

Louisville newspaper questions industry

"In early 1977," the story on page 1 of the Family section of the Louisville Times' July 9 edition starts out, "the James J. Rodgers' of Jamaica Drive in Louisville hired a commercial lawn care company to turn their yard into a lush, green carpet of grass. The company uses a variety of fertilizers, pesticides and herbicides to do the job."

The story goes on to say that in March of 1978, the family's dog, Maggie, died of cancer of the jaw. A year later, Mrs. Rodgers' doctor discovered she had breast cancer. One breast was removed in a mastectomy this summer.

"It may be a coincidence," Mrs. Rodgers wrote in a letter to the newspaper that was quoted from in the story. "Our lawn never looked better, but what concerns me is what dangers might be involved here."

Mrs. Rodgers was quoted further from her letter in the story, saying: "Is there... anything that could be damaging to human or animal life? We need to know as more and more families are purchasing this service."

The story, written by the newspaper's Eleanor Flagler, goes on for nine more paragraphs saying that unfortunately, there are no

clear-cut answers to Mrs. Rodgers' inquiry. The story also quotes scientists who question the adequacy of testing of pesticide products by the federal government. The story basically leaves the impression that homeowners are in danger from pesticides, and the quarter page picture of a turfgrass plant superimposed on a picture of a skull does nothing to dispel the impression of the words of the story.

No local lawn care company executives are quoted, but the final paragraph of the story says:

"On the other hand, the local agricultural extension agent, lawn care companies and chemical companies say the products now widely used are safe and not harmful. Scientists studying pesticides say they have not proven harmful to man or his environment if used properly."

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals.

NOVEMBER 1979 • VOL. 3, NO. 11 • A Harvest Publication

FRANCHISING

Our franchisees happy, says Lawn Doctor head

Lawn Doctor, Inc., Matawan, N.J., does not have any franchisees that are dissatisfied with its franchise or royalty system, according to the company's president, Anthony Giordano, Jr.

In response to an article on lawn care franchising prepared for the August issue of LAWN CARE INDUSTRY by assistant editor Dan Moreland "Lawn Care Franchising: A Sometimes

Stormy Past; The McDonald's of the Future?), Giordano said:

"I was very disappointed to find the unobjective and negative slant in your reporting on the franchise lawn care industry. Though it may be that there are many negative situations which have occurred in the industry in many companies using the franchise method of distributing their service, let me point out that there is at least one company, and probably more, that have not had these kinds of problems and do not have any number of franchisees dissatisfied with the franchise system or royalty system.

TURF SEED AVAILABILITY OUTLOOK

Bluegrass supplies are down, get your hands on what you can now

Because of unfavorable weather conditions last fall, there is now a short supply of elite varieties of Kentucky bluegrass seed, says Richard Hurley, director of agronomy and research for Lofts Pedigreed Seed, Inc., Bound Brook, N.J.

"Due to the shortage of popular Kentucky bluegrass varieties," Hurley told LAWN CARE INDUSTRY, "we can anticipate greater usage of the fine leaf, turf-type perennial ryegrasses as a partial substitute. We can foresee shortages of certain varieties of the elite ryegrasses but in general, supplies should meet demand."

Hurley's advice to lawn care businessmen is to purchase bluegrass seed that is needed now and also that which will be needed for next spring and early summer. He expects all of the elite proprietary Kentucky bluegrasses to be sold out by spring.

"Remember," he warns, "what we have now is what we will have to work with until next August's harvest."

To understand seed availability it is important to analyze harvests for all of the major turfgrass production areas in the world. Some of the key factors affecting seed production are:

Grass farmers have two alternatives, the production of either grass seed or wheat. If wheat prices are relatively high, the farmer wants more money for growing grass seed or he may plow out the existing crop and plant wheat or some other field crop.

Many of the improved grass varieties are produced in one geographic location. This greatly increases the chance of inconsistent yields due to extremes in weather conditions. However, a few of the improved varieties are produced in three or four areas which provides for more consistent production from year to year. Realistically, this can only be accomplished with varieties being grown in large quantities.

Field burning is an extremely important procedure necessary for attaining maximum yields in

"The only company that I can speak for is Lawn Doctor and I

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LCI SURVEY

Average businessman purchases \$9,010 worth of fertilizer yearly

The average reader of LAWN CARE INDUSTRY annually purchases \$9,010 worth of turf fertilizer, according to a recent survey conducted by the magazine.

Virtually all readers of the magazine — 97.2 percent — said they purchased fertilizer in 1978, the year which these figures represent. Based on readership of the magazine involved directly in lawn care, this projects to a figure of \$82 million spent by readers of the magazine in 1978 for turf fertilizer.

Almost 82 percent of readers said they purchased an average of \$3,920 worth of turf seed in 1978, for an industry projection of \$30 million.

Almost 83 percent of readers

said they purchased an average of \$4,082 worth of turf insecticides, for an industry projection of \$32 million.

Almost 80 percent of readers said they purchased an average of \$4,080 worth of turf herbicides, for an industry projection of \$31 million.

More than 61 percent of readers said they purchased an average of \$1,800 worth of turf fungicides, for an industry projection of \$10 million.

The survey results are based on a 47.4 percent response to 500 questionnaires mailed July 10 to readers of the magazine, according to market research manager Clarence Arnold.

Seed, fertilizer and pesticide purchases

item	% purchasing	avg. purchase	industry projection
Turf seed	81.9	\$3,920	\$30,000,000
Fertilizer	97.2	9,010	82,000,000
Insecticides	82.7	4,082	32,000,000
Herbicides	79.8	4,080	31,000,000
Fungicides	61.1	1,800	10,000,000

Source: 1979 LCI survey

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## NEWSMAKERS

The Toro Co., Minneapolis, has named David C. Cox, Minneapolis, and Marvin E. Williams, Columbus, as vice presidents. Williams is chairman of **Barefoot Grass Lawn Service, Inc.**, acquired by Toro recently



Williams



Cox

as a wholly-owned subsidiary. Williams was with **O.M. Scott & Sons**, Marysville, Ohio, for 17 years, most recently as director of its lawn care service, which he acquired in 1974 and changed its name to Barefoot Grass. Cox will join Toro as vice president and general manager of its Consumer Products Division.

Steven R. Wharton is assistant branch manager at **ChemLawn Corp.**'s Lenexa, Kans. branch in the Kansas City area.

James Kaufman is president of **Minnesota Toro, Inc.**, Minneapolis.

Page Mays is director of regional operations for **Barefoot Grass Lawn Service, Inc.**, Columbus, Ohio. Barefoot was recently acquired by **The Toro Co.**, Minneapolis. Mays formerly worked for **O.M. Scott & Sons**, Marysville, Ohio.

Dale Robertson is owner of **Ferti-Green Lawns**, Longview, Texas.

Kevin McCarthy is owner of **The Greenway Co.**, Peabody, Mass.

**Powerhouse Distributing, Inc.**, Brewster, N.Y., has taken over the distributorship of **Atwater-Strong** products for the whole of northern New Jersey, according to Atwater-Strong's Marsh Lane. Powerhouse currently covers several territories of New York state and all of Connecticut for the company's line, which consists of blowers and vacuums. Powerhouse president is Rick Colhoun, Jr.

New officers of the **American Sod Producers Association** elected recently are: John Hope, **Manderley Turf Farms, Ltd.**, North Gower, Ontario, president; Chris Beasley, **Tuckahoe Turf Farms**, Canton, Mass., vice president; Woodrow Wilson, **Eastside Nursery, Inc.**, Groveport, Ohio, secretary; Theodore Mund, **Alboa Co.**, Needville, Texas, treasurer. Immediate past president is Charles Lain, **Pine Island Turf Nursery, Inc.**, Sussex, N.J. Newly elected to the board of trustees was Stephen T. Cockerham, **Rancho Verde Turf Farms**, Perris, Calif.; Raymond A. Johnson, **Shamrock Turf Nurseries**, Hanna, Ind.; and Glenn Markham, **Green Hills Sod Farm**, Berthoud, Calif.

John Detrick has been named marketing manager for **Ashland Chemical Co.**, Columbus, Ohio, a supplier of liquid fertilizer to the lawn care industry. He replaces

T.C. "Tully" Tupper, who has left the company.

Rex Dixon has been named marketing manager for the Turf Division of **Rain Bird Sprinkler Mfg. Corp.**, Glendora, Calif. In his new position, he will supervise advertising and public relations and marketing efforts on behalf of the division.

Gil Roessler is owner of **GPM Lawn Maintenance Service, Inc.**, Madison, Wis.

Guy L. Dorey is president of **Southeastern Property Service Corp.**, Atlanta.

David Melendez is vice president of **Oliver Exterminating Services Corp.**, San Juan, Puerto Rico.

The **National Lawn & Garden Distributors Association** elected James L. Beckmann, president of **Turf Products Co.**, St. Louis, as its

president at its recent annual meeting. Elected association vice president was Franklin C. Diekman of **M.G.R. Feed Co., Inc.**, Hammond, Ind.; and secretary-treasurer, Frank Forier of **Terminal Sales Corp.**, Detroit.

The new members of the board of directors are Tom Baxter, of **Cole's Plant Soil, Inc.**, Kent, Wash; Guenther Mauk, **Western Gard'N-Wise**, Denver; and Eugene Sidwell, **Pennington, Inc.**, Madison, Ga.

Gary P. Randolph has been named field sales manager for the turf division of **Porter Brothers, Inc.**, Shelby, N.C.

Gregory M. Hancock is owner of **Ground Control**, a lawn maintenance and landscaping firm based in Poolesville, Md.

Bill Tanner, formerly with **Green-Lawn, Inc.**, Louisville, Ky., has joined the sales force of **Lakeshore Equipment & Supply Co.**, Elyria, Ohio. He will sell to lawn care businessmen in nine Midwestern states.

## MANUFACTURERS

### Toro reports record sales and earnings

The Toro Co., Minneapolis, has reported record sales and earnings for its fourth quarter and fiscal year ended July 31.

Sales for the year advanced 60 percent from \$223.9 million to \$357.8 million, and fully diluted earnings from continuing operations rose 51 percent from \$2.14 per share last year to \$3.22, while net earnings increased 57 percent from \$11.1 million to \$17.4 million.

Chairman David T. McLaughlin said that the company's irrigation equipment sales increased 47 percent over the year, and that professional turf equipment sales increased at rates in excess of industry averages.

Toro recently acquired Barefoot Grass Lawn Service, Columbus, Ohio.

# A bigger little-big tractor.

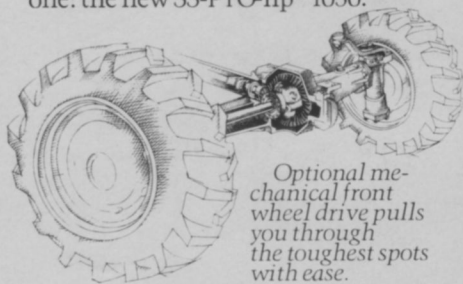
### Introducing, a new John Deere diesel tractor with a 33-PTO-hp turbocharged engine

Two years ago, John Deere introduced the 22-PTO-hp 850 and the 27-PTO-hp 950 diesel tractors.

They were simple, reliable, sensibly-priced tractors. And people loved them.

At John Deere, we called them our "little-big" tractors because they were big enough to handle many landscaping and construction jobs, yet small enough so they were economical to buy and operate.

And now along comes another one: the new 33-PTO-hp\* 1050.



Optional mechanical front wheel drive pulls you through the toughest spots with ease.

It's a little bit bigger and more powerful than the other two, and it has some interesting new features.

But the principle is still the same. A simple, basic tractor at an affordable price.

#### Features

Like the other "little-big" tractors, the 1050 has a number of big tractor features. Liquid-cooled diesel engine. 8-speed transmission. Differ-

\*Maximum PTO horsepower measured at 2400 engine rpm (factory observed).

ential lock. 3-point hitch. Adjustable wheel tread.

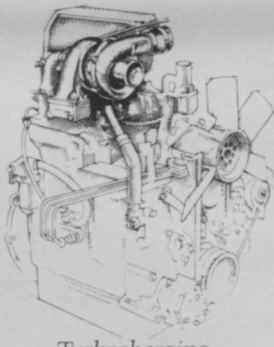
It also has some features the others don't have.

For instance, the 1050 is the only tractor of its size to have a turbocharged engine.

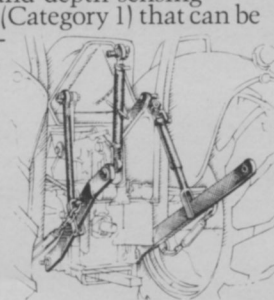
With a turbo, you get greater power in a smaller package. Plus fewer emissions. And smoother, quieter performance.

The 1050 also has a continuous-running 540-rpm PTO that keeps your implements running even while the tractor is standing still.

A "load-and-depth-sensing" 3-point hitch (Category 1) that can be set to compensate for variations in soil density. And both the 1050 and 950 offer optional mechanical front-wheel drive to give you sure-footed traction in almost any terrain or ground condition.



Turbocharging gives you more power, better fuel economy, a cleaner, quieter ride.



Load-and-depth-sensing 3-point hitch maintains constant depth when working with ground-engaging tools.

#### Attachments

Of course, one of the big reasons for buying a John Deere is the variety of tractor-matched attachments that go with it.

We have over 20 implements to choose from, including 4 different kinds of mowers, front loader, backhoe, box scraper, planters, cultivators, plows, rear blade, posthole digger and more.

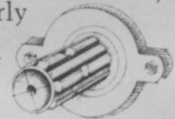
We also offer a choice of bar or turf-type tires.

#### Parts and service

Needless to say, your John Deere dealer is a man you can count on for parts and service. And his inventory of implements is nearly always complete.

So if you're looking for a real work-horse at a sensible price, see the new 1050 at the John Deere dealer nearest you.

Better yet, take it for a test drive. We think you'll agree it's the smoothest-running, quietest, most solidly built tractor in its class.



Continuous-running 540-rpm PTO keeps implements running at full power even while tractor is standing still.



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# MEETING DATES

**Associated Landscape Contractors of America Landscape Maintenance Symposium**, Red Carpet Hotel, Milwaukee, Wis., Nov. 6-9, 1979. Contact: Ronald Kujawa, Kujawa Enterprises, Inc., 3630 E. Munkwitz Ave., Dudahy, Wis. 53110, 414-744-7646.

**33rd Annual New York State Turfgrass Conference**, Onongada County War Memorial Auditorium, Syracuse, N.Y., Nov. 12-15. Contact: NYSTA, 210 Cartwright Blvd., Massapequa Park, N.Y. 11762, 516-541-9034.

**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.

**New Jersey Turfgrass Expo '79**, Cherry Hill Hyatt House, Cherry Hill, N.J., Nov. 26-29. Contact: Dr. Henry W. Indyk, P.O. Box 231, Cook College, Rutgers University, New Brunswick, N.J. 08903, 201-932-9453.

**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.

**25th Annual National Fertilizer Solutions Association Convention and Chemical/Equipment Exhibition**, Alfonso J. Cervantes Civic Center, St. Louis, Mo., Dec. 3-6. Contact: NFSA Housing Bureau, 1375 North Highway Drive, St. Louis, Mo. 63026.

**25th Annual NFSA Convention & Chemical/Equipment Exhibition**, Cervantes Civic Center, St. Louis, Mo., Dec. 3-6. Contact: National Fertilizer Solutions Association, 8823 N. Industrial Road, Peoria, Ill. 61615, 309-691-2870.

**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.

**Planning and Budgeting Seminar**, sponsored by Associated Landscape Contractors of America, Marriott Inn North, Dallas, Dec. 4-5. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.

**Planning and Budgeting Seminar**, sponsored by Associated Landscape Contractors of America, Airport Hilton, Denver, Dec. 6-7. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.

**Oklahoma Turfgrass Research Foundation Annual Meeting**, Lincoln Plaza, Oklahoma City, Okla., Dec. 6-8. Contact: Dr. R. V. Sturgeon, 115 Life Science East,

Oklahoma State University, Stillwater, Okla. 74074.

**Oklahoma Turfgrass Research Foundation 34th Annual Conference**, Camelot Inn, Tulsa, Okla., Dec. 12-14. Contact: R.V. Sturgeon, Jr., 115 Life Sciences East, Oklahoma State University, Stillwater, Okla. 74074.a024

**Illinois Turfgrass Conference**, Ramada Inn Convention Center, Champaign, Ill., Dec. 18-20. Contact: Dr. John Street, 106D Horticulture Field Lab, University of Illinois, Champaign-Urbana, Ill. 61801, 217-333-2123.

**Maryland Turfgrass '80**, Baltimore Convention Center, Baltimore, Md., Jan. 7-9. Contact: Dr. David J. Wehner, Department of Agronomy, University of Maryland, College Park, Md. 20742, 301-454-3715.

**50th Anniversary Michigan Turfgrass Conference**, Michigan State University, East Lansing, Mich., Jan. 15-16. Contact: Dr. John E. Kaufmann, Department of Crop & Soil Sciences, Michigan State University, East Lansing, Mich. 48824, 517-353-2033.

**50th Annual Michigan Turfgrass Conference**, Kellogg Center, Michigan State University, East Lansing, Mich., Jan. 15-16. Contact: Thomas M. Smith, turfgrass extension specialist, 323 Agriculture Hall, Michigan State University, East Lansing, Mich. 48824, 517-353-4417.

**Mid-America Trade Show**, O'Hare Exposition Center, Rosemont, Ill., Jan. 20-23. Contact: James Kelly, 4300-L Lincoln Ave., Rolling Meadows, Ill. 60008, 312-359-8160.

**International Franchise Association 20th Annual Convention**, Hotel Del Coronado, Coronado, Calif., Jan. 27-31. Contact: IFA Annual Convention Registration, 1025 Connecticut Ave., N.W., Suite 1005, Washington, D.C. 20036

**Annual Turf & Landscape Conference**, Tappan Zee Inn, Nyack, N.Y., Jan. 30. Contact: Frank Claps, 136 Laurel Ave., Larchmont, N.Y. 10538, 914-834-6846.

**Associated Landscape Contractors of America Annual Meeting and Trade Exhibit**, Town & Country Hotel, San Diego, Calif., Feb. 3-8. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.

**Northern Virginia Professional Lawn Maintenance Seminar**, Vienna Community Center, Vienna, Va., Feb. 19. Contact: Charles L. Hall, Jr. 3945 Chain Bridge Road, Fairfax, Va. 22030 or the Cooperative Extension Service, U.S. Department of Agriculture, Virginia Polytechnic Institute and State University, Blacksburg, Va. 24061.

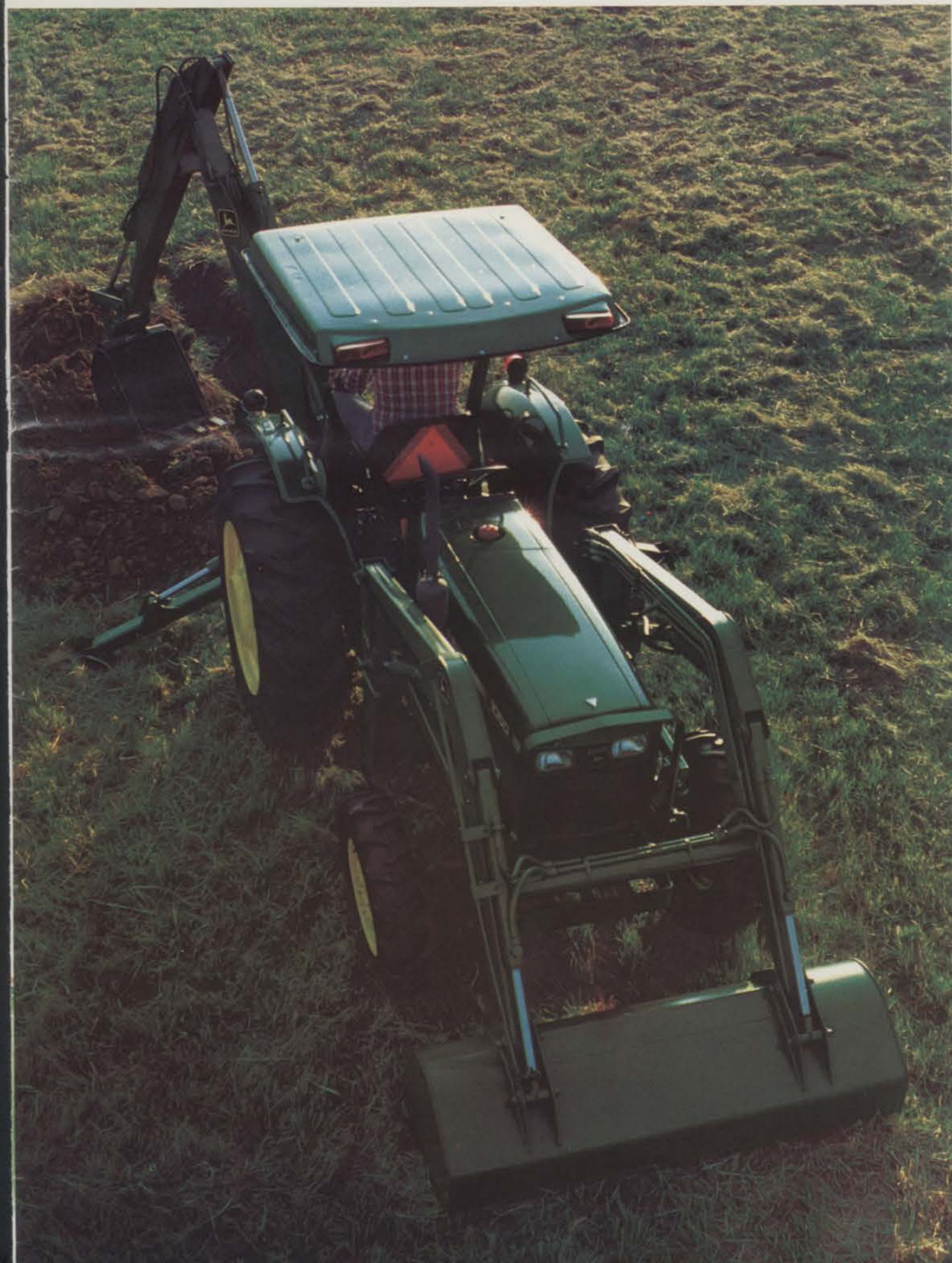
**Northwest Pest Control Conference on Integrated Pest Management**, Spokane Sheraton Hotel, Spokane, Wash., Feb. 22-25. Contact: Christopher Senske, P.O. Box 6258, Kennewick, Wash. 99336, 509-783-5461.

**Pennsylvania Turfgrass Conference**, Hershey Motor Lodge & Convention Center, Hershey, Pa., Feb. 26-29. Contact: Arthur D. Wick, P.O. Box 362, Sewickley, Pa. 15143 or Christine E. King, Pennsylvania Turfgrass Council, 412 Blanchard Street, Bellefonte, Pa. 16823.

**Northcentral Pennsylvania Turfgrass School**, Smethport Country Club, Smethport, Pa., March 18. Contact: C.E. Craver, McKean County Extension Office, 814-887-5571.

**6th Annual Garden Industry of America Conference & Trade Show**, Convention Center, Baltimore, Md., Sept. 12-14, 1980. Contact: GIA Conference & Trade Show, Box 1092, Minneapolis, Minn. 55440, 612-374-5200.

**National Lawn & Garden Distributors Association Annual Convention**, Century Plaza Hotel, Los Angeles, Calif., Sept. 16-19. Contact: Nancy S. Irving, executive director NLGDA, 1900 Arch St., Philadelphia, Pa. 19103.







\* A freshly-minted term for Cheap Nitrogen



You can CHEA-NITE some of the people all of the time



You can CHEA-NITE all of the people some of the time



But you can't CHEA-NITE all of the people all of the time



And when they catch up with you, they will be irate... may be burned up



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Edited to help you do a more effective job.

## LAWN CARE INDUSTRY

9800 Detroit Ave.

Cleveland, Ohio 44102



## ALCA annual meeting set for San Diego

The 1980 Annual Meeting and Trade Exhibit of the Associated Landscape Contractors of America — Landscape '80 — has been scheduled for Feb. 3-8 at the Town & Country Hotel in San Diego, Calif.

The theme for the convention is "New Dimensions for the New Decade."

For further information, contact: ALCA, 1750 Old Meadow Rd., McLean, VA 22102, 703-821-8611.

## CHERRY HILL

### Lawn seed, disease, chemical talks on tap at New Jersey meeting

Seven speakers talking on specific lawn care topics and many other sessions of interest to the lawn care businessman are scheduled at the New Jersey Turfgrass Expo '79 Nov. 26-29 at the Cherry Hill Hyatt House, Cherry Hill, N.J.

On Wednesday morning, Nov. 28, Dr. C. Reed Funk, Rutgers University, will speak on "Choosing Ryegrasses." This will be followed by Rutgers' Dr.

Henry Indyk, speaking on "Use of Ryegrasses."

These sessions will be followed by a panel, starting off with Joe DeSantis, Royal Lawns, Pine Brook, N.J., giving a general overview of the lawn care industry. Then Eugene Mayer, O.M. Scott & Sons, Marysville, Ohio, will speak on "Why Good Seed?"

Dr. Herb Cole of Penn State will speak on "Lawn Diseases." Dr. Bob Miller, ChemLawn Corp., Columbus, Ohio, will speak on "The Role of Chemicals in Lawn Care." Bob Earley, editor of LAWN CARE INDUSTRY, will speak on "Lawn Care Business Methods."

For further information, contact: Dr. Ralph Engel, P.O. Box 231, Cook College, Rutgers University, New Brunswick, NJ 08903, 201-932-9427.

## HORTICULTURE

### Tech glossary printed for landscape firms

From Abaxial to Zebrinus, the definitive source for the meaning of language in accepted use by the horticultural and landscape industry is the *Technical Glossary of Horticultural and Landscape Terminology*, published by the Horticultural Research Institute.

Copies are \$9.95 each; \$6 to educational institutions and

libraries. Order from: HRI, 230 Southern Building, Washington, DC 20005.

## SOIL AMENDMENTS

### Aquatrols publishes wetting agent book

Aquatrols Corp. of America recently published a six-page

brochure on the whys and wherefores of wetting agents for turf.

This new brochure contains information and data on what wetting agents are, why to use a wetting agent, what wetting agents do and how wetting agents work.

For a free copy, contact: Aquatrols Corp. of America, 1432 Union Ave., Pennsauken, NJ 08110, 609-665-1130.

## MEMOS

**Female turf:** Psychologically it may be a man's world, but women are starting to move in on the turf with Lawn Doctor franchises, and are becoming some of the most outstanding operators in the country, according to Matawan, N.J. based Lawn Doctor president Tony Giordano.

"The number of inquiries from women is up 25 percent in the last year," he told Venture. "More than 10 percent of all franchise inquiries we get are now from women."

Even now, only six of the 200-plus Lawn Doctor franchises are held by women, but Giordano claims those six have laid the groundwork for others. Last year, Carol Shapiro of Norwalk, Conn., broke all Lawn Doctor records for first-year business when she billed \$92,000. Her counterpart in nearby Westport, Conn., Jane Fissell, who had been the only woman franchisee for years, suddenly caught fire, possibly inspired by Shapiro's success. Fissell expects to write more business this year (\$250,000), than in her previous seven years combined.

Fissell started doing the work herself, but now employs 10 full-time workers, three to four part-timers, and another 10 in telephone sales. This year she has doubled her materials she uses to keep up with business. This expansion will hold down profits this year, which she hopes will be "in the range of 25 percent of sales."

Shapiro's biggest hurdle, and she is not alone here, was finding funding for her enterprise. "I naturally went to the local bank that I had dealt with for eight years and asked for \$5,000 start-up expenses. They wouldn't even talk to me," she said. "Then I called the Lawn Doctor franchisee in nearby Stamford, Conn., and he told me which bank he used. Since the bank already knew the business was a good risk, they agreed to talk. They gave me the loan for three years at 10 percent interest."

Shapiro says she is expecting to top \$150,000 this year in revenues. Within five years she expects to reach \$250,000 and to buy a franchise in another area.

# LAWN CARE INDUSTRY

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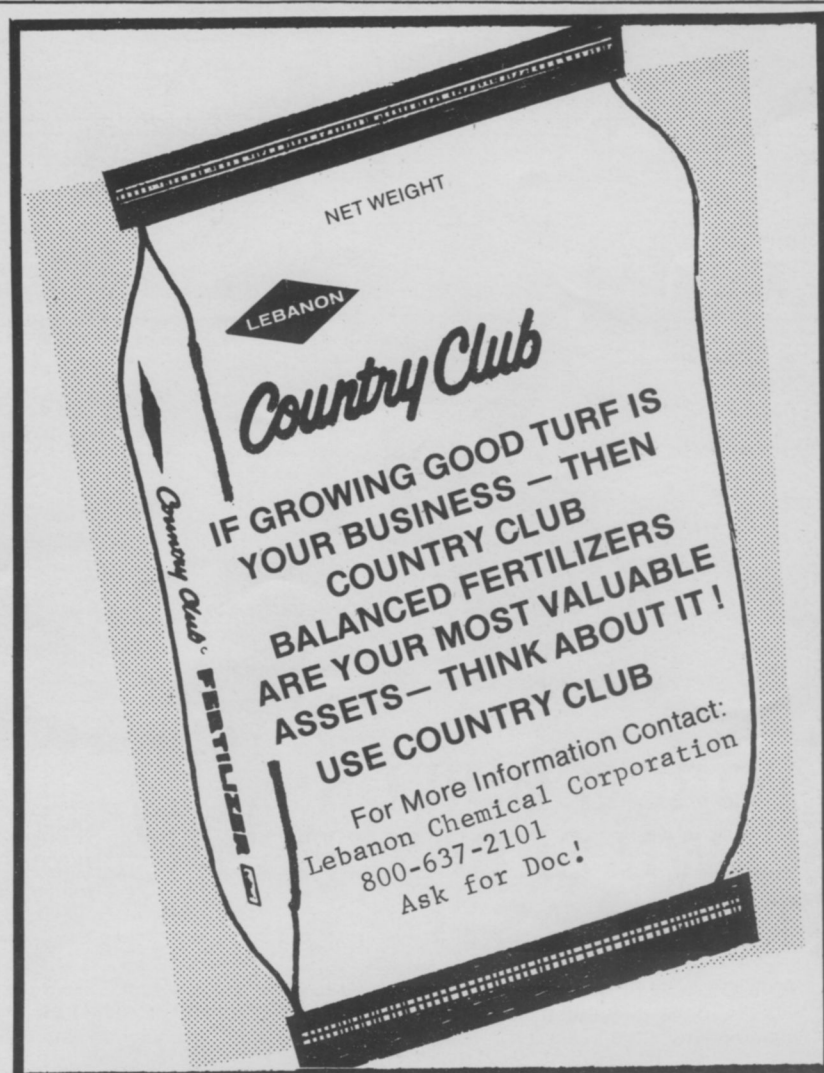
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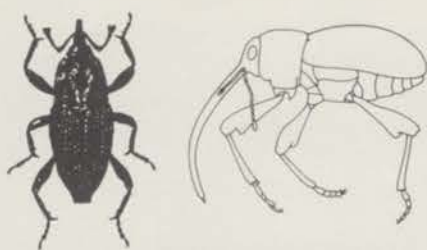
## INSECTS

**Billbugs can cause serious turf damage**

Although billbug beetles and their grub stages are not as common as many other turf pests, they can be abundant in some areas and cause serious damage, according to William H. Robinson, extension specialist in entomology at Virginia Polytechnic Institute and State University, Blacksburg.

There are several species of billbugs that damage turf, but it is not necessary to be able to identify billbugs to species, he said, just to know how to distinguish billbug adults and grubs is sufficient.

The adults are beetles about three-quarters inch long with a snout (or bill) that carries a pair of strong jaws at the tip. The larvae (grub) are small, about five-eighths inch long, white and



legless. The head of the grub is brown to reddish-brown.

Billbugs overwinter as adults in sheltered areas (leaf litter, fence rows, uncut grass). The adults become active during the first warm days of spring. Adults feed on the tender growth of grass in the spring — they insert their snouts into the center of the grass stem just above the crown of the plant.

In spring and early summer, adult females chew a hole into the grass stem, then turn around and deposit an egg in the cavity. First instar larvae feed inside the stems but eventually move into the soil to feed on the roots. The larval or grub stage last two to

three weeks and then changes into a pupa. The pupa changes into an adult in a few days. The new generation of adults feeds for a while before seeking a protected place to spend the winter.

Damage by billbugs may not always be serious or be hidden by other pest damage. The damage usually appears during mid-summer, the turf may show severe deterioration, with patches of dead or dying grass.

The damage is similar to that of white grubs.

Chemical control of these insects is best applied just before peak oviposition activity of the adults — during late June and July. Both Sevin, marketed by Union Carbide Agricultural Products, Jacksonville, Fla. and Diazinon, marketed by Ciba-Geigy Corp., Greensboro, N.C., are labeled for billbug control in Virginia.

## TOOLS, TIPS & TECHNIQUES

### Metering system proportions chemicals

The demand for a closed system of introducing chemicals into lawn spray units has developed as a result of state and federal concern surrounding tank mixing of potentially-dangerous chemicals. To help meet this demand Liquid Ag Systems, Pompano Beach, Fla., has developed a "Liquid Ag Orifice Metering System" which automatically proportions chemicals in an enclosed environment.

The system functions by utilizing a series of valves and orifices. Water is pumped through the system and a series of orifices automatically proportions chemicals into the solution.

"There's an orifice that controls the water that goes through the system and there are a series of orifices that control the amount of chemicals introduced into the line," Max Brown, president of Liquid Ag Systems, said.

"One of the orifices might be for fertilizers and another might be for insecticides," he added. "Some of the systems have as many as five different orifices that introduce different chemicals into the system."

Brown said he discussed the pros and cons of the orifice proportioning system with hydraulic engineers before deciding to design a unit for the lawn care industry. "They (hydraulic engineers) said they use the orifice system as the basis for metering fluids," he said. "It's the basis for all hydraulic proportioning because it's a very precise method of proportioning a liquid chemical into water."

Brown said the closed system is not only easier to operate than traditional open systems, but it is also safer and more economical. "There is no outside mixing or outside exposure to chemicals so it's safer," he said. "Another problem with chemicals is they are a corrosive material, but with an enclosed system you minimize corrosion because the chemicals are always enclosed in the spray unit."

For further information concerning Ag Systems' line of closed metering systems contact Max Brown, 1010 Northwest Ave., Pompano Beach, FL 33060.



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## Lawn care sessions set for Texas meeting

A series of special lawn care talks are scheduled for the Texas Turfgrass Conference Dec. 3-5 at Texas A & M University, College Station.

Lawn care speakers include: Dr. Robert Shearman, University of Nebraska, speaking on use of herbicides in lawn care programs; Dr. James Wilkinson, ChemLawn Corp., Columbus, Ohio, speaking on liquid lawn fertilization; and Dr. James Beard, Texas A & M, speaking on research being done to aid the lawn care industry.

Other speakers include Dr. Richard Duble, Texas A & M, Dr. James McAfee, ChemLawn Corp., Richardson, Texas, and Roger Thomas of Jacobsen Division of Textron, Inc., Racine, Wis.

For further information, contact: Dr. Richard Duble, 349 Soil and Crop Science Center, Texas A & M University, College Station, TX 77843, 713-845-4826.

## CHAMPAIGN

## Nitrogen symposium, lawn care sessions at Illinois meeting

A symposium on nitrogen and a series of lawn care speakers will be featured at the Illinois Turfgrass Conference set for Dec. 18-20 at the Ramada Inn Convention Center in Champaign, Ill. There will also be a trade show.

Rick White of Village Green Lawn Spraying, West Chicago, Ill., will head a panel of lawn care businessmen discussing problem solving in the industry. Other speakers include: Dr. Bobby Joyner, ChemLawn Corp., Columbus, Ohio, speaking on *Rhizoctonia* brown patch problems in Kentucky bluegrass; Dr. Houston Couch, Virginia Polytechnic Institute and State University, speaking on chemical control of turfgrass diseases.

Also, Dr. Roger Funk, Davey Lawnscape Service, Kent, Ohio; Sherry Roethe, Tempo 21, Chicago, speaking on practical approaches to diagnosis of lawn problems; and Dr. Ray Freeborg, Purdue University, speaking on growth regulators for turf usage.

Speakers for the nitrogen symposium include: Dr. Paul Rieke, Michigan State University; Dr. Donald Waddington, Penn State; Dr. Don White, University of Minnesota; Dr. John Street, University of Illinois; Dr. Seward Allen, Tennessee Valley Authority; Dr. John Hayes, Boots Hercules Agrochemicals Co., Wilmington, Del.; Dr. George McVey, O.M. Scott & Sons, Marysville, Ohio; Bob Doberneck, Ashland Chemical Co., Columbus, Ohio; and Bob Rehberg, Estech General Chemicals Corp., Winter Haven, Fla.

For further information, contact: Dr. John Street, 106D Horticulture Field Lab, University of Illinois, Champaign-Urbana, Ill. 61801, 217-333-2123.

## CINCINNATI

## 15 lawn care speakers headline Ohio meeting

A total of 15 speakers addressing lawn care topics will be featured at the Ohio Turfgrass Conference set for Dec. 4-6 at the Cincinnati Convention Exposition Center.

In addition to the educational program, more than 150 booths will fill the exhibit hall with turfgrass products and equipment.

Speakers and topics include: Dr. Keith J. Karnok and Dr. Bruce J. Augustin, Ohio State University, "Management Practices Affecting Turfgrass Shade Adaptation"; Dr. Harry D. Niemczyk, Ohio Agricultural Research and Development Center, and Doug Halterman, Leisure Lawn, Dayton, Ohio, "Controlling the Organophosphate-Resistant Greenbug Aphid."

Dr. Robert Partyka, ChemScape, Columbus, Ohio, "Phenoxy Herbicides on Ornamentals and Mimicking Symptoms"; Dr. Paul Rieke, Michigan State University, "Using Slow-Release Nitrogen Wisely"; Jerry Faulring, president of the Professional Lawn Care Association of America, "PLCAA Update"; Dr. Austin Hagen and Dr. Phil Larsen, Ohio State University, "Research on Helminthosporium Melting Out on Kentucky Bluegrass."

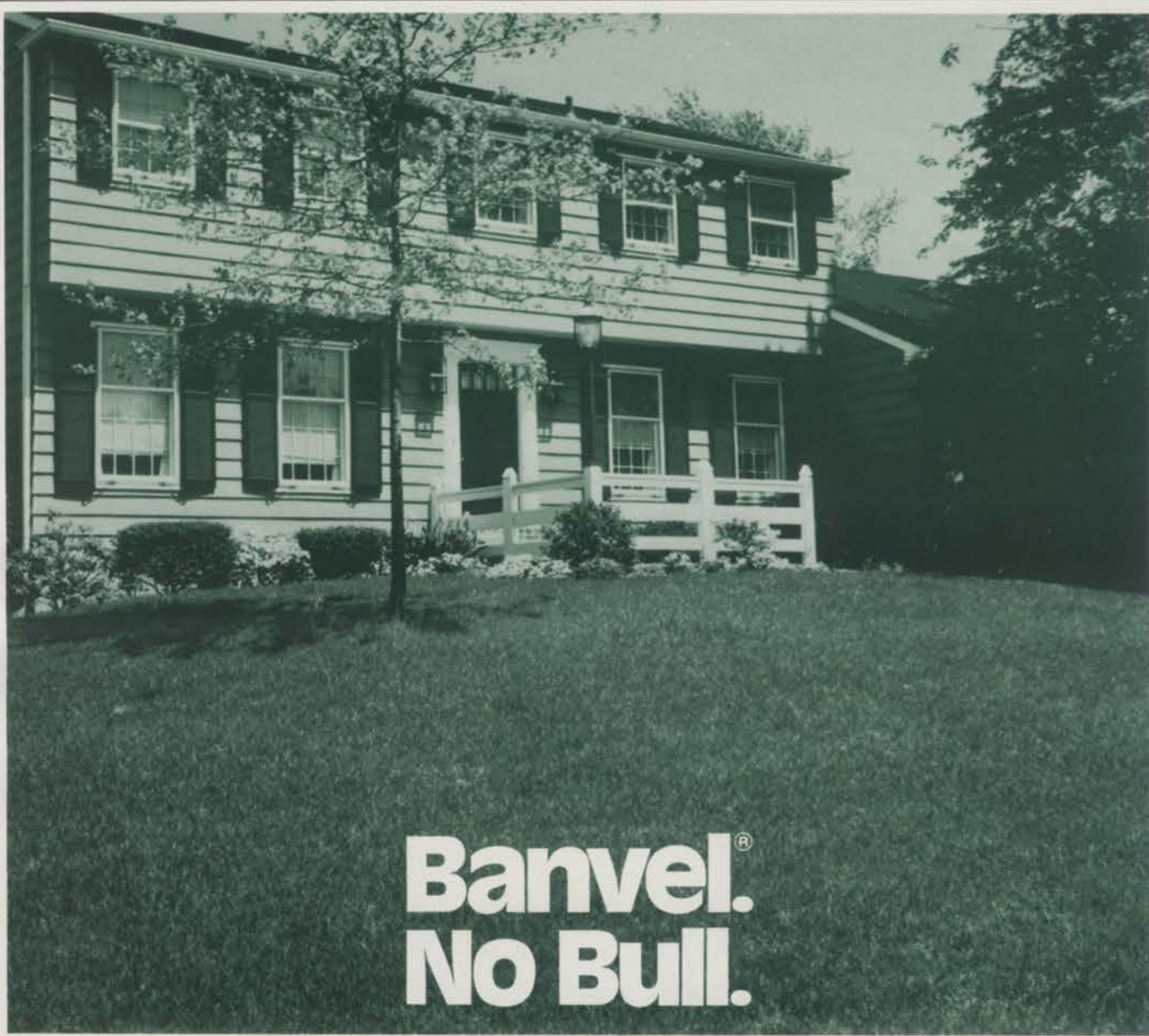
Jerry Faulring, Hydro Lawn, Gaithersburg, Md., for his second speech will speak on "Staff Motivation Through Financial Incentives"; Douglas W. Baker, Leisure Lawn, "Landing Potential Customers"; Robert Earley, editor/associate publisher, LAWN CARE INDUSTRY, "Effective Lawn Care Advertising"; Robert Peterson, E.F. Burlingham & Sons, Forest Grove, Ore., "The International

## Seed Story."

Dr. Donald B. Pfeleiderer, Lebanon Chemical Corp., Danville, Ill., "Turf Fertilization: From an Art to a Science"; Page Mays, Barefoot Grass Lawn Service, Columbus, Ohio, "Equipment used by Granular Lawn Services."

Doug Halterman, "Using the Granular Approach to Lawn Care: Past and Future"; John H. Detrick and Robert Doberneck, Ashland Chemical Co., Columbus, Ohio, "The New Controlled Release True Solution Nitrogen Fertilizer"; Dr. Charles Darrah, ChemLawn Corp., Milford Center, Ohio, "An Update on Liquid Lawn Care Technology."

Lodging reservations may be made at Stouffer's Cincinnati Towers by calling 513-3522100. For further information, contact the Ohio Turfgrass Foundation, 1827 Neil Ave., Columbus, OH 43210, 614-422-2591.



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Pratt-Gabriel Div. Miller Chemical and Fertilizer Co. Paterson, New Jersey	Pratt™ 4-E, 12.5-G, 3.6-G and 7-G	Northeast
Mallinckrodt, Inc. St. Louis, Missouri	Pre-San™ 4-E, 12.5-G and 7-G	National
Rockland Chemical Co. West Caldwell, New Jersey	Rockland™ 4-E, 12.5-G and 7-G	Northeast

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## COST CUTTINGS

### Incentives increase employee retention

Employees are the most precious resource of any lawn care business. You can own the finest turf equipment in the world, but without top-notch employees to operate them you are destined for failure. Therefore, every lawn care businessman should take pains to produce a healthy work environment to keep his employees content. One way to do this is through work incentives.

Don Burton, president of Lawn Medic, Inc., said his company utilizes profit-sharing with equity ownership in the company in an attempt to keep his best employees. Lawn Medic is based in Bergen, N.Y. "We have a very low turnover rate and the way we accomplished this is by taking some of the strengths of the franchise system and combining it with equity ownership," he said.

"If we find somebody who is good and has a lot of talent we like to lock him into our operation," he added, "and equity ownership in the company is one way to do it. Off the top of my head, we've only lost two or three people who have had equity in the last three years."

Burton described the system as "profit-sharing with equity participation" in the company. "Take for example our Winston-Salem, N.C. office," he said. "We have two good managers down there. One of them has been with us five years and he owns part of the company. The second fellow worked with us for a year and wanted to have more income and everything so he bought in. It has worked out very well for both of them."

Burton added that when employees buy into a company they are often more conscientious about their work and less likely to leave the company. "What they're doing is protecting their interests," he said, "and at the same time they're protecting ours."

FRANCHISING from page 1

would like to take this opportunity to do so.

"As the largest marketer of lawn service through the franchise system in the United States with a sales volume of over \$17 million in 1979, I would like an opportunity, through your magazine, to set the record straight. Disloyal franchisees are rare, rare indeed.

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"The spirit of comradery and cooperation between dealers and the home office has been the norm rather than the exception. Let me give you some of the reasons why good franchisees in a good franchising company are willing to pay 10 percent of gross.

"The franchise system is based on the fact that if the franchisee makes more money, the franchisor makes more money. It is a partnership in profits and all of the efforts of the franchisor must be directed toward improving the franchisee's financial position. A franchisee must not only have a good source of income, but also a good source of recoverable equity so that at the

time in the future when he decides to sell his franchise or retire he has something of great value.

"The Lawn Doctor system and name has brought both income and equity with some resales going into the hundreds of thousands of dollars; the average resale being 80 cents on the contract dollar. A franchisee who did a \$100,000 business in 1978 can sell his business for \$80,000 in January of 1979.

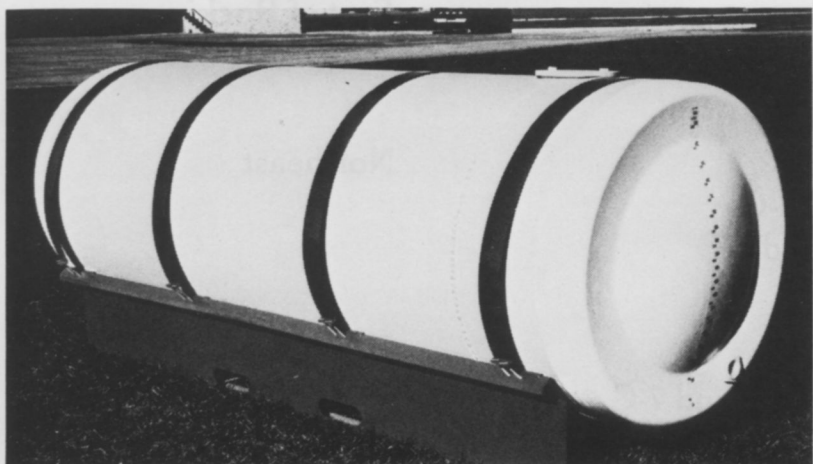
"Nobody fights with a company that is accomplishing these kinds of things with their royalty income, unlike liquor stores, independent operations or slipshod franchise operations in our type of business that bring very little on the resale market. Our business is not much different from the hamburger business and I ask you to consider how much independent hamburger stands sell for as compared to a McDonald's or a Burger King.

"All of these things combined with a good technical back-up, research and development which has produced the most unique equipment in the industry, and a marketing campaign second to none, have produced a company that is proud to use the franchise system of distribution and whose franchisees are proud to be part of that system.

"In closing, a word of advice to all those franchisors who are having a lot of problems. Join and become active in the International Franchise Association."

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The book contains 150 illustrations and 96 color photographs. Data includes 240 tables and forms. Included are specifications for rootzones, employment, calculations for

chemical applications, and extensive metric-imperial conversion. Business and technical aspects of turfgrass management are covered in this 424-page Planning, purchasing, hiring, construction, and plant selection are put together for easy on-the-job reference. Markets covered include lawn care, sod production, golf course management, cemeteries, athletic fields, and low maintenance areas. If it concerns turf, it's in the Turf Managers' Handbook.

## Turf managers' Handbook

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species such as Kentucky bluegrass and the fine leaf fescues. Burning is necessary as it reduces debris and stubble, thus keeping plants from becoming thatchy and sod-bound. After burning, the plants become "rejuvenated" so to speak, as regrowth will occur uniformly across the row instead of only from the edges in an unburned row. Burning also destroys weed seeds, and temporarily kills surface pathogens.

"With many varieties, the shortage is the result of an extremely wet and cold fall last

year," he said. "The outcome was poor field burns affecting the past summer's yield. Without a good burn or as a result of a late burn, good fall regrowth did not occur. Fall regrowth is necessary because initial induction of the reproductive mechanisms occurs during the fall which provides the next year's harvest."

Hurley prepared the following charts with information from Lofts, Jonathan Green & Sons, Farmingdale, N.J.; Jacklin Seed Co., Post Falls, Idaho; E.F. Burlingham & Sons, Forest Grove, Ore.; and O.M. Scott & Sons, Marysville, Ohio:

TABLE 1  
1979-1980

SEED AVAILABILITY FOR THE MAJOR TURFGRASS SPECIES

SPECIES	AVAILABILITY	PRICE
<b>KENTUCKY BLUEGRASS</b>		
Improved Varieties	Extremely short—Many varieties sold out.	Much higher
Common	Short	Higher
<b>PERENNIAL RYEGRASS</b>		
Fine-leaf turf-types	Adequate	Stable
Common	Short	Higher
<b>FINE LEAF FESCUES</b>		
Improved varieties and Pennlawn	Adequate	Higher
Creeping red fescues and Chewings	Short	Higher
<b>TALL FESCUES</b>	Adequate	Recent sharp increases should level off.
<b>BENTGRASS</b>	Limited	Variable depending on variety

TABLE 2  
MAJOR TURFGRASS SEED PRODUCTION AREAS FOR COOL SEASON TURFGRASSES

COUNTRY UNITED STATES	TURF SEEDS PRODUCED	COMMENTS
Willamette Valley, Oregon—	Bentgrass Kentucky bluegrass Perennial ryegrass Annual ryegrass Fine-leaf fescues	Poa annua and bentgrass contamination is a constant concern for production in this area. Good climate for seed production with irrigation not as necessary as other production areas.
Madras, Oregon—	Kentucky bluegrass Perennial ryegrass	Poa annua and bentgrass free area. Good yields depend on irrigation.
La Grande Valley, Oregon—	Kentucky bluegrass Fine Leaf Fescues	Poa annua and bentgrass free area. Good yields depend on irrigation.
Spokane, Washington/ Northern Idaho border areas—	Kentucky bluegrass Perennial ryegrass	Poa annua and bentgrass free area. Ryegrasses and tall fescues may winter-kill which limits extensive plantings. Good yields depend on irrigation.
Minnesota—	Kentucky bluegrass	Big area for the production of the variety Park also common Kentucky bluegrass.
Missouri, Kansas, Arkansas, and Adjacent states—	Tall fescue	Seed typically harvested off of grazing fields to increase a farmers income. Little effort put into seed production.
<b>CANADA</b> British Columbia Manitoba	Creeping Red Fescue Kentucky bluegrass	Big source of commons.
<b>NEW ZEALAND</b>	Perennial ryegrass	Big source of commons or pasture types. Seed sold primarily in Europe and Australia.
<b>EUROPE</b> Holland, England, Denmark, and Germany	Perennial ryegrass Bentgrass Fine Leaf Fescues Kentucky bluegrass	Poa annua contamination severely limits United States import potential. Seed sold primarily in Europe.

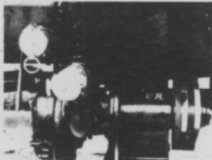
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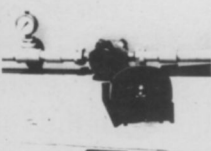
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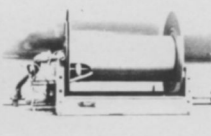
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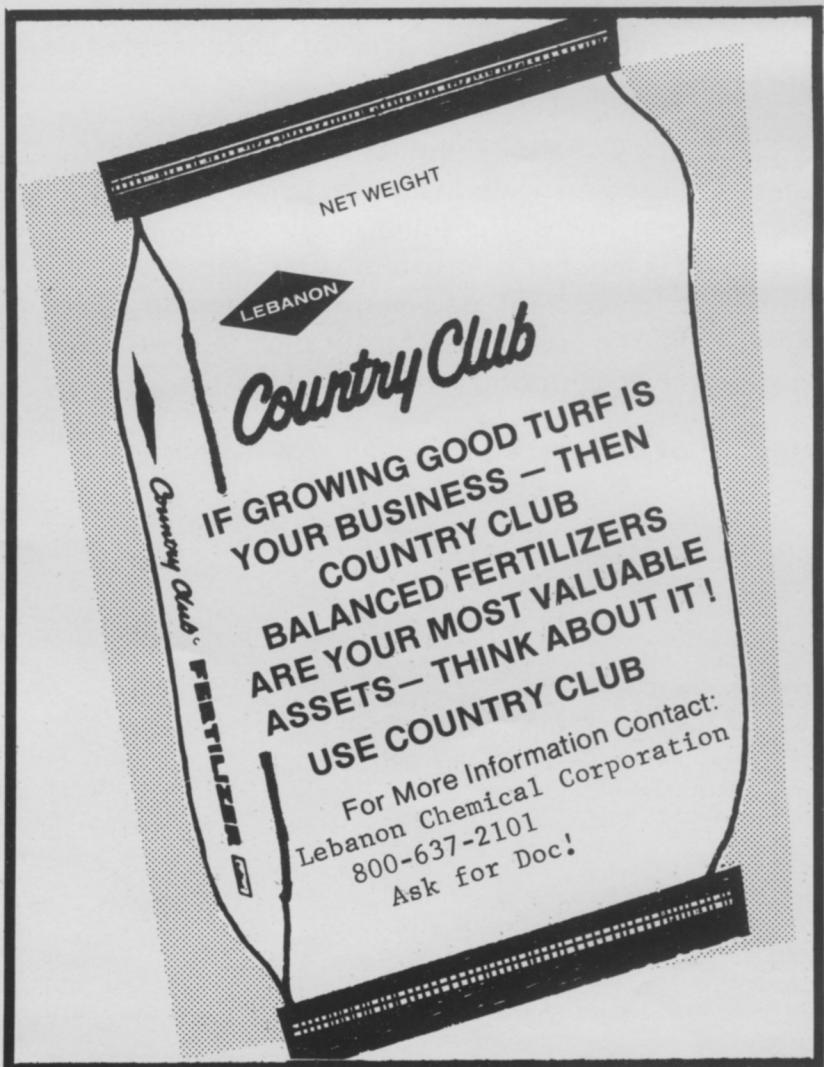
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  - ☐ Both
2. Is your business location:
  - ☐ Headquarters
  - ☐ Branch office
3. Is your business:
  - ☐ Independent
  - ☐ Chain
  - ☐ Franchise
  - ☐ Other (specify) \_\_\_\_\_
4. Title:
  - ☐ President
  - ☐ Owner
  - ☐ Manager
  - ☐ Technician
  - ☐ Other (specify) \_\_\_\_\_
5. Number of accounts:
  - ☐ Less than 500
  - ☐ 500-1,000
  - ☐ 1,001-5,000
  - ☐ 5,001-10,000
  - ☐ 10,001-25,000
  - ☐ 25,000 or more
6. Estimated annual sales volume:
  - ☐ Less than \$50,000
  - ☐ \$50,001-100,000
  - ☐ \$100,001-250,000
  - ☐ \$250,001-500,000
  - ☐ \$500,001-1,000,000
  - ☐ \$1,000,000 or more

- ☐ Please send product information only on items circled
- ☐ Please have a salesman call me about items circled. Best time to call me is \_\_\_\_\_ or \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

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101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120
121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140
141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
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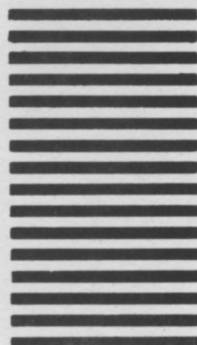
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  - Title:
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    - ☐ Owner
    - ☐ Manager
    - ☐ Technician
    - ☐ Other (specify) \_\_\_\_\_
  - Number of accounts:
    - ☐ Less than 500
    - ☐ 500-1,000
    - ☐ 1,001-5,000
    - ☐ 5,001-10,000
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SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

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- ☐ Chemical lawn care and maintenance services  
☐ Chemical application only  
☐ Mowing and other maintenance services  
☐ Other (specify) \_\_\_\_\_

Application  
☐ Liquid  
☐ Granular  
☐ Both

2. Is your business location:

- ☐ Headquarters  
☐ Branch office

3. Is your business:

- ☐ Independent  
☐ Chain  
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☐ \$100,001-250,000  
☐ \$250,001-500,000  
☐ \$500,001-1,000,000  
☐ \$1,000,000 or more

D

Signature \_\_\_\_\_

Date \_\_\_\_\_



TABLE 3  
1979/1980 AVAILABILITY OF THE IMPROVED  
KENTUCKY BLUEGRASS VARIETIES

#### GOOD SUPPLY

Baron

#### FAIR SUPPLY

Victa

#### LIMITED SUPPLY

Parade

Ram I

Glade

Fylking

#### EXTREMELY LIMITED SUPPLY

Majestic

Cheri

Columbia

Shasta

Enmundi

Birka

Sydsport

Merit

Vantage

Nugget

Touchdown

Adelphi

Bonnieblue

#### NOT AVAILABLE

Brunswick

Pennstar

Sodco

Georgetown

## MONEYWISE



A repairman from Keesen Enterprises, Englewood, Colo., begins to work on a water main break in a lawn sprinkler system the company services. His co-workers reports the problem to the main office and orders new parts to be delivered to the site. Keesen has equipped its entire fleet of trucks, vans and utility vehicles with RCA two-way mobile radios so that employees can stay in constant contact with headquarters.

#### SOIL ACIDITY

### Limestone: Smaller particle works faster

How quick will limestone neutralize soil acidity? This depends on the fineness of the limestone. The smaller the particle of limestone, the faster it works.

To neutralize soil acids, limestone particles must be in contact with the acids, according to the National Limestone Institute. The greater the number of particles, the more acids it will contact. The fineness of limestone is measured in mesh sizes.

For example, the fineness of a material is described as the percent of material passing through a 20-, a 60-, and a 100-mesh sieve. A cubic inch of 20-mesh material contains 8,000 particles. A cubic inch of 100-mesh material contains one million particles. The 100-mesh material has, for a given weight, 125 times more particles than the 20-mesh material. Therefore, the 100-mesh limestone will neutralize soil acidity much faster than 20-mesh material.

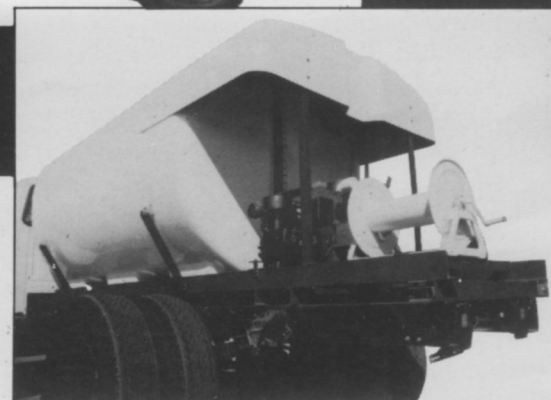
Research has shown that limestone ground to 100-mesh or finer will neutralize soil acidity within a one-month period. A 60-

*For immediate reaction, limestone should be 100-mesh or finer*

mesh limestone will react over a 12-month period. However, it takes about three years for a 20-mesh material to react.

How fine should limestone be ground? It depends upon your needs. If you want immediate reaction, it should be 100-mesh or finer. Some lawn care companies use a 200-mesh material. If you want some immediate action but continued reaction over a prolonged period, a portion should be very fine and the remainder less fine. Also, limestone for sandy soils should be somewhat coarser than for clay soils.

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# The supplier/lawn businessman relationship

Suppliers say too many businessmen want their order "two days after it is placed" while lawn care businessmen say sales reps often "lack product knowledge"

by Dan Moreland  
Assistant Editor

**Q:** Where is the most likely place to find a manufacturer's sales representative?

- a.) Anytime of the day or night States
- b.) In a bar
- c.) At a golf course superintendent's office
- d.) In route to a lawn care company
- e.) Warsaw, Poland

**Q:** When is the best time to order lawn care equipment?

- a.) Anytime of the day or night
- b.) V-J Day
- c.) October through November
- d.) When your wife tells you to
- e.) Two days prior to the start of the new season

The correct answers to our survey are D and C. If you responded incorrectly, it's likely that your relationship with sales reps is strained. If you responded B and E, it's likely you will be physically assaulted by a sales rep within the next six months.

\* \* \* \*

A positive relationship between lawn care professionals and sales reps is an important ingredient in the operation of a "stable" lawn care business. Therefore, improving the lines of communication with sales reps should be a primary concern of lawn care businessmen.

Half the battle in improving any relationship lies in identifying current areas of conflict and identifying potential problem areas. So what are some of the "typical" problems encountered in the day-to-day interaction between sales reps and lawn care businessmen and how can these conflicts be resolved to the benefit of both parties? The major complaints of sales reps in conducting business with lawn care professionals include:

- Lawn care professionals are inaccessible throughout much of the day.
- Most businesses are too small to warrant a personal call from a sales rep.
- Lawn care businessmen have difficulty paying in advance for supplies because of cash flow problems in the winter.
- Overall, the industry is unsophisticated and "more headaches than it's worth."
- Lawn care businessmen disrupt production schedules by ordering too late.

The number one complaint lodged by sales reps is that lawn care businessmen are inaccessible throughout much of the day, particularly during the primary lawn care months (April-October). The smaller businesses are the most troublesome

because the owner, who is often the primary buyer, is generally out in the field monitoring the work of his crews. Therefore, it is both impractical and uneconomical for the rep to attempt to "track down" the owner and attempt to sell him his products.

Further, many lawn care businessmen work out of their homes and do not employ secretaries or an answering service to collect their messages. As a result, many utilize recording devices to monitor their phone messages and this can cause problems. According to one sales rep, "In a lot of cases I call up a lawn care operator and all I get is a recorded message asking me to leave my name, phone number, and a message. The problem is half the time my messages are never returned."

Evidently, what often happens is lawn care businessmen are unwilling to return their calls after a long day in the field or are unable to because the sales reps' office hours are over by the time he returns to his home or office.

*"If a company is too small we can't afford to waste our time on them so we go after the middle-sized accounts..."*  
Strick Newsom, Lofts/Maryland, Landover, Md.

The key to overcoming the problem of accessibility is for the lawn care businessman to make an effort to collect his messages prior to the end of the business day. In this way, he can contact sales reps before they leave their offices. Further, a lawn care businessman should not force a sales rep to track him down in the field. He should set aside one or two days a month to sit down with the sales rep at his home or office to discuss product needs. His crews can survive one or two days a month without him looking over their shoulders.

An almost universal complaint of sales reps is that most lawn care businesses are not large enough to warrant serious consideration. After all, it may take four or five sales to lawn care businessmen to equal one sale to a golf course superintendent.

Strick Newsom, manager of Lofts/Maryland, Landover, Md., readily recognizes the problems encountered by small lawn care companies in trying to compete for the sales rep's time. "We divide the lawn care

industry into two categories," he said. "The big guys and the little guys. If a company is too small we can't afford to waste our time on them so we go after the middle-sized accounts. Many small landscapers are just too small to justify the attention of our salesmen."

However, not everyone agrees. Bob Person, of Finn Equipment Co., Cincinnati, Ohio, said most of his lawn-related business comes from small operators. "We're most successful selling to small companies," he said, "because they generally don't have any other equipment they want to duplicate. For example, we're not successful selling to ChemLawn because they already have the type of tanks and trucks they want and ours wouldn't be consistent with their operation."

The key here appears to be in educating sales reps about the size of the lawn care market. Granted, the golf market may be more profitable, but the lawn care industry also has a lot to offer in terms of chemical and equipment sales. Perhaps lawn care businessmen should also think about cooperative purchasing to make it more attractive for sales reps to seek out their business.

Yet another complaint centers around the belief by many reps that the lawn care industry lacks sophistication. They are accustomed to working with individuals who are familiar with basic business practices. Thus, they sometimes lack patience with lawn care businessmen who are not yet totally indoctrinated into the ways of the business world.

Person, of Finn Equipment, said, "It's a new industry and so you're going to have people kind of feeling their way around. There is a lot of trial and error work currently going on in the industry, but three years from now it's going to be a much smoother running industry than it is today."

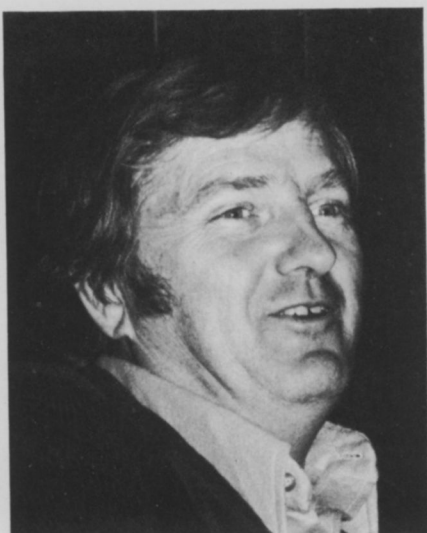
It would be unrealistic to expect those new to the lawn care industry to have as much business expertise as those who have been involved in the industry since its infancy in the late 1950's. It is a relatively new industry so sales reps should be tolerant until its members have an opportunity to develop their business skills.

The biggest complaint of equipment manufacturer sales reps is late orders. One equipment rep said, "Lawn care businessmen order in February and expect to receive the equipment in March. They don't understand that it takes time to put a truck together. They want to order it today and have it tomorrow."

Person, of Finn Equipment, agrees. "As a rule, the lawn care businessman doesn't



## INSIDE THE INDUSTRY



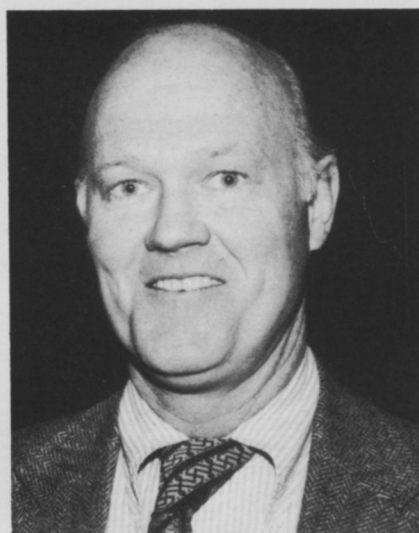
"We have difficulty getting information about a product from someone knowledgeable."

**Robert E. Brown,**  
Michigan Lawn Spray Service,  
Sterling Heights, Mich.



"I don't feel the individuals in the lawn care industry are using the banks properly. They're often looking to their suppliers to ... finance their businesses."

**John R. Wittpenn,**  
Rockland Chemical Co.,  
West Caldwell, N.J.



"Many small landscapers are just too small to justify the attention of our salesmen."

**Strick Newsom, manager,**  
Lofts/Maryland, Landover, Md.



"The biggest problem is the people in the lawn care industry are not getting their financing approved until after the first of January."

**Ed Gustin, Consolidated Services,**  
Piqua, Ohio.

plan ahead in purchasing equipment," he said. "They look in December, but they don't order until February or March. If they could give us six months lead time on ordering equipment it would really work out smoothly."

Ed Gustin, president of Consolidated Services, Piqua, Ohio, attributes the lawn care businessman's penchant for late ordering to financial concerns. "The biggest problem is the people in the lawn care industry are not getting their financing approved until after the first of January," he said. "Therefore, they cannot commit themselves to equipment purchases until after the first of January which leaves us with a very short production schedule."

"This is one of the biggest problems we have with people in the lawn care industry from a manufacturer's viewpoint," he added. "They think because they order a piece of equipment on January 15 they should receive it on the 20th. I don't think there is an equipment manufacturer in the United States that can handle this type of situation."

In the future, Gustin looks for the situation to improve, but he still predicts conflicts with some of the smaller companies. "I can see your major companies getting educated about purchasing equipment," he said, "but the small guys with one or two trucks are still going to expect miracles."

Skip Strong, president of Strong Enterprises, Inc., Miami, Fla., has also experienced late order problems with lawn care clients. "The main problem we have is everybody wants everything at the last minute," he said, "but we can't operate like that because we can't project our equipment sales."

The reps have a legitimate complaint here. The fact is many companies are just complacent about ordering early. They are the root of the problem. There are also a significant number of companies which are unable to order early because of cash-flow problems. Little can be done for them. Sales reps would be wise to offer incentives for ordering early; perhaps discounts or preferred service. But the burden is really on the lawn care professional. Remember, if possible, order early.

Cash-flow problems go much deeper than just in equipment purchases. In fact, John R. Wittpenn, president of Rockland Chemical Co., West Caldwell, N.J., said he thinks the entire lawn care industry is undercapitalized. "I don't feel the individuals in the lawn care industry are using the banks properly," he said. "They're often looking to their suppliers to capitalize or finance their businesses."

I think this situation is going to have to change if they are going to operate their lawn care operations as businesses," he added. "To maximize profits they're going to have to use the banks and not their suppliers."

Customers going beyond the design limitations of turf equipment is yet another complaint of lawn care businessmen, according to several equipment manufacturers. Person, of Finn Equipment, said, "I have had lawn care businessmen ask us what our equipment will do and then they will try and make it do something it's not designed for."

For example, we will say a machine is designed to spray four gallons (of fluid) a minute through 300 feet of hose and they will try to make it spray five gallons (of fluid) a minute through 500 feet of hose," he added.

Sales reps are not the only individuals with complaints when it comes to a discussion of the relationship between lawn care businessmen and sales reps. The lawn care businessman's list of complaints include:

- Sales reps are not readily accessible.
- Many reps are not only uninformed about their own products, but are also ignorant about their competition's line of products. In other words, there are too many order takers and not enough sales reps.
- Sales reps often provide misinformation about products.
- Sales reps are more concerned about the golf market than they are about the lawn care market.

Robert E. Brown, of Michigan Lawn Spray Service, Sterling Heights, Mich., said, he is tired of the lawn care industry taking a back seat to the golf market. "I don't see the lawn care sales reps in the field," he said. "There is definitely a need for them, but I don't see that need being fulfilled."

I don't know where they could be spending their time," he added, "unless it's with golf course superintendents. I know that is the way it used to be years ago when the lawn care industry was just beginning."

Others argue that lawn care sales reps don't follow-up their leads as feverishly as they might. Don Burton, president of Lawn Medic, Inc., Bergen, N.Y., said, "They will often send us information on their products after we inquire about them in a trade magazine, but in the majority of cases we don't get a call from them after we receive the literature they send us."

Lawn care professionals also complain that sales reps often lack technical

knowledge about the products they are selling. Brown, of Michigan Lawn Spray Service, said, "We have difficulty getting information about a product from someone knowledgeable. Often times the kind of person we get is someone who just wants to sell us their product and are not concerned about us."

Manufacturers and distributors are aware of the problem of uninformed sales reps and they are attempting to do something about it. Strick Newsom, of Lofts/Maryland, said, "From what I have seen in this business there are too many order takers and not enough salesmen. An order taker is the kind of guy who goes into existing accounts and stocks their shelves. The company may buy his products, but they are never really sold anything."

Burton added that a good sales rep listens to the potential buyer and together they determine what his needs are. "I think most people in this business are more inclined to buy through a semi-education process," he said. "We want a knowledgeable rep who is also knowledgeable about his competition. This is a soft sell industry. Hard sell doesn't work too well in the lawn care industry."

Burton added that honesty is also an important quality of a good sales rep. "I would rather have an inexperienced salesman come in and say he doesn't know everything about a product than have a guy come in and try to pull something over on me," he said.

Gustin, of Consolidated Services, said understanding customer needs is also an important factor in good salesmanship. "You can go out and know your product better than anybody else," he said, "but if you don't understand your customer's needs, you have got problems."

Jerry Amstutz, of Spray-A-Lawn, Inc., Orrville, Ohio, said he has had little trouble with sales reps, particularly those with the larger companies. "Most of the people with the majors like Dow Chemical and Boots/Hercules are quite knowledgeable about their products and quite cooperative," he said.

Overall, the relationship between the lawn care businessman and sales rep appears to be good, but there is room for improvement. As the industry becomes more sophisticated this relationship will improve through a natural process of give-and-take. However, until that time both parties should cooperate with one another to continue to improve their working relationship. Communication is the first step.



## Lawn fertilizer manufacturers listed

Here is a partial listing of manufacturers that supply fertilizers to the lawn care industry:

### Boots Hercules Agrochemicals Co.

Box 7489  
Wilmington, DE 19803  
302-575-7850

### Lakeshore Equipment & Supply Co.

300 S. Abbe Rd.  
Elyria, OH 44035  
216-323-7544

### Ashland Chemical Co.

P.O. box 2219  
Columbus, OH 43216  
614-889-3444

### Allied Chemical Corp.

Agricultural Division  
P.O. Box 2120  
Houston, TX 77001  
713-960-7928

### Summertime Lawn Care Products

402 E. 2nd Ave.  
Columbus, OH 43216  
614-294-4556

### Pro-Lawn Products, Inc.

Box 4933  
Syracuse, NY 13221  
315-477-6112

### The Andersons

Lawn Fertilizer Division  
P.O. Box 119  
Maumee, OH 43537

### Best Products

P.O. Box 198  
Lathrop, CA 95330  
209-858-2511

### Canadian Industries, Ltd.

P.O. Box 200, Station "A"  
Willowdale, Ontario  
Canada M2N 5S8  
416-226-6110

### USS Agri-Chemicals

233 Peachtree Center  
Atlanta, GA 30303  
404-572-4000

### Agrico Chemical Co.

Northeast Region  
P.O. Box 7013  
Wilmington, DE 19803  
302-478-4504

### Chevron Chemical Co.

575 Market St.  
San Francisco, CA 94105  
415-894-4519

### O.M. Scott & Sons

Marysville, OH 43040  
215-644-0011

### Estech General Chemicals Corp.

Professional Products Division  
P.O. Box 1996  
Winter Haven, FL 33880  
813-299-5023

### Lebanon Chemical Corp.

P.O. Box 647  
Danville, IL 61832  
217-446-0983

### Bandini Fertilizer Co.

4139 Bandini Blvd.  
Los Angeles, CA 90023  
213-263-7391

### Liquid Ag Aystems, Inc.

1010 N.W. 15th Ave.  
Pompano Beach, FL 33060  
305-971-0022

### Heritage House

1025 Northern Blvd.  
Roslyn, NY 11576

### NuLife Fertilizers

P.O. Box 883  
Tacoma, WA 98401  
206-272-5171

### Woodbury Chemical Co.

P.O. Box 4319  
Princeton, FL 33032  
305-247-0542

### Southern States Cooperative

Box 26234  
Richmond, VA 23260  
National Liquid Fertilizer Corp.  
3724 W. 38th St.  
Chicago, IL 60632  
312-254-3115

## FERTILIZER

### Boots Hercules

Boots Hercules Agrochemicals Co. manufactures Blue Chip and Powder Blue Nitroform for the lawn care industry, according to product manager C. Robert Staib.

"Blue Chip is for dry application," he said. "Powder Blue is applied as a water suspension with agitation and can be mixed with soluble fertilizers and chemicals in the spray tank. Nitroform will not burn or leach out of the soil even under heavy rainfall. Nitrogen is released from Nitroform by the soil bacteria, providing steady release of nitrogen up to three months or longer.

"Granular Nitroform is also available in a wide variety of quality mixed fertilizers under different brands," he said. "Look for water-insoluble nitrogen derived from ureaform on the fertilizer label."

Since Powder Blue is not soluble in water, the Boots label points out, good agitation is necessary to keep it in suspension for uniform coverage. Mechanical agitation is recommended, although a sparge line with strong jet action sufficient to keep the powder in suspension could be used.

For custom lawn spraying, the label recommends application of two to two-and-a-half pounds of Powder Blue per 1,000 square feet in each application. One ap-

plication (with or without soluble nitrogen sources) totaling one to two pounds of actual nitrogen in five gallons of water per 1,000 square feet has been shown to be a proper concentration.

Blue Chip is 38-0-0, as is Powder Blue. For cool-season grasses, the label recommends application of five pounds of Blue Chip per 1,000 square feet in early spring and fall; apply half-rate during summer months as needed. For warm-season grasses, apply five pounds of Blue Chip per 1,000 square feet in late spring and early fall prior to overseeding cool-season grasses; supplement as needed during summer months at half-rate.

Circle 278 on free information card

## FERTILIZER

### USS Agri-Chemicals

USS Agri-Chemicals manufactures four fertilizers available to the lawn care businessman:

USS Vertagreen 19-5-9, 48% Organic, which also contains secondary nutrients and micro-nutrients: calcium, magnesium, sulfur, boron, copper, iron, manganese and zinc.

USS Vertagreen 17-0-8 with Balan for professional use, which also contains sulfur, boron, manganese and zinc, in addition to the herbicide (.78%). Twenty-five percent of the nitrogen in this product is derived from ureaformaldehyde.

USS Vertagreen 18-0-9, which also contains sulfur, boron, copper, iron, manganese and zinc. Twenty-five percent of the nitrogen is derived from ureaformaldehyde.

USS Vertagreen 12-4-8, which also contains calcium, magnesium, sulfur, boron, copper, iron, manganese and zinc. Twenty-five percent of the nitrogen is derived from ureaformaldehyde.

Circle 280 on free information card

## FERTILIZER

### Allied Chemical

Lawn care companies are discovering a new foliar fertilizer for turf that allows economical application of high N-P-K and sulfur rates without burn problems. The product, Allied Chemical's Folan, is a ready-to-use solution developed especially for foliar feeding.

According to Allied, Folan has caught on fastest in Nebraska, Illinois and Colorado since the material became commercially available in 1977. But economics and successful results with the fertilizer are expected to spur increased use throughout the nation in coming years.

Dennis Faith, of Centra Chemical Service in Kearney, Neb., says his company moved 80,000 gallons of Folan in the 1978 season because it reduces turf injury problems at a moderate cost.

Centra tested Folan in July, 1977, applying the fertilizer at a rate of one gallon per 1,000 square feet. One gallon mixed into four gallons of water and didn't burn and also produced an excellent response. Folan, a 12-4-4.5 (sulfur) formulation, can be applied in a more concentrated form than most other lawn fertilizers, the company said. It contains 1.2 pounds of nitrogen per gallon.

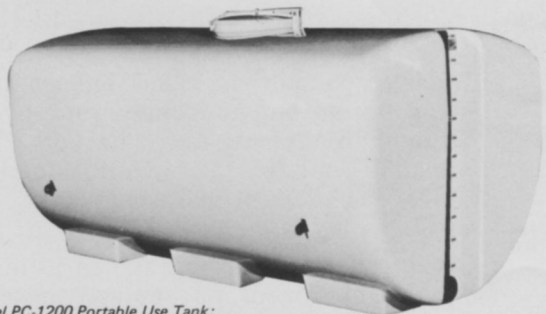
Armed with the test results, Centra incorporated Folan into its 1978 program. Herbicides, insecticides, chelated iron supplements and other materials are mixed into the solution as needed. The company also distributed the foliar fertilizer to lawn care firms in other Nebraska towns.

Faith says that labor considerations and convenience are other advantages. "Only one storage tank is needed and mixing time is reduced," he points out. "Also, it has a low pH and is compatible with most additives."

Because Folan has other specialty uses in agriculture, it is widely available. Most dis-



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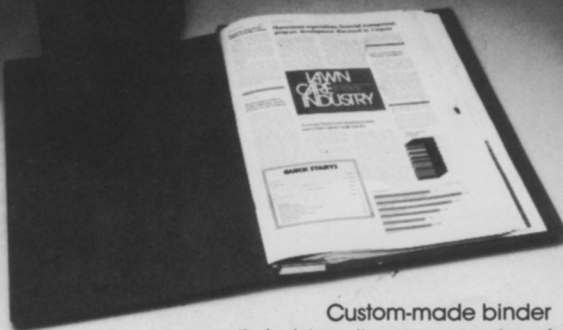
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tributors receive the product in rail cars or large tank trucks. Faith, in turn, ships Folian in 1,000 to 2,000 gallon tank trucks directly to customer storage. He reports that Folian has caused no corrosion or equipment plugging problems.

Another Nebraska lawn care firm, Huebner Supply Co., North Platte, also has switched to the new foliar fertilizer. Jim Huebner reports that he tested the same application used by Centra and determined that one gallon in four gallons of water could be applied without burn under hot, dry conditions.

"However, in actual practice, we vary our rates according to the growth stage of the grass and weather conditions," he said.

In cool, damp, spring weather, Huebner boosts the Folian rate as high as one-and-a-half gallons per 1,000 square feet. As the season progresses, the rate may be reduced sharply. "What we are aiming at is to apply about four pounds of actual nitrogen per season in doses the lawn can handle, at the times it needs it most," he said.

Folian underwent university testing last year at Purdue University, where Dr. Ray Freeborg evaluated its performance on bluegrass.

"A major problem in the lawn care industry has been finding a liquid nutrient source with a suitable analysis that is relatively non-phytotoxic," Dr. Freeborg said. "We made some tests with Folian and were quite pleased with the results. Potential phytotoxicity is minimal, the analysis is acceptable for use on turf, and it's a liquid, so it can be applied readily in solutions by lawn care applicators." He applied Folian at various rates. Applications containing one pound and two pounds per 1,000 square feet both produced good turf quality with no significant phytotoxicity evident.

Allied Chemical's guidelines recommend dilution with water in a 5:1 ratio and an application rate of 1.2 pounds of nitrogen per 1,000 square feet (six gallons of 5:1 solution per 1,000 square feet), applied at early spring, pre-summer and early fall. When applied to sensitive grasses such as St. Augustinegrass and bermudagrass, the guidelines call for a dilution of 10:1.

Circle 269 on free information card

## FERTILIZER

### Bandini Fertilizer Co.

Bandini Fertilizer Co. handles a complete line of fertilizers for the lawn care businessman and other turf professionals on the West Coast, according to director of institutional sales O.V. "Chip" Morgan.

The company's major organic turf foods are 10-6-4 grass and dichondra, 10-4-6 greens-tees-turf, 21-6-6 Super Plush, 21-8-8 Turf-Urea Formaldehyde, 6-2-0 Milorganite, and 38-0-0 Nitroform. The company's major inorganic turf foods are 21-7-14, 16-8-4 Turf Food, 16-6-8 Turf Mix and 16-4-4 Special Turf Mix.

Circle 276 on free information card

## FERTILIZER

### Lakeshore

Last month marked the first anniversary of the opening of the first commercial fertilizer plant to produce complete slow-release, sulfur-coated fertilizers by Ag Industries Mfg. Corp.

Using a process patented by the Tennessee Valley Authority, Ag Industries, a wholly owned subsidiary of Lakeshore Equipment & Supply Co., Elyria, introduced the advantages of sulfur-coated urea and fertilizers to the lawn care industry.

Jim FitzGibbon, company president, noted remarkable product acceptance of sulfur-coated products in reporting on the plant's first year of operation.

"First-year production projections are being met," he told LAWN CARE INDUSTRY, "and with the acceptance of the sulfur-coated products in the marketplace, we intend to in-

The heart of the Ag Industries operation is a sulfur-coating drum where 350-degree molten sulfur is applied through nozzles at 3,000 pounds-per-square-inch pressure.



crease production 50 percent in the coming year. This increase would bring us to one-third of our capacity, so we have a lot of room to grow."

Sulfur coating regulates and limits the access of water to fertilizer, thus slowing and controlling the release of nutrients to growing plants.

Advantages of sulfur-coated fertilizers include: improved nutrient recovery by growing plants over an extended period of time; reduction of seedling and foliar damage from nitrogen

burn; enhancement of leaf color coupled with steady, uniform plant growth; reduction of potentially toxic fertilizer salt injury by spreading the nutrient release over a relatively long period; prevention of pollution of ground water, streams, lakes and atmosphere; reduction of caking and moisture absorption; and the reduction of non-productive consumption of nitrogen and potassium by plants, the company said.

Circle 268 on free information card

# A WORD TO THOSE WHO THINK IT TAKES A FORTUNE TO MAKE BIG MONEY IN LAWN CARE.

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Circle 105 on free information card



## Estech General Chemicals Corp.

The Professional Products Division of Estech General Chemicals Corp. (formerly Swift Agricultural Chemicals Corp.) markets a number of complete, high-quality fertilizer products well-suited for the lawn care businessman. These fertilizers are marketed under the brand name Par Ex.

"One of the most important things we have to offer the lawn care businessman is our extensive custom formulation capabilities," Irv Stacy, Professional Products sales manager, told LAWN CARE INDUSTRY. "In most cases, we can custom-formulate a fertilizer product that matches the geographic and agronomic needs of the lawn care specialist."

The Professional Products Division markets fertilizer for-

mulations containing water-insoluble nitrogen (IBDU), coated slow-release nitrogen (sulfur-coated urea), water-soluble urea nitrogen, as well as additive products for weed and insect control. Par Ex fertilizer mixes are available in standard formulations of nitrogen, phosphorus and potassium and combination products using IBDU/SCU and water-soluble urea. A free, 24-page Turfgrass Performance Guide is available.

Circle 271 on free information card

## FERTILIZER

### Lebanon Chemical

Lebanon Chemical Corp., Lebanon, Pa. is currently marketing its homogeneous fertilizers and control products to lawn care businessmen in the Northeast, according to Edward

W. Price, sales co-ordinator for the company.

"Although it is not our main source of sales for our professional product line, it certainly is an area growing at a very active pace," he said.

"We find that lawn care people in our area are recognizing the quality of the material that is available today, and they're willing to pay a slightly higher price for products which are easier to spread and which give their customers more satisfactory and longer-lasting results."

The company's Country Club and Greenskeeper fertilizers are a homogeneous combination of the three primary elements, nitrogen, phosphorus and potassium, and also micronutrients in some analyses. The homogeneity gives the lawn care businessman an even release of plant food nutrients regardless of how the material is spread. Each small granule will insure fast-acting and long-lasting release of nitrogen to promote uniform

color and growth. In addition, each particle is made up of both water insoluble and water soluble nitrogen. Detailed information is available on the company's line of granular and water soluble fertilizers.

Circle 279 on free information card

## FERTILIZER

### Agrico Chemical Co.

According to Ted J. Black, market development manager for the northeastern region territory of Agrico Chemical Co., there are 28 farm centers extending from Maine to Virginia.

"At these locations," he told LAWN CARE INDUSTRY, "we inventory material products, such as urea, diammonium phosphate, monoammonium phosphate, Sul-Po-Mag, and potash from which we can blend a complete dry fertilizer in almost any desired analysis."

"On the liquid or fluid side, the Agrico farm centers carry 30 percent nitrogen solution made from urea and ammonium nitrate," he said. "We also have strategically located dealers who can manufacture fluid suspension type complete fertilizers which could, after proper dilution, be applied to lawns."

Circle 273 on free information card

## FERTILIZER

### Chevron Chemical Co.

Chevron Chemical Co. has available complete lawn and garden product manuals for the Midwest/Northeast, South and West. Fertilizer products include Greenol Lawn Tonic, Ortho Crabgrass Control Plus 18-3-6, Ortho Lawn Food 24-4-8, Ortho Spring Seeding Crabgrass Control Plus Fertilizer 18-3-6, Ortho Weed and Feed, Ortho Bahia Weed and Feed, Ortho St. Augustine Weed and Feed 21-4-4, Ortho-Gro Lawn and Dichondra Food 22-4-4, Ortho-Gro Lawn Food 2-4-4 and Ortho-Gro Multi-Purpose Lawn Food 16-16-16.

Circle 277 on free information card

## FERTILIZER

### National Liquid Fertilizer Corp.

National Liquid Fertilizer Corp. has available information on its Envy line of water-soluble fertilizers and liquid fertilizer concentrates. Envy 30-10-10 with micronutrients is completely and quickly soluble in cold water for easy application through any spray, meter or proportioning device, the company said. At recommended rates, a clear, stable, sequestered solution is produced. Envy will not "fall out" to clog equipment. The company also has 33-0-16 and 10-20-30 water-soluble fertilizers, and 15-5-5 and 10-20-20 liquid fertilizer concentrates.

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## Liquid Ag Systems

Liquid Ag Systems, Inc. blends clear-solution fertilizers for use on turfgrass, lawns and nursery crops in Florida, according to company president Dante T. Brunetti.

"Although 80 percent of our production is applied to turfgrasses, only about 15 percent is currently being applied to home and commercial lawns through lawn service operators," he told LAWN CARE INDUSTRY.

"We feel the lawn care market is largely untapped by the liquid

fertilizer industry, and hope to do more market development in that area," he said. "We are fortunate in that we have the capability to formulate liquid fertilizer grades with secondary and minor elements, giving us the advantage of overcoming localized nutritional deficiencies in Florida with relative ease."

Brunetti said that the greatest single advantage of liquid fertilizer application is control. The lawn spray operator may apply liquid fertilizer as often as he sprays pesticides, and he may do so at the same time.

"Liquid Ag's philosophy is not so much to sell a fertilizer as it is to sell a program of handling

ease for the operator and agronomically sound response for the lawn and landscape," he said.

"Liquid fertilizers may be very effectively applied and easily adapted to most lawn trucks," he said. "All that is required is the Liquid Ag Orifice Metering System, a storage tank and transfer pump." Some advantages Brunetti listed:

The need for fertilizer storage space inside your building is eliminated; handling of bags is eliminated; liquid fertilizing and pesticide application can be done at the same time; affords controlled accurate metering of all soluble materials; eliminates

predilution of fertilizers and pesticides because materials are mixed in line; eliminates layered concentrations of materials in drop tank; allows total flexibility of switching of materials in the field by a simple turn of the valve; since the system is flow-sensitive, accurate metering is achieved even when water flow varies; liquid fertilizers can be prescription-formulated to meet the macro- and micro-nutrient needs of any soil and turf; there is no danger of burn to turf; the system is easily cleaned for elimination of corrosion and material build-up.

Circle 275 on free information card

## MARKETING IDEA FILE

### Stretching a small ad budget

In these days of spiraling inflation, all costs are rising and advertising is no exception. For the large company with many advertising dollars to spend, this might not present the problem it does for the smaller businessman with a limited ad budget. Here the cost of advertising may be increasing faster than earnings allow. What to do?

An easy temptation might be to cut out advertising altogether or to allocate what money is available to one medium says Frank McDonald, senior vice president and director of media and marketing services for New York ad agency Cunningham & Walsh. Yet spending your entire budget on one medium while ignoring others can make your program as ineffective as not advertising at all, he says.

Advertising, like many endeavors, requires a team effort approach that utilizes the unique capabilities of each player to produce best results. For small businesses, a team effort approach put forth by an advertising mix is the best way to realize profits.

Even with a small ad budget, you still can achieve an effective blend of advertising media without sacrificing response. The trick is to exercise caution and judgment, making sure to zero in on your prospects in a way that your advertising message — and dollar — is not wasted.

Before determining the value of each medium in the advertising mix, first decide what message you want to convey, whom exactly you are trying to reach with this message, and how much you can spend to deliver that message. This means taking a good look at your lawn care business, reevaluating your marketing objectives, and then studying your target audience carefully. Now more than ever it pays to know your prospects thoroughly by studying their demographics — age, income, type of residence, neighborhood, etc. — against each of the major advertising media.

**Newspapers.** Newspapers are the place for a timely or newsworthy lawn care ad. Your newspaper should tie into a special time of the year — such as spring or fall — or a special service being offered.

Don't think you need a large ad to attract attention in a newspaper. While most people's eyes probably are attracted to the big ads at first, you yourself may have noticed there are some smaller ads that always run in the same place, year-in, year-out.

Most people come to expect them there and subconsciously might even look for them in a certain spot. Therefore, if you must place a small ad study the paper well to determine which section is most likely to get the greatest number of readers in your target audience. A good place to start might be the sports page, or the Sunday garden section, or the home section.

Since budget limitations can mean space limitations, confine yourself to a key idea, keeping your copy crisp and to-the-point. Select a headline that will attract a reader's attention, placing your name further down in the ad. Unusual borders are another good way to draw attention to your ad, but don't let large or unwieldy artwork cut down the size of your ad copy. Small illustrations are fine, but use line drawings for clarity instead of photos that generally look muddy when reduced.

Don't overlook the classified section of the newspaper either. A classified ad's seemingly tiny size can do quite a job for even a smaller investment than a small display ad. Brevity and imagination are the key, as well as a convincing headline to make the ad stand out next to those run by your competition.

**Magazines.** In general, small businesses won't want to spend money advertising in large magazines because it is too costly. However, for a business which is well-known in its area, smaller regional and city publications, as well as the regional editions of national magazines, can be a good investment.

**Radio.** Like newspapers, radio is a timely medium and should be used accordingly. Radio also offers a wide range of stations catering to diverse market segments. Once again, it is important to study the demographics of your target audience so that your message is focused on it. By reducing the number of radio stations you might ordinarily use to air your message if you had the money, you still can select those few that will enable you to maintain a high frequency of exposure.

However, with a small ad budget, you won't have time to get your message across in the spot announcements that run between programs. Nor do you have the impact of illustrations or unusual type and border styles to attract the prospect's attention as you would in the print medium.

You are also competing with whatever else the listener may be doing while listening to the radio. Therefore, words alone must provide the punch and should be chosen precisely and carefully. Write the copy as though you were speaking it, using an attention-getting "headline" or introduction. Keep your message as simple as possible, repeating the points you especially want to convey. Steer clear of unnecessary details.

**Television.** Don't shy away from television because you think it is too expensive a medium to use. While prime time is very expensive and you may not be able to afford a professionally produced commercial or to sponsor a particular program, there are alternatives.

Running spot commercials adjacent to programs that are likely to attract the prospects you want to reach is an effective way of delivering your message. Generally, spot commercials on local stations are more affordable than those aired on major networks, while late night time and day time are less expensive than prime time.

**Yellow Pages.** Unlike the other media just discussed, the Yellow Pages is unique in that it is actually a buyer's guide to which prospects refer once they are planning to buy. Some consumers turn to the Yellow Pages because they have already seen your other advertising and have forgotten a vital fact such as the address or phone number. Others haven't been influenced by other advertising at all but simply are undecided as to which particular lawn care firm to use. In either case, these prospects are seeking what you offer and an ad in the Yellow Pages helps insure that your special message is noted.

Because your Yellow Pages ad will be listed among the competition, it is even more important to tell prospects why they should deal with you and you alone. An attractive Yellow Pages ad, including a brief catalog of your basic services that indicates to prospects what makes your business unique, is a good investment that works every day, all year round. Remember, when a prospect turns to the Yellow Pages, he or she is in an "action" mood.

**Other media.** In addition to the major media already discussed, there are other forms of advertising you should explore when deciding upon your advertising mix.

For example, if you want to direct a message to a select group chosen on basis of income, for example, direct mail is an excellent advertising tool used by many lawn care firms. However, be sure your mailing list is accurate and up-to-date in order to reap the best possible results for your dollar.

Similarly, weekly shopping guides will zero in on your immediate prospects quite efficiently if you are absolutely sure of their "pulling power." Outdoor advertising — whether large billboards or small subway or bus cards — is a great way to keep your message in front of your prospects on a daily basis, provided that you know your market well and select a heavily trafficked location.



# LAWN CARE INDUSTRY ORGANIZES

## PURPOSES OF THE ASSOCIATION

- To provide and disseminate information to the industry regarding laws and regulations affecting the industry and to promote the enforcement of same
- To provide industry statistics
- To exchange knowledge among the members for the improvement of the industry
- To collect and disseminate information regarding lawn care for the betterment of public interest
- To recommend standards of nomenclature for the improvement of the industry
- To sponsor and promulgate research related to lawn care among other persons or institutions
- To provide information to the public regarding lawn care by sponsoring or participating in seminars, conferences and congresses related to education in the lawn care fields
- To promote the lawn care industry in all other lawful ways.

## MEMBER ACTIVITIES AND SERVICES

- 1. NATIONAL CONVENTION**  
An annual event for the professional exchange of new ideas, innovations and operating know-how. Also a forum for Lawn Care industry suppliers to sell and demonstrate their wares.
- 2. NEWSLETTER**  
A periodic publication distributed to dues-paying members to keep them abreast of the latest thinking and activities affecting their business and industry and what other Lawn Care professionals are doing about it. The proposed Newsletter will include regulatory and consumer market trends, technical, economic, legislative and industry news as it happens.
- 3. SEMINARS**  
Conferences, clinics and workshops will be conducted in sessions aimed at continuing management education for today's business climate and conditions relating to the Lawn Care profession.
- 4. TRAINING PROGRAMS**  
Specially designed courses for sales, service and supervisory employees of member firms to project a strong overview of the Lawn Care profession and to teach, with case histories wherever possible, the common fundamentals of business practices, customer relations, regulatory and legal aspects, cost control and the importance of economics to business success.
- 5. RESEARCH AND DEVELOPMENT**  
Industry-funded projects will be initiated relating to advancement of Lawn Care technologies, analysis of new or unique methods, preparation of generic and industry-wide information for general dissemination, conduct of studies relating to supplies, safety, equipment, transportation and other general market data.
- 6. CONSUMER EDUCATION**  
A generic (non-proprietary) approach to inform potential customers of the advantages of Lawn Care and the importance of putting the proper care of lawns in the hands of dedicated, trained, skilled professionals.
- 7. STATISTICS**  
Surveys to enable each PLCAA company to compare its performance against the average performance of all member companies and to compare business performance factors, such as: sales volume, profit, investment, inventory levels, growth, etc. The Association will gather proprietary data from participating members for statistical analysis and prepare generalized data for dissemination to participating members while protecting the confidential information of each participant.
- 8. SAFETY PROGRAM**  
The establishment of safety standards that, effectively followed by an industry, can better prepare that industry to contend with the multiplicity of national government regulatory groups and state and municipal codes that might seriously inhibit a business activity. Self-regulation and standards create a strong position on safety comprehension. Safety education films can also be produced for use in employee training, presentation to regulatory groups, management or customers as required.
- 9. ENVIRONMENTAL PERSPECTIVE**  
A basic concern of all Lawn Care professionals is proper understanding of environmental factors relating to services performed and the responsibility to protect the environment.  
  
This important aspect of consumer and governmental awareness of environmental treatment will be carefully monitored and an alert system will be maintained.
- 10. DIRECTORY**  
A listing of each member of the Association in good standing, the PLCAA statement of objectives, code of ethics, active committees, members' management personnel and association representatives. Current officers, directors and active projects will also be listed to facilitate participation.
- 11. INSURANCE**  
An extremely important service to members is the availability of insurance programs tailored to the specific needs of the average PLCAA member. A package of selective coverage is planned to include health and medical plans, accident, death, liability, comprehensive business insurance and risk management.
- 12. LEGISLATION**  
A significant factor in today's business climate is the constant presence of state and national legislation that could seriously affect the operation of Lawn Care professionals through laws and regulations controlling industrial material and processes for example. Reports to member companies in these areas will provide advance notice of pending legislation which will enable PLCAA members to respond.
- 13. GOVERNMENT RELATIONS**  
In a broader concept, federal government activities relating to labor, standards, safety, liability, consumer interests, finance, trade, revenue, environment, imports and exports and other areas of special interest will be monitored. Appropriate agencies will be contacted when necessary. PLCAA, as spokesman for the entire industry, can present your interests with greater force and effectiveness than can an individual company.
- 14. STANDARDS**  
Establishment of acceptable and common technical and safety standards will allow the Lawn Care profession to look upon criteria for their own performance and to have specifications that are tangible and demonstrable to both critics and allies.
- 15. TRADE PRACTICES**  
Development and recommendation of industry objectives and encouragement of practices that will reflect favorably on the industry as a whole constitute an important Association function. Special problems in trade matters can then be addressed and solutions recommended within the framework of industry objectives and policies.
- 16. ASSOCIATION LIAISON**  
The exchange of information and industry viewpoints with related Associations in industry, arts and sciences will significantly expand the influence and prestige of PLCAA as well as give PLCAA members a broader insight into their own industry.
- 17. INDUSTRIAL RELATIONS**  
Motivation of employees, the proper utilization of human resources, standard operating procedures, labor relations, training and job descriptions will be explored under this activity.

## MEMBERSHIP APPLICATION

### INSTRUCTIONS

Please read qualifications and answer all questions on this application. Membership in the PLCAA may be held in the name of the company only. Send together with your check for the \$50 application fee.

**I, (WE), HEREBY APPLY FOR MEMBERSHIP IN THE PROFESSIONAL LAWN CARE ASSOCIATION OF AMERICA, AS FOLLOWS:**

☐ **REGULAR MEMBER — \$200 per year**

Application for Regular Membership in the PLCAA may be made by any person, firm or corporation active in the chemical lawn care business for at least six months prior to this application.

☐ **AFFILIATE MEMBER — \$100 per year**

Application for Affiliate Membership in the PLCAA may be made by an operating branch or division of a Regular Member or business-related entity/individual designated by a Regular Member entitled to all rights of membership other than voting.

☐ **ASSOCIATE MEMBER — \$500 per year**

Application for Associate Membership in the PLCAA may be made by any person, firm, corporation or other association engaged in business or research activities, related to, but not directly engaged in lawn care management, i.e. chemical suppliers, manufacturing and equipment suppliers, distributors and manufacturer's representatives.

Name of Company \_\_\_\_\_

Street \_\_\_\_\_ Phone ( ) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name and title of individual(s) who will represent your company to PLCAA:

Name _____	Title _____	Name _____	Title _____
------------	-------------	------------	-------------

Name _____	Title _____	Name _____	Title _____
------------	-------------	------------	-------------

In making application for the class of membership indicated above, I certify that the applicant is qualified in accordance with the requirements for membership as defined above. I further certify that all information submitted in this application is true and, if accepted as a member \_\_\_\_\_ (Name of Applicant Company)

agrees to abide by the Articles of Incorporation, By-laws, and Code of Ethics of the Professional Lawn Care Association of America.

A check in the amount of \$50 is enclosed. I understand the application fee is not refundable if the company is not accepted as a member. If accepted, I will be billed for annual dues.

(Fiscal year of association extends from July 1 through June 30. Dues are payable a full year in advance, but credit will be made on the following year if a portion of current fiscal year has passed when joining.)

Date \_\_\_\_\_ Signature \_\_\_\_\_ Title \_\_\_\_\_

Please complete the reverse side of this application and return with your check to:

**Professional Lawn Care Association of America, 435 N. Michigan Avenue, Suite 1717 Chicago, IL 60611.**

## BACKGROUND DATA

1. Date applicant company started: \_\_\_\_\_

2. Applicant company is primarily involved in:

<b>Chemical lawn care and maintenance services</b>	<b>Application</b>
--	--------------------

☐ Chemical application only ☐ Liquid

☐ Mowing and other maintenance services ☐ Granular

☐ Other (specify: \_\_\_\_\_) ☐ Both

3. Are you licensed? ☐ YES ☐ NO

4. Applicant company is an:

☐ Independent

☐ Partnership

☐ Corporation

☐ Chain

☐ Franchise

☐ Other (specify: \_\_\_\_\_)

5. Applicant's type of business:

☐ Manufacturer

☐ Dealer

☐ Distributorship

☐ Lawn Care Service

☐ Other (specify: \_\_\_\_\_)

6. Is applicant company's business location:

☐ Headquarters

☐ Branch Office

## CONVENTION PLANS

1. Will you attend a national PLCAA meeting?

☐ YES ☐ NO

2. What time of year would you prefer the meeting to be held?

☐ Winter ☐ Summer ☐ Other

## FOUNDER'S DESIGNATION

Please send the necessary information for this membership to receive "Founder" member status. ☐ YES ☐ NO





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# LAWN CARE INDUSTRY

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Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Type of Business (check one)

☐ Chemical lawn care & mowing/maintenance services

☐ Chemical lawn care only

☐ Lawn mowing and other maintenance services

☐ Other (specify) \_\_\_\_\_



## Heritage House

In 1976, the management of Heritage House Products Corp. recognized a sleeping giant within the lawn and garden industry that was gaining momentum and would soon have a greater hunger for a variety of lawn fertilizers and related chemicals, said Jack Hamilton, vice president of horticulture for the company.

"As the original lawn care services began developing, many were built around complicated equipment which was very often designed to use basic granular fertilizers in a variety of bins or hoppers which would dispense at differing ratios and in theory would blend or mix fertilizers sufficiently for spreading on the lawn," he said. "As lawn technology progressed, it became evident that blending of basic products in the lawn combines often left the applicator a wake of problems such as streaking, or inadequate coverage when a malfunction occurred."

At this stage, Hamilton said, many companies changed over to pre-blended granular fertilizers. Basic mixing problems were alleviated and rate of application became the major decision lawn service technicians had to make and they also could use the same automated equipment.

"Based on the needs and desires voiced to us by lawn care dealers, our company's Gro-Care line of professional products was developed and field-tested in 1977 and marketing began last year," Hamilton said. "The success of this line is attributed to the flexibility and variety of products offered."

The Gro-Care line includes a varied selection of granular products from 30-5-10 professional lawn food to 20-5-10 maintenance formulation, available with Dacthal, MCP, 2,4-D, Dursban, etc.

"With the organic corn cob base carrier and sulfur-coated urea for controlled, slow-release nitrogen, the product works well in lawn care operations," he said. "Aware of the mounting interest in liquid fertilizer applications, we developed and tested formulations leading to a 20-3-3 fertilizer solution with Cu, Fe, Mn and Zn as trace element additives."

The combination of a soil conditioner/wetting agent to the product greatly improved its effectiveness.

Circle 270 on free information card

## NuLife Fertilizers

"Our key to the fertilizer business with the lawn care businessman in Washington is that we are a custom mixer," says Robert C. Crabb, assistant manager of NuLife Fertilizers. "We often blend fertilizers to an individual's specific request."

The company has several large groups of products, including organics such as blood, raw bone, steam bone, cottonwood, fish and tankage; dolomite; gyp-

Circle 150 on free information card

sum; ferrous ammonium sulfate; sulfate of ammonia and urea; complete fertilizers in dry, water-soluble forms with trace elements added; pelletized fertilizers; and complete granular blends.

"Because we are in a cool, moist area, moss in turf is a common problem," Crabb said. "This and other factors are given special consideration when making up a program." He said a typical program might be:

Dolomite would be applied in late fall or early spring when rains will dissolve the lime, releasing calcium and correcting soil acidity. He prefers late fall (Oct.-Nov.) or early winter months, before freezing, because this allows for more rain to break down the lime, and it will not be in the way of early spring thatch removal.

Immediately following spring thatching (Feb.-March), he recommends either 9-3-6 or 18-1-3. Because of the lower analysis, the 9-3-6 will be applied at a

higher rate. This increases the amount of iron applied per 1,000 square feet, and will last longer because of its organic base.

The 18-1-10 has a special nitrogen blend to combine both fast and long acting products. Phosphate is kept low to discourage *Poa annua*, a common problem in Washington state. Potash is at a sufficient maintenance level. At the correct rate of application, six percent iron will discourage any moss.

The next feeding (April-May) would probably be the 16-6-8 pellet. The high sulfur, ease of application and low cost make it Crabb's choice. Washington normally has enough rain at this time of the year that burning is not a problem, especially with a pellet.

In June-July, he recommends application of 21-3-5 pellets. The long-lasting nitrogen and high sulfur from sulfur-coated urea makes this a non-burning favorite.

Crabb's recommended Sept.-

Oct. application would be a 5-3-10 made up of one-third to one-half of nitrogen from ureaform, or an organic base — either one will keep your color until the following spring.

"A program such as this, and mostly knowing what is available and what is 'usually' required, then making up a year's program in advance, is the difference between a lawn care businessman and someone who just fertilizes lawns," he said.

Circle 274 on free information card

The December issue of **LAWN CARE INDUSTRY** will feature a look at "Lawn Care in the '80's" as seen through the eyes of major manufacturers and suppliers to the industry.

# Groundsmaster 52.<sup>®</sup> From a 52" offset deck to hydrostatic drive, it's designed to be a Professional.



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## BEHIND THIS ISSUE



Talk about unobjective reporting. Bam. The whole top half of the Family section of the Sunday edition of the *Louisville Times*. Bam. The whole left side of that taken up by an ominous picture of a turfgrass plant superimposed on a picture of a skull. Bam. A dog dead. Bam. A mastectomy. Bam. A letter to the editor, a reporter is put on the story, quoting the housewife's letter as if it

is fact. Bam. Quotes from a whole bunch of scientists that don't think pesticides are safe. Bam. No local lawn care company executives are quoted.

But, oh yes, way down in the last paragraph of the story (if anybody even got that far after going into shock and then calling to cancel their lawn care service), the stock disclaimer in 25 words or less: "On the other hand..."

As the lawn care industry becomes more visible, this is a problem that more and more of you are going to have to face.

But you just can't sit back and wait for stories like the one mentioned on page 1 of this issue to appear, and then try to undo the damage.

First, get the facts and get the information out to your customers. In writing, before a story appears. And have your field men armed with the information too.

Second, you might have to band together with other lawn care businessmen in your area and get your story out to newspaper

garden editors and other media. This is one project the Professional Lawn Care Association of America is planning, and it might not be such a bad idea to check out what they are doing to help the industry too.

Third, if the lawn care industry in your area does get some bad press, respond immediately. Demand equal time from the newspaper or television station that ran with a story before they got all of the pertinent information.

It could save you a lot of trouble — and customers.

*Bob Earley*

## PRODUCTS



### Vinyl tree guards

TreeGard, from Ross Daniels, Inc., protects young trees from sun scald, hungry rabbits, and other rodents. Made of vinyl, TreeGard expands with the growth of the tree to provide protection up to 36 inches from the soil line.

Circle 211 on free information card



### Paving stones

Uni-Stone, interlocking paving blocks, are offered by North American Stone Co., Ltd. The compressed concrete paving stones are made to withstand extreme weather conditions and heavy traffic. The blocks come in either natural grey or standard colors. Uni-Stones are made in thicknesses of 2 3/8 inches for car and medium weight truck traffic and 3 1/8 inches for heavy truck traffic.

Circle 207 on free information card



### Control 15 major lawn pests with versatile SEVIN® carbaryl insecticide.

They nip, munch, burrow and bite. As sure as grass is green, lawn pests will try to make life miserable.

You can minimize the misery with SEVIN carbaryl insecticide.

**STOP! ALL PESTICIDES CAN BE HARMFUL TO HEALTH AND THE ENVIRONMENT IF MISUSED. READ THE LABEL CAREFULLY AND USE ONLY AS DIRECTED.**

And protect lawns from as many as 15 different problem pests.

Both the most common ones and the worst: ants, bluegrass billbugs, chiggers, chinch bugs, cutworms, earwigs, European chafer, fall armyworm, fleas, green June beetle, leafhoppers,

millipedes, mosquitoes, sod webworms (lawn moths) and ticks.

Broad registration only starts the list of SEVIN benefits.

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## PRODUCTS



### Dump truck converter

Mini Dump converts most 6½-foot and eight-foot fleetside and stepside pickups into economy-sized dump trucks for all-purpose hauling. The conversion unit weighs 600 pounds and attaches to four existing bolts on the original pickup bed. No additional drilling or welding is required. The 3,000-pound capacity hydraulic scissors lift is powered by the truck's battery.

Circle 202 on free information card

### High pressure hose

Flexispray, a high pressure spray hose, is offered by Flexitube International Corp. Constructed of orange PVC tubing, the hose is tough, lightweight, and extremely flexible.

Circle 208 on free information card

### Gas-powered trimmer

The Echo GTL-140 gas-powered trimmer features a flexible plastic blade which is easier to use than nylon line, but trims away grass and weeds like a steel blade, according to the manufacturer. The trimmer weighs 8.1 pounds and is powered by a 13.8cc engine.

Circle 204 on free information card



### Billy Goat blowers

A five-horsepower blower, the BL-58, is available from Billy Goat Industries. The blower features a fold-down handle for easy storage, an easy-grip hand throttle for adjusting air volume, and the exclusive Gust Adjuster™ exhaust port which concentrates and directs air currents. Pneumatic tires are also offered as optional equipment.

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four formulations—  
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## CLASSIFIED

When answering ads where box number only is given, please address as follows: Box number, % 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.

### FOR SALE

'75 CHEVY, 1 ton, 750 gals., and '76 Ford, 1 ton, 850 gals. Both mech. agitation and in very good condition. 502 456-6777.

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# “Tough K.C. Chiefs need tough grass! That’s why I picked **baron** KENTUCKY BLUEGRASS.”

**George Toma**, Director of Field and Landscaping Operations, Kansas City Chiefs and Royals, and consultant for all Super Bowl games.

“I need a grass that will withstand the wear and tear of forty big football players on it five days a week from August to December. With the toughness of Baron there are darn few worn out spots.”

**George Toma explains to Peter Loft:**

“I overseed this practice field with 50 lbs. of Baron as early as February and the field is ready in April. We’ll have good grass all the way through the season.”

“With the field in use so much of the time, I need a grass that doesn’t need much care. In the 3 years this field has been in, I’ve never used a fungicide, insecticide or herbicide. That’s a plus for me. I can only water maybe once a week and you can see how green this field is.”

“We fertilize well around Thanksgiving. With the lower fertilization requirements of Baron, we don’t have to worry about tender grass. Baron stays tough.”



“We mow whenever the grass needs it. That may be once, twice or even three times a week. We only remove ¼ of the growth and usually cut it to ¾” up until June 1. After that we keep it at 2”.”



“The players love this field. They even replace their own divots! And I think psychologically they practice better when they see a beautiful field like this.”



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