

Lawn King's Sandler acquitted in New Jersey

Joe Sandler, president of Lawn King, Inc., Fairfield, N.J., was recently acquitted in the Superior Court of New Jersey, Appellate Division, on charges of multiple violations of the New Jersey Antitrust Act.

Sandler's earlier conviction, in mid-1978, was based on four points. The New Jersey attorney general said Lawn King forced its franchisees to: (1) buy chemicals and equipment from Lawn King or approved companies; (2) use advertising designed by Lawn King; (3) charge the same price in every location; and (4) work within exclusive territories.

On appeal, Sandler's attorneys argued there was insufficient evidence to support the

contention that Sandler was guilty of price fixing and tying arrangements or to support the court's conclusion that Lawn King's advertising restrictions upon resale of the franchises "constituted unreasonable restraints of trade commerce."

"There was one franchisor who was the ringleader... who went to the attorney general claiming that we were forcing him to buy chemicals and seed that he could buy a lot cheaper from somebody else," Sandler said. "And it simply wasn't true."

Although he will not have to pay \$43,120 he was fined during the initial anti-trust action, (His average salary for the past five years) Sandler said the court proceedings have been very costly.

Montgomery Ward tests lawn market in Chicago

Montgomery Ward's home services department last month began test marketing a lawn spray program in two Chicago suburbs, and if the test goes well the company expects to expand its program throughout the Chicago area and to other cities as early as next year.

Direct mail brochures were mailed to residents in the Chicago suburbs of Park Ridge and Des Plaines the first week in July by the national retail chain.

Craig Jasper, of the com-

pany's home services department, said that initial results of the test market were good. He said that Montgomery Ward studied the lawn care market for two years prior to beginning its test marketing program last month.

He said that the Montgomery Ward price would be substantially higher than that of major competitors in the Chicago area. But he also said that the company would be providing guaranteed, follow-up service in hopes of keeping customers "for 10 years or as long as they own their home, not just for a year or two."

The Montgomery Ward program is offering materials marketed by Agro-Chem, Franklin Park, Ill. under the "Green Magic" name.

"We know there is a market here because Sears folded up earlier this year with 10,000 customers," Jasper told LAWN CARE INDUSTRY. He said that Montgomery Ward has strong merchandising in the Midwest and the West Coast, and that any expansion out of Chicago would probably be in these geographical areas. He mentioned Kansas City, Houston and cities on the West Coast as strong possibilities for expansion.

TURF

Bluegrass seed yields down 50% this year

Yields of Kentucky bluegrass seed are down an average as 50 percent this year, say a number of seed company executives in Oregon and Washington state.

Reason for the poor yields, according to Doyle Jacklin, Jacklin Seed Co., Post Falls, Idaho is the rainy weather that hit the Northwest last fall. The wet weather hampered seed companies' efforts to burn fields after harvesting.

"Without a good burn on the fields, the yield per acre is substantially lowered," Jacklin told LAWN CARE INDUSTRY.

Harry Stalford of International Seeds, Inc., Halsey, Ore. and Mike Robinson, Pickseed West, Tangent, Ore. both also said that their bluegrass and other grass seed yields were down. Stalford said prices are up 10 to 15 percent, and that the company's main distributors are on about 50 percent allocation of the amount of seed they sold last year.

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals.

AUGUST 1979 • VOL. 3, NO. 8 • A Harvest Publication

ASSOCIATIONS

PLCAA excom meets in Chicago; plans mailing to lawn businessmen

The executive committee of the newly formed Professional Lawn Care Association of America (PLCAA) met last month at its executive offices in Chicago and set membership categories and dues, discussed activities the association hopes to get involved in, made initial plans for a national meeting, conference and trade show and planned mailings to prospective members.

Member classifications are as follows: Regular — owner-operated business or franchisee, \$200; Associate — firms engaged in business related to lawn care (mostly manufacturers and suppliers), \$500; and Affiliate — operating branch or division of a Regular member, \$100.

The executive committee also designated a Founder category for those companies who donated \$400 at the original organizational meeting held in June in Cincinnati. Members who join before the end of the year are eligible for Founder status.

The PLCAA hopes to have a national conference and trade show as early as next year. Possible sites being discussed are: Louisville, Ky.; Atlanta; Chicago; Denver; New Orleans; Cincinnati, Ohio; Minneapolis; Michigan and other cities.

Members and potential members will be asked what site and what dates would be best for the conference in forthcoming mailings.

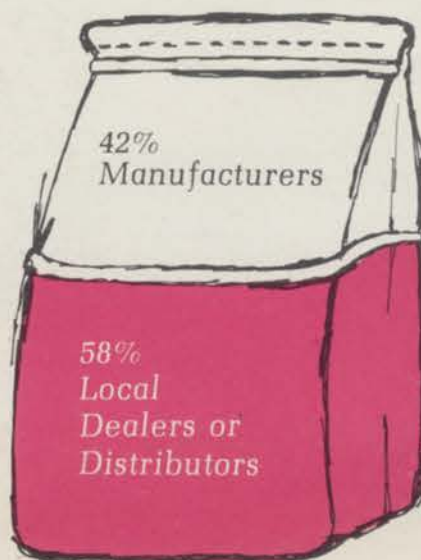
President of the PLCAA is Jerry Faulring, Hydro Lawn, Suite 301, 656 Quince Orchard Rd., Gaithersburg, MD 20760, 301-948-5252.

Inquiries should be directed to: Glenn W. Bostrom, executive director, PLCAA, 435 N. Michigan Ave., Suite 1717, Chicago, IL 60611, 312-644-0828.

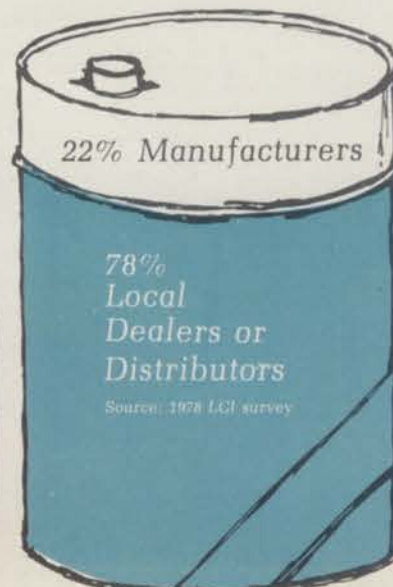
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What is your main source for fertilizer purchases?

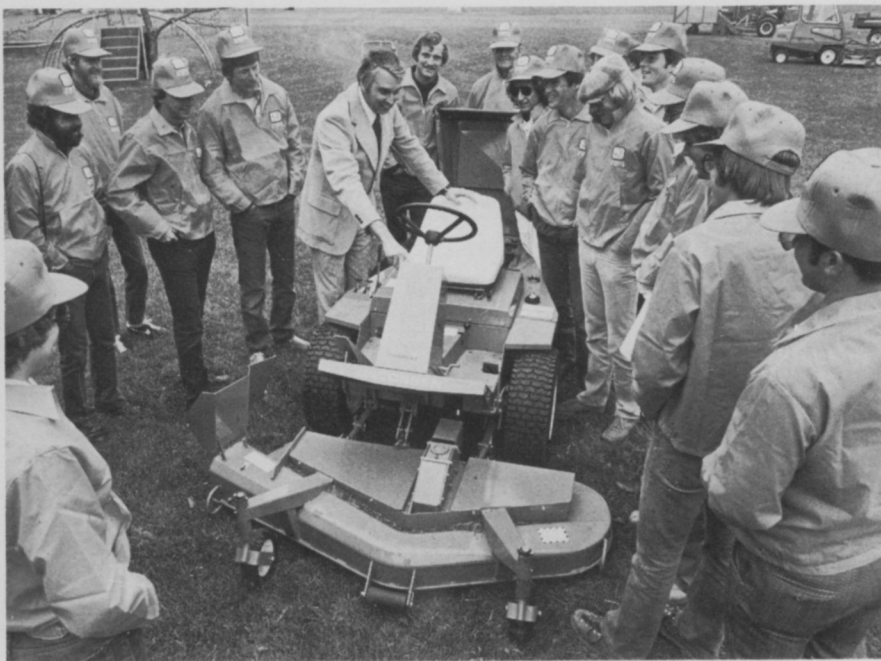


What is your main source of pesticide purchases?



For a complete MARKETING GUIDE, look at The study on lawn care and keep

battle, see of indepth as thrives, customers, but getting



College students receive first-hand experience on using turf maintenance equipment during field day exercises at a recent turf seminar sponsored by Jacobsen Division of Textron, Inc., Racine, Wis.

MAINTENANCE

Jacobsen hosts college seminar

Basic management, equipment maintenance and field experience were just part of the curriculum for the 12th Annual College Student Turf Seminar recently sponsored by Jacobsen Division of Textron, Inc.

Held at Jacobsen head-

quarters in Racine, Wis., 48 students from colleges and universities throughout the United States and Canada attended the seminar. Selected by their professors on the basis of academic achievement, most of the students were scheduled to graduate with degrees in turf.

Other subjects covered were training on engines, mowers, mowing units, turf tractors, hydraulics, budgeting and life cycle costing, and safety systems and modules.

LAWN CARE INDUSTRY

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POSTMASTER: Please send form 3579 to Fulfillment Manager, Lawn Care Industry, 9800 Detroit Ave., Cleveland, Ohio 44102.

The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc., publishers of WEEDS TREES & TURF, PEST CONTROL, NPCA Extra, GOLF BUSINESS.

MEMOS

Industry demand for turf grads: It used to be, and not so very long ago, that the only avenues for employment open to graduates of accredited two- and four-year turf programs were golf courses, chemical sales or university teaching and research.

That situation is changing, according to former University of Maryland turf professor Dr. Charles Darrah, who recently signed on with ChemLawn Corp., Columbus, Ohio, in a research capacity.

"The lawn care industry has created a big demand for good turf people," Dr. Darrah told LAWN CARE INDUSTRY recently. "The demand is so good, in fact, that it is becoming hard for lawn care companies to find good technical people. I got perhaps 10 solid requests a year from lawn care companies for my graduates, and it was very difficult to fill them."

Dr. Darrah is not the only one who has noted the increased demand for qualified turf students by the growing lawn care industry. Dr. James Beard of Texas A & M University recently said that a good percentage of his graduates are going into the lawn care industry.

The reasons for this demand are simple — the lawn care industry is a growth industry, whereas other segments of the green industry, particularly golf courses, have just about topped out in employment needs. A continuous debate among golf course superintendents is whether or not there are too many turf grads attempting to get into an industry that just doesn't have the need.

A quick check of employment advertisements in the spring in some metropolitan areas also shows that in some cases, lawn care companies are asking for people with chemical lawn care experience. Just a few years ago, most lawn care companies were willing to take anybody and train them. Now the industry is getting more selective, and it seems like it will continue along these lines for some time to come.

Are lawn care businessmen formulators? That is a good question. In Missouri, Dr. Paul Schnare of Atkins Lawn Pros in Columbia reports that it appears the state is viewing lawn care businessmen as formulators because they change the composition of a fertilizer by diluting it with water, in a spray operation. The state is threatening to step up inspection programs, and if there is more than a three percent leeway in the stated analysis of fertilizer in a spray tank, the company will be levied a 50 cents per pound penalty.

Hmmmm, let's see. Take a 1,200-gallon tank topped off, multiply it times about nine pounds per gallon, then multiply that by a 50-cent fine per pound, and you have a penalty in excess of \$5,000, Dr. Schnare notes.

He also says that the state is requiring that lawn care firms indicate on billings to customer what the guaranteed analysis of the formulation is, and separate as a price figure how much of the total cost is for materials and how much of it is for service. Dr. Schnare notes that this could open up a "can of worms" in regards to the Missouri state sales tax. Another part of the plan is that lawn care firms would have to pay an inspection fee of 30 cents per ton on fertilizer.

Dr. Schnare and others have had meetings with representatives from the state Department of Agriculture, and they hope to get a ruling saying that lawn care businessmen are not formulators, but rather end users of fertilizer products.

U.S. pesticide market: The 1979 United States pesticide market (user expenditures) has been estimated by the federal Environmental Protection Agency (EPA) to be \$5.1 billion, of which home and garden use accounted for \$0.6 billion, or 12 percent.

At the basic producer level, the EPA estimated the 1979 U.S. pesticide market at more than \$2.87 billion. Using the 12 percent figure it estimates for home and garden use, the breakdown of total estimates by type of pesticide would be: herbicides, \$208.8 million; insecticides, \$96 million; and fungicides, \$20.04 million.

The EPA estimated that in 1979, total pesticide research and development expenditures (for the total pesticide market) would be \$275 million and that EPA-related research and development expenditures would be \$80 million.

MEETING DATES

USDA Turfgrass Field Day, Beltsville Agricultural Research Center-West, Beltsville, Md., Aug. 22. Contact: Jack Murray, Beltsville Agricultural Research Center, Beltsville, MD 20705.

Rhode Island Turfgrass Field Day, University of Rhode Island, Kingston, August 22. Contact: Dr. C. R. Skogley, Department of Plant & Soil Science, University of Rhode Island, Kingston, R.I. 022881.

The Fertilizer Institute Trade Fair, Stouffer's Riverfront Towers, Sheraton St. Louis and Mayfair Hotel, St. Louis, Mo., Aug. 22-23. Contact: Doug Culkin, TFI, 1015 18th St., N.W., Washington, D.C. 20036, 202-466-2700.

Illinois Turfgrass Field Day, University of Illinois, Champaign-Urbana, Ill., September 11. Contact: Dr. John Street, 106D Horticulture Field Lab, University of Illinois, Champaign-Urbana, Ill. 61801, 217-333-2123.

Farwest Show, Memorial Coliseum, Portland, Ore., Aug. 24-26. Contact: Dan O. Barnhart, 0224 S.W. Hamilton St., Portland, Ore. 97201, 503-221-1182. Sponsored by Oregon Association of Nurserymen.

National Lawn & Garden Distributors Association Annual Convention, Fairmont Hotel, New Orleans, La., Sept. 9-12. Contact: Nancy S. Irving, National Lawn & Garden Distributors Association, 1900 Arch St., Philadelphia, Pa. 19103, 215-564-3484.

Garden Industries of America Conference and Trade Show, Convention and Exposition Center, Cincinnati, Ohio, Sept. 14-16. Contact: Paul Anderson, Box 1092, Minneapolis, Minn. 55440, 612-374-5200.

Virginia Tech Turfgrass Field Days and Trade Show, Virginia Polytechnic Institute and State University, Blacksburg, Va., Sept. 19-20. Contact: John F. Shoulders, Dept. of Agronomy, VPI & SU, Blacksburg, Va. 24061, 703-951-5797.

Budget and Planning Seminar, sponsored by California Landscape Contractors Association and Associated Landscape Contractors of America, Hyatt House, Los Angeles, Sept. 20-21. Contact: CLCA, 1419 21st St., Sacramento, Calif. 95814, 916-448-2522.

Northwest Turfgrass Conference, Pope and Talbot Convention Center, Port Ludlow, Wash., Sept. 24-27. Contact: Dr. Roy Gross, Western Washington Research and Extension Center, Puyallup, Wash. 98371, 206-845-6613.

Florida Nursery and Allied Trade Show, Expo Hall, State Fairgrounds, Tampa, Fla., Sept. 28-30. Contact: FNATS, Inc., P.O. Box 16796, Temple Terrace, Fla. 33687, 813-985-8511.

Turf Equipment, Irrigation and Supplies Field Day, Rutgers University, Stadium and golf course, Route 18 (River Road), Piscataway, N.J., Oct. 2. Sponsored by Golf Course Superintendents Association of New Jersey. Contact: Dr. Henry Indyk, Box 231, Rutgers University, New Brunswick, N.J. 08903, 201-932-9453.

Kentucky Turfgrass Conference, Executive Inn, Owensboro, Ky., Oct. 9-10. Contact: Dr. A. J. Powell, Jr., University of Kentucky, N-222G Agricultural Science North, Lexington, KY 40506, 606-258-5606.

Central Plains Turf Foundation/Kansas State University Turf Conference, K-State Union, KSU, Manhattan, Kan., Oct. 10-12. Contact: Dr. Robert Carrow, Dept. of Horticulture, Waters Hall, Kansas State University, Manhattan, Kan. 66506, 913-532-6170.

Florida Turfgrass Association Annual Meeting, Holiday Inn Central/Curtis Hixson Hall, Tampa, Fla., Oct. 14-17. Contact: David DeBra, 1520 Edgewater Dr., Suite E, Orlando, Fla., 32804 305-425-1581.

19th Annual Southern California Turfgrass/Landscape Materials and Equipment Educational Exposition, Orange County Fairgrounds, Costa Mesa, Calif., Oct. 17-18. Contact: Ed McNeill, SCTC, 1000 Concha St., Altadena, Calif. 91001, 213-798-1715.

Southern Turfgrass Conference, New Mexico State University, Las Cruces, Oct. 18-19. Contact: Dr. Arden Baltensperger, Department of Agronomy, Box 30, NMSU, Las Cruces, N.M. 88003.

Turf Irrigation Short Course, sponsored by Sprinkler Irrigation Association, San Diego, Oct. 16-18. Contact: IA, 13975 Connecticut Ave., Silver Spring, Md. 20906, 301-871-1200.

Professional Grounds Maintenance Society Annual Meeting, Baltimore Hilton, Oct. 21-24. Contact: Allan Shulder, 19 Hawthorne Ave., Pikesville, Md. 212068, 301-653-2742.

Michigan Green Industry Seminar and Trade Show, Davisburg, Mich., Oct. 23-24. Contact: Gregory Patcham, Michigan State University, Cooperative Extension Service, North Office Building, Pontiac, Mich. 48053, 313-858-0887.

National Institute of Parks and Grounds Management, Opryland Hotel, Nashville,

Tenn. Oct. 28-Nov. 2. Contact: Erik Madisen, P.O. Box 1936, Appleton, Wis. 54910, 414-733-2301.

Atlantic Seedsmens Association Annual Meeting, Belmont Hotel Golf Beach Club, Warwick, Bermuda, Oct. 29-Nov. 2. Contact: Margaret Herbst, 101 Park Ave., New York, N.Y., 10017, 212-685-5917.

Maintenance Symposium, sponsored by Associated Landscape Contractors of America, Red Carpet Inn, Milwaukee, Nov. 6-9. Contact: John Shaw, ALCA, 1750 Old Meadow Rd., McLean, VA 22102, 703-821-8611.

Missouri Lawn & Turf Conference, Ramada Inn, Columbia, Mo., Nov. 7-9. Contact: Dr. John H. Dunn, Horticulture Department, University of Missouri, Columbia, MO 65211, 314-882-7838.

California Landscape Contractors Association Annual Convention, Hilton Riviera Hotel, Palm Springs, Calif., Nov. 8-11. Contact: CLCA, 1419 21st St., Sacramento, Calif. 95814, 916-448-2252.

South Carolina Turf Conference, Clemson University, Nov. 13-14. Contact: Dr. Landon Miller, Department of Horticulture, Clemson University, Clemson, S.C. 29631.

New York State Turfgrass Conference and Trade Show, War Memorial Stadium, Syracuse, N.Y., Nov. 13-15. Contact: Ann Reilly, 210 Cartwright Blvd., Massapequa Park, N.Y. 11762, 516-541-9034.

Planning and Budgeting Seminar, sponsored by Associated Landscape Contractors of America, Ramada O'Hare Inn, Chicago, Nov. 15-16. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.

Southern Turfgrass Conference, Camelot Inn, Little Rock, Ark., Nov. 18-20. Contact: Dr. G. Euel Coats, Drawer CP, Mississippi State, MS 39762, 601-325-3138.

Texas Turfgrass Conference, Texas A & M Conference Center, College Station, Texas, Dec. 3-5. Contact: Dr. Richard Dubble, Department of Soil and Crop Science, Texas A & M University, College Station, Texas, 77843, 713-845-1551.

Delaware Turfgrass Association Annual Meeting, Hercules Country Club, De. 4. Contact: Dr. William Mitchell, Agriculture Hall, University of Delaware, Newark, Del. 19711.

Ohio Turfgrass Conference, Cincinnati Convention Exposition Center, Dec. 4-6. Contact: Dr. David Martin, 1827 Neil Ave., Columbus, Ohio 43210, 614-422-2592.



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NEWSMAKERS

Dr. Robert M. Barry, technical director of **R. W. Collins, Inc.**, a Florida-based company with chemical lawn care and pest control divisions, has announced the following appointments in Florida:

Steve Leker, a graduate of **Mississippi State University**, and Ed Bell, a graduate of **Murray State College**, have joined the company's turf specialists in the Orlando branch office.

David Sutton, a graduate of the **University of Georgia**, has joined the company as a turf specialist in the New Port Richey branch office.

Vivian Napier, a graduate of **Mississippi State University**, and Bob Smith, a graduate of the **University of South Florida**, have joined Collins as turf specialists in the Fort Myers branch office.

Mark Flowers, a graduate of the **University of Georgia**, has joined the company as a turf specialist in the St. Petersburg branch office.

Dr. David Martin, turfgrass extension specialist and teacher in the Department of Agronomy at **Ohio State University**, and also executive secretary of the **Ohio Turfgrass Foundation**, has taken a position with **ChemLawn Corp.**, Columbus, Ohio. Dr. Martin will work out of the company's Detroit office.



Martin



Darrah

Dr. Charles H. Darrah, turf specialist in the Department of Agronomy at the **University of Maryland**, has joined **ChemLawn Corp.**, Columbus, Ohio. He will be involved with turf fertility research at the company's research facilities in Columbus. Dr. Thomas Turner, a graduate of **Pennsylvania State University**, will assume some of Dr. Darrah's duties at the University of Maryland.

John Thomas is branch manager for **ChemLawn Corp.**, at its Ann Arbor, Mich. offices.

Dr. A. Martin Petrovic has joined the faculty of the Department of Floriculture and Ornamental Horticulture in the New York State College of Agriculture and Life Sciences at **Cornell University** as a professor of turfgrass science. He recently completed his Ph.D. work in the Department of Crops and Soils Sciences at **Michigan State University**.

Bob Bethel is landscape maintenance division manager for **Peoria Landscaping Co.**, affiliated with **Green View Nursery, Inc.**, in Illinois.

Norman Palmer is in the purchasing department for **ChemLawn Corp.**, working out of the Hunt Valley, Md. offices for the company.

Don B. Weakley has been promoted to vice president and director of marketing for **Snapper mowers**, tractors and other products of **McDonough Power Equipment**, McDonough, Ga.

George A. Juergens, lawn and garden marketing manager for **Agway, Inc.**, Syracuse, N.Y., has been named vice president of sales for **Didier Mfg. Co.**, Franksville, Wis.

F. Michael Kyle has joined **The Toro Co.**, Minneapolis, as manager of internal audit in expansion of the company's finance department.

Changes in two key marketing positions for **Weather-matic Div., Telsco Industries**, Dallas have been announced by Charles S. Putnam, vice president of sales. Alex Garza has been promoted to

Southwest regional sales manager. Also, Donald L. Cooper has assumed duties as national customer services manager.

Kirk W. Reimers has been named chief engineer of **OMC Lincoln**, a division of **Outboard Marine Corp.**, Lincoln, Neb. The company manufactures **Cushman-Ryman** professional turf maintenance products.



Reimers



Glagolich

Werner and Jurgen Gramckow of **Southland Sod Farms**, Camarillo, Calif. have announced the addition of Chuck Glagolich to their staff.

The Toro Co., Minneapolis, has appointed Charels Perrottet to the new position of director of corporate planning and development.

Union Carbide Corp.'s Agricultural Products Div., Jacksonville, Fla. has made the following appointments: John H. Kirch to vice president and general manager of herbicides and growth regulators; Robert W. Lichtman to vice president and general manager of specialty business and new ventures; John R. McWhirter to vice president and general manager of insecticides and intermediates; and Francis A. Pastor to vice president of domestic sales, marketing and product development.

L & A Enterprises, a new company, has been formed by Larry Evans. Evans started and managed the chemical and turfgrass division for the past six years for **Ramsey Seed**, and has now purchased that division. It is based in Manteca, Calif.



Cylinder and crankcase assembly of The Green Machine 22.5 cc engine. 1.2 H.P. in a 6-lb package. Over 5 years of field exposure have helped create new standards of 2-cycle performance.

Lawn care, nitrogen symposium featured at Illinois turf conference

A special lawn care program and a symposium on nitrogen will be featured at this year's Illinois Turfgrass Conference and Trade Show, set for Dec. 18-20 at the Ramada Inn Convention Center, Champaign, Ill.

Last year's lawn care sessions were packed, and conference planners will be expanding meeting rooms for these sessions, members of the Illinois Turfgrass Foundation told LAWN CARE INDUSTRY.

Speakers already line up include: Dr. Bobby G. Joyner, plant pathologist for ChemLawn's Plant Diagnostic Laboratories, Columbus, Ohio; Dr. Houston B. Couch, Virginia Polytechnic Institute and State University,

Blacksburg; Dr. Donald Wadlington, Pennsylvania State University; Dr. Paul Rieke, Michigan State University; and Dr. Donald B. White, University of Minnesota.

For further information, contact: Dr. John R. Street, Turfgrass Extension Specialist, 106D Horticulture Field Lab, University of Illinois, Urbana-Champaign, Ill. 61801, 217-333-7847.

EQUIPMENT

Briggs acquires diesel engine manufacturer

Briggs & Stratton Corp., Wauwatosa, Wis. has reached an agreement in principle to acquire for cash the business of Farymann Diesel GmbH & Co. KG.

Farymann is a small, privately held German manufacturer of diesel engines. Its pro-

duct line includes both air- and water-cooled models concentrated in engines under 20 horsepower.

The company also announced that it has begun construction on its 744,000-square-foot distribution center and light manufacturing facility in Menomonee Falls, Wis. Total cost for the project, expected to be completed in early 1981, is \$35 million.

MEETINGS

Personnel management featured at Florida show

A four-hour personnel management section is planned for the 27th Annual Florida Turfgrass Association Conference and Show Oct. 14-17 at the Curtis Hixon Convention Center in Tampa.

Ronald C. Frame, noted lec-

turer will lead the session planned to help provide solutions for lawn care businessmen and other turf managers who have personnel/motivation problems. Theme of the conference is "The Broader Aspects of Effective Turf Management."

More than 125 booths have been allocated to manufacturers and suppliers to exhibit latest products and equipment.

For further information, contact: FTGA, 1520 Edgewater Dr., Suite E, Orlando, Fla. 32804, 305-425-1581.

MEETINGS

California landscapers schedule panel seminar for Pacific trade show

Always one of the best-attended seminars at the Pacific Horticultural Trade Show, this year's panel of speakers scheduled by the California Landscape Contractors Association promises to be one of the seminar highlights during this year's three-day event set for Sept. 6-8 at the Long Beach Convention Center.

The seminars will be held on the second day of the show. Some of the areas to be covered in the panel seminar devoted to problems on landscape maintenance include programming fertilizers for landscaping. Scheduled speakers are Paul Rogers,



Rogers



Angelo



Evans



Humphreys

Kellogg Supply, Inc. and Richard Angelo, Stay-Green, Inc. Phil Babcock, an independent consultant, will cover the subject of chemical safety. John L. Ramirez of Johns-Manville Sales Corp. will deal with irrigation system maintenance and repair while the subject of turf maintenance will be handled by Ralph Evans of American Gardens, Cal Turf, Inc.

Coordinating the seminar is Robb Swearengin, state chairman for the CLCA trade shows. Seminar moderator is Archie Humphreys, CLCA's state chairman for the CLCA's associate members and a member of the CLCA executive board. Both Swearengin and Humphreys are with Hydro-Scape Products, Inc.

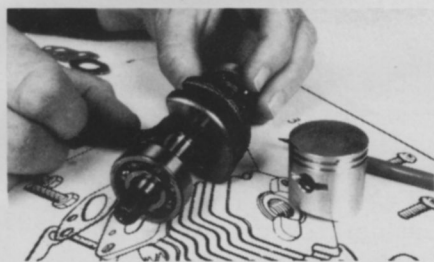
For further information, contact: Richard C. Staples, PHTS, 1419 21st St., Sacramento, CA 95814, 916-443-7373.

The Green Machine trimmer-pruner-cutter.

side look at a classic.

In 1972, The Green Machine introduced a gas-powered string trimmer employing a new concept—extreme light weight combined with amazing torque. It proved the ideal tool for high production weed and grass trimming, as well as brush cutting and tree pruning. From the start, Green Machines set new industry standards for quality—and new records for time-saving and money-making. The reasons are basic: ingenious design and a fanatic devotion to excellence.

For instance, The Green Machine



model 3000 engines have been dynamometer tested—at full throttle and full load—for 200 hours. That's equal to 600 hours of field operation. Actual field operation of 1000 to 1500 hours is common-place.

Chrome and hone

To understand what's behind Green Machine performance, just take a look inside a model 3000 engine.

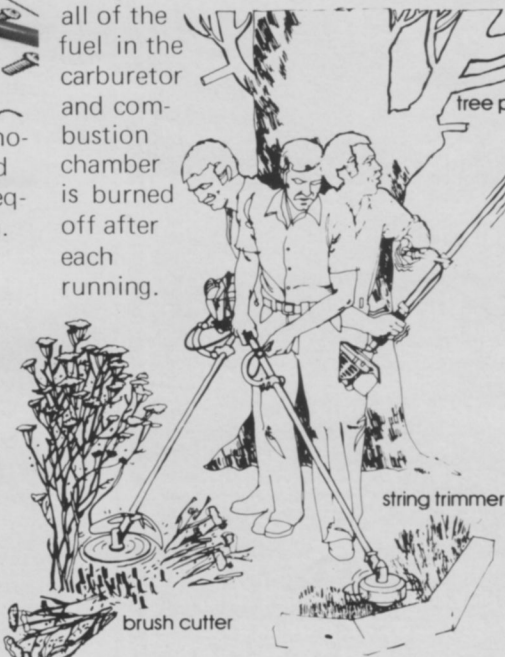
You'll see a precision die-cast cylinder with polished chrome-plated bore—plus such refinements as piston-ported fuel timing and almost five square inches of scavenge porting. Running inside that chrome-protected cylinder, you'll see a precision die-cast aluminum piston, micro-honed and fitted with double,

positively-located rings.

You'll also see a crankshaft and rod assembly of high-carbon steel, precision-machined, and aligned to $\pm .001$ -inch tolerances, running with high-speed ball-type main bearings and needle-type rod journal bearings.

Easy starting with P.F.S.

Long engine life is a recognized Green Machine virtue. So is easy starting. Thanks to a proven, reliable fuel pump and carburetor design. Plus an important Green Machine exclusive: Positive Fuel Shut-off. Engine "kill" is accomplished by stopping the fuel supply to the engine, rather than by cutting the ignition. This means that all of the fuel in the carburetor and combustion chamber is burned off after each running.



Fresh fuel is used for each start. Conventional "ignition kill" allows the fuel and oil mixture to remain in the chamber and carburetor where it can become

stale and even, with time, create a residue that prevents starting.

Nine heads and blades

Green Machine introduced the first professional-quality Tap-For-Cord automatic string-feed head. A total of five different string trimmer heads are now offered as well as four quick-change blades.

A string trimmer...and more

The Green Machine is a great string trimmer—and a great brush cutter, and tree pruner. With accessory metal blades, one man can clear up to an acre of brush a day, cutting easily through vines up to $\frac{3}{4}$ -inch thick. Tree branches up to three inches thick can be sliced through easily—in a single stroke.

See what's in it for you

The Green Machine is saving time and making money for thousands of users in every field: park and municipal, high-way, cemetery, estate, golf course, institution, landscape, farm, school, rental yard. Crews equipped with little more than mowers and Green Machines are completing massive grounds-keeping chores in hours, instead of days. See what The Green Machine can do for your business. Contact your dealer or write for our new, colorful brochures. Take time now to look into a classic.

HMC, 22133 S. Vermont, Torrance, CA 90502



The Green Machine®

A yard-care classic.

COST CUTTINGS

Service station sites will be up for grabs

If you are looking for a new location for your lawn care business office, a good investment may be waiting for you where service stations are now fighting for survival.

Bill Quinn, editor of *Outdoor Power Equipment*, reports that an oil company executive he recently talked to predicted that perhaps 35 percent of the service stations now in existence will be out of business in less than three years.

Also, Art Brown, president of Great Lakes Lawn Spray in Farmington Hills, Mich., and secretary-treasurer of the Lawn Sprayers Association of Michigan, says that in the 1980's many lawn spray companies will be using slow-release liquid fertilizer formulations. He also suggests that these fertilizers could possibly be stored underground in large tanks or reservoirs, with some lawn spray companies making use of former service stations with good, visible locations.

Service stations make sense, especially with the cost of constructing a free-standing building going sky-high, as many lawn care businessmen have learned.

DISEASE

Flag and stripe smut more prevalent in fall

Flag and stripe smuts are favored by cool temperatures, especially extended periods of 50-60°F. Thus, smut is usually more prevalent in the spring and fall, according to Dr. Philip O. Larsen, plant pathologist with Ohio State University.

However, spring infection and growth is often not recognized until early summer. The soot-like material is actually a mass of smut spores or seeds. These spores infest the soil where they are capable of germinating and producing an infection thread which can invade grass seedlings, or young tillers.

The fungus grows systemically in the plant tissue and once a plant is infected, the fungus remains there until the plant

dies. Plants grown at 90°F. for prolonged periods of time usually do not show symptoms as the fungus is less active under these conditions.

Symptoms. Patches of infected plants a few inches to a foot or more in diameter are often noticed in the turf, Dr. Larsen said. Infected plants in this area are often a pale green to slightly yellow in color and stunted. Close observation may reveal long, yellow-green streaks in the leaves when early stages are present.

As the disease advances, the leaf blades curl and gray to black stripes are present. A black, soot-like dust rubs off these stripes. In the advanced stages of growth of the fungus, the leaves twist, curl and split from the tip downward. The turf has a gray and ragged appearance.

Control. Disease-resistant varieties should be planted when possible, Dr. Larsen said. However, grass varieties differ in resistance to smuts. Very susceptible bluegrasses include Cougar, Merion and Windsor Common, Troy, Prato and Newport are moderately susceptible. Warren's A-20 and A-34,



OSU's Larsen: Systemic fungicides available for control of smut diseases perform best when applied in late fall or early spring. Since they must penetrate the thatch layer, aerify soil prior to treatment.

Anheuser Dwarf, Baron, Belturf, Delft, Delta, Fylking, Kenblue, Park, Pennstar and Sodco show good resistance. However, resistance may not be stable due to numerous races of each smut fungus.

The creeping bentgrasses reported as susceptible to stripe smut include Arlington, Cohansey, Congressional, Evansville, Old Orchard, Penncross, Pennlu, Seaside, Toronto and Washington. In addition, ryegrasses are also susceptible.

Smut is seldom a problem on a new lawn, Dr. Larsen said. After two or three years, an extremely well-maintained susceptible lawn may show smut. He recommends to maintain turf in good vigor, but do not overdo it, especially during drought periods.

Systemic fungicides are available for control of smut diseases. These materials perform best when applied in late fall or early spring. Since they must penetrate the thatch layer, aerify the soil and be sure soil is moist prior to treatment. Benomyl (Tersan 1991) or methyl thiophanate (Fungo) are among fungicides that will control the diseases.

One application should be sufficient, but a second may be used; but check on disease control from the first application. The materials will remain in the soil and plants for several weeks, giving desired level of protection to living plants, Dr. Larsen said.

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Most lawn areas have both sun and shade naturally. That's why Glade Kentucky bluegrass is the natural choice. Specify Glade for your next turf grass mix. It's available at your local wholesale seed distributor.

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

LAWN BUILDING

Lofts: Turf seed for the professional

Lofts Pedigreed Seed, Inc., Bound Brook, N.J. offers several turf seed blends and mixtures for the lawn care businessman, according to Marie Pompei of the company's agronomy and research department.

"The four most popularly used products are Lofts Tri-plex Blue, Tri-plex Rye, Tri-plex General and Tri-plex Shady blends and mixtures," she told LAWN CARE INDUSTRY. "Each is specially designed for a specific condition."

Lofts Tri-plex Blue and Rye are blends of three different improved cultivars. A blend differs from a mixture in that it is a combination of two or more cultivars of the same specie of

grass. A mixture is a combination of two or more different grass species.

"The advantages of using a blend of grasses instead of a single cultivar is that the combination gives improved turf quality and better overall performance since the strengths of each cultivar are accentuated and the weaknesses are minimized," she said.

Blends also display a higher quality turf when observed over an extended period of time since certain grass cultivars have better winter or summer performance and seasonal disease resistance than others, she said.

Baron Kentucky bluegrass is included in many of Lofts high-quality blends and mixtures as a result of its excellent turf performance and the availability of its seed. Baron offers a rich, dark green color, winter-hardiness,

fast germination and disease resistance, she said.

Lofts Tri-plex Blue contains any three of the following blue-grasses according to their availability: Baron, Ram I, Touch-down and Majestic. This high-quality blend is excellent for sunny areas where a refined, disease-resistant turf is desired, she said.

Tri-plex Rye is a blend of Yorktown II, Derby and Diplomat perennial ryegrasses. This attractive, fine-textured blend displays wear tolerance, winter-hardiness and fast establishment, she said.

Lofts Tri-plex General is an all-purpose mixture of Baron Kentucky bluegrass, Jamestown chewings fescue and Yorktown II perennial ryegrass. This mixture gives an excellent-performing turf that combines wear tolerance and shade adaptability with attractiveness, she said.

Lofts Tri-plex Shade is a mixture that combines the shade tolerance of Ram I Kentucky bluegrass and Jamestown chewings fescue with the wear tolerance and fast establishment of Yorktown II perennial ryegrass, she said.

high. It offers fully enclosed chain reduction drive.

Hastings explained the advantages of aerating with a plugger-type unit: "It revitalizes the lawn by opening up the root structure of the grass. It breaks up the surface so water can penetrate, thus water goes deeper and does not evaporate as fast. This also applies to the application of fertilizers after plugging."

LAWN BUILDING

Aquatrols: Wetting agents to build lawns

Aquatrols Corp. of America, Pennsauken, N.J. markets Aqua-GRO and Aqua-GRO S for the lawn care businessman, according to marketing manager Demie S. Moore.

Aqua-GRO is a 100 percent active ingredient, blended low-foaming wetting agent that improves water movement, she said. The improved water movement results in faster penetration, uniform dispersion and better drainage of water, as well as more rapid germination and grass establishment. Aqua-GRO S is a spreadable granular form of Aqua-GRO.

Drainage and aeration are obviously very important, she said. It is the water movement in the soil that really gets air to the rootzone. Based on research conducted at many universities, the improved infiltration and drainage in an Aqua-GRO-treated soil provides this optimum rootzone moisture and aeration resulting in better root development, she said.

Aqua-GRO can also be an important step towards easier maintenance and more effective pesticide control. Work by Dr. Harry Niemczyk of the Ohio Agricultural Research and Development Center and others has shown significant improvement in grub control programs because the incorporation of the wetting agent allows uniform dispersion of chemicals throughout the rootzone, she said.

LAWN BUILDING

Power Spike: Disc spiker for lawns

Power Spike Mfg. Co., Walters, Okla., manufactures the Power Spike disc spiker for lawn work. It will spike as much as 4,000 square feet in 10 minutes, the company said.

Advantages of disc spiking are: relieves localized dry spots; increases moisture infiltration; relieves compaction at the immediate surface; lets oxygen and moisture enter the soil; ideal tool for preparing compacted areas for seeding and to disc spike the seed in; better results can be obtained from the use of pesticides when preceded by disc spiking, because it allows penetration of mat and thatch.



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LAWN BUILDING

Yard Marvel: Motor rake, plugger/aerator

Yard Marvel Mfg. Co., Inc., Spokane, Wash. manufactures a line of motor rakes and plugger/aerators for the lawn care businessman. Paul F. Hastings, president of the company, said that lawn care businessmen use the plugger/aerators because of the unit's ability to get into small areas, and because of their portability.

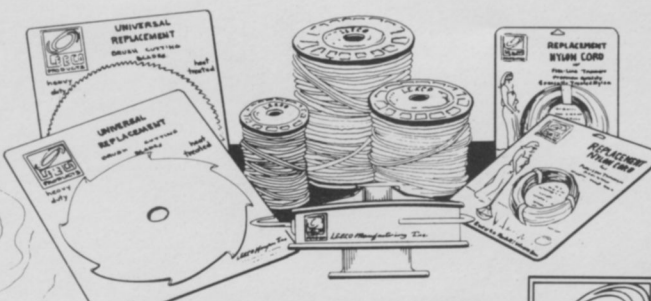
Dimensions of the plugger-aerator are 17 inches wide by 30 1/2 inches long, by 23 inches

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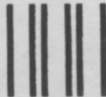
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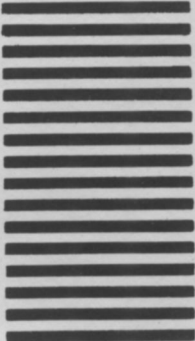
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What subjects would you like us to cover in future issues of LAWN CARE INDUSTRY?

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Jacklin: Myriad lawn seed varieties

Jacklin Seed Co., Post Falls, Idaho, handles myriad varieties of turf seed for the lawn care businessman, according to the company's Doyle Jacklin.

He said the primary Kentucky bluegrass varieties the company handles for the lawn care businessmen are: Adelphi, Birka, Bonnieblue, Cheri, Eclipse, Fylking, Glade, Merion, Nugget, Ram I and Touchdown.

On the ryegrass side, Jacklin handles: Citation, Derby, Pennfine and Yorktown. Additionally, the company handles some of the fescue varieties such as the standard red fescue, Highlight che-wings fescue and Fortress spreading fescue.

Further information is available in detailed form on these varieties by contacting Jacklin Seed Co., W. 17300 Jacklin Ave., Post Falls, Idaho 83854, 208-773-7581, Jacklin said.

Other primary locations where the company handles seed are: Vaughan's Seed Co., 5300 Katrine Ave., Downers Grove, Ill. 60515; Vaughan's Seed Co., Chimney Rock Rd., Bound Brook, N.J. 08805; Vaughan's Seed Co., 8343 Ardmore Ardwick Rd., Landover, Md. 20785; Vaughan's Seed Co., 125 Park St., Ovid, Mich. 48866; and Michigan State Seed Co., 717 N. Clinton, Grand Ledge, Mich. 48837.

LAWN BUILDING

Gandy: Introduces two new spreaders

Gandy Co., Owatonna, Minn., has added two new model hand spreaders to its line of lawn spreaders. The 20-inch and 24-inch models just introduced join the present 30-inch model and the 42-inch tractor hitch or push-handle model.

According to the company's Jerry Ganfield, all the models feature stainless steel bottom and slides, with bottoms snapp-



ing off for quick and easy cleaning. Cam gauge adjusts opening size to recommended setting from Gandy charts included for accurate application of granular fertilizer, pesticides, seed and more, Ganfield said.

The three push-handle models have a slide shut-off activated by a handle crank; the 42-inch tractor hitch model has a spread plate which gives positive shut-off when brought up against the bottom. Design of the internal rotor assures a constant flow of material to the openings in the bottom, Ganfield said.

"In addition to the above new items, we also manufacture heavy-duty spreaders in three- to 12-foot sizes, all having tractor

hitches with some push-handle options in three- to five-foot sizes," Ganfield told LAWN CARE INDUSTRY.

LAWN BUILDING

Montco: Surfactants for lawn spray work

Montco Products Corp., Ambler, Pa. manufactures and markets Surf Side wetting agents for lawn and tree work.

"The rain in the Northeast this spring eliminated any lawn 'readout' for surfactants, everything grew like crazy," the company's Robert Oechsle told LAWN CARE INDUSTRY. Surfactants are useful when applied during renovation and seeding at times of the year that bump up against hotter drier weather.

"I have an account that uses upwards of twenty 52-gallon

drums a year for lawn spray and tree planting," he said. "The program includes two ounces per 1,000 square feet for each of the company's four yearly applications."

The theory behind the use of the surfactant first involves getting more mileage out of fertilizers and pesticides, thus reducing the applied blend in amounts per category, he said.

For large-scale tree work, he said, the company uses Surf Side in quantities of two gallons in every 2,500 gallons in the tank truck. This saves trees and reduces the frequency of watering needs, he said.

LAWN BUILDING

Northrup King: Turf seed mixes for lawns

Northrup King Co., Minneapolis, has a number of turf

seed mixes for use by the lawn care businessman:

Landscape pro mix — designed with the professional landscaper in mind, for adaptability and quality under a wide range of conditions.

Premier Turf Mix — for areas requiring superior results produced by elite grasses. Landscapers installing new lawns, residential and commercial developments will benefit from this disease-resistant mixture.

Other turf seed mixes available for lawn work are General Turf Mix, Special Park Mix and Shady Turf. For further information, contact: Northrup King Co., 1500 Jackson St., N.E., Minneapolis, Minn. 55413, 612-781-8011.

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LAWN BUILDING

Ampel: Pelletized limestone and gypsum

American Pelletizing Corp., Des Moines, Iowa, manufactures and markets pelletized forms of limestone, gypsum and dolomitic limestone for the lawn care businessman.

According to the company's R.G. Vite, the pelletizing process provides a virtually dust-free way to apply limestone and gypsum. The Ampel process consists of mixing finely ground limestone or gypsum with a binder, producing a hard fertilizer-sized pellet.

The pellet breaks down as soon as it is rained on, thereby releasing valuable nutrients into the soil. The turf benefits immediately.

These pellets are easily spread with any type fertilizer equipment or they can be blended into a lawn care businessman's fertilizer mix. Dust is nearly eliminated and accurate broadcasting rates are insured, Vite said.

On new turf, 40 pounds per 1,000 square feet of limestone is recommended prior to seeding. On established turf, 10 to 20 pounds of limestone per year is recommended. About 40 pounds per 1,000 square feet of gypsum is recommended both in spring and fall, Vite said.

LAWN BUILDING

Pickseed: More turf varieties on the way

Pickseed West, Inc., Tagent, Ore. has a Kentucky bluegrass and three new turf-type perennial ryegrasses available for the lawn care businessman at present, and is developing a number of new varieties that should be available soon, according to marketing manager Mike Robinson.

Touchdown Kentucky bluegrass has a resistance to *Helminthosporium* leaf spot, crown rot, leaf rust, stripe smut and powdery mildew, Robinson said. It also offers early spring green-up, rapid establishment and sod development, resistance to drought, heat and summer stress, it is an aggressive turf that in part suppresses weeds including *Poa annua* has the ability to thrive under medium levels of fertilization and has very good shade tolerance, he said.

The three perennial ryegrasses selected by Dr. C. Reed Funk of Rutgers University handled by Pickseed are Fiesta, Blazer and Dasher.

Fiesta is a dark green, fine-textured grass. It produces a low-growing persistent dense turf, will germinate quickly and has excellent seedling vigor. It is also characterized by an extensive tiller development and has superior mowing qualities, he said. It has very good winter-hardiness and withstands summer stress well. It also has very good resistance to summer brown patch and crown rust.

Blazer is a leafy, persistent turf-type cultivar which pro-

duces a moderately low-growing turf with a dark green color. It establishes quickly and easily on a wide range of soil types. Mowing qualities are superior to common perennial ryegrass and many popular-name varieties. It is highly adaptable and performs well in both winter and summer conditions. It has excellent resistance to large brown patch disease and winter brown blight. It performs extremely well in the Midwest and Northeast, he said.

Dasher produces a low-growing, fine-textured turf. It has excellent germination seedling vigor and will establish a very dense turf quickly. It has performed particularly well in the West and Southwest. It competes well with *Poa annua*, Robinson said.

For further information, contact: Mike Robinson, marketing manager, Pickseed West, Inc., Box 888, Tagent, OR 97389, 503-926-8886.

LAWN BUILDING

Fine Fescue Commission, Manhattan Rye Assn.

Scott Lamb is executive secretary of both the Oregon Fine Fescue Commission and the Manhattan Ryegrass Growers Association, both based in Salem, Ore. He explained the advantages of each grass for the lawn care businessman:

"Oregon fine fescue is extremely fine-bladed and grows very erect which makes it an excellent lawn grass," Lamb said. "Fine fescues require less fertilizer and water than most lawn grasses, and shade and drought tolerance are its strong points. However, it does well in full sun in most cool-season regions of the country."

Manhattan fine-leaved perennial ryegrass is one of the first fine-leaved varieties to come on

the market, he said. It is a favorite in cool-season areas for lawns, and does not require a "keep-off" sign, because it bounces back. It is quick to establish and dark green in color.

LAWN BUILDING

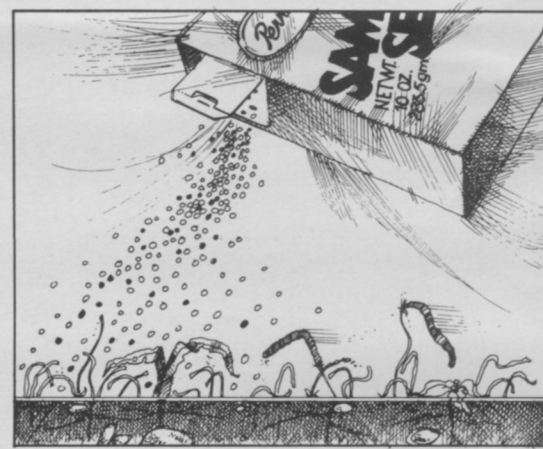
Cyclone: Broadcast spreading equipment

New this year to the line of broadcast spreading equipment manufactured by The Cyclone Seeder Co. is the Model 29 unit, which features 10-inch pneumatic tires and a wider spread than earlier models, according to the company's Paul Speicher. The unit is designed for professional use, and it features an aluminum gear box and die-cast gears.

The 2-Step Turf Renewal Plan with Roundup® and Pennfine.**One. Two.****Spray Roundup® on the turf area to be renewed.**

With just one application of Roundup® herbicide by Monsanto, you can control or destroy most unwanted vegetation. Including stubborn intruders like annual bluegrass, bermudagrass, quackgrass, johnsongrass, tall fescue, and kikuyu grass.

In a matter of days, Roundup circulates throughout these weeds. Even into the below-ground roots, destroying the entire plant. Yet Roundup has no residual soil activity. That means there is no injury to new seedlings planted after application.

**Spread Pennfine Perennial Ryegrass seed over the area treated with Roundup.**

After applying Roundup, seed with fast-growing, fine-leaved Pennfine Perennial Ryegrass. Pennfine was developed by Dr. Joe Duich at Pennsylvania State University. Pennfine has been proven to germinate quicker, grow denser, and resist disease better than traditional ryegrasses. And it penetrates compact soil, sending its roots to depths of 12 to 18 inches. These qualities make Pennfine an excellent choice for turf renewal and help to explain why it's used by turf professionals from coast to coast. In a short time, you'll see the proof for yourself.

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ROUNDUP® IS A REGISTERED TRADEMARK OF MONSANTO CO.,
ST. LOUIS, MO.
MONSANTO COMPANY 1979

PENNFINE PERENNIAL RYEGRASS HAS BEEN ACCORDED U.S. PLANT
VARIETY PROTECTION CERTIFICATE NO. 7200019.

Turf-Seed: New bluegrass this fall

Turf-seed, Inc., Hubbard, Ore. has a new Kentucky bluegrass coming into production this fall — Columbia.

The bluegrass was bred for resistance to leaf rust, the company said.

Rust spores were introduced to plants used in the breeding program, and only those found to be resistant were used in the final cross for this new variety of bluegrass.

Medium-width blade, dark green color and erect growing habit are all descriptions of this new addition to the bluegrass varieties available to the lawn care businessman. For more information, contact: Turf-Seed, Inc., Box 250, Hubbard, Ore. 97032, 503-951-9171.

Water-In: Chemical aeration and mulch

Liquid Water-In, manufactured by Water-In, Inc., Altadena, Calif. is a soil conditioner which can improve the activation of fertilizer, according to company president Larry Houchin.

"Through the process of breaking up hard soil — giving complete water penetration — plants and lawns get a better start as well as grow better during the season," he said. The company also manufactures dry Water-In, which is simply perlite with the liquid product blended into it.

Lawn care businessman Bob Cohen, president of The Green Scene, Los Angeles, uses the product and said:

"We used to mechanically

aerate our lawns in spring and fall. Unfortunately, we found many lawns blocked by gates and fencing, and the obstacles of the in-ground sprinkler system made maneuvering our tractor-aerator difficult, time-consuming and often potentially damaging to our customer's property.

"We serviced about half of our lawns with mechanical aeration, and the other half with what we called 'chemical aeration,' using dry Water-In. We could observe no difference in appearance in the lawns that were mechanically aerated versus those chemically treated.

"On new seedlings, with mechanical seedbed-preparation equipment, we topdress with dry Water-In as a 'chemical mulch' and use IBDU as the fertilizer. Customer seems to prefer this approach to using manure, and we prefer the process because it takes less time to apply and there is less

material bulk. Furthermore, the effect of the 'chemical top-dressing' seems to be that of breaking up the top surface soil into an ultra-fine mud which covers the seed with a thin layer of soil. Thus the seed is effectively surrounded with soil, yet is still exposed to the warmth of the sun. We get faster germination and better growth as a result.

"Based on our experience with mechanically aerated versus chemically aerated lawns, The Green Scene has gone completely to the chemical approach. Now we use liquid Water-In on every service and on all types of lawns."

LAWN BUILDING

Equipment, materials manufacturers listed

The following is a partial listing of companies that manufacture or market equipment, seed and materials for lawn building:

O.M. Scott & Sons
Marysville, OH 43040
513-644-2900
Seed, spreaders

Seaboard Seed Co.
P.O. Box 106
Bristol, IL 60512
312-553-5801
Seed

American Pelletizing Corp.
P.O. Box 3628
Des Moines, IA 50322
Lime, gypsum

Aquatrols Corp. of America
1432 Union Ave.
Pennsauken, NJ 08110
609-665-1130
Wetting agents

Cushman-Ryan
P.O. Box 82409
Lincoln, NE 68501
Equipment

Derby Tiller Co.
P.O. Box 21
Rumson, NJ 07760
201-741-0601
Equipment

Gandy Co.
528 Ganrud Rd.
Owatonna, MN 55060
507-451-5430
Equipment

Hahn
1625 Garvin St.
Evansville, IN 47717
812-424-0931
Equipment

International Seeds, Inc.
P.O. Box 168
Halsey, OR 97348
503-369-2251
Seed

Jacobsen Dav. of Textron, Inc.
1721 Packard Ave.
Racine, WI 53403
414-637-6711
Equipment

Jacklin Seed Co.
W. 17300 Jacklin Ave.
Post Falls, ID 83854
208-773-7581
Seed

F.D. Kees Mfg. Co.
700 Park Ave.
Beatrice, NE 68310
402-223-2391
Equipment

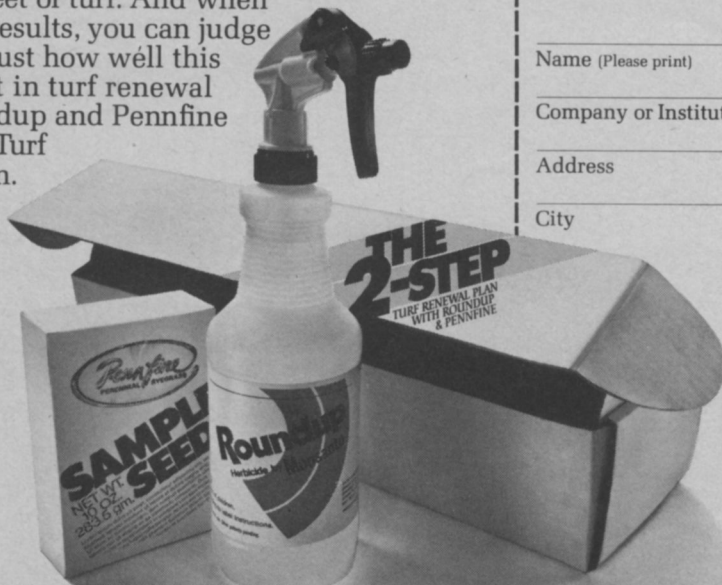
Lofts Pedigreed Seed, Inc.
P.O. Box 146
Bound Brook, NJ 08805
201-356-8700
Seed

Free.*



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Our free kit contains enough Roundup and Pennfine to renew about 200 square feet of turf. And when you see the results, you can judge for yourself just how well this new concept in turf renewal works. Roundup and Pennfine — the 2-Step Turf Renewal Plan.



Put Our Free Kit to the Test.

Find out for yourself how effectively these two superior products work together in a simple turf renewal program. All it will cost you is the price of a stamp.

Name (Please print) _____

Company or Institution _____

Address _____

City _____

State _____

Zip _____

Send this coupon to:
Turf Renewal Plan,
Box 923, Minneapolis,
MN 55440

Note: this offer is restricted to turf professionals—those whose livelihood depends on the maintenance of quality turf. Limit one per company or course. Offer void where prohibited by law.



A view of downtown Seattle, with the sports Kingdome.

Seattle

You fly into Seattle, rent a car, turn on the radio and just about the first thing you hear is an ad for Washington Tree Service, one of the largest lawn and tree care companies in the Seattle area.

Although larger than most companies, Washington Tree Service's program is somewhat typical of the work being done in the area. It's no secret that Seattle is a logging area, and many companies provide both lawn and tree care for their customers.

In addition to **Washington Tree Service**, a listing of some of the better known lawn and tree care companies in Seattle and Tacoma to the south would have to include: **A-1 Spray Service**, Tacoma; **Eastside Spraying Service**, Kirkland; **Earth Enterprises**, Auburn; **Giffords the Gardeners**, Olympia; **Grow It Green Landscape**, Tacoma; **Lawn Craft**, Seattle and Bellevue; **Pete's Spray Service**, Puyallup; **Seattle Gardening Service**; and **Evergreen Services Corp.**, Bellevue.

If a landscape maintenance businessman is going to grow past the two-man stage, he has to make an effort to develop his organization to the point where he can get out of the field and into the office.

Once he is in the office almost full-time, the real work of running the business — the hard part — begins, according to Rod Bailey, president of **Evergreen Services Corp.**, based in the Seattle suburb of Bellevue.

"Lack of financial management knowledge is one of the

biggest obstacles to growth the lawn care businessman faces," Bailey told **LAWN CARE INDUSTRY**. "You have to learn how to work with banks and develop a long-range plan. And you have to have your finger on cost control, knowing what it costs you to operate, so you can charge appropriately for service and make money at it."

Many lawn care businessmen don't like to be in debt, and they finance their growth out of earnings. This is all well and fine, Bailey says, if you have truly met your objectives of where you want your business to be.

"But money is simply a business tool, just like a mower or a spray tank," Bailey said. "Our business is a highly leveraged business in a basically highly leveraged industry, but we know how to manage our debt. All money costs is the interest."

When he goes to the bank, a lawn care businessman needs to be able to sell his banker on why he needs money for his business, and he obviously has to convince his banker how and when he will be able to pay the loan back. To do this, a pro forma profit/loss projection and a pro forma cash flow projection is necessary, along with a three-to-five year operating plan.

"Then all you have to do is sell the bank on the idea that you can indeed do what you say you can," Bailey said.

But he says that a lawn care businessman should not go into debt unless he knows how to

manage that debt. There are many places to go to learn how to manage money, including seminars put on by banks, seminars put on by trade associations, publications put out by the federal Small Business Administration, just to name a few.

Bailey is a former management consultant who became involved with **Evergreen Services Corp.**, about 10 years ago. The company has three small offices in different parts of the general Seattle area, in addition to the main office in Bellevue. The company has about 63 employees at peak times of the year, about 45 of which are kept on the payroll the full year. About 15 of the employees are in the design/build landscape division and the rest are in maintenance.

Bailey says that the company's objective is to have about 40 percent landscape installation work, and the rest maintenance. **Evergreen** works at about 400 individual property sites for about 250 customers.

Almost all of the company's work is commercial. One of the main reasons for this, as Bailey notes, is:

"The specs on a residential job change every time the homeowner walks out into his backyard. With commercial accounts, your relationship is usually only with one individual. As long as your work is satisfactory, the specs seldom change. And you don't have to do the personal kind of public relations necessary on residential accounts."

Many landscapers involved

in both construction and maintenance say that the installation segment of their business is the most profitable. Bailey does not agree, saying that his maintenance division is more profitable.

"For one thing, our outstanding receivables for maintenance are about 25 days, while our outstanding receivables for construction are perhaps 45 to 60 days," he said. He says that how internal accounting decisions are handled in such areas as general administrative costs also determine how profitable each division is.

"Your risks are always going to be higher on construction, while I really feel that maintenance is depression-proof," he says.

During the economic slowdown of 1973, **Evergreen's** business increased. Part of this was due to the fact that the company's commercial accounts wanted their sites looking good to bring whatever limited business there was at the time in. But, he says, the company did put many of its accounts on a low-maintenance "survival" program to keep them on the books.

"We know what our costs are, and we never cut price to compete," he said. "We have lost some accounts because of this, but 98 percent of our business is return business. There are only two accounts we have lost that have not come back to us."

He said there is not much bidding on maintenance work in the Seattle market, because the industry is relatively new. Most of **Evergreen's** work comes from getting the maintenance contract after it has finished the installation. He estimates the company locks in maintenance contracts on 90 percent of its installations.

"We never respond to a bid request when we can see no reason for the account to be unhappy with the maintenance it is receiving, he said. This kind of situation means the account is simply shopping price, and we don't want to get into that."

Allan Pease, 38, was one of the first **Lawn-A-Mat** franchise dealers to move into the Seattle area back in 1966. At the franchise company's peak, there were four **Lawn-A-Mat** dealers working the Seattle area.

Now there are two left, Pease, and Jack Moschatel. They have banded together for promotion purposes under the name **Lawn Craft**. Moschatel services Seattle and east; Pease services homes out of his suburban Bellevue office and to the west.

He has at least three basic philosophies of running a lawn care business:

- "You can't make money running over cement," or make sure you don't get too spread out in the area that you service (he services a 30-mile radius).



Walter



Johnson



Pease



Hartzell



Harlan



Bailey



Westermayer



Behey

Seattle/Tacoma lawn care companies

The follow is a partial listing of lawn care businessmen and companies operating in the Seattle/Tacoma metropolitan area:

James Ely
A-1 Spray Service
Tacoma, Wash.

AAA Spraying
Seattle, Wash.

Aabear Landscape Services
Kent, Wash.

American Lawn & Tree Service
Seattle, Wash.

Forrest Beals
Beal's Spraying & Landscaping
Tacoma, Wash.

Ward Hartzell
Beauti-care Gardening Service
Mountlake Terrace, Wash.

Ray Haan
Bellingham Chemical
Bellingham, Wash.

Bruce McCormack
Botanical Services
Bothell, Wash.

Paul Bunyan Forest Co.
Seattle, Wash.

Bill Gildroy
Cascade Spraying Service
Lake Stevens, Wash.

Steve Harris
Cascara Tree & Spray Service
Bothell, Wash.

Chemi-Serve
Seattle, Wash.

John Behey
Bill Harlan
Eastside Spraying Service
Kirkland, Wash.

Andrew Elliott
Earth Enterprises
Auburn, Wash.

John Smith
Evergreen Aerating & Gardening
Seattle, Wash.

Rodney Bailey
Evergreen Services Corp.
Bellevue, Wash.

Peter Allard
Four Seasons Gardening Service
Bellevue, Wash.

Tex Gifford
Giffords the Gardeners
Olympia, Wash.

Michael Jones
Grow It Green Landscape
Tacoma, Wash.

Walden Haines
Haines Tree & Spray Service
Bellingham, Wash.

Hystad's Spraying Service
Seattle, Wash.

Jerry's Lawn Service
Seattle, Wash.

David Johnson
Johnson & Sons Grounds Maintenance
Tacoma, Wash.

Kittle Landscape Gardening
Seattle, Wash.

Laughlin Spraying & Pest Control Service
Seattle, Wash.

Allen Pease
Lawn Craft of East Side
Bellevue, Wash.

Jack Moschatel
Lawn Craft of Seattle
Seattle, Wash.

Don Horton
Master Gardener
Seattle, Wash.

McBreen's Spray & Aerating Service
Seattle, Wash.

John Messmer
Messmer's Landscape Service
Kent, Wash.

Nature's Design Service
Bellevue, Wash.

Paramount Services
Seattle, Wash.

Peter Tovoli
Pete's Spray Service
Puyallup, Wash.

Puget Sound Tree Service
Seattle, Wash.

Rainier Tree Service
Bothell, Wash.

Ron Pollard
Ron's Yard Care
Puyallup, Wash.

William Bergstrom
Hillard Viydo
Seattle Gardening Service
Seattle, Wash.

Steven Nelson
Steve's Lawn Service
Tacoma, Wash.

Bob Peery
Terra
Tacoma, Wash.

Michael Thornhill
Thornhill Services
Gig Harbor, Wash.

Ed Walter
Bud Johnson
Washington Tree Service
Seattle, Wash.

Rueben Weedman
Weedman's Landscaping
Kent, Wash.

Sandro Westermayer
Westermayer Spray Service
Redmond, Wash.

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Professional lawn care is one of today's fastest growing industries. And PERF-A-LAWN is one of the largest, most successful companies in the industry.

Why? Because we offer the most liberal and most productive franchise program in lawn care.

Our franchise fee is one of the *lowest*, giving you the opportunity of a lifetime to start your own successful lawn care business with a minimum investment.

We provide thorough training in every step of the lawn care process at *no extra cost to you*.

We supply *free* continuing technological assistance covering new product advances, new equipment, along with innovations in application techniques.

We provide you with virtually everything you need to begin business.

And PERF-A-LAWN is widely recognized... with corporate branches and franchisees in eight states and 22 major marketing areas.

Read what two of PERF-A-LAWN's many successful franchisees have to say: "We could not have chosen a *better* company. They helped and supported us through the first years." — Steve Juntgen,

Ft. Wayne. "The extensive training is excellent. They are truly experts." — Virgil Huffman, Toledo.

If you're looking for a money-making franchise opportunity, look to PERF-A-LAWN. The profits are now. The growth is now. The future is now. Mail coupon today for free franchise kit.

PERF-A-LAWN

85 Quick Road, New Carlisle, Ohio 45344

Gentlemen: Hurry... send full details on your high-profit, low-investment PERF-A-LAWN franchise. I understand there is no obligation.

Name _____
Market in which I will operate _____
Address _____
City _____
State _____ Zip _____
Phone _____



Follow-through wins customers

One of our strongest points is our dependability," says Hillard Viydo. "Our customers know, that, rain or shine, we'll take care of their lawns on the scheduled days."

Keeping strictly to schedule is only one aspect of the thorough follow-through which characterizes every aspect of the Seattle Gardening Service, co-owned by Hillard Viydo, 27 and Bill Bergstrom, 30.

Responding more and more quickly to customer queries has also increased business. Bergstrom says, "we handle every call very quickly, and try to get out estimates on the same day." Bergstrom adds, that, whereas, before, they got one out of three customers they gave estimates for, now the figure is close to sixty percent.

Helping to speed up the estimates are pre-printed sheets with space for the customer's name, address, and phone, and types of work desired printed out so that a simple check mark on the appropriate line can provide the necessary information.

Customer queries come from ads in the Yellow Pages or local papers, as well as fliers that go out with each monthly billing. The fliers provide educational information on other services, such as fertilizing, thatching, or aerating, sometimes at special discounts, or sales on garden tools, hoses, or sprinklers. Because they try to provide something fresh every month, Viydo says, "we feel many customers actually look forward now to their billing, because of the different services our enclosed fliers offer."

Another source of customer queries, as well as company follow-through, are index-sized cards which state, "Dear Customer: It has been brought to our attention by our men that your yard is in need of the following:" A place for a check mark is then provided in front of thatching, aerating, weeding, trimming, fertilizer, lime, or other. The card closes with, "If you would like to discuss our suggestions, please call us." The company address and phone are listed.

Viydo says, "we're very conscientious about this, and make the suggestion only if we believe the customer needs it." To aid in this, each man always works the same yard. This builds a customer rapport and confidence. It also allows the man to thoroughly know the needs of the yard, as well as increase the speed with which he gets the job done. Viydo says, that, over a year's time, 30 percent of the

customers respond positively to the suggestions offered.

In order to strengthen this follow-through aspect of their business, Viydo and Bergstrom have continually worked at increasing efficiency in terms of organization and employee-relations.

One big organizational improvement (as well as gas savings) has resulted from gradually narrowing down the geographical area in which they work. Viydo says, "Before, it would take our three trucks a day to do 20 jobs within a 20 block period. Now a single truck will do 20 jobs a day within a six block period."

The customer has also become much more selective in the work they choose. Viydo says, "At first we took any job at all related to lawn care or gardening. But now we've narrowed it down to mainly mowing, fertilizing, thatching, and aerating." He adds that they've also become more discriminating in terms of choosing customers. They turn down badly kept yards in which it's clear that the customers aren't going to cooperate through such basics as watering, etc. They also turn down especially finicky or demanding customers. Viydo says, "Before we had to take anybody. But now we have enough jobs so we choose only those jobs that will make us a profit."

Even once a job is taken on, if the company finds that the reward doesn't justify the effort, it will tell the customer that it can't help it, and pull out. Accurate records including both drive and work time, as well as gas and material costs help in determining whether any particular job is profitable or not.

By narrowing their focus within a tight geographical area, and choosing lawns that can be kept looking well, the Seattle Gardening Service also increase positive word-of-mouth advertising, as well as the simple fact of the customers' neighbors seeing the company's trucks on the street that much more often.

A further customer qualification is that basic prices are given directly over the phone. This automatically weeds out people looking for unprofessional prices, and save time by cutting out that many more unproductive estimates.

The basic mowing prices quoted are \$20 per man hour, \$11.50 minimum on a weekly basis, and \$14.50 on a two week basis. Fertilizing is \$10.50 minimum, aerating is \$20 minimum; and thatching is \$25 minimum.

The first job is done by the hour, to establish a fair price in terms of a lawn that is either well kept or overgrown. This first time by the hour rate is agreed upon both verbally and in writing. After the first time, the company gives an estimate which is held to. However, if the customer chooses to miss a scheduled mowing, even once, then the next mowing will revert back to the hourly rate.

The Seattle Gardening Ser-



four formulations—
sprayable, wettable
powder, flowables and
SEVIMOL® 4, a liquid blend of SEVIN
and molasses. Granules, dusts and baits
are also available for certain specialized
uses. Plus, SEVIN isn't harsh on the
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States today.

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Make SEVIN carbaryl insecticide
your answer to pest control too.

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Union Carbide Corporation, Agricultural Products Division, 7825 Baymeadows Way, Jacksonville, FL 32216.

Circle 124 on free information card

to page 20

Lawn care franchising

A sometimes stormy past;
the McDonald's of the future?

by Dan Moreland
assistant editor

Throughout the stormy 20-year history of lawn care franchising an inherent mistrust has often existed between the franchisee and the franchisor. According to many in the industry, the roots of the strained relationship are based in a history of price gouging and kickbacks by the franchisor and a lack of loyalty by the franchisee to the parent company. As a result, a number of former franchisees have spurned the parent company and developed franchise businesses in their own image.

This adversary relationship is not unlike the relationship between a father and son. A son respects his father's wishes throughout his childhood, but during adolescence he begins to balk at the restrictions placed upon him and conflict results. If the father isn't willing to modify the arrangement, the relationship deteriorates and eventually breaks up, generally at the expense of both parties.

That is basically the story of franchising in the lawn care industry. The two oldest franchisors — Lawn King, Inc. and Lawn-A-Mat Chemical and Equipment Corp. — have encountered some very severe problems in dealing with their franchisees in recent years. On the other hand, the majority of new franchisors in the industry including A-Perm-O-Green Lawns, Inc. and Super Lawns, Inc. have yet to experience the "growing pains" which inevitably accompany franchising.

Ron Wilson, franchise

director of Perf-A-Lawn, Inc., New Carlisle, Ohio, is well aware of the fact that he may be in the midst of a "honeymoon period" with his franchisees. "We haven't had a bit of trouble with our new franchisees," he said, "but we're still relatively new so we may run into problems in later years." Perf-A-Lawn currently operates 13 franchises in six states.

Stan Weber, marketing manager for Lawn-A-Mat Chemical and Equipment Corp., Westbury, N.Y., said the breakdown of goodwill between the franchisee and the franchisor is a "natural process. In the beginning the licensee is grateful for all the things you do to help him because, in most instances, if he had done it himself he would have failed," he said. "But after the honeymoon period their memories begin to fade and they feel they did it all themselves."

Many former franchisees would, in fact, like to forget the memories of their initial experience in franchising. One lawn care franchisee, who requested to remain anonymous, said, "In the early 70's there were seed and fertilizer suppliers who, if they knew you were a franchisee, wouldn't sell you a thing. That way they would force you to buy the materials through the parent company at inflated prices."

Yet another dealer said he was unknowingly paying three to four times more for chemicals purchased from the home office than those he could have purchased through an independent distributor. "All the

franchisor did was sell us materials at an inflated price and collect our 10 percent," he said. "They didn't do anything for us but take the money and run."

In response to these practices a number of lawsuits were filed against lawn care franchisors in several states in the 1970's. In the most recent case, the New Jersey State Appellate Court acquitted Joe Sandler, owner of Lawn King, Inc., Fairfield, N.J., on charges of price fixing, allocation of exclusive territories, and tying arrangements.

Virtually all franchisees also complain about a lack of responsiveness from the home office at one time or another. A Lawn-A-Mat franchisee said, "We went through our first year doing the program like they recommended and after a year it became pretty obvious that the program wasn't producing the kind of results my customers or myself expected. We did a little studying on our own and we found out the products were not well-formulated for the turf in our area. We presented the problem to Lawn-A-Mat and they did nothing," he added.

Tony Giordano, president of Lawn Doctor, Matawan, N.J. and a former Lawn-A-Mat employee, made these observations about Lawn-A-Mat. "The service that was given to the franchises was so bad that all the big dealers rebelled," he said. "They (Lawn-A-Mat) just didn't care about anything but the money."

Lawn-A-Mat currently has 175 franchises in "good standing," according to marketing manager Weber.

There are also a significant number of franchises using the Lawn-A-Mat name, but not paying franchise fees. However, Weber warned, "In due course everybody who has been using our trademark and not making payments will be brought to account."

Franchisees aren't the only ones with complaints. Many franchisors claim that licensees are disloyal to the parent company once they become successful. Sandler, of Lawn King, said, "Most franchisees feel that once they've learned the business they don't need us anymore."

"They feel that once they've bought the franchise they don't owe you anything, providing you continue to do everything for them," he added. "What they forget is we're the ones that taught them the business."

Many franchisees do feel some loyalty to the parent company, but it appears that many share the attitude of one dealer, who said, "We know we should give them some loyalty for at least starting us in business, but since then they haven't done much for us. We feel they're entitled to something, but just what we don't know."

* * *

Even with all its built-in problems lawn care franchising, like franchising in most other industries, has grown in leaps and bounds.

Franchising is often incorrectly described as an industry. It is not. Franchising,



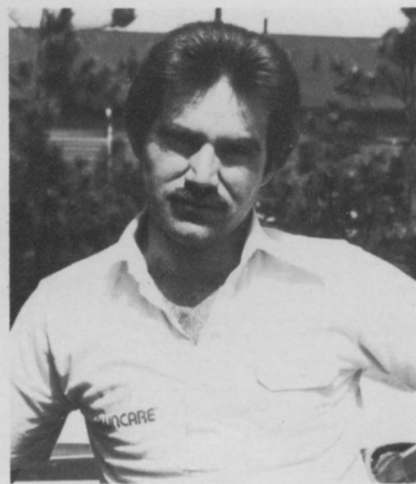
"In the beginning the licensee is grateful for all the things you do to help him because, in most instances, if he had done it himself he would have failed."

Stan Weber, marketing manager, Lawn-A-Mat Chemical & Equipment Corp., Westbury, N.Y.



"I think the franchisors who have failed are the ones who have been mismanaged from the home office more than anything else."

Larry Brandt, president, Spray-A-Lawn, Cincinnati, Ohio



"We only want to talk to a potential franchisee if he's interested in running a million dollar business. We don't want any 'mom and pop' operations. This business doesn't work with just one or two trucks. It makes money when you run five trucks out of an office."

Nick Licursi, co-owner, LawnCare, Inc., Cleveland, Ohio



"There's a hard core group of good, loyal franchisees, but there also have been a number of Lawn King franchisees who have been disloyal to us. . . . At this particular time we're taking a long, hard look at franchising. We're prepared to live with the franchisees, but we're not prepared to die with them."

Joe Sandler, owner of Lawn King, Inc., Fairfield, N.J.

LEGISLATION

FTC disclosure rule to go into effect soon

One of the most important pieces of legislation in the history of franchising will go into effect on October 21 of this year. First proposed in 1961, the Federal Trade Commission rule is entitled "Disclosure Requirements and Prohibitions Concerning Franchising and Business Opportunity Ventures."

According to the U.S. Department of Commerce, Industry and Trade Administration, "The rule requires franchisors to disclose to prospective franchisees detailed information about their franchises prior to the prospects investing their money in the franchise."

The 20 different topics which must be disclosed to prospective franchisees includes, according to the Department of Commerce:

- Business experience, litigation history, and bankruptcy history of the franchisor and the franchisor's key management personnel.
- Financial information about the franchisor.
- Description of the franchise.
- Initial and recurring costs required of the prospective franchisee in order to commence and operate the franchise business.
- Statistical information on the number of franchises and company-owned outlets, including the names of franchise outlets nearest the prospective franchisee's intended location.
- Termination, cancellation, and renewal provisions of the franchise agreement.
- Number of franchisees terminated during the past year and the reasons for their termination.
- Training offered by the franchisors.
- Restrictions imposed by the franchisor on the manner in which the franchisee may operate his business, such as the types of customers, types of goods, suppliers and geographic area.

Further, according to the International Franchise Association's (IFA) *Current Legal Digest*, under the rule each franchisor will be required to deliver a disclosure statement to "prospective franchisees at the first personal meeting between the franchisor and the prospective franchisee, or 10 days prior to the execution of the contract or payment of consideration by the prospective franchisee, whichever is earlier."

The rule was initially scheduled to go into effect on July 21 but the Federal Trade Commission announced a 90-day extension to "carefully consider and thoroughly review" issues raised by franchisors who were invited to comment on the rule after its promulgation late last year.

The commission expressed hope that by extending the rule's effective date franchisors would gain the benefit of final interpretations of the guide and also have additional time to prepare necessary documents and train personnel in document use.

from a French word meaning "to be free from servitude," is a method of distribution whereby a parent company grants an individual or group the right to sell, distribute, or market the

What is your organizational structure?



parent company's name, reputation, or product.

The United States Department of Commerce calls franchising "a major force in the U.S. economy which is continuing to break new records in sales, employment, and number of establishments." Further, the Department of Commerce stated in its publication, *Franchising and the Economy 1977-1979*, that franchise sales of goods and

services are expected to reach nearly \$300 billion in 1979.

In terms of the lawn care industry, a recent LCI survey indicated that nine percent of all chemical lawn care business are franchises. There are presently about 800 chemical lawn care franchise businesses operating in the United States.

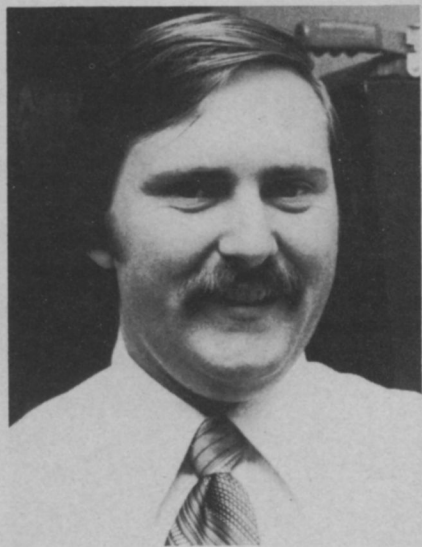
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If the 1930's and 1940's were the era of the independent businessman, the 1970's would have to be considered the era of the franchisor. Bank of America estimates that 90 percent of all franchised companies in existence today were created in the past 20 years.

What are the reasons for such rapid growth in franchising during the past decade? The answer is really very simple. The favorable odds of succeeding in the business world are dramatically increased if one selects franchising over "going it alone." The failure rate of independent businesses is well over 50 percent, whereas the failure rate of franchised businesses is substantially lower, about 4.6 percent, according to the International Franchise Association (IFA).

Franchises are more likely to succeed than independent businesses because franchising helps overcome the two most common causes of new business failures: lack of capital and inexperience. To offset the franchisee's inexperience the

to page 18



"We haven't had a bit of trouble with our new franchisees, but we're still relatively new so we may run into problems in later years."
Ron Wilson, franchise director, Perf-A-Lawn, Inc., New Carlisle, Ohio.

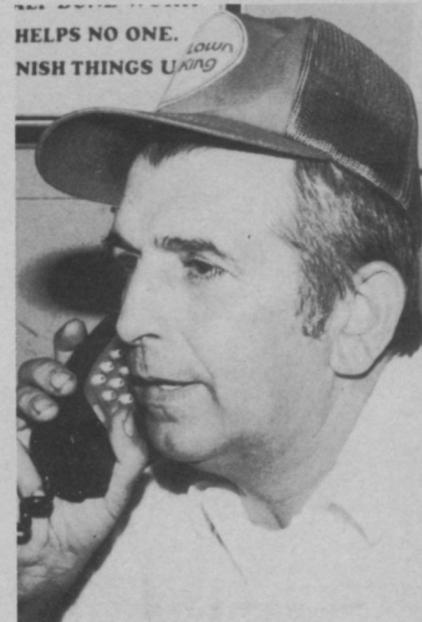


"Our franchisees are willing to pay 10 percent because they see they're getting a return for their money. If I was just getting rich off their money they would stop paying it!"
Tony Girodano, owner, Lawn Doctor, Matawan, N.J.



"To say that franchising is going to go away is foolish. I think it will always be true that a new business is going to need initial help and guidance and as a result the franchisor is of real value."

John Kenney, owner, Turf Doctor, Boston, Mass.



"The biggest disadvantage of franchising is the fixed franchise fee. It is the single factor that has undermined the success of Lawn King."
George Graham, owner of Lawn King of Mount Vernon, Alexandria, Va.

"COMMON SENSE" GUIDELINES

Investigate before purchasing a franchise

Purchasing a franchise is an exhilarating yet frightening experience. The intoxicating prospect of success is inevitably accompanied by an overwhelming fear of failure. Prospective franchisees search for guarantees, but they soon discover that no business venture is failsafe. However, they can improve their chance of success by following four "common sense" guidelines before purchasing a franchise.

The first step is self evaluation. Are you qualified to run a business? Are you willing to work long hours with little monetary return the first year or two? Is your spouse in favor of purchasing a franchise?

The second step involves investigating the marketplace.

- Investigate the number of housing starts and the total number of homes in your franchise area.
- Determine the average income of residents in your franchise area. A lawn service isn't much good if the residents can't afford it.
- Check the competition. One simple way is to leaf through the phone book. Most lawn care companies advertise in the Yellow Pages.

Step three concerns investigating potential franchisors.

- Determine the financial standing of the franchisor you're interested in. Contact Dun & Bradstreet and the Federal Trade Commission.
- Talk to franchisees in your area to find out what the people "on the inside" think of their franchisor. You can be sure they will be very candid.
- Ask the franchisor for an itemized listing of all start-up costs.
- And finally, be wary of a company that does not perform an exhaustive study of your own qualifications. If they aren't keenly interested in your background, odds are they are only concerned in the initial franchise fee and not the future success of your operation.

Once having selected a franchisor find yourself a good lawyer and accountant. Review the franchise contract with the lawyer. He will make sure you understand the legal terminology in the contract as well as its provisions. The accountant will help you determine the chances of your success and how long it will take you to get out of debt.

The key is investigation. Be wary. After all, you may only get one chance to own your own business so make the most of it.

There are a number of publications available to the prospective franchisee to aid him or her in selecting a franchise. Among them are:

- *Investigate Before Investing: Guidance for Prospective Franchisees*, by Jerome L. Fels and Lewis G. Rudnick; Available from the International Franchise Association (IFA), 7315 Wisconsin Ave., Washington, D.C. 20014.
- IFA's *Classified Directory of Members*.
- *Franchise Opportunities Handbook*, published by the U.S. Department of Commerce and available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.
- *Financial Security and Independence Through a Small Business Franchise*, by Daniel J. Scherer, Pilot Industries, Inc., New York, N.Y. (Available at most libraries).
- *A Guide to Franchise Investigation and Contract Negotiation*, by Harry Gross and Robert S. Levy, Pilot Industries, Inc., New York, N.Y. (Available at most libraries).

FRANCHISING from page 17
established products and services, marketing and business training, and standardized operating procedures.

According to Ron Miller, of Super Lawns, Inc., Rockville, Md. the main advantage to purchasing a franchise is the "total guidance" one receives from the parent company. "Most people who purchase franchises are not business-oriented and they've got to be trained," he said.

The selling power of an established name is another advantage which should not be overlooked. Lawn-AMat's Weber said, "When the franchisee points out that the company with which he is affiliated (Lawn-A-Mat) has been in business since 1961 it fosters a certain amount of confidence in the lawn service by the homeowner."

There are also advantages in terms of increased marketing clout. "In a franchise operation you have a national company allied with a local independent businessman," Lawn Doctor's Giordano said, "and that is the strongest marketing concept that has ever been devised in this country."

In return for such services as training, buying power, and increased marketing clout the franchisee must forfeit some of his freedom. According to the author of *Franchise Opportunities: A Business of Your Own*, "... the owner of a franchised business must give up some options and freedom of action in business decisions that would be open to the owner of a non-franchised business."

Marvin Williams, owner of Barefoot Grass Lawn Service, Worthington, Ohio, added, "To associate with a franchisor he's (the franchisee) given up some of his own freedom, but it's a freedom he's decided to give up because he knows he needs the help."

Franchising is not only beneficial for the franchisee, but also for the franchisor. Ron Wilson, of Perf-A-Lawn, said franchising enables large lawn care companies to enter smaller markets. "There are a number of little markets out there that single operators or three or four people can make a go of," he said. "However, unless we use franchises we can't get in the black in those markets fast enough to make it profitable." Perf-A-Lawn also has a number of company-owned outlets.

That is precisely the reason ChemLawn Corp., Columbus, Ohio, entered the franchising field in 1975. However, their franchises differ from the rest of the industry in that they are only available to ChemLawn employees with two or more years of service.

"The purpose of the franchises was to give our employees another opportunity while at the same time enabling us to enter some smaller markets we normally would not go into," Russell Favorite, vice-president, Franchising Division said. ChemLawn currently operates 20 franchises in nine states including New Mexico, Oklahoma, North Dakota, and Wisconsin.

"To associate with a franchisor he's (the franchisee) given up some of his own freedom, but it's a freedom he's decided to give up because he knows he needs the help." Marvin Williams, owner, Barefoot Grass Lawn Service, Worthington, Ohio.

The number one controversy currently affecting lawn care franchising is the fixed franchise fee. Sandler, of Lawn King, calls it "the beast that is killing the industry" and George Graham, owner of Lawn King of Mount Vernon, Alexandria, Va., said the fee is the "single factor that has undermined the success of Lawn King."

Under the provisions of a fixed franchise agreement the franchisee agrees to pay a prearranged percentage of his annual gross. Fees range from five percent to 15 percent, with the average about 10 percent. Spray-A-Lawn Inc. charges a five percent fee, Lawn Doctor a 10 percent fee, Perf-A-Lawn, Inc. a seven percent fee, Lawn King, Inc. a 10-15 percent fee, and Lawncare, Inc. a five percent fee. This is in addition to the initial cost of the franchise, which can range anywhere from a few thousand dollars to almost \$50,000.



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PERF-A-LAWN



grows they begin to feel the franchise fee is taking too big a chunk out of their profits. The result is many stop paying the fee.

However, under pressure from their high-volume dealers many franchisors have recently modified the franchise fee agreement. Under Lawn-A-Mat's recent new agreement the franchisee pays a fixed annual fee to the parent company, which entitles him to ongoing research, equipment, and other support, in addition to the use of Lawn-A-Mat trademarks.

The original Lawn-A-Mat dealer agreement required the dealer to pay the company 10 percent of its gross sales to receive these benefits. The fixed annual fee is now \$1,250 the first year, \$1,750 the second year, \$2,250 the third year, \$2,750 the fourth year, and \$3,500 the fifth year and every year thereafter.

"We found that when the volume of business was more modest, 10 percent was O.K.," Weber said, "but when it started to go toward volume business . . . the 10 percent started to come to a lot of money."

Pat Lore, executive vice-president of Lawn-A-Mat, added, "The larger volume dealers in particular felt that they were paying disproportionately for their success in comparison with dealers of average size."

Weber said about 70 percent of Lawn-A-Mat's 175 franchisees in "good-standing" have switched to the yearly fee arrangement and it has resulted in a better relationship between the parent company and the franchisees.

Many of the newer franchisors have avoided conflicts with their franchisees by learning from the mistakes of the better-established companies. For example, a number of lawn care firms lower the franchise fee as the franchisee's volume of business is increased, thereby preventing the larger volume dealers from paying disproportionately for the services they receive from the parent company.

Further, Perf-A-Lawn, Inc., offers a unique franchise fee arrangement whereby the franchisee pays a five percent fee the first year, a six percent fee the second year, and a seven percent fee the third year. The fee remains at seven percent throughout the rest of the contract period.

"We feel a new franchisee's most troubled times are when he

first starts out so we try to keep as much money in his pocket as we possibly can the first years," Wilson said.

John Kenney, owner of Turf Doctor in Boston, Mass. and a former Lawn Doctor Franchisee, said all franchisors will eventually be forced to drop the fixed franchisee fee arrangement. "We're going to make \$1 million this year and I can't imagine paying Lawn Doctor \$100,000. Even for what they could do for me!"

The future of lawn care franchising is tenuous at best. It is threatened by legislation, plagued by conflict between the franchisee and the franchisor, and troubled by the controversy over the fixed franchise fee. Yet, according to Kenney, there will always be a market for franchising. "I think it will always be true that a new business is going to need initial help and guidance," he said, "and as a result the franchisor is of real value."

Nick Licursi, co-owner of Lawncare, Inc., Cleveland, Ohio, described the relationship between the franchisee and the franchisor thusly:

"When you're talking about franchising, you're talking about a marriage," he said. "I want to make sure you're right for me and you want to make sure I'm right for you." The question is, will the two parties in the lawn care marriage eventually separate, divorce, or live happily together ever after?

* * *

A recent LAWN CARE INDUSTRY survey indicated there are currently about 800 lawn care franchises operating throughout the United States. The four largest franchisors — Lawn Doctor, Lawn-A-Mat, Lawn King, and Lawn Medic — account for more than \$30 million in sales annually.

The following is a partial listing of lawn care companies currently selling franchises. The number of franchises affiliated with the company is in parenthesis.

Lawn Doctor, Inc. (245)
Matawan, New Jersey

Lawn-A-Mat Chemical & Equipment Corp. (175)
Westbury, New York

Lawn King, Inc. (150)
Fairfield, New Jersey

Lawn Medic, Inc. (111)
Rochester, New York

Spring-Green Lawn Care Corp. (22)
Naperville, Illinois

FRANCHISE ASSOCIATION

IFA provides legal and legislative information



If the individual franchisee is the heart of the franchise system and the franchisor is the soul, then the International Franchise Association (IFA) must be the conscience. Formed in 1960, the IFA currently has 330 member firms representing 38 different industries, along with a full-time staff of 15. Two lawn care companies—Lawn Doctor, Inc. Matawan, N.J. and

Super Lawns, Inc., Rockville, Md. — are members of the association.

IFA provides a number of services to its members including legal and legislative information, an extensive publishing program, and educational sessions throughout the year.

Among the publications provided to IFA members are a three-volume work entitled *Franchise Laws, Regulations, and Rulings*, and a monthly newspaper called *Franchising World*. A monthly newsletter entitled *Current Legal Digest* is also provided. It focuses on recent legislation, regulations, and judicial decisions concerning franchising.

Nancy Rathbun, director of publications and public relations for IFA, said, "To qualify for full membership the franchisor must have been in business at least two years and have at least 10 operating franchises, distributors, or licensed dealers, one of which has been in operation at least two years."

"They must also have a satisfactory financial condition, satisfactory business and trade references, and have complied with all applicable state and federal laws," she added. Full membership fees for franchisors are based on the number of franchise outlets in operation and the total sales volume of those outlets.

Associate membership is also available to any person, firm, or corporation interested in franchising, but who does not meet the requirements for full membership. Associate membership is granted for one year and must be renewed annually. The associate membership fee is \$1,000.

IFA members must also comply with the association's 15-point code of ethics which covers everything from advertising and training to disclosure requirements. "All members have to subscribe to the code of ethics, Rathbun said. "And if we receive a complaint about one of our members we follow up on it and contact the member involved."

Tony Giordano, president of Lawn Doctor, Inc., said IFA membership has been beneficial for his company in many ways, but most importantly in gaining a better understanding of contemporary franchising. "IFA provided us with an understanding of the relationship and inter-dependency between the franchisee and the franchisor and that's important," he said.

ChemLawn Corp. (20)
Columbus, Ohio

A-Perm-O-Green Lawns, Inc. (19)
Austin, Texas

Perf-A-Lawn, Inc. (13)
New Carlisle, Ohio

Super Lawns, Inc. (10)
Rockville, Maryland

Barefoot Grass Lawn Service (7)
Worthington, Ohio

Spray-A-Lawn, Inc. (5)
Cincinnati, Ohio

Lawncare, Inc. (4)
Cleveland, Ohio

Village Green Lawn Spraying (1)
West Chicago, Illinois

**SUPER
LAWNS**

SPRAY A LAWN



**Lawn
Doctor Inc**

Barefoot Grass
LAWN SERVICE



FOLLOW-THROUGH from page 15

vice currently has 330 regular weekly or once every two week accounts, with as many as 500 done on a one, two, or three month basis over the nine month work season.

Another efficiency measure has been revamping the schedule half way through the season. Viydo says, "at the beginning of the season, we pick up new customers. We try to fit them into our existing patterns. But, if a customer wants his lawn done on

a Saturday, and we're not in the neighborhood that day, we'll cooperate. By mid-season, most of these customers are in, so we revamp the schedule, both to fit their needs and ours. Then we notify our regular customers, whose days we are changing, by letter."

Along with increasingly efficient organization, good customer relations are an important part of Seattle Gardening Service's follow-through philosophy.

Viydo says, "we've been for-

tunate in keeping three or four good men with us for several years." The company works to include the employees (numbering eight in all) in its overall growth. Bergstrom says, "at the end of the season I ask each of the men what they would hope to earn during the next season. In each case, the request was reasonable, and attainable through increased productivity."

The company offers three pay raises in a nine month season, which averages at least 10 or 12 percent, to keep up with inflation. Also, each employee is treated and paid individually according to his individual abilities. Base pay starts from \$3.00 to \$4.50 an hour, and yearly raises range from 45c to \$1.00 a year, with the average being 65c.

Bergstrom says, "we work to instill a positive attitude in the men, so they're involved in the business mentally, as well as physically." Both Bergstrom and Viydo themselves work in the yards, which increase employee rapport. To make sure that the management organization doesn't slacken because of this there are two managers in charge of separate areas, Jason Viydo, 22, in charge of mowing, and Dave Boetker, 33, in charge of fertilizing, thatching, and aerating.

Company-sponsored barbecues, baseball games and other events with employees are scheduled, as well as brainstorming sessions to come up with solutions to specific problems.

An example of the positive results which can come from including employee feedback has been in terms of scheduling. Viydo says, "last year, during the latter, dry season, we were able to get through our schedule in faster time. This was good for the company, but the employees were unhappy, since they're paid by the hour."

The problem was thrashed out during a brainstorming ses-



Hillard Viydo at work. The company uses walk-behind reel mowers, which cut better in the Northwest's often-rainy climate.



Added advertising impetus, plus suggestion cards increased the company's fertilizing, thatching and aerating jobs during the dry mid-season. Here Bill Bergstrom is fertilizing.

sion. The solution involved an increased advertising push in the areas of aerating, thatching, and fertilizing. Viydo reports, "last year we did 33 aeratings, this year 94. Last year, we did 41 thatchings, this year 145. And our fertilizing jobs went from last year's 140 to this year's 210."

The added work from these jobs not only keep the employees working full time, and happy, but also add to company profits.

The Seattle Gardening Service's follow-through philosophy, backed by solid management and good employee relationships has allowed the company to double its dollar income, without increasing manpower, during its six years of operations. Last year's gross was \$140,000. This year's is projected to be \$220,000. Story and photos by Mike Major.



Co-owners Bill Bergstrom (left) and Hillard Viydo mapping out their accounts. Profits have increased as the company has narrowed down the geographical area covered.

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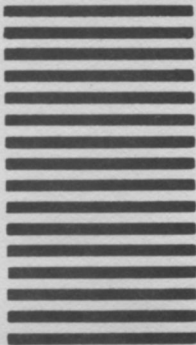
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☐ Other (specify) _____

Application
☐ Liquid
☐ Granular
☐ Both

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3. Is your business:
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4. Title:
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☐ Other (specify) _____

5. Number of accounts:
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6. Estimated annual sales volume:
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E-Z Rake, Inc.
101 S. Ransdell Rd.
Lebanon, IN 46052
Equipment

Montco Products Corp.
Box 404
Ambler, PA 19002
215-628-3144
Wetting agents

North American Plant Breeders
P.O. Box 2955
Mission, KS 66205
913-384-4940
Seed

Yard Vac, Inc.
Box 7706
Fresno, CA 93727
Equipment

Giant-Vac Mfg., Inc.
Machine Shop Road
S. Windham, CT 06266
204-423-7741
Equipment

Power Spike Mfg. Co.
Box 67
Walters, OK 73572
Equipment

Wheel Horse Products, Inc.
515 W. Ireland Dr.
South Bend, IN 46614
219-291-3112
Equipment

Ferry-Morse Seed Co.
Box 100
Mountain View, CA 94042
415-967-6973
Seed

Mangelsdorf Seed Co.
Box 327
St. Louis, MO 63166
314-535-6700
Seed

Oseco, Inc.
Box 219
Brampton, Ontario
Canada L6V 2L2
416-457-5080
Seed

Brinly-Hardy Co.
Box 1116
Louisville, KY 40201
507-585-3351
Equipment

Yard-Man Co.
P.O. Box 2741
Cleveland, OH 44111
216-267-2600
Equipment

The Lely Corp.
Box 1060
Wilson, NC 27893
Equipment

Randustrial Corp.
13311 Union Ave.
Cleveland, OH 44120
216-283-0300
Equipment

Mathews Co.
Box 70
Crystal Lake, IL 60014
815-459-2210
Equipment

Pennfine
P.O. Box 923
Minneapolis, MN 55440
Seed

J & L Adikes, Inc.
182-12 93rd Ave.
Jamaica, NY 11423
212-739-4400
Seed

Limestone Products Corp.
P.O. Box 490
Newton, NJ 07860
201-383-2000
Limestone

Thatch-Away Mfg. Co.
90 Beechwood Rd.
Louisville, KY 40207
502-897-5201
Chemical dethatcher

Oregon Fine Fescue Commission
1349 Capital N.E.
Salem, OR 97302
503-363-1022
Seed

Manhattan Ryegrass Growers Assn.
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Salem, OR 97302
503-363-1022
Seed

International Mineral & Chemical Corp.
Industrial Minerals Division.
666 Garland Place
Des Plaines, IL 60016
Soil conditioner

How Roundup® helped Jim Siegfried renovate this fairway in days, without closing it for one minute.



Take a good look at this good-looking fairway.

Last fall, Jim Siegfried found a way to clean it up, without tearing it up—at the height of his club's busy season. With Roundup® herbicide by Monsanto.

Jim is the Greens Superintendent at Losantiville Country Club, Cincinnati, where bermudagrass had become a serious problem on the 18th fairway. To control it, Jim applied Roundup once—while the weeds were still actively growing—right at the start of the Labor Day weekend.

"That's really 'prime time' here," Jim told us. "But after we applied Roundup, we kept the fairway in play the whole weekend, and after. The members played right over it, with no problem."

Since Roundup has no residual soil activity, and won't wash or leach out of treated areas to injure desirable plants, Jim simply took normal precautions against spray drift—and didn't worry about damaging desirable vegetation along the fairway.

Even better, he was able to re-seed right into the dying bermudagrass only 7 days after applying Roundup—without loss of playing time or inconvenience to the membership.

Reinfestation won't be a big problem for Jim, either. He knows that Roundup destroyed the rhizomes of the treated weeds, helping prevent their regrowth.

Jim thinks he'll use Roundup again this year—and apparently some club members hope so, too. "As soon as they saw how good this fairway looks, some of the members started asking when I'm going to do the same for #10, where we have some more bermuda. I'll probably tackle that with Roundup this fall!"

If controlling many tough emerged weeds and grasses is a problem for you, see your local Monsanto representative or chemical dealer soon for your supply of Roundup.

Roundup. It worked for Jim Siegfried. It can work for you.

Circle 136 on free information card



There's never been a herbicide like this before.

ALWAYS READ AND FOLLOW THE LABEL DIRECTIONS FOR ROUNDUP.
Roundup® is a registered trademark of the Monsanto Company. © Monsanto Company, 1979.
For more information, contact Monsanto Agricultural Products Company,
800 North Lindbergh Blvd., C3NF St. Louis, Mo. 63166 (314) 694-1000. R1-01D



Short story of great beauty.

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

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

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

**FYLKING KENTUCKY
BLUEGRASS**

U.S. Plant
Patent 2887

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

TOOLS, TIPS & TECHNIQUES

Techniques for controlling annual grasses



Preemergence herbicides have been used to control crabgrass for only the last 10-15 years. They offer 80 to 90 percent control of crabgrass with little or no phytotoxicity to desirable species. They are available in granular as well as sprayable formulations and are frequently combined with fertilizers for weeding and feeding in a single operation.

Although all products are effective under most conditions, research done by Dr. Barry Troutman has indicated some general trends in relative effectiveness of these products. Dr. Troutman is a weed scientist with ChemLawn Corp., and is based at the Columbus, Ohio company's research facility in Atlanta, Ga.

Dr. Troutman said that Betasan consistently gives better single-application control of annual grasses than Dacthal or Tupersan. Under conditions of short crabgrass germination periods like those that normally occur in areas such as north and central Ohio, the differences among Betasan, Dacthal and Tupersan are minimal.

He said that the greatest advantage of Betasan usage is realized in markets such as Cincinnati, where crabgrass often germinates late in the season. Betasan is also advantageous where summer conditions are unfavorable for bluegrass growth. Like Betasan, the new herbicide Ronstar is extremely effective as a single-application treatment.

"Our research with Ronstar indicates that the label rate of four pounds per acre may be higher than required for single-application annual grass control," Dr. Troutman told more than 400 persons in attendance at lawn care sessions during last year's Ohio Turfgrass Conference in Columbus. "Supplemental applications of half- to three-fourths of the initial application rate can be used to increase the effectiveness of both Dacthal and Tupersan in heavy-pressure markets."

Phytotoxicity. Betasan, Dacthal and Tupersan are not prohibitively toxic to established turf, but their use on seedling turf should be strictly governed by label recommendations, Dr. Troutman said. Repeated use of Dacthal in bluegrass/fine fescue turf will tend to eliminate the fine fescue. Ronstar is toxic to bentgrass and will burn most grasses and weeds if applied to wet foliage.

Timing and effectiveness. Preemergence herbicides are designed to be applied two or three weeks prior to germination of crabgrass. In 1978, at ChemLawn's Columbus research center, Dacthal performed best when applied in mid-May. March and April treatments may have been too early for optimal control. Supplemental Dacthal applications were required to provide significant foxtail control where the initial applications were made in March or April. Betasan, Tupersan and Ronstar appeared to offer more latitude in treatment timing than Dacthal.

Tupersan is the only product that has displayed significant postemergence crabgrass activity, therefore, it is critical that Betasan, Dacthal and Ronstar be applied before crabgrass germinates, Dr. Troutman said. Early postemergence control of foxtail and crabgrass can be obtained by combining MSMA with the preemergence herbicide. In this combination, the MSMA kills young seedlings and the preemergence prevents establishment of additional seedlings.

He said MSMA in combination with Dacthal, Betasan or Tupersan work well on foxtail but either Betasan or Tupersan is required with MSMA to provide crabgrass control when crabgrass seedlings are in the two-leaf stage. Some slight discoloration of Kentucky bluegrass turf is apt to result from these combination treatments.

Why do preemergence herbicides fail? Preemergence herbicides may fail for a variety of reasons, Dr. Troutman said. Label rates are based on research in which herbicides are precisely applied. Variation of rate as little as 25 percent below the label rate may result in poor weed control. Obviously, skips caused by poor application technique will result in poor control.

"Warm, moist soil conditions favor the activity of microbes that degrade herbicides," he said. "When optimal conditions occur, more rapid breakdown may result in poor control. Normally, preemergence herbicides persist in the soil at effective concentrations for from two to four months. Even under normal breakdown conditions, ample moisture in August may stimulate germination at a time when the herbicide concentration is not strong enough to be effective."

Effectiveness of these herbicides depends on the establishment of a continuous herbicide barrier along the soil surface. This barrier may be interrupted by any activity that disrupts the soil surface. Heavy traffic, aerification, dethatching, earthworm activity or soil cracking are all possible causes of sufficient soil disruption to decrease herbicide effectiveness.

Thatch accumulation also plays an important roll in herbicide effectiveness, he said. Research in Illinois has shown that preemergence herbicides are more mobile in thatch than in soil. They also showed that herbicide degradation is more rapid in thatch than in soil. From these data, Dr. Troutman said, it would seem reasonable that in wet years, preemergence herbicides may not be present in sufficient concentrations to prevent crabgrass germination in the upper thatch levels.

MEETINGS

Park and grounds management conference set for Nashville

The Ninth Annual National Institute on Park and Grounds Management will be held Oct. 28 through Nov. 1 at the Opryland Hotel, Nashville, Tenn.

Experts in management, operations and maintenance will staff three conference programs relating to large outdoor areas.

For further information, contact: National Institute, Box 1936, Appleton, Wis. 54913, 414-733-2301.

MEETINGS

Farwest show set for Portland

The 7th Annual Farwest Show, one of the country's largest regional nursery, garden and allied trades shows, will be held Aug. 24-26 in Memorial Coliseum, Portland, Ore.

The show, sponsored by the

Oregon Association of Nurserymen, features 60,000 square feet of exhibits. It also features 18 indepth seminars dealing with topics in the green industry.

For further information, contact: Oregon Association of Nurserymen, 0224 S.W. Hamilton St. Portland, Ore. 97201, 503-221-1182.



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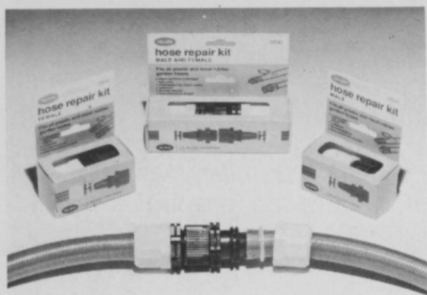
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PRODUCTS



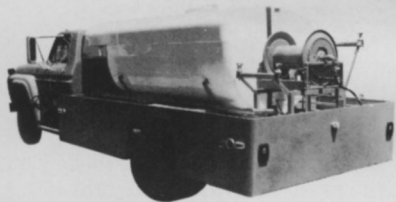
Hose repair kit

A hose repair kit which can be used on any size plastic hose and most rubber hoses is available from L. R. Nelson Corp. Hoses are repaired by simply cutting off the leaky section and slipping on a high impact, ABS plastic coupling. The price of the kit is \$1.89.

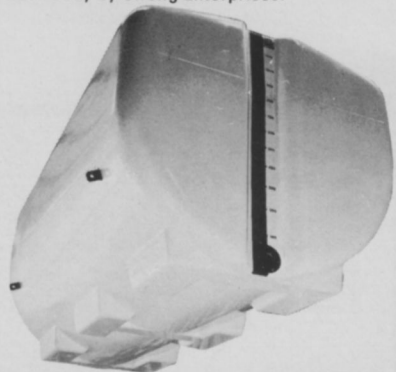
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Model #PC 1200 fiberglass tank equipped with fiberglass pump cover, Model #D 200 gallon mixing tank shown mounted on a custom truck body by Strong Enterprises.



Bottom view of the Model #PC 1200 tank showing to best advantage the integral molded mounting base and steel hold-down lugs designed for ease in mounting on your truck and eliminating costly installation.

THE Tuflex Manufacturing process allows a five year warranty on all tanks.

Tuflex is the only manufacturer to specialize in *seamless* fiberglass spray tanks specifically for the pest control and lawn care industry. Remember when craftsmanship was an art... at Tuflex it still is! The exclusive Tuflex process carries a full five year warranty on all handcrafted seamless fiberglass tanks.

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Circle 114 on free information card



"Moto-Cast" spreader

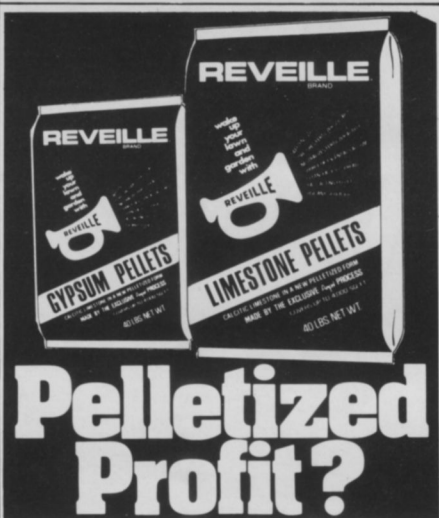
Leisure Lawn's four-wheel drive "Moto-Cast" spreader features a constant speed drive train and stainless steel impeller for ease of application. The spreader is powered by a 3 1/2-horsepower Briggs & Stratton industrial engine. Other standard features include turf-trac tires, torque limiter, H-D welded chasis, and high capacity hopper. A ramp for easy loading and unloading is optional.

Circle 211 on free information card

Coated fertilizer

A 100 percent sulfur-coated fertilizer in a 20-6-12 and iron formulation is available from Lakeshore Equipment & Supply Co. The soluble nutrient sources in the fertilizer are coated with a sulfur membrane which controls the release of nutrients.

Circle 209 on free information card



Pelletized Profit?

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

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Circle 139 on free information card

MARKETING IDEA FILE

Billboard advertising grows in popularity

Billboard advertising has traditionally been the domain of the alcohol and tobacco industries, but the lawn care industry has recently expressed an interest in this often maligned advertising medium.

In fact, this year Davey Lawnscape, Kent, Ohio, invested a portion of its hard-earned advertising dollar into the development of a billboard campaign. John Reeves, sales coordinator for Davey, said his company hung 15 billboards in the Pittsburgh metropolitan area at a cost of about \$4,200. The billboards were hung between mid-April and mid-March, at the height of the lawn care buying season.

"We selected Pittsburgh primarily because there are only three major accesses in and out of the city," Reeves said. "We figured if we were to spot billboards on any of those thoroughfares and also hang some in the inner city, it would work out pretty well."

Reeves estimated that Davey's billboards were viewed 16.8 times per month by the average commuter. "That gave us a viewing audience of close to five million," he said.

Mark Morgan, manager of Davey's Pittsburgh office, added, "The philosophy is to get the people while they're going and coming from work because billboards are zoned out of many suburbs. So we put them along the main roads leading to and from the areas where we wanted to develop our business."

And has it developed their business! "The Pittsburgh office was shooting for \$640,000 in business this year and they're already at \$658,000," Reeves said. "I can attribute a lot of that to our billboard advertising and to our good name in Pittsburgh."



Davey Lawnscape, Kent, Ohio, hung this billboard throughout the Pittsburgh area. Note Davey's distinctive logo, Moe D. Lawn.

Reeves said the key to a successful billboard campaign is good placement. "I'd say we placed 11 of our 15 boards exactly where we wanted them. And I think that's the key because if you just say you want 15 boards they'll just slap them up anywhere," he said.

Even though billboard advertising has grown in popularity in recent years it continues to be viewed skeptically by many lawn care professionals. There are a number of reasons for this skepticism including:

- The success or failure of a billboard campaign is more difficult to monitor than traditional advertising mediums.
- The audience is less likely to act directly in response to a billboard advertisement as opposed to a direct mail or newspaper advertisement.
- Billboard advertising is non-traditional and therefore unacceptable to many of the more conservative executives in the lawn care industry.
- Billboards are costlier than the more popular forms of advertising used in the lawn care industry. (I.E. direct mail, telephone directories, newspaper ads, etc.)

However, Reeves doesn't see cost as a deterrent to billboard advertising. "If I were to run a full-page ad in the Cleveland 'Plain Dealer' the cost would be between \$2,000 and \$3,000," he said. "For \$4,200 we ran 15 boards for a month and that includes the development costs (\$1,500) plus the cost of the space (\$2,700)."

Whatever the benefits or pitfalls of billboard advertising, it is almost universally accepted that billboards are most successful when used in conjunction with other forms of advertising. "If you were to have a total billboard campaign I don't think it would be very successful," Reeves said, "but as a supportive piece of advertising it's worth looking into."

MONEYWISE

Keep in contact with cancelled clients

Lawn care operators should make it a point to find out why a particular client has cancelled their service, according to Deborah Crawford, co-owner of Pennturf Lawn Care Co., Clinton, Pa.

"Many times the customer has cancelled because they can't afford a professional lawn care service anymore and not because of poor results," she said. "In those cases the operator should make every attempt to stay in contact with the client."

This is particularly true in areas of high unemployment or in areas where the local economy may be in trouble. For example, Crawford said, in Pittsburgh last year a number of customers employed in the steel industry cancelled their lawn service because of the depressed state of the steel industry in the United States. Reports of stiff competition from foreign steel producers caused many clients to be more budget-conscious and the result was a number of customers decided to take care of their lawns themselves.

In most cases the customer/client relationship would end there, but Crawford said, that is a mistake. "We try to keep in touch with them so when their financial situation improves they will remember us," she said. And how does Pennturf keep in touch? "The customer may cancel the service, but they will probably still fertilize their lawns, so we sell them our fertilizers," she said.

Pennturf purchases its fertilizers from Lakeshore Equipment & Supply Co., Elyria, Ohio, but the bags carry the Pennturf label. Further, Pennturf's logo is prominently displayed on the front of the bag, along with a description of the material and spreading instructions.

According to Crawford, there are a number of advantages to utilizing this marketing tool. First, it keeps Pennturf in contact with its cancelled clients.

Second, it provides Pennturf with a number of call-back opportunities to ask the customer if they need more fertilizer. And third, if the client does renew the service, Pennturf has some idea of how the lawn has been taken care of in the interim.

Thus far Bill Ehrlich, co-owner of Pennturf, said the procedure has been fairly successful. "We lost five percent of our customers last year," he said. "About three percent moved and we're still in contact with the other two percent." And Ehrlich figures Pennturf has a good chance of renewing that two percent as long as the lines of communication remain open.

PRODUCTS



Twin-cylinder engine

A new 18-horsepower, twin-cylinder, aluminum alloy engine is offered by Briggs & Stratton Corp. Available in both horizontal crankshaft and vertical crankshaft versions, the engine features electric starter and dual-circuit alternator, satellite exhaust valves, and a dual element air cleaner. A horizontal crankshaft industrial/commercial model with standard dual ball bearings and optional cast iron cylinder sleeve is also available.

Circle 203 on free information card



Three-point sprayers

The Broyhill Co.'s 1205 Series sprayers incorporate the convenience of tractor three-point mounting with high-pressure piston pump and mechanical agitator performance. The unit is available in 100- and 150-gallon polyethylene tank sizes and the

pump and stainless steel agitator are powered by the tractor PTO. Options include spray gun and 10- or 20-inch-spacing boom assemblies.

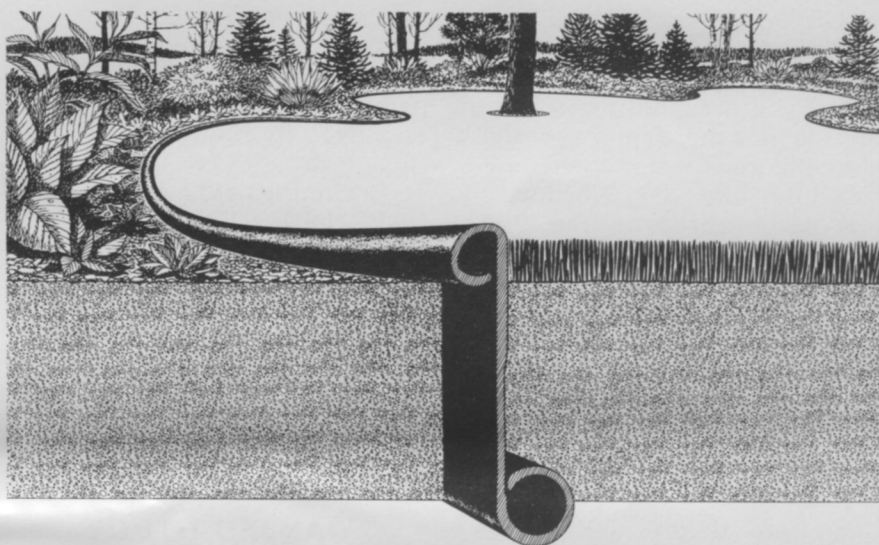
Circle 210 on free information card

Organic base fertilizer

A new organic-base fertilizer made for metroplex soil conditions has been introduced by Nortex Wholesale Nursery Distributors, Inc. Called "Organic Special," the fertilizer features a 12-4-8 formulation and seven percent elemental sulfurs as soil acidifiers.

Because of its organic base the fertilizer can be used throughout the year and on all common turf grasses including St. Augustine, Bermuda, and Fescue. It can also be used on trees, shrubs, and ground covers.

Circle 208 on free information card



Landscape edging

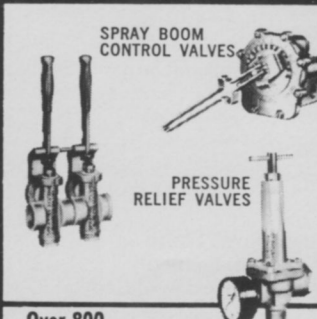
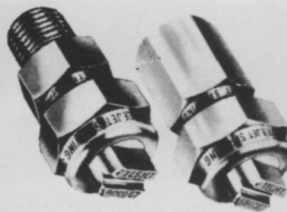
EZY-LOK landscape edging resists weathering and soil acids and is made with chemical inhibitors which prevent deterioration from ultra-violet rays. The edging measures 1/8-inch by four inches and is black in color to blend with the earth.

EZY-LOK is available in 25-foot lengths which lock together easily. The edging can be purchased directly from Joseph T. Ryerson & Son, Inc. in multiples of 100 feet.

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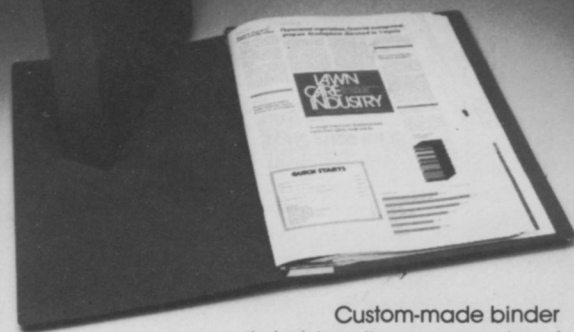


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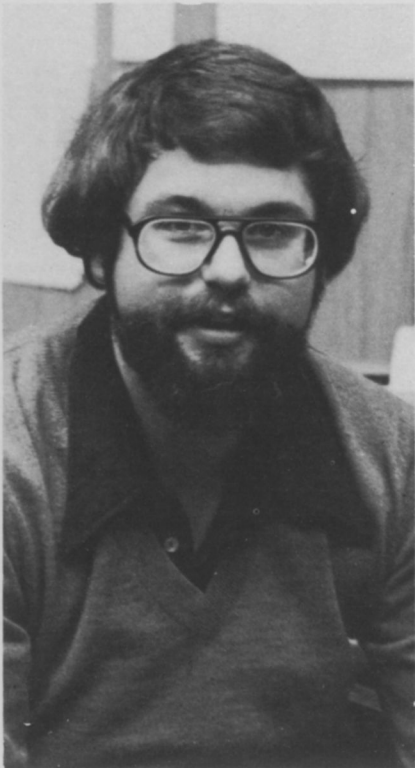


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BEHIND THIS ISSUE



With this issue, LAWN CARE INDUSTRY enters its third year of publication. As the industry it serves grows, the monthly tabloid you are holding in your hands is now more than ever the work of more and more people. People like our Northwest marketing representative Bob

Mierow, who works out of Seattle. He spends most of his time with people like Bill Meyer of Turf-Seed, Inc., Hubbard, Ore. (pictured in the photo at far upper right), helping to explain the growing lawn care industry and develop marketing plans for these manufacturers to serve it. Bob also spends as much time as he can talking to people like Rod Bailey, president of Evergreen Services Corp., Seattle, a lawn care businessman. And he stays in touch with groups like the International Pesticide Applicators Association, learning as much as he can about the changing lawn care industry so that he can bring the best possible information to his clients. The magazine's other marketing representatives (you'll be hearing more about them in the future) are Brian Harris, who works out of New York, Joe Guarise and Jeff Dreazen, who works out of Chicago, and Atlanta-based Dick Gore. Yes, the magazine is becoming the work of more and more people, but not all of them are employed by Harvest Publishing Co. Beginning next month, LAWN CARE INDUSTRY will begin a



Mierow, with Bailey (left) and Meyer



new feature based on a whole lot of input we have received from you — the readers. In each issue of the magazine, there is a tear-out "Editor's Information Card" in which we solicit comments on articles in the magazine and ask for ideas for articles you the readers feel would be useful to you. In the past two years, we have received hundreds of these cards telling us what you like and what you don't like about what has appeared in LAWN CARE INDUSTRY. In our kickoff of "Inside the Industry" next month, we are going to print some of the comments we have received from across the industry to give you an idea of the kind of people who make up the lawn care industry and tell you a little about what is on their minds. We will also take a look at

some of the new (and the best of the old) lawn spray equipment on the market. It is all part of the evolution of the magazine to keep up with the evolution of the lawn care industry. We've spent two years profiling lawn care businessmen across the country, monitoring market activity in major metropolitan areas. Now we will be zeroing on issues and topics you have told us are important. Watch for "Inside the Industry" beginning next month in LAWN CARE INDUSTRY.

Bob Enley

CLASSIFIED

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

HELP WANTED

ASSISTANT MANAGER applicator position open at new branch in Pittsburgh, Pa., of established chemical lawn care. Super opportunity with

yearly bonus, good salary and benefits. Send complete resume including experience, salary, history and requirements to Green Lawn, 2605 Alma Drive, Fort Wayne, Ind. 46809.

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WANTED TO BUY, lawn service. Box 12, Lawn Care Industry, Box 6951, Cleveland, Ohio 44101.

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ONE SIDE BY SIDE Twin 500 Gals. each 1/8" thick stainless steel tanks. Also have 1969 Chevrolet C50, 1600 (4 compartment) gal. tank truck. Has

hose reels, PTO pumps and all fresh mechanically. Reliable Landscape, Inc., 678 West Street, Muskegon, Michigan 49442. Phone: 616 773-1034.

FOR SALE 1000 gallon spray tanker with 25 gallon auxiliary tank within. Separated tank allows custom mixing through inductor system. Spray granular and solubles. Elect. reel and hose mounted on 1970 Ford flat-bed. 50 gallon auxiliary gas tank. 317 873-5231 office, George. 317 873-5937 evenings.

FOR SALE 1976 Chevy 500 gallon spray tanker. 18,000 miles. Bean pump, mechanical agitation. Cab rust proofed. Elect. reel and hose. 317 873-5231 office, George. 317 873-5937 evenings.

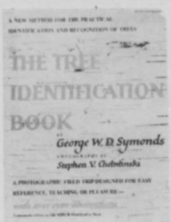
NEW SELF-PROPELLED Jacobsen coring areator. Used six times. Cost

\$857 new. Will sell for \$500. 317 873-5231 office, George. 317 873-5937 evenings.

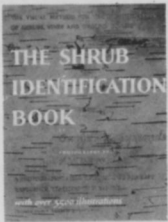
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BUILD YOUR OWN ESTATE WHILE EARNING A FINE LIVING. The major dry fertilizer lawn care service company is seeking a self starter to share in ownership and manage a local lawn care service business. Previous lawn care experience is desirable but not necessary. Investment requirement is flexible. Please reply to Leisure Lawn Inc., P.O. Box 73, West Carrollton, Ohio 45449 or call Harry Slone 513 866-2402.

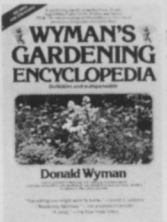
Technical & Instructional Books



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