

STATE OF THE INDUSTRY REPORT

Industry still growing

Lawn care receipts increase 23%

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More than **\$1.8 billion** is spent annually on professional lawn care, including more than \$1 billion spent strictly on chemical applications, according to the latest statistics compiled by LAWN CARE INDUSTRY.

Readers of the magazine reported average gross receipts of **\$248,830** on **1,594** chemical accounts serviced in 1982. Expanded to the total LCI readership, chemical lawn care com-

panies grossed nearly **\$1.1 billion** in 1982, considerably higher than the 1981 figure of \$870 million.

More than 1,000 questionnaires were mailed to a random cross-section of readers. The response rate for this year's survey was 17 percent.

Mowing/maintenance accounts averaged **\$125,297** per company on an average of **152** customers. Expanded to the total readership, nearly **\$755 million** was grossed

in mowing/maintenance accounts in 1982.

Combine those two figures for a total of **\$1.85 billion**, an increase of 23.3 percent over the size of the industry in 1981.

The average LAWN CARE INDUSTRY reader's business consisted of **38.3** percent chemical lawn care and **35.4** percent mowing/maintenance, according to the survey — though no one

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LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

Money-wise

35.6 percent of gross is paid to labor force

More than one-third of the average lawn care company's gross receipts are spent for labor, according to the most recent LAWN CARE INDUSTRY survey. The actual figure is **35.6** percent, averaged over total readership.

But, the survey further noted, chemical lawn care companies do not spend nearly as much on labor, even though their field personnel make an average of \$1.41 per hour more. Chemical lawn care companies spend an average of just **27.9** percent of gross receipts on labor while those in the mowing/maintenance segment of LCI's readership spend **43.3** percent.

Heavy spending

The other big expenditure disparity the survey recognized was in the "fertilizers and pesticides" category. Chemical lawn care companies, logically, spent **25.3** percent of their gross receipts in this category while mowing/maintenance companies spent just **8.4** percent.

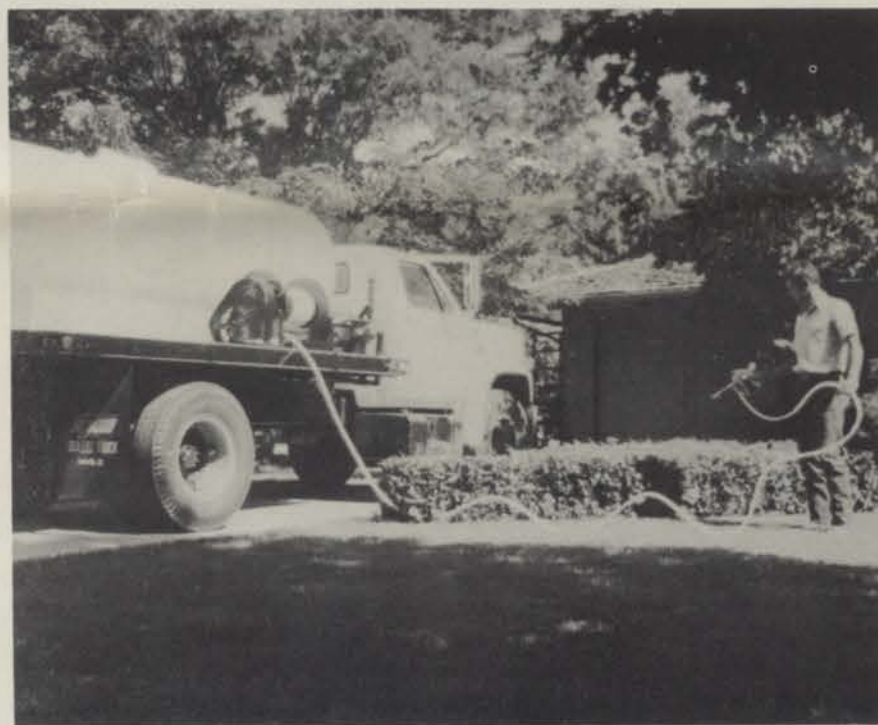
Chemical lawn care companies spent an average of **5.6** percent of

their gross receipts on fuel while mowing/maintenance companies — which use more gasoline-powered equipment — spent **9.9** percent. Chemical companies also spent more than twice the amount registered by mowing/maintenance companies on advertising: **5.9** to **2.5** percent of their gross receipts.

Same profits

There was no big discrepancy between the two segments on profit margin, however. Chemical lawn care companies reported an average profit margin of **16.1** percent while mowing/maintenance companies reported **18.5** percent. Industry average was **15.8** percent.

An interesting — and distressing — fact extrapolated from the survey, however, came from among companies that reported little profit margin. Just over 10 percent of the respondents admitted to making zero profit, or to losing money, in 1982. An additional **8.5** percent admitted to having profits of just zero to three percent.



Lots of \$\$

Half a billion spent on chemicals & seed

Nationally, nearly a half a billion dollars is spent each year by readers of LAWN CARE INDUSTRY to purchase chemicals and grass seed.

According to the most recent survey done for its annual "State of the Industry" report, LCI determined that each lawn care company in its readership spends an average of **\$42,404.92** on chemicals and seed. Expanded over the magazine's total readership of 10,435, expenditures in those categories are **\$442.5 million** per year.

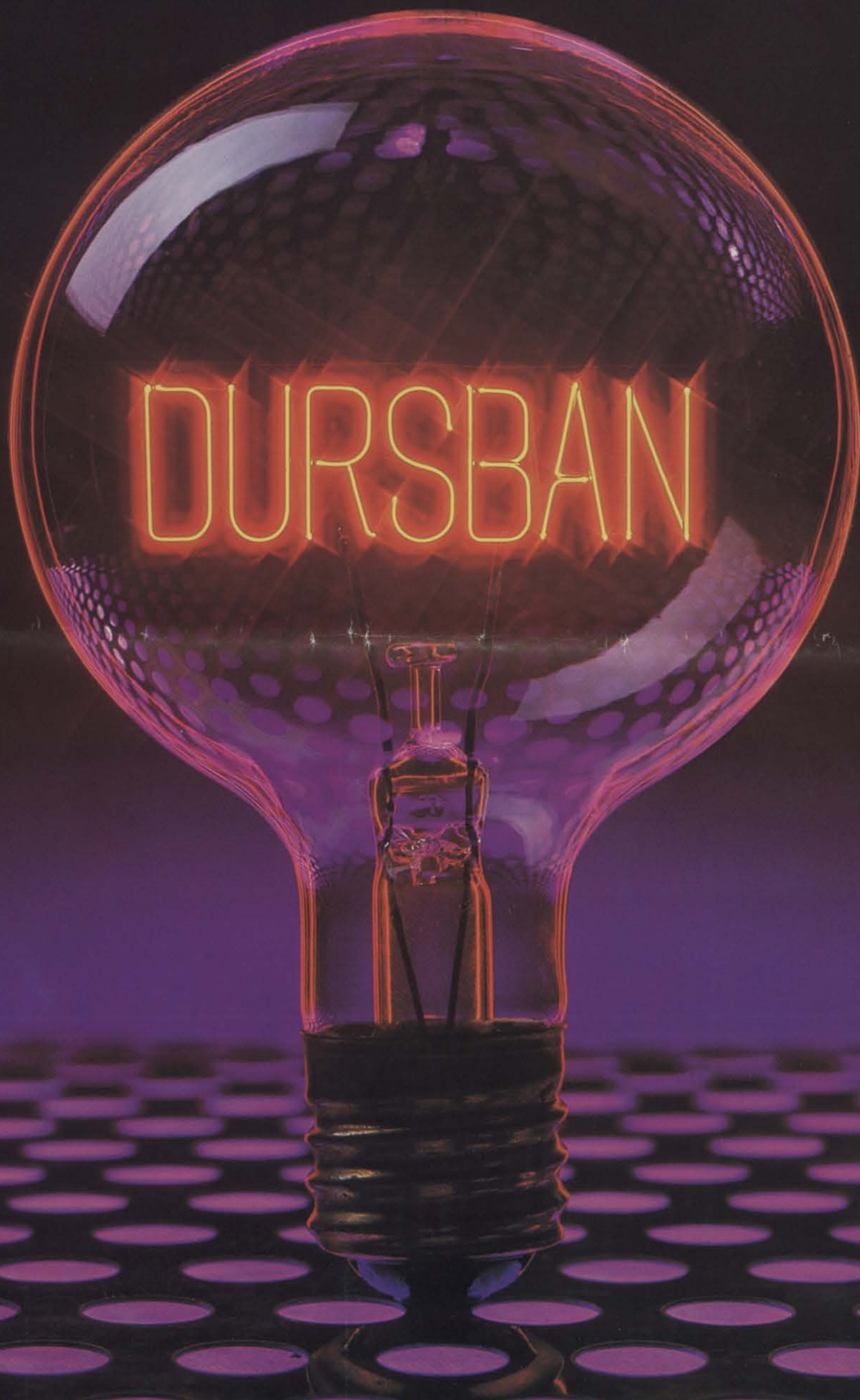
Chemical lawn care companies — that is, companies whose business is predominantly applying chemicals — spend an average of **\$99,458.46** while mowing/maintenance companies devote an average of **\$22,119.45** to chemicals and seed each year.

Liquid-applied fertilizer is the biggest expenditure for predominantly chemical lawn care businesses: more than **\$31,000** per year. Chemical lawn care companies also spend about **\$26,000** on pre-emergent herbicides, according to survey results.

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Next month:

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UPFRONT

Attacking the No. 1 problem

It would be very easy to begin this month's magazine by commenting on our annual "State of the Industry" report contained herein. But let's allow the figures to speak for themselves and go on to another subject of utmost importance to our industry.

Instead, as we hit the height of the 1983 lawn care season, perhaps it is just as important to address the problem of professional standards — which, for many lawn care businesses, are not up to snuff.

The problem of non-professional people attempting to care for lawns (and to take away customers of professional and highly-qualified lawn care businessmen) has been around as long as the industry itself. When the subject was broached at the March meeting of the Professional Lawn Care Association of America's Board of Directors, many of the respected men seated at the gigantic conference table appeared discouraged, disgusted and unable to cope with even a perfunctory discussion.

PLCAA comments

Just one year ago, members of this same august group were asked to comment on ethics in the lawn care industry. At that time, some of the observations were:

- "Sometimes, I see a less than professional approach on the part of some of the new entrants into the industry."
- "This can be a very easy business to shave on."
- "You can't pick an industry where you don't find a bad apple."
- "I don't think real pride will come until there is some real differentiation among lawn care



services."

The North Carolina branch of the Professional Grounds Management Society recently decided to attack head-on unethical practices within the lawn care and landscape management industry.

"We sent out 150 letters," said Gregory Boykin of Boyco Landscape Maintenance recently, "but just 20 showed up at our meeting." (Boykin is chairman of the North Carolina Landscape Management Certification Program Committee.)

"We contacted a ton of people, but there doesn't seem to be a whole lot of interest," Boykin continued. "Many of them think we're trying to step on them, when, in fact, we're just trying to help. Basically, you don't mind competition if it's honest and professional."

Guidelines

The committee has established some guidelines, including these possible requirements for certification:

(1) Candidates applying for certification must be licensed pesticide applicators; and

(2) Candidates may be qualified to be tested if (a) holding a bachelor's or associate degree in a green industry and having two years practical experience, or (b) having three years experience with one year being in a supervisory capacity, or (c) having six years practical experience.

"I'd like to have something on line to present to our general membership by our annual meeting in October or November," Boykin said.

At the initial meeting of the NCPGMS, discussions centered around: the importance of professionalism; distinguishing features of the professional; methods by which contractors can set themselves apart from their competition; the necessity to help each other; consumer differentiation between the professional and fly-by-nighter; and the very real need of establishing a standard of quality for all landscape or lawn maintenance contractors.

A commendation

Though Boykin and his associates have been confronted with several obstacles, they must be commended for taking positive steps to improve professionalism in their home state.

It's a course of action you can all contemplate. The problem simply will not disappear by itself.

Jerry Roche

LETTERS

I read with enthusiasm your "Upfront" article in February, 1983. Your self-image is most accurate and the need for feedback will only sharpen the skills of your staff and their sensitivity.

The article which hit us in the East, like a breath of fresh air, was the June, 1982 labor and equipment charges article. Many who are unsophisticated in our business are not able to understand precise arts of costing and pricing.

We know that computers will be able to assist us in the very near future, but most of us have little expertise. Our accountants do not really care if we make any money, and many are still going to the customer's door on bended knee to get the job. Forget the commercial accounts and condominiums! You could starve to

death, as long as you are the cheapest. Contracts mean very little, and honesty is scarce at best.

What I am alluding to is the need for a structure of estimating cost, and education of the membership in reasonable pricing. Ours is a profession; we are in charge of the living things around the home as well as the environmental future of the customer's grounds. We need more open dialogue in our press on such matters.

Medical insurance programs are part of life. Why pay the high prices they have agreed to charge? We need to know what our legal boundaries are in formulating these activities, and national guidance on how to properly implement local programs to re-

search local conditions. With appropriate professional development, we could make enough money to be collateralized when we need to go to the banks for cash flow loans.

Here: I've shown you the woods. Now double the subscription rate for the magazine and hire the guys to give us the answers.

John F. Cockerill
Scarsdale, N.Y.

Letters to the editor should be kept brief and to the point. They should be tastefully written and bear a signature and address or telephone number for verification purposes. The staff of LAWN CARE INDUSTRY reserves the right to edit all letters for length and grammar.

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- 20 ☐ Primarily mowing/maintenance service
 30 ☐ Landscape contractor/lawn service company
 40 ☐ Nursery or garden center/lawn service company
 50 ☐ Pest control/lawn service company
 60 ☐ Irrigation contractor/lawn service company

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Advertising stats

Let your fingers do the walking!

If prospective lawn care customers "let their fingers do the walking" through the Bell System Yellow Pages, they will find more than enough professional lawn care businesses to suit them.

According to a LAWN CARE INDUSTRY survey of advertising methods, the Yellow Pages were judged most important by lawn care professionals. Nearly 75 percent of every business which responded to the survey said they used the Yellow Pages as part of their advertising campaign.

The money is there to spend on advertising. The average lawn care company spends more than \$9,590 per year promoting its product, according to the survey — five percent of all gross receipts.

Referrals, rebates

Next most popular means of advertising was through referrals and rebates, named by more than 70 percent completing the survey.

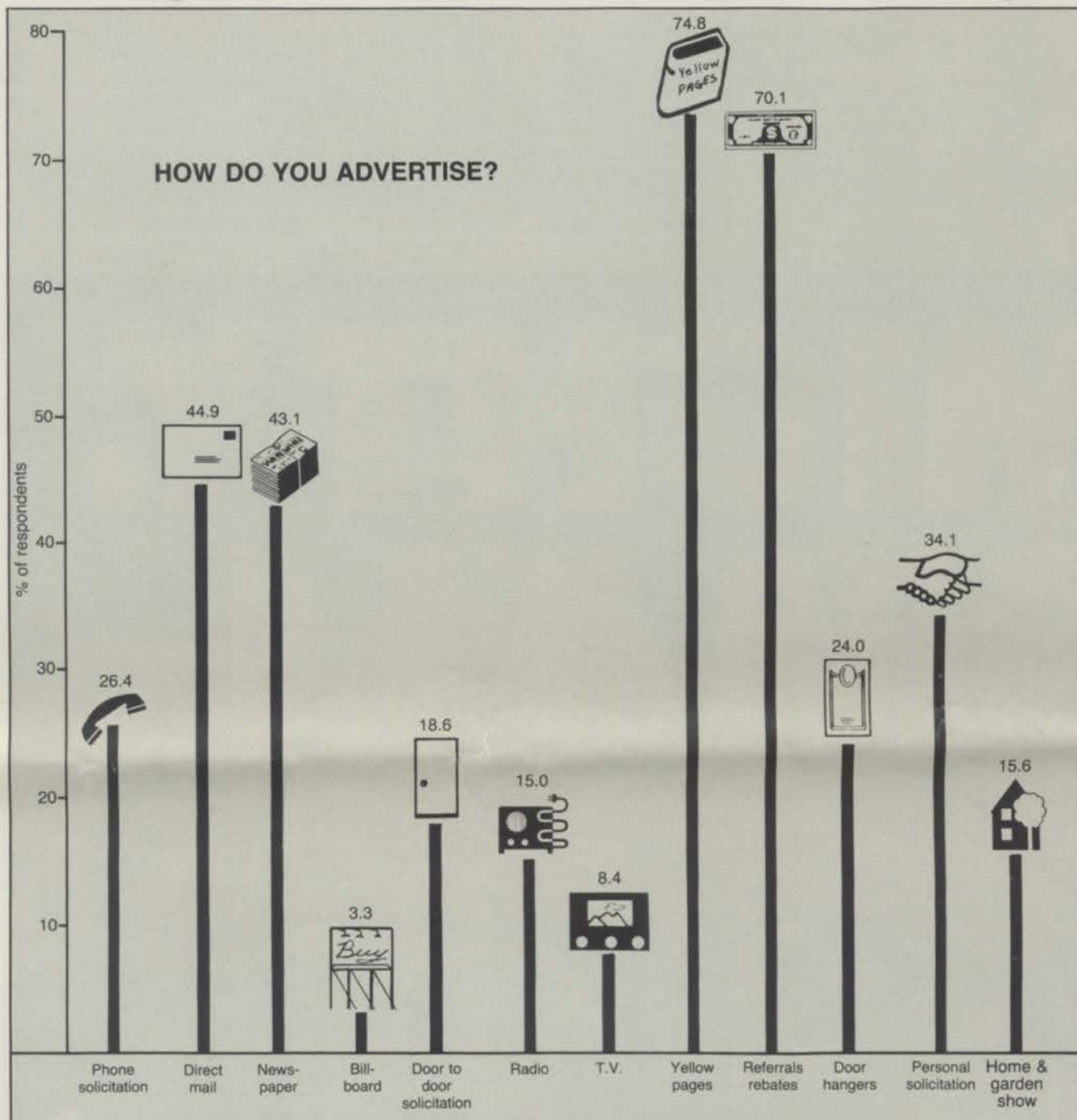
Larger companies and companies that specialize in chemical application tend more to advertise in the Yellow Pages, the survey revealed. Of chemical application companies responding, 85.2 percent said they use the Yellow Pages. Of companies grossing more than \$100,000 per year, 87.1 percent said they advertise with Ma Bell.

Popularity

Referrals, rebates and direct mail also tended to be more popular among companies doing chemical application and companies with gross receipts over \$100,000. Seventy percent of the chemical application companies use referrals or rebates, and almost 65 percent use direct mail. Of the larger companies involved in the survey, 72.6 percent use referrals or rebates, and 62.9 percent said they use direct mail.

Other popular means of advertising among all segments polled were newspapers and personal solicitation. Least popular was billboard advertising, though 11.1 percent of chemical application companies responding to the survey named them as an effective advertising means.

Overall, it was found that the average lawn care business uses 3.8 ways of advertising. Chemical lawn care applicators use 5.1 ways of advertising; businesses which gross more than \$100,000 per year use 4.8; businesses that gross under \$100,000 use 3.3 ways and mowing/maintenance companies are the least likely to advertise in multiple media, using an average of just 3.0 per company.



Services offered

Keying in on thatch, disease

Thatch-reducing cultivation and disease control are becoming more important aspects of the lawn care business, according to the most recent LAWN CARE INDUSTRY "State of the Industry" survey.

Nearly 70 percent — 69.6 percent, to be exact — of the businesses surveyed said that they offered thatch-reducing cultivation, and an additional 82.3 percent said that they offered disease control.

The two extra services are especially becoming more important to the mowing/maintenance sector of LCI's readership. Among mowing/maintenance companies,

response to the question "Do you offer thatch-reducing cultivation" was 83.8 percent affirmative, and answers to the question "Do you offer disease control" were 80.6 percent affirmative.

Among chemical lawn care companies, the figures were 56.6 percent for thatch-reducing cultivation and 81.8 percent for disease control.

References

It must be pointed out, however, that reference to "mowing/maintenance companies" implies companies responding to the survey which indicated that they were more than 50 percent into

mowing/maintenance, and likewise with "chemical lawn care" companies. Many businesses engage in both types service.

Fifty-eight-point two percent of the companies surveyed said that they offered both thatch-reducing cultivation and disease control: 45.5 percent for chemical lawn care companies and 67.6 percent for mowing/maintenance companies.

Just 9.4 percent said that they offer neither: 9.1 percent for chemical lawn care companies and 8.8 percent for mowing/maintenance companies.

The survey results were based on 1,000 questionnaires sent to regular readers of LCI.

STATE OF THE INDUSTRY REPORT

Equipment research

Computer popularity grows

What kind of and how much equipment does the lawn care businessman keep in stock, and how does he take care of it?

Those were the subjects of no less than five questions on the 20-question 1983 LAWN CARE INDUSTRY "State of the Industry" survey. By far, the most

extensive area of investigation was equipment, and some of the results were surprising.

For instance:

- Chemical lawn care companies are much more technologically advanced than their mowing/maintenance counterparts.

- There is no clear preference between types of pumps on spray equipment, but a clear preference does exist concerning how the equipment is powered.

- Most of the maintenance done on equipment is by members of lawn care crews.

It should be pointed out that

references to "chemical lawn care companies" include more than just ChemLawn-type companies which basically apply fertilizer and pesticides only. Likewise, references to "mowing/maintenance companies" do not exclude companies which do some chemical application. As the statistics indicate, many companies are doing both chemical lawn care and mowing/maintenance.

One of the most interesting statistics derived from the equipment study is the fact that one of every four lawn care companies uses a business computer. But exactly 50 percent of predominantly chemical lawn care companies has a computer, while just 10.4 percent of predominantly mowing/maintenance companies has one.

The industry average for companies using business computers is 25.8 percent.

Most popular

And overall, the most popular type of equipment among lawn care companies is a spray tank. Businesses subscribing to LAWN CARE INDUSTRY average 5.5 spray tanks, with chemical lawn care companies accounting for an average of 11.7 and mowing/maintenance companies having an average of 2.1.

The most popular type of equipment among mowing/maintenance companies is the walk-behind mower with an average of 10.3 per company. But the total readership average drops to 5.15 because companies that specialize in chemical application average just 1.07 walk-behind mowers.

Here are readership averages for other types of equipment: (a) tractors, 1.6 per company; (b) riding mowers, 1.3 per company; (c) hedge trimmers, 2.4 per company; (d) string trimmers, 4.6 per company and (e) aerators, 1.0 per company.

Of those companies which use spray equipment, most popular type of pump was the piston, named as being used 46.6 percent of the time. Centrifugal pumps were named by 37.9 percent of the respondents.

Auxiliary engines as power for spray equipment far outnumbered power take-off engines (PTOs) as the most popular type, 65.2 percent to 7.8 percent.

Crews busy

And, finally, it was found that 45.8 percent of the companies answering the survey let their crew members do at least a portion of the equipment maintenance themselves.

Among chemical lawn care companies, that figure was 60.4, compared to 37.3 for mowing/maintenance companies, whose owners tend to do more maintenance themselves.

Here are complete statistics

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Readers respond:

What is the biggest problem facing the industry today?

"Lack of professionalism" was the one most common response when LAWN CARE INDUSTRY readers answered the question "What is the biggest problem facing the lawn care industry today?"

Of the people replying to that question, nearly one-third (32.5 percent, to be exact) used the words "lack of professionalism" or a response to that effect.

Here is a list of the most-mentioned problems plaguing the industry today, according to the anonymous survey, which was conducted earlier this year:

Lack of professionalism	32.5%
Low-balling	21.1%
Govt. regulations	16.3%
Salaries, Personnel	15.4%
Consumer education	14.6%
The economy	9.0%
Competition	5.7%
Cost of materials	5.7%
Profitability	5.7%

Of those responding to the open-ended (essay-type) question, some of the comments were particularly interesting. A general overview of the tone in some areas of concern, along with selected comments, follow.

Professionalism

Companies abounding in the industry which hire unskilled cheap labor, which do not offer workman's compensation or do not carry other forms of insurance are the bane of the business, according to most of the responses.

Many suggested some kind of national legislation whereby lawn care companies would need a license in order to legally operate.

Many also mentioned the problem of low-balling (price under-cutting) in the same paragraph, relating the two problems.

"Some so-called landscape companies are cropping up which carry no worker's compensation insurance, pay personnel 'under the table,' and more than likely are not declaring their gross receipts as well. All of the above undermine the professional firms.

"Perhaps there should be some way legitimate landscape companies can group together and

commence a program of sorts that can eliminate this type of problem. Any suggestions would be appreciated."

"Too many people start in the industry without having the slightest knowledge of turf. The average person has no idea a state license is needed and, to our knowledge, nobody checks to see if a license has been issued. These 'fly-by-nighters' damage our industry's image."

"With the economy the way it is, 'fly-by-night' companies are very abundant and can price you out of business. Without licensing, everybody and his brother is jumping in when their plant shuts down."

"Many people in the industry do not know what they are doing. Their pricing is poor, because they are not aware of costs. They need more knowledge for the

products,' 'magic potions' and 'secret blends' that promise everything but are not backed by scientific research, etc. These people are a blight on the industry and everyone suffers — including little, honest businesses like ours.

"The public can't be expected to sift intelligently through all the ads; if something isn't done, then the government will do it for us."

"Too much energy is spent continually signing up new accounts, then allowing the customer to become disenchanted with the service provided.

"People in service businesses such as the lawn care industry would be wise to concentrate a greater effort to accommodate the clients they already have. Service ... Quality Material ... Professionalism ... Knowledge."

"We see so many people each

employed are cutting into both quality and price stability in the industry."

Low-balling

Rather than price-cutting being a problem in itself, many of the people who responded to the question cited lawn care "businessmen" who under-cut prices as being the main problem.

This related directly to some of the comments made in the previous section on lack of professionalism.

Also interesting to note is that the most popular possible answer to the problem of professionalism/under-cutting seemed to be establishing some federal regulations to keep undesirables out of the industry.

Witness the following responses:

"Many of us are more qualified and are concerned about people who low-ball not charging a sufficient amount to pay for professional service and get a return on their investment."

"Some cut-throat practices include misrepresentation, using cheap fertilizers, using less fertilizer than represented or billing for material never used. There is under-cutting to get the job done, and then bringing up over-priced extras or using loads of chemicals to run up the bill."

"Low bidding is not only where it's at. We must work together as a professional organization or group."

"I find too many unqualified low-bidders in our trade, and would like to see people in the business be certified by the state."

"There's under-bidding by the 'wishful thinkers' in our industry. Our industry average labor/machine-hour billed is too low to really justify entering this business.

"I think LCI should write front page articles every month to make sure everybody understands that this industry really desperately needs an overall upgrading in our profit structure. Too many are pricing their work in an irresponsible fashion, and it's depressing the industry."

Government regulations

Most of the people citing

PROFESSIONALISM!!

problems that arise through a growing season. Educating them in bids and estimates is a problem because with unemployment the way it is, there are many first-timers in the business who are not knowledgeable enough to the cost of maintenance."

"There are too many independents with a mower in a truck and no overhead. We need a professional image, because people still relate to the 'boy who cuts grass.'"

"There is a total lack of professionalism with misleading information and gimmicks used by many in this business. In Illinois, a large amount of contractors use illegal labor, unlicensed chemical applicators and lack tree experts license when pruning trees.

"At times, I think the whole business is a fake. When will we form an exclusive organization that will monitor its members and make them live up to professional standards?"

"There are unscrupulous operators selling 'snake oil,' 'miracle

year entering the lawn service field, cutting prices, giving poor service, and altogether lowering the standards we have strived so hard for many years to build."

"There are too many fly-by-nighters whose overhead is smaller because they are doing things illegally. Therefore, at times, it is hard to be competitive with these firms.

"In the past seven years, there have been a lot of firms come and go because they under-price themselves. In the long run, it catches up to them. A lot of them try to make all the money in one year, but in this type of business it takes a long time, hard work and a lot of dedication before you become successful."

"There is a proliferation of new companies which think, 'easy money, little work, little knowledge required.' This gives those of us who do good work a tarnished reputation. After they have under-bid us, then done second-rate work, people are leery about hiring our services."

"The inexperienced and un-

STATE OF THE INDUSTRY REPORT

PROBLEMS from page 9

government regulations as a problem had a gripe with either the treatment of pesticides by our legislators, or the problem of too many taxes "taxing" the profits of small businessmen.

One respondent had this simple answer to the question of the biggest problem facing the industry:

"EPA!!!"

Salaries, Personnel

There is no doubt that one of the most recurrent problems of the lawn care businessman is trying to find inexpensive help willing to face layoffs each winter, and yet willing to return to work in the spring.

Other factors cited under this general sub-heading concerned the problems with labor union wages. Here is a smattering of various philosophies:

"The biggest problem is the labor situation. Being of seasonal nature, we have a hard time keeping help on hand from year to year. Also, we cannot compete with factory-type wage scales and benefits."

"Training managers to hire the right people for the job is a problem. Managers are not personnel-conscious enough, and we need to get better at hiring the right people for the job; e.g. interviewing, evaluating and continuous public relations with employees."

"The seasonal nature of the business also does not lend itself to hiring and paying for qualified help. The college turf students who enter the field are finding that their education is not going to help them find a job in the green industry that pays a wage that is competitive with many other jobs college grads can get."

"Cost of union labor is too high."

"When you are doing work in different union labor districts, you have to sign up men from the particular office you are located at. This means that you have to give crash courses in the following: raking, handling and planting of shrubs and trees, operating a hydroseeder, proper usage of seed and fertilizer, handling of heavy equipment."

"On top of all this aggravation, management or owners aren't allowed to work unless they hold a union book or card."

"Need I say more? Union labor can definitely hurt profits and should not be allowed in our profession."

"The biggest problem is finding and retaining good help. This can be a big problem because the wages aren't high enough to demand quality help. I think reliable mature helpers are worth

'We have a hard time keeping help on hand'

paying for, because when your back is turned they continue to produce."

"I don't find this a problem personally because I'm still small."

"Laborers aren't paid well

enough and as a result are not dependable and jump from company to company."

Consumer education

Consumers must be educated in many ways, according to one out of seven people answering the

questionnaire. Most important ways, apparently, are by letting the customer know what the professional lawn care business can and cannot do for lawns, and that the industry is one in which "you get what you pay for."

Here are some typical responses:

"The people are not educated enough to select the best. The customer is still looking for the perfect product at the lower cost."

"You have to educate homeowners and clients to property needs and the costs involved. The low bid will not always get the proper results."

Jacobsen's versatile Turfcats II System introduces three new Jacobsen Turfcats.

Introducing the GA 180, the DW 220 and the GA 200. All come with hydrostatic drive which keeps the cutter speed independent of the ground speed. Offering single pedal forward and reverse control to eliminate clutching. All feature a two-speed transaxle and a foot operated hydraulic implement lift system for easy transport. And all give you a wide range of implements. Implements to match the job to the season. A system to match your budget.

The New GA 180

Our 18 h.p., twin-cylinder, air-cooled, gas-driven GA 180 is an easy match for your seasonal jobs. With its large 8.5 gallon tank and a separate hydraulic reservoir for cooler operation, the GA 180 is ready to go a long way and last a long time.

50" side discharge mechanical rotary
48" mechanical snow thrower
60" mechanical broom
54" plow
Grass pick-up R.O.P.S. Cab/Wiper and lights

The New DW 220

The only rotary on the market with hydraulic drive to the decks. Offering a 22 h.p. diesel engine completely ducted and screened for longer engine life. Plus hydraulic drive to the decks for less vibration and fewer alignment problems from shock or impact and easier maintenance.

60" side or rear discharge hydraulic rotaries
72" side discharge hydraulic rotary
60" hydraulic flail
48" hydraulic snow thrower
60" hydraulic broom
54" plow
R.O.P.S. Cab/Wiper and lights.

The New GA 200

Our twin cylinder, 20 h.p. gas driven air cooled workhorse. Featuring a completely ducted and screened cooling system and full pressure lubrication for longer engine life. All of the implements listed below are quickly mounted via a simple three pin system.

50" side discharge mechanical rotary
60" side and rear discharge mechanical rotaries
48" mechanical snow thrower
60" mechanical broom
54" plow
Grass pick-up, R.O.P.S. Cab/Wiper and lights.

"In spite of our efforts to attempt to educate, many customers do not read and/or comprehend the material and feel all their problems are automatically solved when they hire a lawn care company."

"There must be a public acceptance of the pesticides that are safe, useful and effective in improving their standard and quality of life."

"We have to make the prospect (homeowner) aware of the value of professional lawn care. Lack of

'People don't seem to have enough money'

industry promotion and marketing activity is the main problem in my area (western U.S.)."

"There is a squeeze between the necessity to apply chemicals to control pest/weed/turf deficiency

problems versus the environmental impact of those chemicals and the inability of the green industry to get its message to the public versus the headline-grabbing sensationalism of a large segment of the media."

Miscellaneous

Many other problems were cited by our readers as important enough to write in the blank space. Instead of trying to analyze, we'll let the answers speak for themselves:

"The biggest problem is labeling products for the turf industry. There are a lot of chemicals available, but because the turf industry is so small in comparison to the ag market, many products don't get labelled."

"I have insurance problems. Insurance for start-ups is high, because \$20,000 gross is where they start premiums, even though you only gross \$5,000."

"People don't seem to have enough money allotted for such a luxury as lawn maintenance anymore."

"Increasing costs of water make lawns a less feasible ground cover. People in the industry generally have little knowledge of horticulture, and offer few alternatives to customers."

"We must change the thinking of people to realize that putting nitrogen down in the spring is not healthy for the grass. Instead, we should put fertilizer down in the fall. But it's hard to get to that type of program."

"Most operators overlook long-term effect of their applications and are willing to sacrifice long-term well-being for short-term looks."

"From my standpoint as a landscape maintenance company, I believe that young people who are buying the older homes that we have maintained for 25 or 30 years are not as interested in keeping them up like the former owner had."

"I don't blame the economy for this. Younger people are too busy to appreciate their yard and home when they are playing tennis, golf, racquetball or just hanging out at the club."

"So, from the residential area, times are changing."

More...

For more information on the state of the lawn care industry, attend the Professional Lawn Care Association of America (PLCAA) convention and trade show Nov. 8-10 in Indianapolis. To obtain details, write executive director Jim Brooks, PLCAA, 1225 Johnson Ferry Road, Suite B-220, P.O. Box 70455, Marietta, GA, 30007-0455.

Circle No. 105 on Reader Inquiry Card



**JACOBSEN
TEXTRON**

Jacobsen Division of Textron Inc.

Jacobsen. Engineered from the ground up.

STATE OF THE INDUSTRY

RECEIPTS from page 1

company reported those exact figures. Moreover, the remaining 26.3 percent of the average reader's business dealt with an allied field of lawn care — such as landscape construction, seeding, aeration, tree spraying, pruning, irrigation and others.

The average lawn care business employs 8.5 persons during the entire year and 15.5 persons during the peak season. Chemical lawn care companies average 11.9 year-round employees and 17.7 peak-season employees, compared to respective figures of 5.4 and 11.8 for the mowing/maintenance segment of LCI's readership.

Which means that, nationally, more than 160,000 persons are employed in the industry.

Average wages for field personnel amounted to \$5.87 per hour, a slight decrease over the 1981 figure of \$5.94. Broken down into the industry's two main segments, it was determined that chemical lawn care field personnel average \$6.75 per hour while mowing/maintenance field personnel average \$5.34 per hour.

Average wages:

\$5.87/hr.

The survey also determined that more than 60 percent of all lawn care is done to homes in residential areas, including 84.8 percent of all chemical lawn care accounts. Chemical lawn care companies devote 9.3 percent of their time to commercial and industrial accounts and the final 5.9 percent of their time to apartments and condominiums. Mowing/maintenance accounts in the residential sector, on the other hand, account for just 44.3 percent of business. Apartments and condos result in 23.5 percent of the average mowing/maintenance company's business while the final 32.2 percent is done to commercial and industrial properties.

Customer retention in the industry is excellent, especially among mowing/maintenance companies, which service much bigger accounts (on the average) than chemical lawn care companies. Mowing/maintenance contractors reported an average customer retention figure of 94 percent, compared with a figure of 83 percent for their chemical counterparts. Overall, the industry averages 88.5 percent customer retention.

Most lawn care companies are independent corporations — 43.7 percent, according to the 1983 survey. This figure is slightly more than the 38.4 percent reported in last year's survey.

The amount of sole proprietorships is considerably less than a year ago. The 1982 survey determined that 38.3 percent of all companies are sole proprietorships, while the 1981 figure stood at 46.4 percent.

Partnerships, though, have increased over the last year, from 4.8 percent to 9.0 percent. Company-owned chains are up from 2.4 percent in 1981 to 5.4 percent in 1982. Franchises have declined moderately from 8.0 in 1981 to 3.6 percent in 1982.

How report was determined

Statistics quoted in the LAWN CARE INDUSTRY "State of the Industry" report were derived from an anonymous study conducted during February-March, 1983.

One thousand questionnaires were mailed to a random sample of the magazine's readership. Response rate was slightly more than 17 percent.

Readers were first asked to identify their companies as primarily involved in chemical lawn care, mowing/maintenance or "other." References to these segments in the report imply that a group of companies is **predominantly** involved in that aspect of lawn care.

While information obtained in this study may not be precise evaluation of the entire market, it does indicate to some extent the averages for the magazine's readership as a whole.

White grubs used to laugh at insecticides...



STATE OF THE INDUSTRY REPORT

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LAWN CARE INDUSTRY

JUNE 1983

EXPENDITURES from page 1

Biggest expenditure for mowing/maintenance companies is fungicides, perhaps because mowing/maintenance companies are on lawns more frequently than their chemical counterparts, and see telltale signs of disease first. Mowing/maintenance companies reported annual expenditures of \$8,272 on fungicides and an additional \$5,161.53 on dry-applied fertilizer.

Opposed to the \$31,447.38 which chemical companies spend on liquid-applied fertilizers,

mowing/maintenance business spend just \$1,303 annually.

Dry-applied fertilizer was the most popular across the board, according to survey results. Almost 73 percent of chemical lawn companies use dry-applied fertilizer while just under 70 percent use liquid-applied fertilizer, though the chemical lawn care companies generally use liquid-applied fertilizer in larger quantities.

Ninety-seven percent of mowing/maintenance companies responding to the annual survey reported that they use dry-applied

fertilizer, compared to just 31.3 percent which said that they use liquid-applied.

Taken as a whole, the survey reported that dry-applied fertilizer was used by 87.6 percent of LCI's readership, and that 50.9 percent of the readers used liquid-applied fertilizer.

In addition, 41.8 percent of chemical lawn care companies said that they used both in 1982, and 31.3 percent of mowing/maintenance companies admitted to the same. Overall, the average was 39.6 percent of the survey's respondents saying they used

both dry-applied and liquid-applied fertilizer.

Associations

PLCAA popular

In the lawn care industry, state trade association memberships number slightly more than memberships in national associations, and considerably more than memberships in regional and local associations.

That fact was derived from a spring, 1983 study completed by LAWN CARE INDUSTRY magazine as part of its annual "State of the Industry" report.

One of every three people participating in the poll listed memberships in state associations. On the other hand, one in four listed memberships in national associations and just one in 13 listed a membership in a regional or local trade association.

Many respondents were members of more than one group.

By far the most popular association affiliation among LCI readers is the Professional Lawn Care Association of America. One of every seven respondents is a member of the PLCAA, according to the results of the survey.

One in every 21 respondents judging by survey results, is a member of the Professional Grounds Maintenance Society (PGMS) and one in every 30 a member of the Associated Landscape Contractors of America (ALCA).

One of every 17 respondents reported an affiliation with an Illinois state trade association while one in 28 indicated a membership in a trade association from Ohio, the same incidence as those reporting from New York state.

COMPUTER from page 8

pertaining to equipment maintenance. Note that percentages do not add up to 100 because some companies named more than one way of maintaining equipment:

CHEMICAL COMPANIES: 8.9 percent use a full-time mechanic; 5.1 percent use a part-time mechanic; 7.8 percent contract an outside agency and 3.8 percent of the owners do their own.

MOWING/MAINTENANCE COMPANIES: 18.0 percent use a full-time mechanic; 23.9 percent use a part-time mechanic; 37.3 percent contract an outside agency and 10.45 percent of the owners do their own.

READERSHIP TOTALS: 17.9 percent use a full-time mechanic; 2.8 percent use a part-time mechanic; 38.7 percent contract an outside agency and 0.3 percent of the owners do their own.

now there's OFTANOL. Heh-heh-heh.



When it comes to stubborn white grubs, you get the last laugh.

Apply one shot of OFTANOL 5% Granular Insecticide at the recommended rate at the recommended time and it's goodbye, grubs. All season long.

OFTANOL can be applied with either drop or rotary spreaders and, normally, needs no watering in to work. Its low water solubility resists leaching, so OFTANOL is retained in the upper soil profile where it controls grubs on contact.

OFTANOL can also take out existing populations of sod webworm larvae, Hyperodes weevil, billbugs, and chinch bugs. Just follow directions on the label.

With its lasting residual action,

OFTANOL requires fewer applications and is more economical than other insecticides.

OFTANOL provides the most ef-

fective control of mole crickets of any product presently registered, but such use is limited to states which have issued Special Local Need registrations. Check with your state extension office.

Ask your turf chemicals distributor for OFTANOL.



OFTANOL is a Reg. TM of the Parent Company of Farbenfabriken Bayer GmbH, Leverkusen.

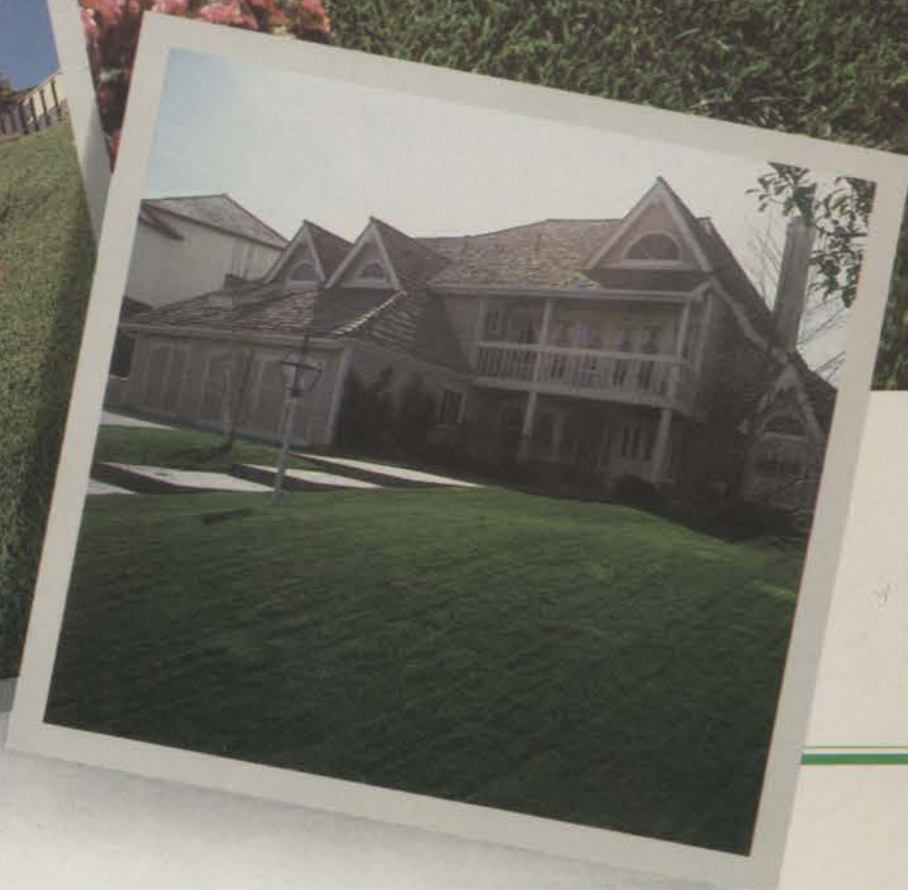
Circle No. 108 on Reader Inquiry Card



MöbAY Chemical Corporation
Agricultural Chemicals Division
Specialty Products Group
Box 4913, Kansas City, MO 64120



This slope was cleared
with Roundup—then planted
with a ground cover.



"ROUNDUP® SAVED ME ABOUT 6 DAYS ON THIS RENOVATION!"



"WITH ROUNDUP, I NOT ONLY SAVE TIME, I CAN ALSO DO A BETTER JOB. BIG JOBS OR SMALL ONES. EXTENSIVE RENOVATIONS—OR JUST AN AREA UPGRADE. THE FACT OF THE MATTER IS, I COULDN'T BE AS COMPETITIVE WITHOUT ROUNDUP!"

CARL SCHIEFER
OF CARL'S LANDSCAPING, INC., LAGUNA HILLS, CALIFORNIA.

Carl Schiefer runs an award-winning landscaping business in Orange county, California. In that part of the country bermudagrass is an extremely tough perennial weed problem in lawn and shrub areas. Carl solves that problem with Roundup® herbicide.

"We spray Roundup, and 7 days later we can plant. That's because Roundup has no residual

soil activity. With conventional methods, we'd have to spend days digging up the rhizomes. In some areas, that means going down at least 12 inches if you're going to do an honest job. With Roundup, we can destroy the weeds, roots and all. On this particular site, I figure I saved about 6 days with Roundup."

When you renovate a lawn or slope with Roundup you won't have to dig, disc or use a sod cutter. Just apply Roundup when the old lawn is actively growing and at the proper stage of growth. Then come back 7 or more days later to

power rake, till or slice—then plant. Your customers will like Roundup too, because the work site can hold up to light foot traffic during renovation.

Roundup can help make your workforce more efficient and your bidding more competitive. When you add it all up, that's the kind of edge you need to be successful today. Just ask Carl.

FOR MORE INFORMATION ABOUT MAKING LAWN RENOVATION MORE PROFITABLE WITH ROUNDUP, CALL 1-800-621-5800 TOLL FREE. IN ILLINOIS, CALL 1-800-972-5858.

Round up was also used for trimming and edging around new plantings, as well as follow-up maintenance.



Monsanto

Pesticide bill in Washington killed

A controversial pre-notification bill in the state of Washington was killed after massive effort by pesticide applicators and various other groups two months ago, according to International Pesticide Applicators Association president Bill Harland.

The bill, which came before the state Environmental Affairs Committee, never got out of the committee status, Harland said.

More than 120 people were involved in the lobbying activities, most of them attending the two hearings which were held. Lobbyists from senior citizens, pesticide applicators, realty and restaurant-hotel factions participated, among others.

The original bill would have required notification of residents within 100 feet of a pesticide's application, but that was later amended to read "reasonably affected" neighbors.

When Harland himself testified, he pointed out that the state received only 10 complaints out of the hundreds of thousands of applications the previous year.

Handling coordination of lobbying activities was the Washington State Pest Management Alliance (WSPMA), with which the IPAA is affiliated.

"We've been pretty organized in the state of Washington for quite some time," Harland said. "I know other states are having these problems, and all I can say is that the best thing to do is to get well organized."

Big companies using TV more

ChemLawn, the largest lawn care company in the nation, spread its advertising dollar this spring. Part of the expansion was in the television market, which expanded from 12 metropolitan areas to 32.

Television got about 20 percent of ChemLawn's advertising budget, which was increased 48 percent to \$11.7 million in 1983, according to a report in the New York Times.

ChemLawn stressed its money-back-if-not-guaranteed program in the spots, which began in mid-February and ran through May 15. Some ran on NBC's "Today" show, some in early or late news shows and some in prime time across the country.

Meanwhile, Arnold Industries (producers of the Power Rake) announced that its television spots hit more than 200 markets nationally, backed by a seven-figure advertising budget.

"Unlike print, the impact of the television commercial is immediate and visceral," said Arnold vice-president Timothy J. Anderton. "You watch the spot and

instantly understand why thatch is a terrible lawn care problem, and how easily the Power Rake solves it."

FMC opens new distribution site

FMC Corporation's Agricultural Machinery Division has opened a new East Coast Parts Distribution Center in Auburndale, Fla.

The 9,800-square foot facility, located between Lakeland and Winter Haven on U.S. 92, will

serve dealers as a parts warehouse for the East Coast spray market.

FMC Corporation, headquartered in Chicago, is a major agricultural producer of machinery and chemicals with 1981 sales of \$3.4 billion.

Planning begun for PLCAA show

The Professional Lawn Care Association of America's Board of Directors heard reports from committee members about plans

for the annual convention and trade show at a meeting in Chicago March 15.

At presstime, 48 exhibitors had contracted for 77 spaces at the trade show, a slight increase over the same time last year.

In addition, the Board of Directors passed a motion to ask Jack Van Fossen, president of ChemLawn, to become the keynote speaker. Last year's keynote speaker was Earl Butz, former U.S. Secretary of Agriculture.

The 1983 PLCAA Convention and Trade Show will be held at



New Rubigan™ spells curtains for And then some.

Rubigan™ turf fungicide serves notice. Because, after extensive testing, Rubigan has proven to be remarkably effective in evicting unwanted fungi that give any golf course an unfair handicap.

Broad spectrum control.

Dollar spot (even fungicide resistant strains), large brown patch, fusarium blight, stripe smut and pink or gray snow mold—these tenants might as well start thinking about a forwarding address. And if others are lurking in the neighborhood, Rubigan is compatible with most contact or systemic fungicides commonly used on turf.

Preventive and curative action. Rubigan provides you with the flexibility to manage a disease prevention program and, at slightly higher rates,

provides curative action on dollar spot and large brown patch. More to the point, Rubigan acts as an enforcer that prevents turf diseases from making themselves feel at home on tees, greens and fairways.

Unlikely development of resistance. Rubigan has a mode of action involving three or more sites of inhibition (a multi-site inhibitor). Years of successful use outside of the U.S., as well as trial usage in the U.S., have shown that susceptible fungi commonly found in turf have not been able to develop resistance to Rubigan.

Longer-lasting control. Rubigan is a very active, concen-

trated product. Long lasting control allows for longer intervals between spraying. You can reduce the number of application trips and save on fuel and labor costs. What's more, lower use rates mean less storage and lower handling costs.

Rapid leaf penetration.

Rubigan is a foliar-applied, locally systemic fungicide. It's absorbed almost immediately into leaf tissue and isn't susceptible to washoff by rainfall or irrigation once the spray has dried. While the spray is drying, the active ingredient sets up shop inside the plant where it can't be washed out. Disease protection begins immediately after application.

Excellent turfgrass safety. No adverse effects or discoloration

the Indianapolis Convention Center on Nov. 8-10.

Jacklin contract an economic boost

A worldwide production and marketing agreement between Jacklin Seed Company and Snow Brand Seed Company, Ltd. of Japan could bring significant future economic benefits to farmers and other grass seed companies in central and eastern Washington, northern Idaho, Oregon and western Montana, say Jacklin sources.

The agreement involves large production acreage requirements, exchange of genetic gene germ plasm, joint breeding and varietal

development of a wide selection of forage, reclamation and turf-grass as well as legume seeds for exportation throughout the world.

The program offers significant opportunities for local and regional growers to raise cash crops which will also qualify for the recently-announced government acreage "set-aside" program.

Spring-Green sells 50th franchise

William R. Fischer, president of Spring-Green Lawn Care Corp., Naperville, Ill. has announced the sale of its 50th franchise to Robert W. Edman of Joliet.

"This certainly represents a

milestone of which we are very proud," Fischer said, "but it is especially unique in that Bob Edman also purchased our very first franchise, shortly after Spring-Green was founded in 1977."

In 1982, Spring-Green reached the \$5 million mark in annual sales, serving more than 40,000 customers in five Midwest states. A 40 percent growth rate is expected this year, when Spring-Green opens its first Sun Belt franchise in Dallas, Texas.

LawnCare group holds seminar

Tulsa, Okla. was the host city for a

four-day seminar presented by the National LawnCare Institute, Inc. recently.

The seminar was entitled "Lawn Care: A Growth Industry," and featured 25 individual presentations by leading experts, who presented the latest and most practical information and methods available to the lawn care businessman.

The presentations covered all aspects of starting and operating a successful lawn care business.

The National LawnCare Institute Inc. is an organization for the promotion of advanced study, research and instruction for the lawn care industry. The organization's president is James M. Nicolotti, and its base is in Tulsa.

Rubigan™ EPA Experimental Use Permit No. 1471-EUP-50.



Fungi.

five major turf diseases.

occurs when Rubigan is used at recommended rates. Your university turfgrass research personnel will tell you that Rubigan is as beneficial to your turf as it is destructive for five major turf diseases. For more information on cost-efficient Rubigan, contact your distributor or write: Elanco Products Company, 740 S. Alabama St., Dept. E-455, Indianapolis, Indiana 46285.

Precautions: Applications of RUBIGAN to turfgrass areas containing *Poa annua* (annual bluegrass) may result in the gradual reduction of this species from the turfgrass area. Cumulative dosages of 5 pounds of RUBIGAN 50W per acre or 2 ounces per 1,000 sq. ft. are usually necessary for this response to occur. Turfgrass areas containing *Poa annua* which cannot tolerate its reduction should not be treated with RUBIGAN.

Rubigan. It's spreading.

For best results, always read and follow the label directions.



PLCAA has tentative slate

A tentative schedule of Professional Lawn Care Association of America regional seminars has been released by program chairman Gordon Ober of Davey Tree, Kent, Ohio.

Max Graham and Ron Zwiebel will be handling a regional seminar in Atlanta, Ga. on June 14 while Bill Harrigan, Frank Stevens and Jerry Faulring are arranging one in Rockville, Md. two days later.

Cincinnati is a site for a June 21 seminar being held by Larry Brandt. And on June 23, Pat Styles and John Flory will handle one in Philadelphia, Pa.

Mark Laube is chairman of the Cleveland, Ohio, seminar July 13. One day later, Bill Carey is having a seminar in White Plains, N.Y. for southeastern New Yorkers and northern New Jerseyites.

July 20, Charlie McGinty has a seminar in Chicago, Ill. and July 21 Des Rice and Jim Foote are committeemen for one in Buffalo, N.Y. July 28, a regional seminar will be held in Framingham, Mass. under the guidance of Drew Kenney and Frank Reynolds.

August seminars are in Detroit, Mich. (Aug. 2) and Omaha, Neb. (Aug. 10). The latter is under the guidance of Allan Duey, Jim and Franki Jensen and Keith Weidler.

PGMS releases salary survey

According to the results of a salary survey by the Professional Grounds Management Society, members in the Midwestern states make more money than any other geographical segment of the PGMS membership.

The average hourly wages for an assistant is \$8.87 while foremen average \$8.92. Permanent laborers in the Midwest check in with an average pay of \$7.08 per hour while seasonal laborers get about \$4.18 per hour.

At the other end of the spectrum, employees in the New England states were worst-paid: assistants averaged \$6.50, foremen \$6.45, permanent laborers \$6.16 and seasonal help \$4.95.

Seasonal help in the Southern

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← Circle No. 104 on Reader Inquiry Card

INDUSTRY NEWS from page 17

states, with an average hourly rate of \$3.93, was the least-paid segment participating in the survey.

Generally, wage averages ranked: (1) Midwest; (2) Middle Atlantic; (3) West Coast; (4) Southwest, Far West; (5) South; and (6) New England.

CLCA publishes standards book

An authoritative book establishing minimum standards for the California landscape industry will be published this summer, following several years of research and preparation.

California Landscape Contractors Association vice-president Roger Fiske of San Ramon is heading a committee to develop uniform, minimum acceptable standards pertaining to quality of materials, installation and workmanship on all of the state's landscape projects, regardless of size.

There is a chapter on maintenance that covers turf, ground-cover areas and trees and shrubs. Also covered are irrigation, materials, chemicals and fertilizers.

Fiske's committee consists of representatives of all specialties in the landscape industry, including associations, manufacturers, governmental agencies, colleges and universities.

Horticultural group meets

The newly-formed National Horticulture Industry Council held its first meeting in March in Washington, D.C., where it was decided that the group will guide and advise a government-sponsored effort to train and employ mentally and physically disabled workers for horticulture jobs.

The Horticulture Hiring the Disabled project plans to help train and employ 160 workers in its first year.

Robert Lederer, executive vice-president of the American Association of Nurserymen, was named to chair the new group,

which is represented in council by the Associated Landscape Contractors of America and 14 other professional organizations.

The project will be establishing area program operations in Los Angeles, Washington, D.C., Florida and Oregon.

Deere & Company receives award

Deere & Company, the world's largest agricultural equipment manufacturer, was chosen April recipient of *Quality* magazine's "Quality Recognition '83" award.

The recognition program spotlights U.S. companies with outstanding track records in manufacturing and with a reputation for supplying quality products and services. Selection was made by the magazine's national advisory board, which is composed of manufacturing and technical personnel from companies throughout the country.

Irrigation tapes are available

Landscape contractors can now learn about design and installation of irrigation systems through a one-hour color video tape entitled "Basic Landscape Irrigation," which is available through the Associated Landscape Contractors of America.

The program covers the basic essentials that need to be considered before undertaking the design and installation of an irrigation system. Examples of various types of systems are given, along with an in-depth examination of various components such as sprinklers, drip equipment, etc.

For pricing and details, write ALCA, 1750 Old Meadow Rd., McLean, VA, 22101, or call (703) 821-8611.

Distributor of grass named

The Turf and Forage Seed Division of Pioneer Hi-Bred International, Savage, Minn., was recently named a distributor for Eclipse Kentucky bluegrass by John Zajac, vice-president and general manager of Garfield Williamson Co.

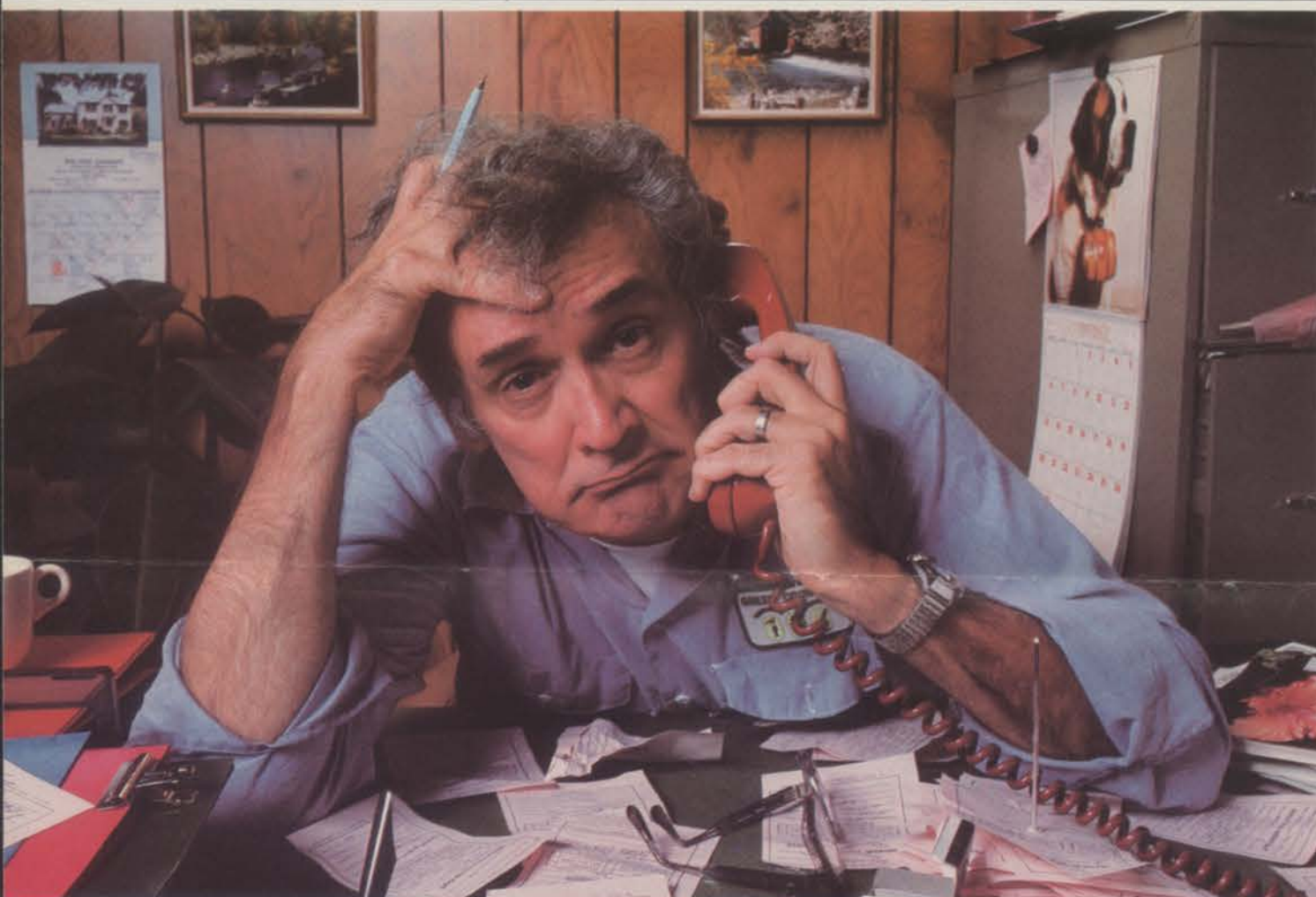
Pioneer will serve the states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

Correction

The story about the Professional Lawn Care Association of America's annual convention which appeared in April's LCI was in error.

The story said that 385 people were registered for the event when, in fact, 691 registered, according to Alfred Van Horn III, PLCAA exhibit and meetings manager.

LCI regrets the error.



WITH CHIPCO 26019, THE DISEASES WON'T COME BACK BEFORE YOU DO.

It's only logical to include disease prevention in your lawn care program.

Now, thanks to CHIPCO® 26019, it's also practical.

And profitable, too.

THE FUNGICIDE THAT LASTS LONG ENOUGH TO FIT INTO YOUR EXISTING SCHEDULE.

With CHIPCO 26019, you get effective, season-long disease control that fits into your program.

Just add 26019 to your existing spray schedule and the disease problem's solved. No need for you to make extra service calls just to apply fungicide.

And because of its long-lasting control, no disease-related call-backs from dissatisfied customers either.

CHIPCO® 26019 IS HIGHLY EFFECTIVE ON LEAF SPOT, BROWN PATCH, FUSARIUM BLIGHT, AND MORE.

The performance you get is outstanding not only on the two biggest lawn disease problems—Helminthosporium Leaf Spot and Brown Patch—but also on Dollar Spot, Fusarium Blight and Helminthosporium Melting Out.

CHIPCO 26019 will control winter diseases like

Grey and Pink Snow Mold, too.

INCLUDING CHIPCO® 26019 IN YOUR PROGRAM IS GOOD BUSINESS.

CHIPCO 26019 is easy to use wherever lawn diseases crop up. It will improve your reputation with customers and help you generate more profit.

For details on CHIPCO 26019...and on "The Right Approach" incentives program...contact the dealer who carries the CHIPCO line of turf care products or call us at (201) 297-0100.

Rhône-Poulenc Inc., Agrochemical Division, Monmouth Junction, NJ 08852.

rhône-poulenc

CHIPCO 26019
TAKING CARE OF BUSINESS.

Please read the label and use only as directed.



Self-contained rider is unveiled

SALSCO Welding & Fabrication Inc. has unveiled a new, self-contained riding unit that will aerate, seed and fertilize in one operation. Built to the exact requirements of today's lawn maintenance specialists, the "Lawn Maker" is a perfect combination of maneuverability, strength and versatility.

Features of the Lawn Maker are: totally hydraulic machine with few moving parts, an articulating



steering mechanism, four-wheel drive with oscillating axle, 11 hp Briggs & Stratton electric-start engine and full 30-inch aeration swath coverage. The machine uses 11 spiking discs which can result in a 4,000-foot seeded, aerated and fertilized area in only nine minutes.

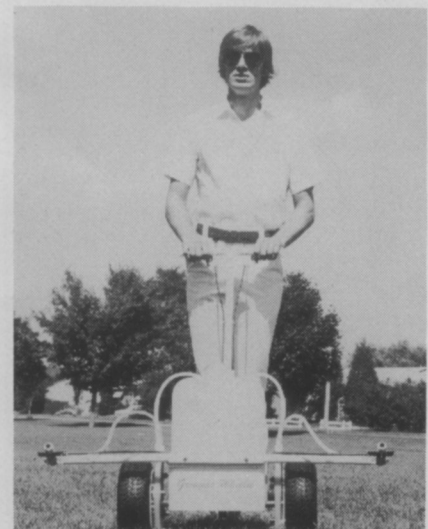
The unit is small enough to be transported in a small pickup truck or van.

Circle no. 150 on Reader Inquiry Card

Wheelie features unique pumping

The WS-480 Grounds Wheelie from Wheel Spray Corp. is a liquid chemical spreader with a unique ground-driven pumping system.

It is motorless and does not require gasoline, batteries, cords or water hoses. It is used to apply liquid fertilizers, fungicides, her-



bicides, insecticides and growth regulators.

The twin wheel pumps deliver a fan of solution six feet wide at 1000 square feet per gallon. Coverage is relatively unchanged by the speed at which the sprayer is pushed.

The spray comes from two

nozzles in the form of tiny droplets providing a steady uniform application which greatly reduces costly chemical drifting.

The frame is fabricated of heavy gauge steel with new shut-off controls located on the handle grips. The Grounds Wheelie is one of 10 different models from Wheel Spray.

Circle no. 151 on Reader Inquiry Card

Wetting agent handy for use on thatch

The W. A. Cleary Chemical Corp. is producing a new wetting agent called Super Wet, which can help

the professional turf manager increase water penetration in heavily thatched and compacted soil areas.

Use of Super Wet can result in lower water requirements and more effective pesticide and fertilizer applications.

Test results show that Super Wet more than doubles water penetration, surpassing nearly every other wetting agent on the market.

Super Wet is non-phytotoxic when used as directed, and prevents dew formation on treated areas.

Circle no. 152 on Reader Inquiry Card

Sensitive papers evaluate sprays

Spraying Systems Co., through an exclusive agreement with Ciby-Geigy Ltd., will market water and oil sensitive papers for quick evaluation of agricultural sprays.

The water-sensitive paper, specially coated with a yellow surface, is stained dark blue by aqueous droplets impinging on it. The collector cards are simply placed in the target area of the spray.

Similar oil sensitive papers are also available.

Circle no. 153 on Reader Inquiry Card

INJECTION SPRAY GUN

GIVES APPLICATOR ON DEMAND CONTROL OF

PRE-EMERGENTS - HERBICIDES - INSECTICIDES - FUNGICIDES

SAVE THOUSANDS ANNUALLY BY TARGETING CHEMICALS INSTEAD OF BLANKET COVERING

INSTALLS EASILY ON MOST SPRAY SYSTEMS

INJECTION GUN SYSTEM^R FOR \$1995.00

(COMES COMPLETE WITH ALL THE FEATURES LISTED)

INJECTION SPRAY GUN

SPECIALLY MODIFIED CHEM-LAWN GUN 1 * SIMULTANEOUSLY CONTROLS FERTILIZER AND INJECTION FLOW-INJECTION TAKES PLACE ONLY IF FAIL SAFE VALVE IS OPEN.

FAIL SAFE CONTROL 2 *

TRIGGER OPERATED BY THE SPRAYER'S FREE HAND-SQUEEZE TRIGGER TO ENABLE INJECTION-RELEASE TRIGGER TO PREVENT INJECTION.



3 INJECTION PUMP-PAK

POSITIVE DISPLACEMENT 12 VOLT BATTERY OPERATED PUMP, PRESSURE LIMIT SWITCH CONTROLLED

*4 COMPONENTS TO ENABLE THE HANNAY 1526-17-18 REEL TO SUPPLY TWIN HOSE.

*5 300 FEET OF TWIN SUPPLY HOSE WITH A FERTILIZER FLOW PASSAGE OF 1/2 INCH ID.

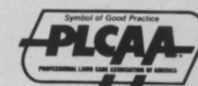
THIS USER ORIENTATED, PATENT PENDING DESIGN IS RELIABLE AND EASY TO OPERATE, FOR GOOD APPLICATOR ACCEPTANCE.

COST EFFECTIVE

THE INJECTION GUN SYSTEM WILL MORE THAN PAY FOR ITSELF IN 1 SEASON. REDUCTIONS OF 50% OR MORE IN PESTICIDE USE IS A REALISTIC ESTIMATE. EVERY PESTICIDE INCLUDING PRE-EMERGENTS CAN BE TARGETED FOR MAXIMUM EFFECTIVENESS AT MINIMUM COST.

EVERY DAY YOUR NOT USING THE INJECTION GUN SYSTEM YOU'RE WASTING CHEMICALS AND MONEY.

AVAILABLE ONLY FROM: TOM JESSEN AT PERMA-GREEN SUPREME, INC., PO BOX 8326, MERRILLVILLE, INDIANA 46410, 219-663-8417

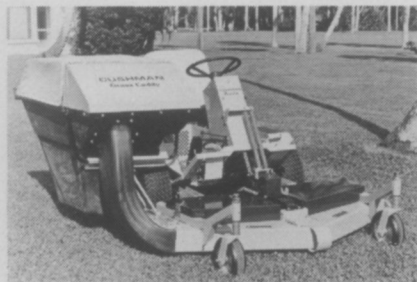


Circle No. 111 on Reader Inquiry Card

Grass Caddy has 16-bu. capacity

Cushman OMC Lincoln introduces the new Grass Caddy grass catcher for its out-front mower, the Front Line.

The Grass Caddy features a 16-bushel hopper, and chute made of durable cross-linked polyolefin. It mounts to the side of the special-design 60-inch deck



and tractor opposite the trimming side of the deck, so it doesn't interfere with up-close trimming. The Grass Caddy also has a window so the operator can watch it fill.

The dumping system is hydraulically operated from the driver's seat, and there is no separate blower to maintain. The operator can dump clippings into a container or pick-up bed with 4½-foot sides, and the chute folds over the mower deck for ease of cleaning.

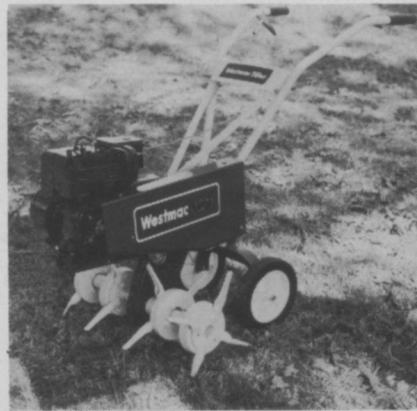
Circle no. 154 on Reader Inquiry Card

Aerator designed for pro lawn care

A plug aerator designed specifically for mass production professional lawn care has been

introduced by Lawn Masters Inc.

The 168-pound Westmac is extremely maneuverable and requires a space in your truck of only two-by-four feet. It is powered by a five-hp Briggs & Stratton engine, and penetrates



four inches into regular soil and two inches into hard clay to remove plugs of soil and thatch.

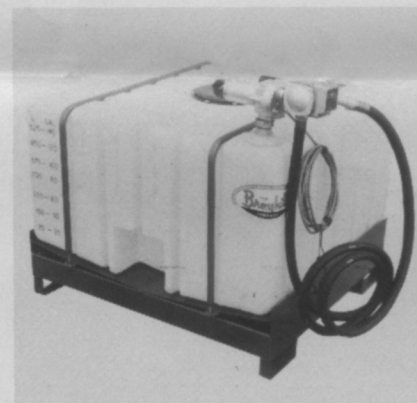
The chain and bearing transmission gives smooth operation, and the walk-behind operator can raise the spoons by pushing down on the handles.

The Westmac will plug a 5,000-foot lawn in less than 15 minutes.

Circle no. 155 on Reader Inquiry Card

Tank ideal for bulk transportation

Broyhill's 150-gallon tank and skid is the ideal way to transport and store bulk liquids. The low-profile system easily fits into most



pick-up trucks with skid measurements of 40 x 44 inches.

This unit can pump liquids through the tank or from the bottom withdrawal with an external hose. The tank is marked with both gallon and liter markings.

The Broyhill Mini Bulk System may be purchased either as tank and skid, or with the addition of a 12-volt electric pump with dispensing nozzle.

The system saves time and labor and guarantees less waste and spillage, plus eliminating disposal problems.

Circle no. 156 on Reader Inquiry Card

Larger sprayers have options

F. E. Myers Co. announces the introduction of a new 1000-gallon sprayer series.

These larger, general duty sprayers have 1000-gallon, 304-grade stainless steel rec-



tangular design tanks, each tank with a built-in baffle and splash-proof mechanical lock-down lid. The frame is heavy duty six-inch channel steel with three-point suspension.

The 100-galloners come in two models: No. 60-10E with a 60 gpm, 800 psi high pressure reciprocating pump and No. 95-10E with a 100 gpm, 200 psi centrifugal pump. The 6010E has a 65.9 hp engine and the 95-10E a 37 hp engine.

Myers offers a complete selection of engineered accessories for the sprayer series.

Circle no. 157 on Reader Inquiry Card

We Made It Simple!

- **QUALITY** — Built with Swiss clocklike precision.
- **LIGHTWEIGHT** — With the comfort of the user in mind.
- **ACCESSIBLE** — A durable self-lubricating and external pump assembly.
- **SIMPLICITY** — Insures cleanliness and longer wear. No tools necessary to disassemble and repair.
- **PRICING** — Here's one instance where you pay less for the best.



5 GAL. (20 K)
ALSO AVAILABLE IN
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3½ GAL. (15 K)

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has the
Back Pack
Sprayer
for you —

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Circle No. 113
on Reader
Inquiry Card

The LawnFeeder® by Finn, sprays granular and liquid lawn care products.

The breakthrough of the Finn LawnFeeder provides you, the lawn maintenance contractor, with a unique ability to spray dry granular lawn care products in slurry form along with other liquid products in one economical operation. Slow release, water insoluble, granular fertilizers can now be incorporated into your program without multiple applications to the turf. The LawnFeeder, uniquely engineered, incorporates mechanical paddle and slurry recirculating agitation and pumps the material through its centrifugal pump.



- Pinpoint Spray Control
- Granular Products Applied in Slurry Form
- Simple One-Man Operation

- Mechanical Agitation
- Centrifugal Pump
- All Steel Construction
- Hydraulically Powered Drive
- Up to 300 Foot Hose

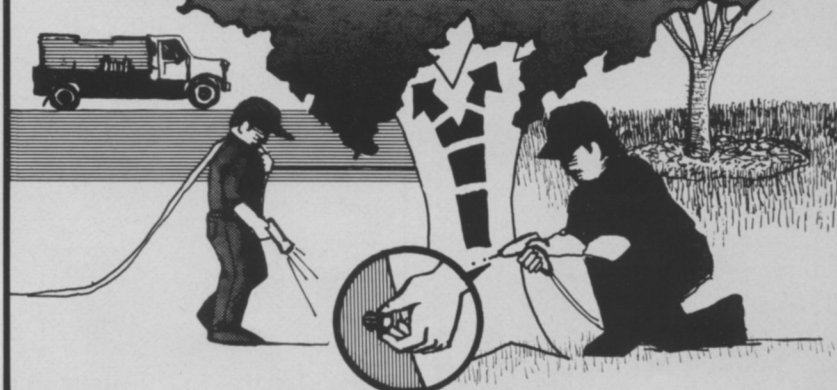
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Circle No. 115
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OFFERING:

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- ENVIRONMENTALLY ACCEPTABLE
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NEW
PRO-PAK
300



Circle No. 101 on Reader Inquiry Card

MARKETING IDEA FILE



Cutting unit lift speeds up mowing

The Ransomes triple reel mower is equipped with hydraulic lift cutting units which enable the mower to maneuver around obstacles quickly and easily.

This feature combined with a forward speed of 10 mph, a cutting width of 84 inches, independent reel drive and instantaneous foot pedal forward/reverse control help the motor to cut more grass in less time.

Weatherproof cab and roll bar are available.

Circle no. 158 on Reader Inquiry Card

Rear-tine tiller joins marketplace

John Deere has introduced its first rear-tine tiller, the Model 820. Powered by an eight-hp engine, it tills a 22-inch path to a depth of seven inches.

The tilling tines follow large, self-propelled wheels which do



not leave tire tracks. The 820's handle swings to either side so that the operator does not have to walk in the just-tilled soil.

The tilling tines can be set for standard forward rotation or for counter-rotation. Counter-rotation tines turn in the opposite direction, allowing the 820 to till deeper on the first pass.

Circle no. 159 on Reader Inquiry Card

New engine has vertical crankshaft

Briggs & Stratton Corp. will produce a new four-hp vertical crankshaft engine specifically designed for industrial and commercial use. The engine includes a cast iron sleeve and DU supported crankshaft, as well as Stellite exhaust valve and seat.

A precision machined mechanical governor provides constant, reliable cutting power, and a tuned dual element air cleaner is designed for dustier conditions and infrequent cleaning.

The engine features Briggs & Stratton's Magnetron ignition system.

Circle no. 160 on Reader Inquiry Card

Watch those mistakes!

At last year's Associated Landscape Contractors of America Maintenance Conference, Dr. William Franklin of Georgia State University listed the 12 most prominent market mistakes as defined by the A. C. Neilsen Company.

Watch out for them!

- 1) Failure to keep up to date.
- 2) Failure to estimate market potential accurately.
- 3) Failure to gauge the trend of the market.
- 4) Failure to appreciate regional differences

in market potential and trends.

5) Failure to establish the advertising budget for the job to be done.

6) Failure to adhere to policies established in connection with long-range goals.

7) Failure to test-market new ideas.

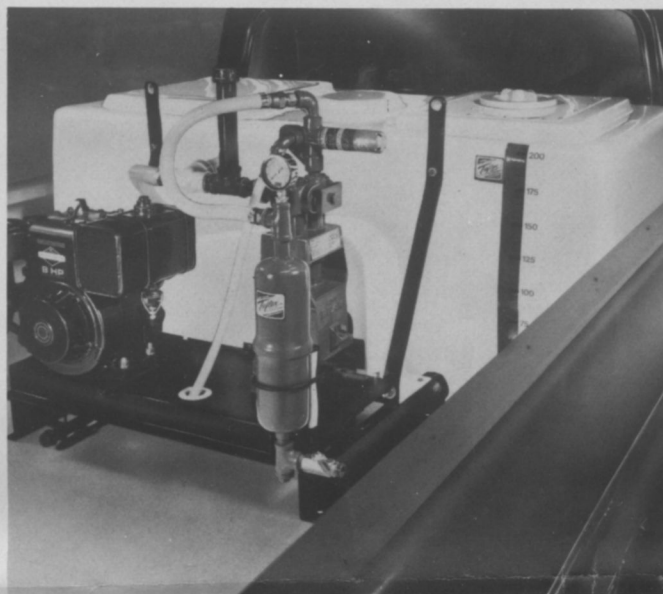
8) Failure to differentiate between short-term tactics and long-range strategy.

9) Failure to admit defeat.

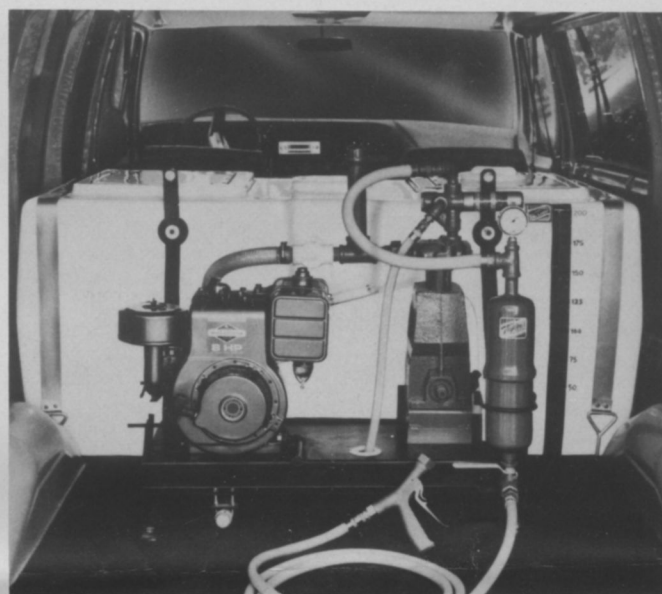
10) Failure to try new ideas while business is improving.

11) Failure to appraise trends of competitors.

12) Failure to integrate all phases of the marketing spectrum.



PC200 gallon spray unit shown mounted in bed of pick-up.



PC200 gallon spray unit shown here through rear door of van.

On the move.

PEST CONTROL SPRAY UNITS BUILT FOR YOUR PICK-UP OR VAN.

The experts at Tuflex are on the move to stay a step ahead of your pest control problems. Tuflex is the only manufacturer to specialize in seamless fiberglass spray tanks built specifically for the pest control and lawn care industry.

The Tuflex process allows a full five year warranty on all *handcrafted* seamless fiberglass tanks and our personalized service includes professional assistance in designing and engineering tank and pump requirements to fit your truck or van. Our tanks, from 100 gallon—1200 gallon are ready to tackle your toughest challenges.

PC20810 200 gallon spray tank with Bean Piston Pump Sprayer (10 GPM 500 PSI). Also available as a 300 gallon sprayer and 200 gallon or 300 gallon split unit.

FIVE YEAR WARRANTY

The TUFLEX manufacturing process allows a full five-year warranty on all handcrafted Seamless fiberglass tanks.

CALL RIGHT NOW!

Call TOLL-FREE for economy prices or more information on our complete line of tanks.

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to you.



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MORE
FACTS**



National Grand Prize winners

Clarence Davids and Sons, Blue Island, Ill. and Green Care Inc., Smyrna, Ga. won Associated Landscape Contractors Association (ALCA) Environmental Improvement awards in landscape maintenance categories this year. Davids won in the commercial category with its Bell Laboratories Indian Hill project while Green Care finished first in the residential category with the home of L. S. Hartzog of Atlanta. Photos of both projects are shown here. Left, the exterior of the Bell Laboratories and right, exterior of the Hartzog residence. Clarence Davids and Sons was also honored earlier this year with the Illinois Landscape Contractors Association Gold Award for maintenance on the Orland Square Shopping Center in Orland Park, Ill.



Vince H. Geiger

He received a bachelor's degree in animal science from Ohio State University in 1973.

James R. Watson, vice-president for customer relations and agronomist for The Toro Company, has received the Distinguished Service Award from the Golf Course Superintendent's Association. Watson, a veteran of 30 years in the study of turfgrass, was cited for his professional contribution in the field of agronomy.

Wally Clauss of Clauss Brothers, Roselle, Ill., has been named Man of the Year by the Illinois Landscape Contractors Association. Clauss has been a major contributor to ILCA's efforts to serve membership and to promote the landscape contracting industry as a whole.

Clauss has been active with the ILCA since 1967, having served on the scholarship and education committees and having coordinated the Summer Field Day in 1982.

Denny Church of the D.R. Church Landscape Company, Addison, Ill., has been elected secretary-treasurer of the National Landscape Association.

to page 27

Using DYRENE for fungus disease control is the smartest thing you've always done.



You know [®]DYRENE Turf Fungicide gives you effective control of the various species of *Helminthosporium* which cause diseases known as melting-out, going-out, and leaf spot.

You know DYRENE also controls dollar spot, copper spot, snow mold (typhula), and rust.

You know DYRENE can be mixed and applied easily with standard equipment, plus it's compatible with other turf fungicides.

You know using DYRENE for fungus disease control is smart. That's why you've always used it. DYRENE Turf Fungicide.



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

DYRENE is a Reg. TM of Mobay Chemical Corporation.

Circle No. 107 on Reader Inquiry Card

DY83682

CLASSIFIED

RATES: 65 cents per word (minimum charge, \$20). Bold face words or words in all capital letters charged at 90 cents per word. Boxed or display ads charged at \$55 per column inch (one inch minimum). Agency commissions will be given only when camera-ready art is provided by agency. For ads using blind box number, add \$5 to total cost of ad. Send ad copy with payment to Dawn Anderson, LAWN CARE INDUSTRY, 1 East First Street, Duluth, MN 55802. **BOX NUMBER REPLIES:** Mail box number replies to: LAWN CARE INDUSTRY, Classified Ad Department, 120 W. 2nd St., Duluth, MN 55802. Please include box number in address.

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 86. 3/84

FOR SALE

CLOSEOUT SPECIAL! Save your back issues of **LAWN CARE INDUSTRY** and save money at the same time. We're closing out our line of permanent binders at the special low price of two for only \$7.50! (This is a \$7.00 savings over our regular price plus postage and handling.) Orders will be filled as long as our supply lasts — quantities are limited. Order your binders today from: Book Sales, HBJ PUBLICATIONS, One East First Street, Duluth, MN 55802. TF

HAND-HELD HERBICIDE APPLICATORS for more selective weeding. Our new single-rope, 48-inch Dabbit with sight-gauge at \$14, now comes as a convertible with interchangeable heads, choice of 7-inch T-shape, U-shape, wedge or golfer for \$25 total. Field bar and tractor mounting frames with hydraulic lift and levelling also available. **REESER ROPE-WICKS**, Route 1, Box 79, Weldon, Ill. 61882 217-736-2271 or 2233. 6/83

SPRAYERS — FACTORY DIRECT, professional gardeners, turf applicators, proven dependability, unconditionally guaranteed. Black River Sprayers, Dept. 1-B, P.O. Box 11, Long Beach, N.C. 28461.

Lawn-Care MANAGEMENT SYSTEM Software for multi-user CPM or OASIS systems with 5mb. Hard-Disk. "RASCAL" in use since Dec. '81. \$2500 + license, set-up, training. The Green Scene, 5842 Tampa Ave., Tarzana, CA 91356, (213) 705-6388.

FOR SALE

Profitable wholesale foliage nursery for sale in Central Florida, specializing in fern hanging baskets, 33 acres on main highway in prime location, 60,000 sq. ft. of shade houses and greenhouses, two wells, sophisticated electronic irrigation, fully operational, professionally staffed (only requires 4 people to operate and manage!), three mobile homes and much more. \$425,000 with 50% down, balance easy terms. Excellent tax shelter. Owner retiring. Write:

GREEN HAVEN NURSERY
2848 Nursery Road
Lake Wales, FL 33853
(813) 676-1222

6/83

MISCELLANEOUS

KELWAY® SOIL ACIDITY TESTER, used by **PROFESSIONALS** nationwide. Direct reading, portable, serviceable. Model HB-2 reads moisture, too. Available from distributors. Brochure from **KEL INSTRUMENTS CO., INC.**, P.O. Box 1869, Clifton, N.J. 07015, (201)-471-3954. 12/83

BUSINESS OPPORTUNITY

Central N.J. landscaping business. Includes equipment, vehicles, customers, name and good will. Established 12 years same area, turnkey operation. Grossing approx. \$75/100K. Price under \$90,000 w/terms. Write: Landscaping, P.O. Box 211, South River, New Jersey 08882. 6/83

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This index is furnished for the readers convenience. However, the publisher can not guarantee its accuracy due to circumstances beyond our control.

Tailor made for the turf professional

Get this personalized custom jacket FREE with your purchase of

A-34 BENSUN® Kentucky Bluegrass

A-34 BenSun® the tailor made Kentucky Bluegrass for the demanding turf professional ... rugged enough to withstand short mowing down to 1/2 inch and still maintain excellent density and wear tolerance. A-34 recovers quickly after damage and makes a clean, green turf ... perfect for golf courses, athletic fields, parks and schools.

And, now with 500 lbs. accumulated purchases of A-34 BenSun®, straight or in mixes, this handsome jacket can be yours.

This "winner-style" jacket was designed especially for Warren's and the turf professional. This jacket is heavy-duty nylon lined with light-weight flannel for year round wear. Easy-care, machine wash & dry jacket, sports the Warren's quality patch and each is personalized with your name. It's a classic jacket!!! And yours FREE with your purchase of A-34 BenSun® Kentucky Bluegrass Seed...the perfectionist's choice.

For more details contact your Warren's sales representative or seed supplier.

Warren's

TURF NURSERY, INC.

P.O. Box 459 Suisun City, CA 94585 (707) 422-5100

The H.D. Hudson Manufacturing Company, a Chicago-based manufacturer of sprayers and dusters, has appointed **Forrest E. St. Aubin** sales manager of the Professional Division.

A registered professional entomologist, St. Aubin moves to Hudson from the Agricultural Chemical Division of Mobay Chemical Corp.

Robert C. Dixon has been named senior agronomist, western region marketing and business development, for Harris Laboratories. Dixon has 24 years experience in sales and agronomic marketing.

Recipients of the Illinois Landscape Contractors Association educational scholarships are: **Ed Gabler**, **Michael Busboom** and **Tami Russel**, University of Illinois; **Susan August**, College of DuPage; **Greg Rippel**, Joliet Junior College and **Lee Rogers**, Southern Illinois University.

S.V. Moffett Sr. and **S.V. Moffett Jr.** have been named Outstanding Front Line Dealer of the Year by Cushman OMC, Lincoln. They accepted their awards recently on behalf of their company, the S.V. Moffett Co., which has offices in West Henrietta and Cohoes, N.Y.

DATES

New York State Turfgrass Association — Cornell University Field Day, Cornell Turfgrass Field Laboratory, Ithaca, N.Y., June 21. Contact: Dr. A. Martin Petrovic, Plant Science Building, Cornell University, Ithaca, NY, 14853.

American Sod Producers Association International Meeting, Resorts International Hotel and Casino, Atlantic City, NJ, July 11. Contact: Bob Carey, ASPA, Ninth & Minnesota, Hastings, NE, 68901. (402) 463-4683.

American Association of Nurserymen's Allied Landscape Industry Convention and Trade Show, Montreal, Quebec, Canada, July 16-20. Contact: Allied Landscape Industry, 230 Southern Building, Washington, D.C., 20005. (202) 737-4060.

Bedding Plants Inc. Management Workshop, Kellogg Center for Continuing Education, Michigan State University, East Lansing, MI, July 26-29. Contact: Bedding Plants, Inc., P.O. Box 286, Okemos, MI, 48864. (517) 349-3924.

Virginia Tech Turfgrass Research Field Days, Virginia Tech, Blacksburg, VA, Sept. 27-29. Contact: Dr. John R. Hall III, Agronomy Dept., VPI & SU, Blacksburg, VA, 24061-7294. (703) 961-5797.

16th International Bedding Plant Conference and Trade Show, Grand Plaza Hotel, Grand Rapids, MI, Oct. 2-6. Contact: Bedding Plants Inc., P.O. Box 286, Okemos, MI, 48864. (517) 349-3924.

Professional Lawn Care Association of America Convention and Trade Show, Indianapolis Convention Center, Indianapolis, IN, Nov. 8-10. Contact: James Brooks, Executive Director, PLCAA, 1225 Johnson Ferry Rd., Suite B-220 P.O. Box 70455, Marietta, GA, 30007-0455.

Associated Landscape Contractors of America Maintenance Conference, Denver, CO, Nov. 13-15. Contact: ALCA, 1750 Old Meadow Rd., McLean, VA, 22101. (703) 821-8611.

Ohio Turfgrass Conference and Show, Cincinnati Convention & Exposition Center, Dec. 6-8. Contact: Dr. John Street, OTF, 2021 Coffey Rd., Columbus, OH, 43210. (614) 422-2601.

Virginia Turfgrass Conference and Trade Show, Williamsburg Hilton and National Conference Center, Williamsburg, VA, Jan. 18-20, 1984. Contact: Dr. John R. Hall III, Agronomy Dept., VPI & SU, Blacksburg, VA, 24061-7294. (703) 961-5797.

Get a better handle on leafspot, dollar spot and brown patch control.

Get Daconil 2787® fungicide, and you've got yourself the most effective control money can buy.

Because nothing matches Daconil 2787 performance when it comes to fighting leafspot, dollar spot and brown patch. Plus six other destructive turf diseases including red thread and stem rust.

The fact of the matter is, Daconil 2787 gives you the broadest spectrum of disease control on the market today.

What's more, Daconil 2787 resists wash-off. So it keeps on working during heavy rains or watering for maximum disease protection.

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

So this season, get a better grip on disease control. Get Daconil 2787 from Diamond Shamrock. Also available in wettable powder.



Diamond Shamrock

Agricultural Chemicals Division
Diamond Shamrock Corporation
1100 Superior Avenue
Cleveland, Ohio 44114

Always follow label directions carefully when using turf chemicals.

Circle No. 102 on Reader Inquiry Card

SPREAD IT

OR

SPRAY IT

... but do it right with **LESCO** 

NEW



LESCO Products has something new for the LESCO Spreader. A deflector* has been designed to control spreading pattern and improve spreading efficiency. The new jet-action deflector prevents side spreading on sidewalks and flower beds and gives a straight spreading edge. The deflector is another feature which makes the LESCO Spreader -- with corrosion-resistant Delrin gears, pneumatic tires, zerk fittings, ball bearings, third-hole metering assembly and a bumper handle to protect the impeller -- the unit specifically designed for the turf market.

*Patent pending



LESCO Products new turf sprayer provides for liquid chemical application with the benefits of a machine designed specifically to meet these needs. The in-line strainer, 10 gpm piston pump, 5 hp, 4 cycle gas engine and electric-powered hose reel make application easier, more efficient and more exact. Sprayer comes equipped with 400', 3/8", 250 psi hose. On a skid mount, the LESCO Sprayer fits in a van or standard or mini-pickup. Equipped with the LESCO spray wand, the sprayer applies one gallon per 1,000 square feet, a rate ideal for broadleaf weed control.

... And remember it's LESCOSAN* liquid or granular for most efficient crabgrass control.

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

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