edger replacement blades to 317 different models.

Replacement blades for the following brand names added in this expansion include: Bolens, Cub Cadet, Engineering Products, Gilson, Gravely, Honda, International Harvester, John Deere and Wood Bros.

Most sizes are available on each of the above-named manufacturers' models.

Orbex also manufactures an extensive line of consumer sporting goods.

Circle No. 217 on Reader Inquiry Card

**TURFCO Sod Master**

**All-new, self-propelled Turf Cutter**

**Model "A"**

- MORE RENTAL PROFITS
- Small investment, Fast ROI
- Less service
- Longer life

Model "A" Turf Cutter offers a lower initial cost, minimal maintenance, serviceability and ease of transport (unit fits in a compact car). User features that increase rentals include ease of handling and one-lever, no-adjustment operation. Built to stand the toughest rental duty punishment.

**Write for detailed literature**

**TURFCO MFG., INC.**  
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Minneapolis, MN 55412-2688  
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## Change spray tips clean strainers in seconds... without tools!

New

## QuickJet system



Model QJ4TT  
For Wet Booms

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New QuickJet System minimizes your service time and helps assure accurate delivery. The self-aligning quick "on/off" cap can be used with all interchangeable spray tips. The caps are available in 8 colors for color-coding different tip sizes. **QUICKJETS SAVE TIME AND MONEY.**

Send for QuickJet bulletin and data sheets.



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



Pat. pending

- Durable, see-thru vinyl cover fits most professional quality spreaders
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- Easy to attach — just slip it onto spreader
- Secure fit prevents spills — avoids burnout and product loss
- Simple, 1-piece construction
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**Lawn Tech**  
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44012

Circle No. 120 on Reader Inquiry Card

**NEW!**

**Oscillating Disc Blade Turf Edger**

*Safer by far than spinning blade edgers... faster too!*

**MODEL N EDGE-R-RITE**

No spinning blade to throw debris. Oscillating disc blade cuts on forward and backward strokes. Cleanly slices turf edges.

**Optional right angle and V-blades**

**TURFCO Sod Master**

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Minneapolis, MN 55412  
612/588-0741

Circle No. 139 on Reader Inquiry Card



## Collection systems are for lawn use

Three new material collection systems have been designed for John Deere lawn and garden tractors.

A two-hamper grass collector is available for gear-driven tractors equipped with a new 38-inch mid-mounted mower. New tilt-dump and hydraulic-dump material collection systems are available for Deere's hydrostatic drive tractors.

The hydraulic-dump system is designed for use by commercial operators on tractors rated at 16 hp or more. It has a 13-bushel capacity.



Front weights are available to counterbalance both the tilt-dump and hydraulic-dump systems. In addition, both can be removed from the mounting brackets by detaching a few pins and disconnecting the PTO drive

to the blower fan.

Every one of Deere's collection systems is rear-mounted so the operator can trim close on either side of the mower without worrying about snags.

Circle No. 218 on Reader Inquiry Card

## 150-gallon sprayer can be mounted

A new 150-gallon sprayer with a low-profile tank from Cushman-Ryan is designed to mount quickly on the Cushman Turf Truckster.

The non-corrosive polyethylene tank has a molded sight gauge for visual inspection of fluid level, and a 10-inch fill well equipped with strainer basket. Dual jet tank



agitation assures that chemicals remain in suspension for uniform application.

The sprayer is equipped with a heavy duty 21-foot rear sprayer boom that enables the operator to cover up to 10 acres at a speed of 4 mph. It has a high-volume centrifugal pump rated at 14 gpm at 100 psi.

The nozzles can be adjusted for 10-, 15- or 20-inch spacing.

Circle No. 219 on Reader Inquiry Card

## NEWS

### Arnold Palmer speaks for Toro

After more than five years of appearing with a Toro tractor in Pennzoil's television commercials, golfing great Arnold Palmer has become an official spokesman for The Toro Co.

Three 30-second TV commercials featuring Palmer have been created for release in 130 U.S. markets. They are to air between March and June of this year. The ads were filmed on Palmer's own Latrobe, Pa. golf course, and feature three Toro products: its walk-behind mower, riding mower and gas trimmer.

Since 1978, a 1938 Toro tractor has been a focal point for Palmer's Pennzoil TV ad.

### Conditions good for snow mold

Stanley Zontek, north central regional director for the United States Golf Association Green Section, says conditions in his region this winter are perfect for snow mold.

"The ground was not frozen in many areas when the snow covered it this winter," said Zontek. "Continuous snow cover means conditions are perfect for snow mold development."

Zontek also said covering turf to obtain early green-up may further encourage snow mold development.

### Pennsylvania show a success

Registration totaled more than 900 for the Pennsylvania Turfgrass Conference and Trade Show, held Dec. 12-15, 1983 at the Hershey Lodge and Convention Center.

The trade show had more than 80 exhibitors participating nationwide, with approximately 200 exhibitor personnel.

General educational sessions—along with sessions on golf courses, lawn care and grounds maintenance—were held.

This year's conference is scheduled for Dec. 11-14.



### Low Cost Lawn Care IS Possible

Broyhill's 5 and 12 gallon motorless sprayers are self-pumping lawn & garden sprayers. These energy-saving sprayers are simple to operate and require very little maintenance. Two ground driven squeeze pumps, one mounted between each set of dual wheels, provide uniform spray coverage even on corners and turns.

Featured is Broyhill's 12 gallon motorless designed to be towed behind a garden vehicle. Designed with a 12 gallon plastic rust and corrosion resistant plastic container with shut-off valve and two FloodJet flat spray tips that provide up to 6 foot spray coverage.

The Broyhill Company  
Dakota City, NE 68731-0475

Phone: 402-987-3412  
Telex: 438082



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1' 2' 3' 4' 5' 6' 7' 8' 9' 10' 11' 12' 13' 14' 15'

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39.95<sup>EA</sup>

- Easy Reset
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CALL COLLECT  
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Professional Turf Equipment

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If there's a  
shady spot where  
Sabre won't  
prosper, no other  
turf grass will.

Sabre *Poa trivialis* isn't just a good shade grass — it's the best. In actual use as well as in test plots, Sabre has proven superior to the fine fescues in its ability to prosper in the shade.

In a 1979 shade tolerance trial at Ohio State University, Sabre was the top-rated shade-tolerant variety in a test which included 40 mixtures, blends and monostands of fine fescue, Kentucky bluegrass, ryegrass and tall fescue.

An excerpt from the study said that "Sabre, which had the highest overall seasonal ratings, maintained the most consistent quality throughout the season."

Because Sabre does thrive in the shade, it should be sown only in the shade. It may be mixed with premium Kentucky bluegrasses, the better fine fescues and the new turf-type ryegrasses.

Its normal cutting height is 1½ inches, but it will thrive when cut as low as 3/16 inch.

Deep green and very fine-bladed, Sabre has excellent mowing qualities, is disease-resistant and free of *Poa annua*.

Sabre is registered with the Plant Variety Protection Office  
PVP No. 7700104

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**SABRE**  
*Poa trivialis*

Circle No. 114 on Reader Inquiry Card



## Rugged features on new utility vehicle

SNS Motor Imports has brought the Sanfu TPV600 to America, and the rugged off-road utility vehicle is suited for a variety of turf care operations.

Powered by a two-cylinder, four-cycle water-cooled engine, the vehicle provides up to 27 hp and features independent front and rear suspension and carries a 1,500 pound payload. Under-bed tool box and full instrumentation are standard.

Options available include full cab, hydraulic dump bed, LP gas converter power inverter and a hydraulic high-side refuse dump-



ster. The standard model also includes turf tires to minimize wear on lawns and golf courses.

The Sanfu TPV600 also comes with a 12-month, 12,000 mile limited warranty.

Circle No. 220 on Reader Inquiry Card

## Trimmer model is lightest straight-shaft

The Shindaiwa T-20 is designed to be the best trimmer value for the serious landscaper.

Weighing 9.75 pounds, the T-20 is the world's lightest straight-shaft trimmer available, according to the manufacturer. It includes a 1.1 hp, 21.1 cc engine.

The T-20 is built with an engine anti-vibration system for comfortable operation and a diaphragm carburetor for all-position cutting.

Other features include electronic ignition, spark arrestor muffler, four ball-bearing gearcase and one-piece drive shaft.

Circle No. 221 on Reader Inquiry Card



# KEES

Better lawn care products to do the job easier & faster



This powerful 21" mower with heavy gauge steel deck and frame is built to stand up under tough use and keep on working year after year.

- Powered by a 4 cycle, 4 h.p. Briggs & Stratton engine with flywheel brake.
- Heavy gauge steel handle.
- Special one-piece Ultra High lift blade with tempered cutting edges. Adjustable cutting heights from 1 1/4 to 3 3/4 inches.
- Equipped with regreasable double ball bearing wheels. 8 x 1.75 tires on front, 10 x 1.75 on rear.
- Special crankshaft protector.
- Dual filter air cleaner.
- Extra-large 3 bushel nylon bag grass catcher available.

Model 101528

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(THATCHER)  
Fold-over handle



- Rakes out thatch ■ Cleans 20" swath ■ Powerful 5 hp engine with dual filter air cleaner ■ 28 hardened steel plate, self-cleaning fingers
- Improved heavy-duty wheels ■ Raking assemblies interchangeable with aerator assembly ■ 2" single-action raking height adjustment ■ Semi-self-propelled



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## An ounce of ECLIPSE is worth a pound of cure.



Specify Eclipse\* bluegrass now, and cut disease treatment costs later. In nationwide trials, Eclipse consistently exhibits greater resistance to disease than other major bluegrass varieties. Costly diseases like Fusarium patch, dollar-spot, powdery mildew, leaf spot, and stem rust. Eclipse. It's the medicine you need to cure your maintenance headaches.



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George W. Hill & Co., 8010 Dixie Hwy., P.O. Box 787, Florence, Kentucky 41042 • Jacklin Seed Co., W. 5300 Jacklin Ave.,  
Post Falls, Idaho 83854 • Pioneer Hi-Bred, Turf Div., P.O. Box 346, Savage, Minnesota 55378

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## INJECTION GUN SYSTEM & LOW VOLUME SPRAYER



## THE BETTER WAY TO SPRAY LAWNS!

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# Sea World

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Great family fun at the most spectacular marine life parks in the world.



# PROXOL® KILLS GRUBS AND SURFACE FEEDERS. FAST!

There's no need to wait over a month for a grub control to work. Economical Proxol 80SP insecticide readily penetrates thatch to work fast for an effective broad spectrum kill, including grubs and surface feeding sod webworms, armyworms, and cutworms. You apply Proxol with the liquid application equipment you already have. So there's no need to haul spreaders and bulky packages on your rig, put up with package breakage and waste, or carry them in inventory. Proxol's convenient 2- and 5-lb. packages make measurement easy. Eliminates waste. You can even mix Proxol with other non-alkaline chemicals.

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**TUCO**

Division of The Upjohn Company  
Kalamazoo, Michigan 49001

a granular residue left on the turf. Proxol is easy on the environment, too. No unpleasant odor to offend customers. No long-term residual buildup in the soil.

Proxol kills grubs and surface feeders. Fast! Over 150 U.S. distributors and 8 regional TUCO Distribution Centers assure convenient product availability. These same sources also have Acti-dione, a TUCO broad spectrum fungicide, long used by golf course superintendents, to stop turf disease problems before they start.

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**TUCO**



# Subcontracting a viable trend?

from page 18

Associated Landscape Contractors of America.

On the sales front, "telemarketing is here to stay," notes Marty Erbaugh of Lawnmark Associates, Peninsula, Ohio. "Your competition will probably be calling your customers on the phone soon—maybe even this season."

In the past, landscape management and chemical lawn care companies have not done much business with each other. But landscape management businesses are slowly finding that it is just as profitable to subcontract chemical applications. The advantages of this type of intra-industry relationship are proving beneficial to both landscape managers and pesticide applicators.

One of the biggest management-type problems recently has been the "negative option" controversy: do verbal contracts with customers stand up in court? The jury is still out on that one.

In the future, more lawn care companies will implement bulk handling of pesticides. As a matter of fact, Jim FitzGibbon, president of Lakeshore Equipment and Supply, wrote in his company's newsletter: "There is no question the lawn care industry will go bulk. There are cost and labor savings, and—properly handled—considerably more safety."

Finally, more LCOs are offering a fifth application as a means of keeping their cash flow sustained longer. Aeration (see story on page 19), seeding and disease control are the most popular of the fifth applications.

## Technology

In the area of technology, 1983 brought research in endophytic fungi. According to Dr. Richard Hurley of Lofts Seed and Dr. C. Reed Funk of Rutgers University, these fungi have demonstrated resistance to some turf pests in some ryegrasses. Research by various universities is to continue until a specific determination is reached.

Chemists at the major specialty chemical companies have developed a wide range of products which are slowly finding their way to the lawn care market. The list of new chemicals will doubtless expand as the industry grows.

Studies have been undertaken at the University of Illinois by Dr. Thomas Fermanian concerning low-volume spraying, and many companies themselves are developing systems to cut down the unnecessary application of pesticides. Both Fermanian's work and experimentation with efficient proportioning systems continue today.

Because of approaching water problems, we will probably see the development of more draught-tolerant turfgrasses, more effluent water use on grass and improved irrigation design.

Dr. John Hall of VPI-SU cites energy as one factor which will have a wide-ranging effects on lawn care.

"It will affect mowing, fertilization, irrigation, equipment and grass selection," Dr. Hall notes. Diesel powered equipment and low-nitrogen-requiring grasses may become more common in the future because of energy problems.

## Education

Hand-in-hand with technology is the area of education.

"In the area of manpower, our

greatest need is for 'on-the-job' training programs and company-oriented schools," notes Dr. Hall. "As an industry, we appear to be lacking in personnel, labor and business management training. We will see more business management orientation in the university teaching and extension programs in future years."

To that end, ALCA has set of goal of getting more quality students involved in landscape careers, beginning in high school, and continuing through the college years.

Most lawn care/landscape management companies believe in having good personnel, and that is becoming a desperate need in the industry.

## Pesticides

Of utmost importance to the lawn care industry is how it handles pesticides.

"Because of the increased costs of producing them, we might see fewer compounds designed specifically for solving turfgrass problems and more use of combination products which reduce applica-



## Introducing a mower that won't break down every few yards.

The problem with most mowers is they spend too much time in the shop and not enough time on the job.

You won't find that with Toro's new 36" and 52" commercial walk rotary mowers. Because we build them with the same durability we build

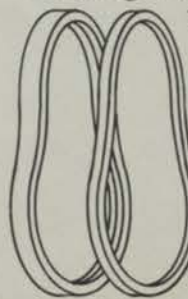
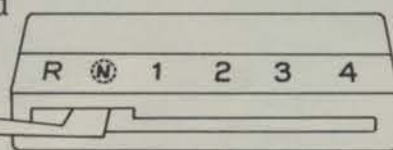
in our commercial riding mowers.

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problems you have with belts breaking, we added a much wider traction belt that's designed to last the life of the machine. We also eliminated an idler pulley on the deck drive belt, to make it last longer, too.

Even the





tions costs," says Dr. Hall. He foresees the development of long residual systemics and increased pressure to utilize growth inhibitors.


But the real problem with pesticides comes in the area of governmental regulation, a topic with which this magazine has dealt extensively during the past 12 months. The problem will not go away soon, either.

"The lawn care industry could be out of business in a few years if it does not react to ensure that it will have a useful product to sell," says Jerry Faulring of Hydro Lawn, Gaithersburg, Md. "In the short run, we could see full suspension of pesticides, at least in the urban setting."

To aid lawn care companies (as well as structural pest controllers and arborists) the Pesticides Public Policy Foundation has been formed. Its administrator is Dave Dietz.

"The time is fast-ending when anti-pesticide activists can run amok with misinformation," Dietz says. "The PPPF will go to court to hold them accountable for misleading statements that frighten the public on no basis."

Of all the trends taking place in the lawn care industry today, perhaps pesticide regulation is the most important—the one most deserved to be reversed.

For the good of the industry, for the good of the people, and for the good of the country. 

## Spring troubles

# Early treatments can control most diseases

Is your turf prepared to handle the onslaught of spring diseases—namely leaf spot, melting-out and dollar spot?

"Unless you get a jump on spring diseases with early fungicide treatments, you may play a losing game called 'catch-up' the rest of the year," warns Joseph Niedbalski, TUCO plant health specialist, product/field development.

One way to prevent disasters

and minimize turf loss is to identify major disease problems before they occur. This approach allows you to implement a disease control program to effectively combat specific problems.

"The key to controlling spring turf diseases is early fungicide treatments before diseases establish themselves," says Niedbalski. "Once established, diseases spread rapidly and are extremely difficult to control."

He recommends applying a turf fungicide such as Acti-dione RZ or Acti-dione TGF immediately after the first mowing.

An early spray program enables you to obtain the healthiest turf during the most stressful weather.

Niedbalski says that a number of factors influence disease severity.

"Some people assume a mild winter causes more disease activity in the spring," he notes. "This isn't necessarily true. A mild winter may result in greater fungal inoculum density; however, disease severity depends on favorable environmental conditions. Temperature, humidity levels, amount of rainfall and turfgrass species all affect disease activity."

## Leaf spot

Effective control of leaf spot (*Helminthosporium* species) demands an early treatment regime. Leaf spot overwinters in thatch, and a large number of spores are produced during late fall, winter and spring months.


Spring rains splash these spores onto emerging leaf blades, causing lesions. As the disease progresses, the crown becomes infected and the plant may rot. If not treated, severe leaf spot infections—also known as melting-out—can wipe out large areas of turf. Conditions favoring the development of leaf spot include high nitrogen, excessive irrigation and close mowing.

Regular, early applications of fungicide create a fungistat barrier which helps keep diseases like leaf spot from spreading.

According to Niedbalski, regular applications of Acti-dione RZ should be made at 14- to 21-day intervals. Disease severity may dictate a shortened interval of 7 to 10 days for at least two or three applications.

## Dollar spot

Dollar spot, an early fall disease, is also a problem in the late spring. Warm days and cool nights provide an ideal setting for the development of the disease, as does a low nitrogen level, dry soil and high humidity. Disease symptoms are light tan lesions with a reddish border on the leaf.

Niedbalski says that Acti-dione TGF should be applied after the first spring mowing, followed by a 7- to 10-day treatment schedule to mid-May for best control. 



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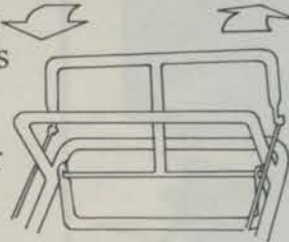
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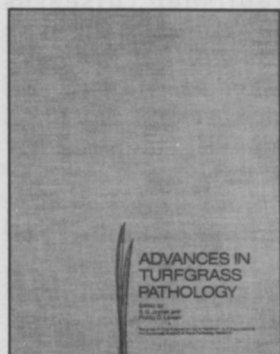


At New Mexico State:

# Diseases are linked to water

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Chemlawn Corporation



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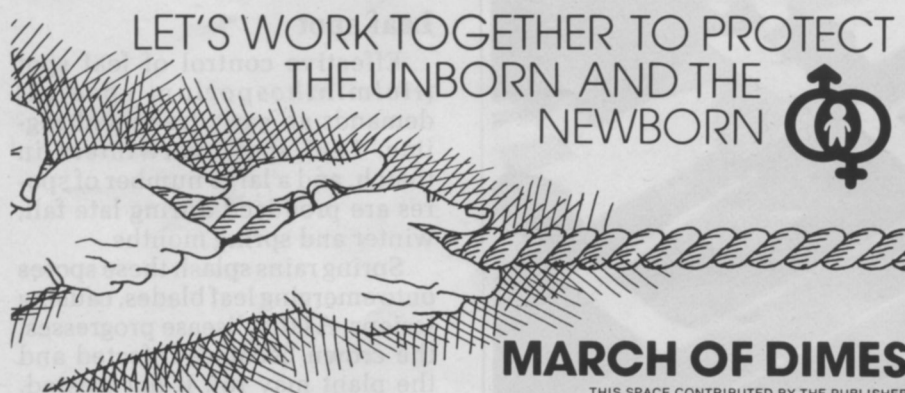
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LCI 3/84

Dr. Emroy Shannon, plant pathologist at New Mexico State University, has traced turfgrass diseases to water, according to a report presented at the Southwest Turfgrass Conference.

*Helminthosporium*, *Fusarium* and *Pythium* diseases, brown patch, powdery mildew, rust and various algae and slime molds can be traced to irrigation water, Dr. Shannon said.

Although overwatering is associated with most of the turf diseases, too little water or poor drainage can cause problems as well, Dr. Shannon added. He also noted that high summer temperatures and excessive nitrogen fertilization during the summer to cool season grasses will bring on diseases, but good cultural practices supplemented by fungicide applications will help. 



**MARCH OF DIMES**

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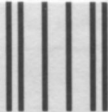
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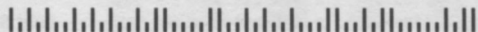
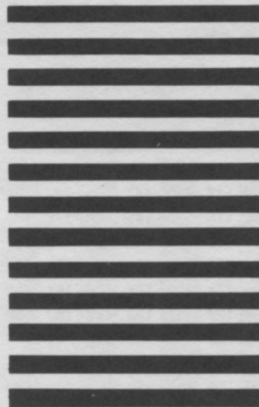
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**Ross E. Pechta** has been named vice president of operations for the Tru Green Corp., East Lansing, Mich. Pechta, a graduate of Michigan State University, was most recently president, chief executive officer and vice chairman of the Board of Directors for Hillsdale (Mich.) State Savings Bank. He will be responsible for staffing and directing all phases of operations, including employee and customer relations, planning, producing and profit objectives.

**Hiromi Yanagisawa** has been appointed vice president of international marketing for Jacklin Seed Co., Post Falls, Ida. A native of Ueda, Japan, Yanagisawa was formerly international sales representative for Snow Brand Seed Co., Tokyo. He was with Jacklin from 1975 to 1977 as a trainee while attending Spokane Community College.

The Toro Co., Minneapolis, Minn. has named **David H. Morris** managing director of international operations. Morris had been director of international marketing.

The National Fertilizer Solutions Association has announced a number of new personnel: **Jay Vroom**, executive vice president



Pechta

Vroom

and chief executive officer; **Barry Jarrett**, president; **William Armfield**, vice president/president-elect; **Richard Hedberg**, secretary; **Clayton Beaty**, treasurer; **W. Scott Tinsman**, Man of the Year; **Dr. W. David Downey**, honorary member.

Toro also promoted **Steven C. Williams** from senior marketing manager to director of marketing of commercial products and **Robert J. Little** from assistant marketing manager to marketing manager.

**Richard B. Stahl** has been appointed vice president for O.M. Scott & Sons Co., Marysville, Ohio. Stahl, a graduate of Ohio State University, has been with Scott since 1967. He will have responsibilities for all ProTurf sales programs.

Agrotec, Inc., Pendleton, N.C., has made four assignments: **Mike Chlomoudis** to operations manager from sales coordinator; **Jim Adams** to vice president for purchasing from vice president of operations; **Frank Ferguson** to vice president of marketing from district sales manager; and **Melvin Tucker** to district manager.

Mott Corp., Wichita, Kans., has promoted **Jim McCormick** from senior sales account representative to customer service manager.

**Douglas Fender** became executive director of the American Sod Producers Association last November. Fender was director of communications and acting executive director of the Golf Course Superintendent's Association from 1973 to 1978. Most recently, he was director of public relations for a life insurance sales achievement organization in Chicago.

Homelite Division of Textron has named **Russell A. Wood** vice president market planning and development and **Alphonse A.**

**Kalapinski** vice president sales. Wood joined Homelite in 1973, and has been vice president of Administration since 1977. Kalapinski has been with Stanley Tools for the last 17 years.

**Jeff Boese** of Indiana has been reelected chairman of the Fertilizer Organizations Council of the United States (FOCUS), and **John Foltz** of Ohio vice chairman.

**D.J. Willard Jr.** of Maryland has been elected the second president of the Fluid Fertilizer Foundation. **R.L. Schmidt** was chosen vice

president and **Sid Blair** secretary-treasurer.

The Harnack Co., Waterloo, Ia. has named **Herb Brundies** territory manager for western Illinois and eastern Iowa.

The Illinois Landscape Contractors Association made some presentations at the recent Mid-America Horticultural Trade Show. **Joe Sidari** of Sidari Landscaping Co., Highland Park, was named "Man of the Year" and **Tom King** of Chicago, who helped found the ILCA, was given an honorary lifetime membership. [C]

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## MEETING DATES

**Wisconsin Green Industry Conference,** March 1-2, Marriott Hotel, Brookfield, WI. Contact: Erik Madisen Jr., Wisconsin Green Industry Conference, Box 1936, Appleton, WI, 54913. (414) 733-2301.

**Canadian Turfgrass Conference and Show,** March 11-14, Constellation Hotel, Toronto, Ontario, Canada. Contact: Canadian Golf Course Superintendents Association, 698 Weston Rd., Suite 32, Toronto, Ontario, Canada, M6N 3R3. (416) 767-2550.

**Midwest Turf Conference,** March 12-14, Purdue University, West Lafayette, IN. Contact: Department of Agronomy, Purdue University, West Lafayette, IN, 47907. (317) 494-4785.

**Maine Winter Turf Conference,** March 21-22, Merry Manor Inn, South Portland, ME. Contact: Vaughn Holyoke, University of Maine, Orono, ME, 04469. (207) 581-2922.

**Landscape Industry Show,** April 4-6, Convention Center, Long Beach, CA. Contact: Bob Gouley, California Landscape Contractors Association, 1419 21st St., Sacramento, CA, 95814. (916) 448-2522.

**Southeastern Turfgrass Annual Conference,** April 16-17, Rural Development Center, Tifton, GA. Contact: Dr. Glenn Burton, University of Georgia Coastal Plain Experiment Station, Tifton, GA, 31793. (912) 386-3353.

**Southern California Turfgrass Council Turf and Landscape Institute,** April 23-25, Convention Center, Anaheim, CA. Contact: ed McNeill, 1000 Concha St., Altadena, CA, 91001. (818) 798-1715.

**Arizona Turf and Landscape Conference and Trade Exhibit,** May 3-5, Ramada Inn-McDowell Road, Phoenix, AZ. Contact: Dr. W.R. Kneebone, Department of Plant Sciences, University of Arizona, Tucson, AZ, 85721. (602) 621-5323.

**Florida Turf Update and Field Day,** May 17, University of Florida, Gainesville, FL. Contact: Dr. Charles H. Peacock, 1523 HS/PP Bldg., University of Florida, Gainesville, FL, 32611. (904) 392-1832.

**North Carolina Turfgrass and Landscape Field Day,** May 23, NCSU field plots, Raleigh, NC. Contact: J.M. DiPaola, 1126 Williams Hall, NCSU, Raleigh, NC, 27650. (919) 737-2657.

**Tennessee Turfgrass Management Research Field Day and Equipment Show,** May 29, University of Tennessee, Knoxville, TN. Contact: Dr. L.M. Callahan, Ornamental Horticulture and Landscape Design, University of Tennessee, Knoxville, TN, 37901. (615) 974-7324.

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**Garden Industry of America Conference and Trade Show,** Sept. 11-13, Indiana Convention Center, Indianapolis, IN. Contact: Paul Anderson, GIA, Box 1092, Minneapolis, MN, 55440. (612) 374-5200.

**Bedding Plants Inc. conference,** Oct. 7-13, Virginia Beach, VA. Contact: Dr. Richard Lindstrom, Virginia Tech, Blacksburg, VA, (703) 961-6723 or Charles Elstrodt, Sierra Chemical Co., (804) 425-5739.

**Garden Industry of America/West,** Convention Center, Anaheim, CA. Contact: Paul Anderson, GIA/West, Box 1092, Minneapolis, MN, 55440. (612) 374-5200.

**Professional Lawn Care Association of America Conference and Trade Show,** Nov. 12-15, Curtis Hixson Hall, Tampa, FL. Contact: Jim Brooks, PLCAA, P.O. Box 70455, Marietta, GA, 30007. (404) 977-5222.

## PLCAA convention/trade show Nov. 12-15, 1984 Tampa, Florida

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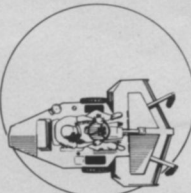
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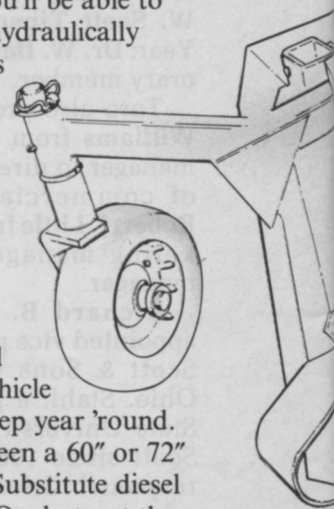
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## Remembering small things

Recently, finding myself short on time during lunch, I stopped into a well-known national fast food chain restaurant.

This particular chain has, for the last few years, mounted aggressive advertising campaigns. This "king" of burgers entered the industry by declaring that—unlike other restaurants—at this store, you could have it your way.

The most recent of these advertising assaults was centered around the fact that burger consumers all across the country are "switching" to this one.

An older gentleman was in line before me, and as he approached the cashier, he requested a ham-and-cheese sandwich. With some reluctance, the gentleman then asked it were possible for the

sandwich to be grilled.

To his surprise (as well as my own), four attempts to ask for a grilled ham-and-cheese sandwich produced no more than puzzled looks from the cashier. From the confused looks on her face, it appeared the older man was speaking a foreign language.

Finally, in utter disgust, the gentleman threw up his hands and said, "Never mind! Just give me a ham-and-cheese!"

It struck me right there: that is why the failure rate of small business is so high. Indeed, lack of ability to perceive what the customer wants is also why we taxpayers had to bail out the Chrysler Corp.

The lawn care industry is becoming increasingly competitive. I have seen advertising examples, indicating customers at Company A can have it their way. And what about customers switching from Company B to Company A? We have all heard those promises of better service.

In our competitive haste, are we remembering the small things? Have we grown too knowledgeable in what our customer needs for a good lawn care program? Do we still stop and listen to what our customer wants?

Very few industries outside of the utility companies have an unlimited pool of potential customers. To assume this situation exists in a small business is a sure symptom of a larger illness: rigidity, failure to care, and eventual destruction. In competition for a smaller segment of the business, we must force ourselves to remember the small things.

How about a request by your customer that the invoice be left on the patio instead of the front door? Who cares, right? How about grilling that ham-and-cheese?

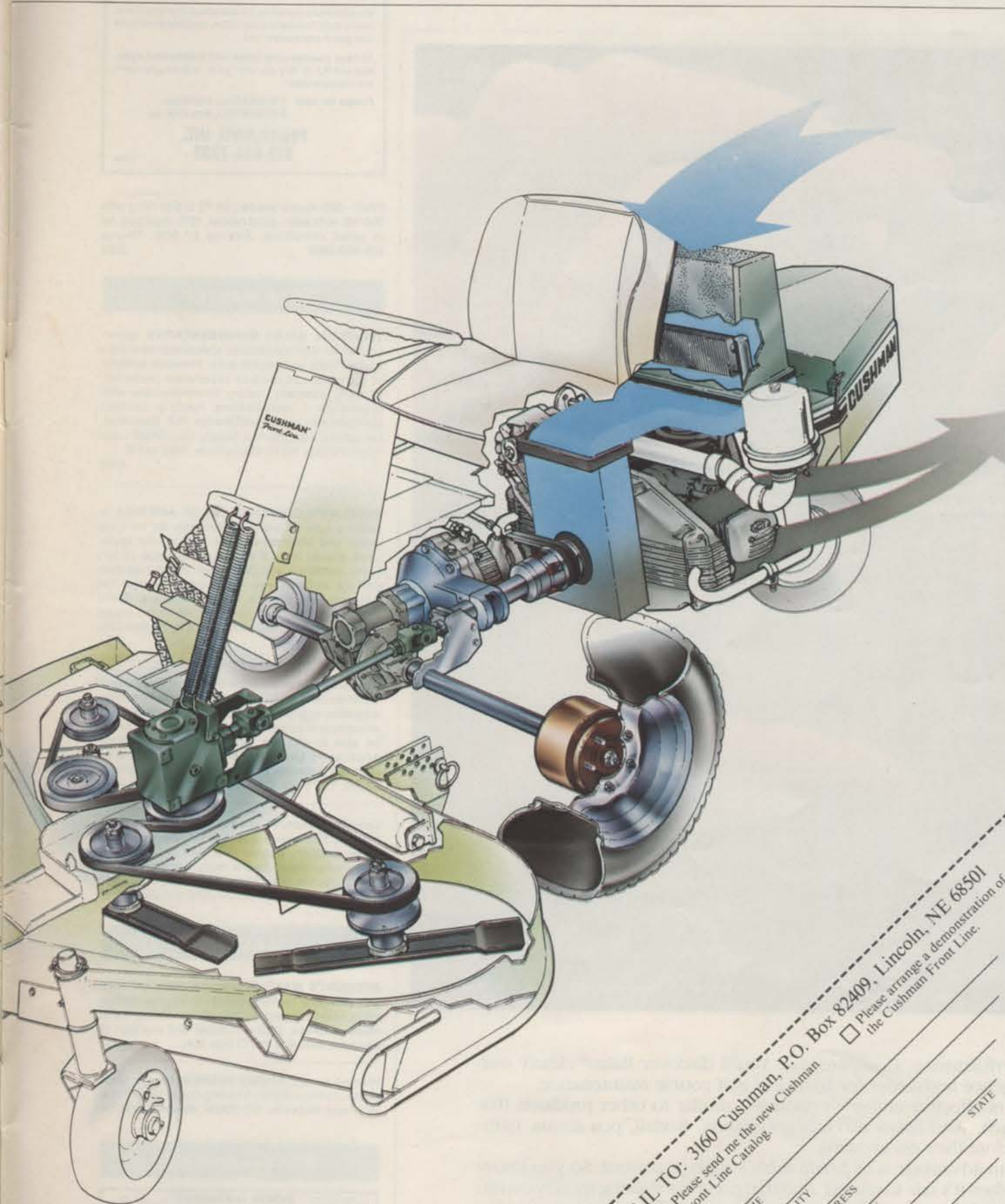
Remember the small things, the careful attention you paid to details when you started. Chances are good that these are the reasons your customers choose your service over your competitors.

*Peter H. Connelly*  
Peter H. Connelly  
Hydro Lawn Spray  
Salem, Va.

### Got an idea?

Got a topic you would like to see addressed in "The Last Word"? Jot it down in 450 words or less and send it to LAWN CARE INDUSTRY, 7500 Old Oak Boulevard, Cleveland, OH, 44130.

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1977 Chevy CSO. 800 gal spray truck, 350 with 4 speed. Excellent condition, ready to operate. PTO operated hydraulic system powers pump, reel and agitation. \$8,500. All Seasons Tree Service, Latham, NY 518-783-7363. 3/84

For Sale-- 1977 Chevy C-50, 800 gal., Wanner hydraulic. 1976 Chevy C-60, 1200 gal., Bean PTO. 1974 Chevy C-60, 1200 gal., Myers - auxiliary power. Phone (913) 862-9461. 3/84

FOR SALE - CENTRAL OHIO LAWN/TREE SPRAYING SERVICE GROSSING \$200,000 ANNUALLY. ESTABLISHED FOR THIRTY YEARS. INCLUDES SIX TRUCKS AND 1400 ACCOUNTS. WRITE LCI BOX 114. 3/84

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Spray Trucks For Sale, 1982 Units 1200 Gallon lawn units '76 GMC \$12,950.00, '65 Ford \$7,950.00. (201) 337-3057. TF

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## FOR SALE

TRUCK #	YEAR	MFG.	SIZE	TANK GALLONS	PUMP	HOSE	HANNAY AUTO-WIND	PRICE
4	1976	CHEV	1 TON	750	Hydracell D10	350'	1	7,500
5	1974	IHC	1600	1125	Bean 10	350'	1	9,000
6	1974	IHC	1600	1125	Bean 20	700'	2	10,500
8	1971	IHC	1700	1125	Bean 20	700'	2	10,500
9	1971	IHC	1700	1125	Bean 10	350'	1	9,000
11	1970	IHC	1700	850	Bean 10	350'	1	7,500
12	1968	IHC	1700	850	Bean 10	350'	1	7,000

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**EXCELAWN CORPORATION OF AMERICA** is seeking Lawn Care Professionals for its East Coast and Midwest regions. Successful applicants should have a working knowledge of turf grass, fertilizers and pesticides. Good customer service abilities are required. Potential for advancement for the right individuals. Send resume and salary requirements. All replies will be kept confidential. Write: EXCELAWN, PO Box 238, Hatboro, PA 19040. 3/84

**Landscape Maintenance Pesticide Applicator.** Commercial maintenance company seeks knowledgeable, aggressive individual with experience in all aspects of pesticide applications. Must have or be able to attain a Texas Certified Pesticide Applicators License. Send resume to Branch Manager, Maintain Incorporated, 2549 Southwell, Dallas, TX 75229. (214) 241-2202. 4/84

**Lawn Maintenance Supervisor.** Commercial maintenance firm needs qualified person for supervisory position. Degree in and/or experience in agriculture related field a must. Send resume to Production Manager, Maintain Incorporated, 2549 Southwell, Dallas, TX 75229. (214) 241-2202. 4/84

## WANTED

**ACCOUNTS WANTED** National chemical lawn care company seeks accounts to acquire. Selling price open for negotiation. If interested, send name, address, phone number and number of accounts available to LCI Box 104. 3/84

Wanted to buy **HYDRO SEEDER**. Please send photo..Johnson Hydro Seeding Corp., 13751 Travilah Road, Rockville, MD 20850. 301-340-0805. TF

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Another Balan advantage is its *predictable* length of control. So you know when to reapply and when it's safe to reseed. And that prevents wasting money on unnecessary applications or having to wait for several months before you can reseed.

Balan granules apply easily, too. Won't clog in the spreader. Assure even, uniform coverage with more particles per square foot for consistent weed control, better looking turf.

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In Los Angeles

# Southern California 'weed war' seminar successful

A demonstration illustrating the economic advantages of herbicides for turf renovation, was a highlight of the recent "Southern California War on Weeds" field seminar held at Elysian Park in Los Angeles.

The seminar, sponsored by Monsanto and presented with the assistance of the Target Chemical Co. of Cerritos, was attended by 56 Los Angeles area vegetation control specialists, including commercial landscape contractors.

The objective of the seminar, Monsanto spokesman Dave Minnesang says, was to demonstrate the favorable characteristics of Roundup herbicide in a variety of situations. So Monsanto and the L.A. Department of Recreation and Parks prepared a group of test plots in advance.

One demonstration effectively showed Roundup's economic advantages. An area of 1000 square feet was sprayed with the chemical and Minnesang empha-

sized, "Based on a two percent solution, this represents a cost of less than \$1.70, far less than any alternative mechanical means."

In addition to demonstrations, the seminar included an equipment display, discussions about different types of sprayers and nozzles, and information on toxicology and the environment.

During on-site luncheon ceremonies, tree surgeon supervisor Henry Galvan of the Los Angeles Department of Recreation and Parks was presented a plaque, honoring his contributions to the seminar.

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

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## The standard of excellence for crabgrass.

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

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

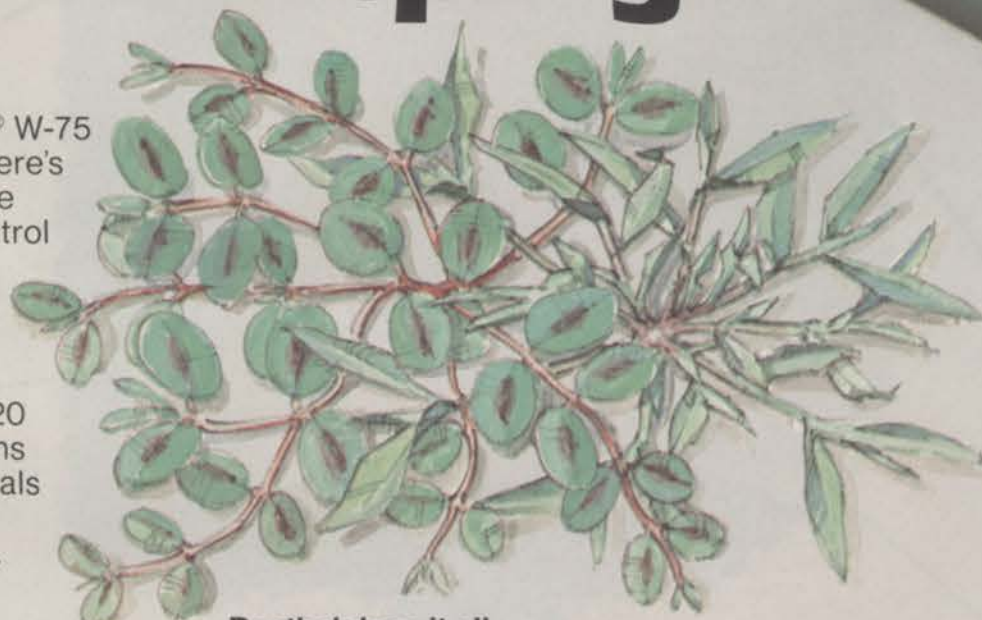
## The only way to control spurge.

Dacthal W-75 delivers more effective spurge control than any other herbicide.

Here's why.

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

Spurge has to be controlled *before* it emerges. And the only preemergence labeled for the job is Dacthal.



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

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



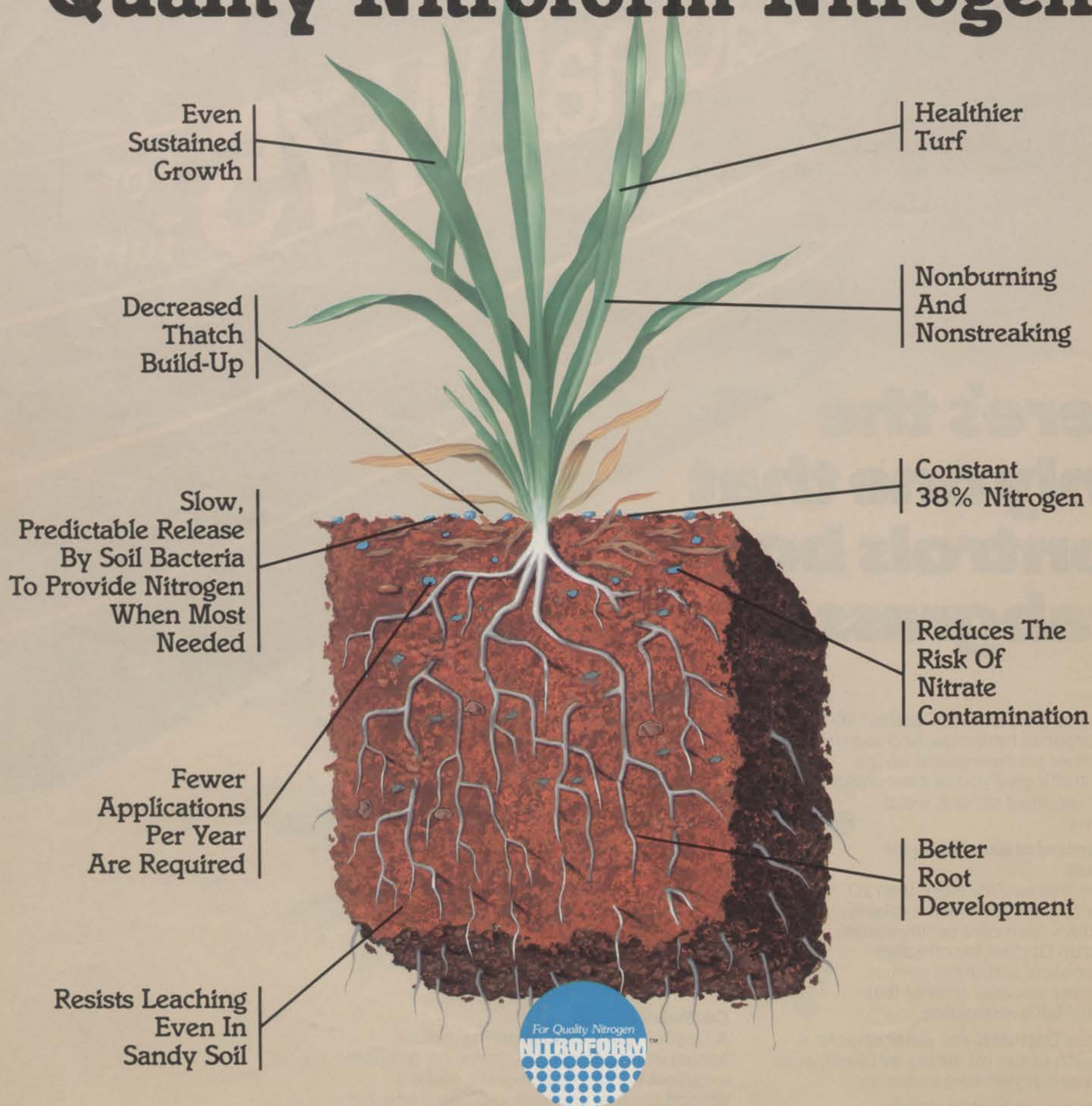
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