

In 1975 and 1976, I drove a tank truck and sprayed lawn with chemicals, including the phenoxyherbicide 2,4-D and silver (2,4,5-T). My company, Funk Lawn Company, thoroughly doused Buffalo, New York, and the surrounding area, including Niagara Falls and Lewiston. Funk Company told its workers nothing about the harmful effects of these chemicals, although many studies had already drawn alarming conclusions about them. We were told the spray



CONFESSIONS OF AN EX-LAWN SPRAYER

BY TINA WRIGHT

schools and businesses, could get up to four annual doses of 2,4-D and silver, year after year. What are the effects of 2,4-D? Studies since 1968 (including the famous study for the National Cancer Institute, the landmark Mink Commission, Jacqueline Verret's Food and Drug Administration work with chicken embryos, research by the National Institute of Environmental Health Sciences, EPA studies and even some of Dow Chemical's data) have indicated that 2,4-D is teratogenic, mutagenic, and carcinogenic. That means that exposure sets you up for birth defects in your children, chromosome damage and cancer.

TCDD or dioxin (the substance lay people call "dioxin")

Both dioxins are found in 2,4-D. Also, HCDD (most chlorine, a severe skin condition, in laboratory animals. Chloracne is the only "disease" that chemical companies and the Vietnam Administration will admit that Vietnam veterans are suffering from after exposure to Agent Orange, a combination of 2,4-D and 2,4,5-T. Of 1,976 disability claims by Vietnam veterans exposed to Agent Orange, only two claims, both for chloracne, have been awarded. News reports misleadingly compare chloracne with acne, but persons with chloracne exhibit fatigue, mental depression, reduced power of recall and concentration, reduced libido, effects involving internal organs and nervous system disorders.

common right through 1978, as DDT officials did not ban them until January 2, 1979. Agricultural use is widespread; the recent agribusiness campaign for no-till/high herbicide use planning can only intensify it. Cooperative Extension agents recommend 2,4-D on no-till corn, oats and small grains, sorghum, sudan hybrids and broadleaf weeds in lawns. Of the over \$1 billion in the sale of chemicals used for plant protection in America, 57 percent is herbicides. 2,4-D makes up the biggest piece of the pie. Judicial injunctions and environmental hearings on herbicide use reveal the awesome power of agribusiness, government and chemical industry interconnections. Defenders of phenoxyherbicide use include the USDA, the U.S. Forest Service

in fish and animals, including humans, and increasing in our water supply.

Proving herbicide poisoning is difficult; carcinogens taking sometimes years to trigger cancer and chemical companies' high-priced lawyers taking advantage of vague laws to obstruct what little litigation gets to the courts. Some residents of the Dennysville, Maine, area where land was affected by 2,4-D and picloram (Toukon 101 or Agent White) up to twelve aerial miles from the spray site in late June 1979, are attempting a class-action suit against Se.



Many studies have indicated

NEWSPAPER ARTICLE

Former lawn employee slams industry in print

The lawn care industry suffered a public relations body blow when a former lawn care company employee criticized 2,4-D use in a bylined article carried recently in an Ithaca, N.Y. weekly newspaper.

In the article, titled "Confessions of An Ex-Lawn Sprayer," former Funk Lawn Co. employee Tina Wright said that "suburban

customers were easily duped," and that "at Funk, production was first, safety last." The article appeared in The Grapevine weekly newspaper.

Buffalo-based Funk has been out of business two years, although many of its customers have been taken over by another large company.

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Article criticizing 2,4-D use as it appeared in an Ithaca, N.Y. weekly newspaper.

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\$2.00

Volume 5, Number 5

MAY 1981

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

'MORE BANG FOR THE BUCK'

Ad strategies shift, become more sophisticated, to reach consumer

Advertising might be the world's second oldest profession. Lawn care ad men are using promotion methods established long ago and the message is still the same: How to deliver the biggest bang for the buck.

There might be fewer bucks to go around this year as tight money and growing fuel costs are forcing lawn company owners to scale down budgets and trim overhead. But faced with keen competition that the fast growth of the industry has produced, a spirited ad campaign may make the difference between a bang and a whimper when it comes to crucial new accounts.

For this reason, lawn care ad-

vertising has become far more sophisticated in recent years, with the advent of mailing houses that specialize in demographic research, ad consultants who design hard-hitting mixed-media ad packages and the use of television commercials, radio spots and even billboard advertisements.

But deciding which form to use or the best combination of several



Cover of direct mailer for Chem Turf, Anaheim, California.

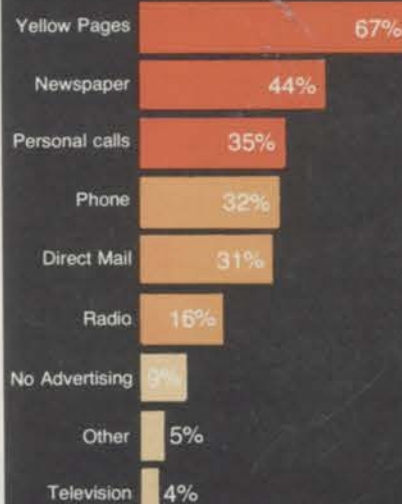
methods is the critical test of ad effectiveness. A sloppy brochure or mailers distributed to the wrong target group are sure to prompt little return. And when postal rates and design costs are going higher and higher, it's best to find out which method is right for your company and its market.

Direct mail. By far the most popular form of company promotion throughout the industry this year, as in the past, is direct mail. It's simple, usually concise, and gives a company the chance to be selective. Says Stan Weber, a lawn care consultant and head of Lawn Way in Westbury, New York, "Direct mail offers the means of bulleting a specific area and eliminating others."

Once a company is well-established in a given area and has

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How lawn care businessmen advertise:



Average advertising expenditure: \$3,394

Source: 1980 LCI Survey

LCI SURVEY

Average lawn business spends \$3,394 on ads

Readers of LAWN CARE INDUSTRY spent an average of \$3,394 on advertising and business promotion in 1980, according to a recent

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sics

DON BURTON

Lawn Medic head speaks out on 'pesticide dilemma'

Don Burton thinks they're out to get him — and maybe he's right. They used to be more difficult to spot, but by now he's familiar with their dodges, and — they've become less afraid. Some even arrive before breakfast.

Who's stalking Don Burton? Well, to name but a few, there's newspaper editors, busy with the facts; hard-boiled lawyers; serene environmentalists; placard-flapping college students; parents unnerved; and many, many more.

He knew he had to go public when an insider started putting on pressure. It came in the form of a newspaper article titled "Confes-

sions of an Ex-Lawn Sprayer" by Tina Wright, a former employee of Funk Lawn Company in Buffalo, New York.

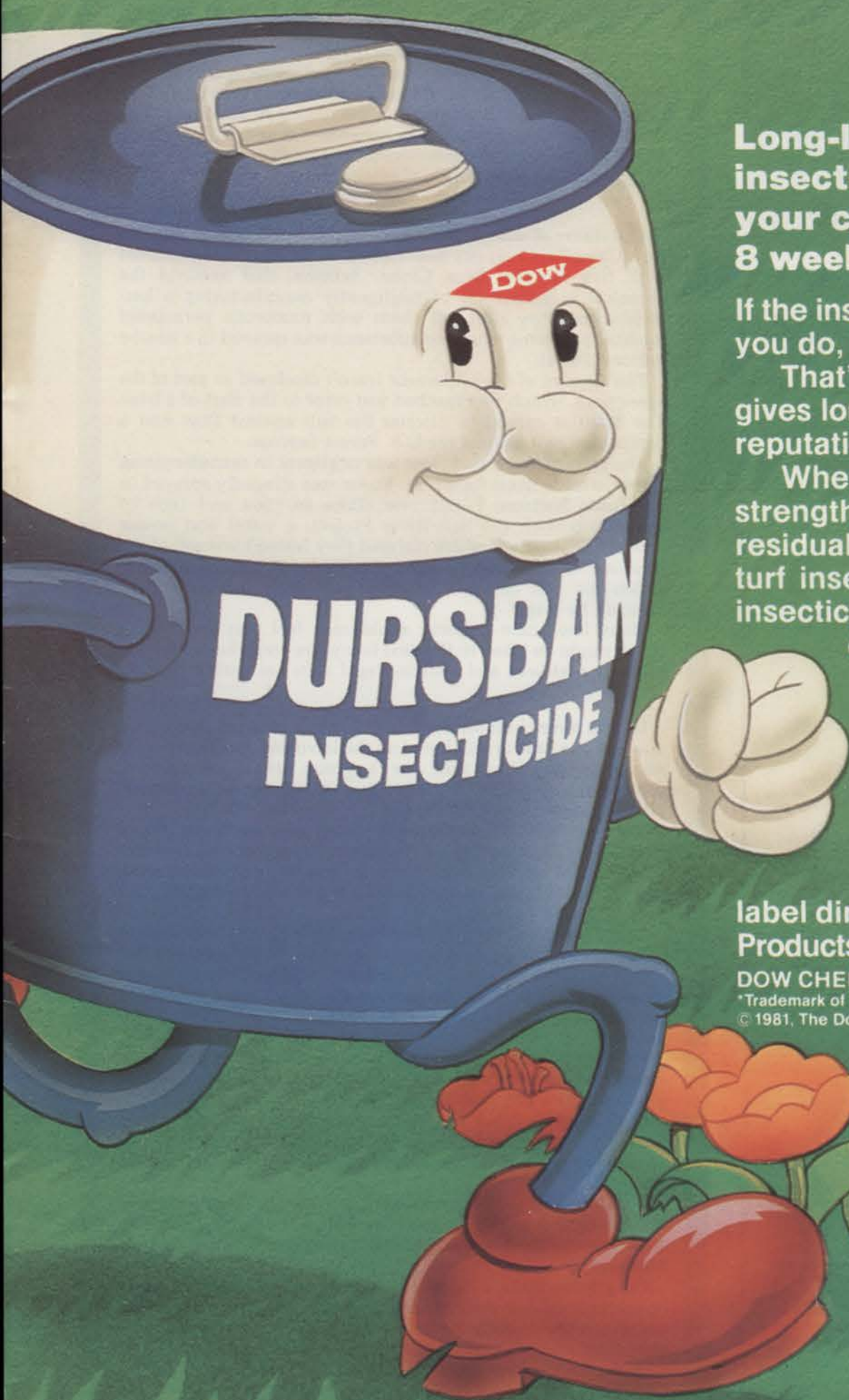
The article describes how, in 1975 and 1976, Ms. Wright single-handedly "poisoned gardens, murdered rose bushes, and duped customers" out of hundreds of dollars by spraying phenoxy herbicides on their lawns. "2,4-D is teratogenic, mutagenic, and carcinogenic," she wrote. "That means that exposure could set you up for birth defects in your children, chromosome damage and cancer."

At this year's North Carolina

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



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

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That's why you'll want the insecticide that gives long-lasting protection to your business reputation! DURSBAN brand insecticide.

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

DOW CHEMICAL U.S.A.

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Old Fox Chemical into lawn care

Bernard V. Buananno, Jr., president of Old Fox Chemical, East Providence, R.I., has announced the formation of a new subsidiary — Old Fox Lawn Care, Inc.

The new company is offering services of regular fertilization and pest control treatment to homeowners in the Rhode Island area.

The service starts with a free analysis and measurement of the lawn. Once the program is initiated, the lawn will receive regular fertilizer and pesticide appli-

cations throughout the year.

Old Fox Lawn Care offers a guarantee that if a customer is not completely satisfied with the results of an application, it will continue to work on the lawn until the customer is satisfied, or will refund the cost of the application.

A similar lawn care operation has been formed in the Springfield area of western Massachusetts.

Old Fox Chemical has been manufacturing fertilizer and providing crop and turf protection services for New England farmers and golf courses for 30 years.

Dr. James F. Wilkinson, former research director for ChemLawn Corp., Columbus, Ohio, recently joined Old Fox.



One of the trucks used by Old Fox's new lawn care company.

LAWN CARE INDUSTRY

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LAWN CARE INDUSTRY (USPS 397250) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 757 Third Avenue, New York, New York 10017. Advertising offices: 757 Third Avenue, New York, New York 10017, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$15 per year in the United States and Canada. All other countries: \$40. Single copies: \$2 in the United States and Canada; all other countries: \$4.50. Second Class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1981 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

POSTMASTER: Send address changes to LAWN CARE INDUSTRY, P.O. Box 6017, Duluth, Minnesota 55806.

MEMOS

Urban pest management. The Cooperative Extension Service of the University of Maryland will sponsor a new "urban phase" to their integrated pest management program for homeowners in the 'commuter corridor' between College Park and Columbia, Maryland.

The program will operate as an advisory service for controlling pest problems of lawns and ornamental shrubs. Weekly scouting reports will be furnished on insects, diseases, weeds and nematodes in each participating site. In addition, each participant will receive a loose-leaf binder in which to collect prepunched leaflets and fact sheets published by the U.S. Department of Agriculture, the Maryland Cooperative Extension Service, or other agencies.

A landscape map will be drawn up for each participant; soil samples will be taken, and weekly community newsletters published from April through August. For further information contact: Milt Nelson: (301) 454-3622, extension urban agriculture agent.

Spray water pH. A recent article by T.E. Moore in *Plants and the Landscape* states that the most expensive spray is the one that gives poor control. One reason for ineffective sprays can be traced to the pH of water. Decomposition of various chemicals can be quite rapid depending on the degree of alkalinity. The ideal pH for spray material is between 5.0 and 6.0; anything above 7.0 can cause the insecticides to give poor control. Check your water before mixing.

The status of silvex. The *Wall Street Journal* reports that the Dow Chemical Company has reached an out-of-court settlement with five families from Globe, Arizona, that accused the chemical manufacturer of negligently manufacturing a herbicide that they said left them with numerous permanent medical problems when the substance was sprayed in a nearby national forest.

The amount of the settlement wasn't disclosed as part of the agreement, which was reached just prior to the start of a trial. The families agreed to dismiss the suit against Dow and a companion suit against the U.S. Forest Service.

The suits charged that Dow was negligent in manufacturing Kuron, a trade name for silvex. Kuron was allegedly sprayed in the Tonto National Forest near Globe in 1968 and 1969 in connection with the Salt River Project, a water and power development. The families claimed they weren't warned of the spraying in 1969 and charged that Kuron produced dioxins, which the suit called "the most poisonous substance synthesized by man."

Many lawn care industry spokesmen feel that the ban on silvex might be lifted in the next few years once the material is properly reviewed and pending legal suits are settled.

Do you have chindownitis? Most businessmen get their chins down at one time or another. And the lawn care businessman is no exception. Why not? As a group, they are shrewd, compulsive, decisive, and adventurous risk-takers. Chindownitis is a common affliction, but it is curable.

Here are some tips offered by John and Mark Arnold of ExecuTrak Systems Inc., a Waltham, Mass., consulting and management strategy firm. First, do one thing different every day of the week and see whether it has a positive effect on your people — and yourself.

On Monday, tell your secretary you don't want to be disturbed for one hour. During that hour, write down in 25 words or less what your job is and what you think it should be. Then ask one of your managers to write down what they think your job should be. Compare the two and then write a final statement for yourself.

On Tuesday, keep a log of all the work that crosses your desk. Analyze how much of it falls within your newly defined mission. Then delegate the rest.

On Wednesday, ask your managers what you can do to help them do their jobs better, and vice versa. Circulate all the answers among your key people and then talk about what should be done.

On Thursday, tell your managers you want information about something that is going especially well and why it is going so well. Discuss the lessons that can be applied to other areas of business.

On Friday, make a list of the highest priority problems and opportunities. Ask your amangers for their own lists. Prune the combined list down to about eight or nine items, and then talk about the most effective way to approach each item.

And on Saturday? Take the day off and relax.

PRODUCTS

Spray equipment for the lawn care industry

Wide range of tough spray rigs

Westheffer Company, of Lawrence, Kansas, produces a complete line of spray applicators for the lawn care businessman. Units are furnished with stainless steel tanks and are available in



capacities from 800 to 1200 gallon for large truck installation and up to 520 gallon skid mounted units for mounting on pick-ups or trailers.

Belt drive reels, mechanical agitation, and calibrated sight gauge are all standard with pump and drive options available.

Write 701 on reader service card

This sprayer slides right in

Designed for installation forward of wheel wells in any eight foot bed fleetside three-quarter ton pickup truck, the model PC 20 portable spray tank from Tuflex Manufacturing company is compact and versatile. The unit is 64

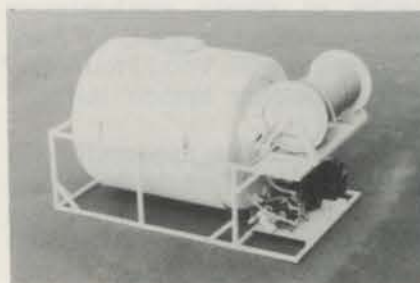


inches long, 31 inches wide, and 28 inches high. Standard equipment includes no leak five inch fillwell mounted on 14 by 18 inch access plate, vent assembly, five inch fillwell cover, calibrated sight gauge, choice of three-quarter inch drain outlet or one inch siphon outlet.

Write 702 on reader service card

New lawn spray rig can handle any job

The LS-205 lawn spray rig from Pumping Systems Inc. is a completely self-contained pumping unit with tank, pump, and hose



reel with hose. It is cradle mounted and will easily slide into the standard pickup truck or van.

The LS-205 features a self-priming, direct-drive pump, jet

Write 126 on reader service card

agitation for wettable powders, brass pipe fittings to resist corrosion, and an oil-filled, stainless steel tank gauge with quick coupler mount.

Write 703 on reader service card

Professional design on versatile sprayer

Designed like industrial/agricultural equipment, Agrotec's lawn and garden sprayer has reliable performance and long life. Its versatility gives the owner many possible uses. There are trailer or tractor-mounted models with a choice of two tank sizes and piston or roller pumps. A wide range of accessories are available. The unit

contains the quality features of competitive models at a lower cost to the lawn care businessman.

Write 704 on reader service card

Customer sprayer is a top performer

New Dobbins single cylinder, medium pressure sprayer from Master Manufacturing Company.



This sprayer features a trailer hitch with parking stand for attachments to riding tractors. The five foot boom provides six and a half

feet of spray coverage. The polyethylene tank is non-corrosive. Tank capacity is 30 gallons.

The Dobbins is ideal for the lawn care businessman. Can be used for spraying all types of pesticides, herbicides, soluble fertilizers and disinfectants. The pump delivers up to 2.5 gpm at 300 psi and can spray a 30 foot tree. The 18 inch orchard gun adjusts from a solid stream to a fine mist.

Write 705 on reader service card

High pressure pump capable of 170 psi

A high speed centrifugal pump capable of developing high pressure — to 170 psi — for efficient spraying has been released by the Hypro Division of Lear Siegler, Inc.

The pump, called Series 9200, can be direct driven or belt driven at speeds to 6000 rpm to develop these pressures. The pump deliv-

to page 14

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MEETING DATES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

REGULATION

Canada says no to 2,4-D with dioxins

Canada's Agriculture Minister, Eugene Whelan, has announced measures aimed at phasing out some 2,4-D herbicide products in Canada by as early as 1982. The measures were outlined after traces of dioxin contaminants were identified in 2,4-D by Agriculture Canada's Food Production and Inspection branch last October.

The restrictions apparently will not seriously affect the lawn care industry, as the measures target a form of 2,4-D known as butyl ester which is used primarily for agricultural weed control and is said to be more toxic than the ester based 2,4-D used for lawn and garden weed control. Neither formulation, however, contains the highly volatile dioxin 2,3,7,8



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Best of all, FOLIAN makes your lawn care service more valuable. It means repeat business from satisfied customers and greater confidence in you.

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To find out more about how to get started using FOLIAN, call toll-free 800-228-2178 Omaha, Neb., 800-446-1841/800-446-1845 Hopewell, Va. or write Allied Chemical Corporation, Dept. AG, P.O. Box 1000R, Morristown, N.J. 07960.



FOLIAN® complete liquid fertilizer.

Write 101 on reader service card

TCDD found in the brush control herbicide 2,4,5-T in trace quantities. According to an Agriculture Canada report, the dioxins found in 2,4-D "are of a very low toxicity."

The measures outlined are: an immediate ban on the sale by basic manufacturers of technical esters of 2,4-D that have been shown to contain dioxins; a phasing out of all sales of a volatile form of ester-based 2,4-D called butyl ester; and action to ensure that all 2,4-D material is free of dioxin contamination by 1982.

"We are extremely encouraged by the compliance already shown by industry with our measures," Mr. Whelan said. "Basic manufacturers have already responded with a voluntary withdrawal of all technical esters to permit a more detailed evaluation."

A task force at the Agricultural Institute of Canada, formed to review the possible hazards associated with the use of pesticides in agriculture, has concurred with the measures. Dr. Clare Rennie, president of the Institute said, "We are in complete agreement with the restrictions placed on the use of 2,4-D. The phasing out of all sales of the highly volatile butyl ester formulation is appropriate."

The statement released by the task force deals at length with 2,4-D and related herbicides. It discusses the environmental and health concerns regarding pesticides and places in perspective the risks and benefits associated with pesticide uses in agriculture. The statement recommends future emphasis on integrated pest management and emphasizes that pesticides are essential to producing a wide range of food crops grown in Canada.

"We realize that these measures will not ensure that only dioxin-free 2,4-D is used this season," Mr. Whelan said. "Our aim is to phase into completely uncontaminated products by next year. In the interim, users may recognize this new situation. It simply is not physically possible to phase into completely dioxin-free 2,4-D this year."

When asked on a local radio show why the federal government was pursuing the matter since the dioxins found in 2,4-D were determined to be relatively innocuous, Dr. Steve Safe, professor of biochemistry at the University of Guelph, said: "Because they're sensitized as everyone else is to dioxins, and want to know and advise the public."

The response reflects the highly emotional nature of the controversy, also being waged across the border in the U.S. As recently reported in *Lawn Care Industry*, the Madison, Wisconsin City Council recently enforced a ban on the spray of 2,4-D in the city's parks and median strips. The decision was the result of a public outcry over a seizure by a child who lived next to a park where the herbicide was being sprayed.

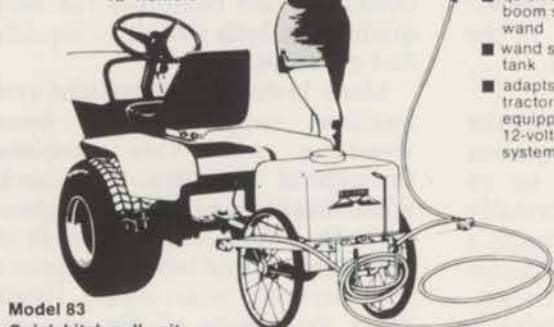
Amid fears that the controversy is far from over, lawn care businessmen in the United States are organizing to prevent unscientific review of test cases. In Madison, the compromise was reached largely due to testimony by local golf course superintendents and agronomists who said that the weed killer was neither harmful nor unnecessary.

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Ohio lawn company gains patent to spray large-granule fertilizer

There is a lot of flowery language written in script, an imposing seal and the signature of the federal Commissioner of Patents and Trademarks on the document. It is United States Patent Number 4,238,072.

It starts out by saying:

"A method for applying a normally dry granular fertilizer having granular particles with slow-release lawn nutrients and a particle size in the range of from eight to 50 mesh and carrying slow-release lawn nutrients and some water-soluble nutrients to a lawn..."

It is this document that Joe Matulis of L & M Lawncare, a lawn

care franchise company based in Cleveland, is holding in his hands as he explains: "This represents the culmination of our ideas and efforts of the past several years." His partner, Nick Licursi is the inventor of this equipment.

The document goes on:

"... The method includes the steps of dispersing in an aqueous medium from about five to 15 percent by weight of the normally dry granular fertilizer to create a suspension of granular particles with slow-released lawn nutrients, agitating the granular particles to maintain them in suspension, and spraying the suspension to the lawn..."

And Matulis continues:

"Our 10 years experience in landscaping and maintenance and chemical lawn care convinced us initially that in order to provide the most effective, long-range service, we would have to handle and apply nutrients and chemicals whose physical properties varied widely. The problem, however, was to accomplish this in an effective and efficient operation. The process accomplishes these objectives and combines the best qualities of both worlds — liquids and granules."

Many lawn care companies and fertilizer suppliers have been wrestling with this problem throughout the '70's. And back when these two partners who grew up in the ethnic neighborhoods of Cleveland started telling suppliers and anybody who would listen about the merits of the process they were working on, some might have been skeptical. But the document for their patent became

official December 9.

"This capability has excellent marketing value when approaching the homeowner," Matulis told LAWN CARE INDUSTRY, "and we have capitalized on it from the outset. The addition of a U.S. patent number not only adds credence to the method, but also solidifies our image generally."

"Additionally, our efforts to expand geographically through franchising have been greatly aided," he said. "Each of our 11 existing franchises have commented at one time or another that any initial reluctance he might have had about joining our industry was satisfied, at least in part, by the fact that a patent on the process was in the works."

Invention background. As the patent document explains, this invention relates to a method for applying normally dry relatively large particle size (granular) fertilizers to lawns. Lawn fertilizers are available in various forms including solutions of nutrients in water, dispersions (suspensions) of fine powders (70-80 mesh and smaller) in an aqueous medium, dry powders and dry granules.

Both liquid fertilizers and dispersions of fine powders in aqueous mediums are usually sprayed using conventional types of liquid solution fertilizer equipment. Dry fertilizers in the powder form or the granular form are conventionally applied by dry spreaders.

Each of the various physical forms of fertilizer compositions has its advantages and disadvantages. Many liquid fertilizer solutions are often too rich in nutrients and can cause fertilizer "burn." With the finely divided powder or dispersions, a principal problem is retention on the leaves or blades of grass. This can also cause burning.

Granular fertilizers which are spread on the lawn in a dry condition do not generally have many of these types of problems. Because of the larger particle size, "dusting" is also not a problem. However, like any spreader-applied fertilizer, application can be uneven because of turns at the end of a row, skips and overlaps.

Invention summary. Briefly stated, the document explains, the Licursi invention resides in a method for applying normally dry granular fertilizers having slow-release nutrients and having a particle size such that at least about 80 percent of the dry fertilizer will pass through an 8-mesh screen and be retained on a 50-mesh screen.

The method comprises suspending the granular fertilizer in an aqueous medium to form a suspension of granular particles having slow-released lawn nutrients and comprising from about five percent to about 15 percent granular particles by weight, agitating the suspension to prevent settling of the granular fertilizer and spraying the suspension onto a lawn.

Further, the preferred embodiment of the invention contemplates a suspension in which up to about eight percent by weight of the normally dry granular fertilizer dissolves in the aqueous medium, thereby making some nutrients immediately available to the lawn upon spraying for an instant "greening" effect.

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How employer privacy laws will affect you and your employees

By Richard I. Lehr

As we informed you last month, the Carter administration regulations increasing the minimum salary levels for an exempt executive, administrative or professional employee were frozen indefinitely by President Reagan on February 6, 1981. The freeze simply means that the current minimum salary levels remain effective until further notice.

When I spoke to the Chief of the Wage and Hour Branch of the Department of Labor, I was informed that they have no idea as to when the current minimum salary levels will increase, if at all. Therefore, lawn care employers who are utilizing this exemption should continue to do so without fear of an imminent increase in minimum salary levels. If and when such salary levels are increased, we will publish that information in this column.

Discussion continues on subminimum wage. The Senate and the House are still examining various approaches for establishing a subminimum wage for teenagers. One popular approach is to permit employers to pay each teenager 75 percent of minimum wage for his initial six months of employment. Problems with this approach may be in the administrative end: will the Department of Labor be able to administer a subminimum wage efficiently, without increased expenditures?

Furthermore, organized labor is vigorously opposed to this, claiming that regular hourly workers will lose their jobs or laid off employees will not be recalled because the employers will have an opportunity to save on labor costs by employing teenagers at a subminimum wage.

Overview of state privacy laws for private employers. Approximately half of the states passed laws in 1980 regulating the collection, maintenance, and dissemination of personal information on individual employees. Most of the statutes discuss employee access to personnel files and using arrest records and lie detector tests for employment purposes. The following is a list of the subjects covered, and which states passed statutes relating to those subjects.

Personnel files. Employers in California, Connecticut, Maine, Michigan, Oregon, Pennsylvania and Wisconsin must permit employees to inspect their personnel files. The inspection cannot be made at a time that is inconvenient for the employer, but the employer cannot use that inconvenience in an effort to prevent employees from examining their personnel files.

Arrest records. Employers in Illinois are prohibited from asking a job applicant about his prior arrests. Employers in Ohio, Virginia and Maryland are prohibited from asking job applicants questions about criminal charges that

have been expunged from the applicant's records.

In California, employers are prohibited from requesting information relating to an applicant's arrest record that did not result in a conviction. Employers in Pennsylvania may consider a job applicant's felony and misdemeanor conviction record, and arrests which relate to the position sought by the applicant.

Polygraph exams. Seventeen states prohibit employers from requiring applicants or employees to take polygraph exams as a condition prior to employment or

continuing employment. Those states include: Alaska, California, Connecticut, the District of Columbia, Hawaii, Idaho, Maine, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nebraska, New Jersey, Oregon, Rhode Island, and Washington. Similar bills were introduced last year in Ohio, Oklahoma, Louisiana, Iowa and Kentucky. We will keep you informed about the progress of current bills on this subject.

Medical records. Employers are guaranteed access to their medical records if they work in Connecticut, Wisconsin or Ohio. Employers in Maryland are prohibited from asking a job applicant questions relating to physical, psychological or mental illnesses, disabilities, handicaps, or treatments which are not directly related to the applicant's fitness for the position he seeks.

While it is possible that these legislative developments will

spread to other states, there are a few ideas for lawn care employers to keep in mind if the state in which they conduct business does not have these types of statutes:

(1) It is generally a good practice to let an employee see his personnel file if he asks to. Some employer-employee problems can be resolved by simply eliminating the suspicion that an employee has about his personnel records, and the information that the employer possesses about the employee. I am in favor of an open policy at the work place, which, besides reducing suspicion, is another factor in building greater loyalty toward the lawn care employer.

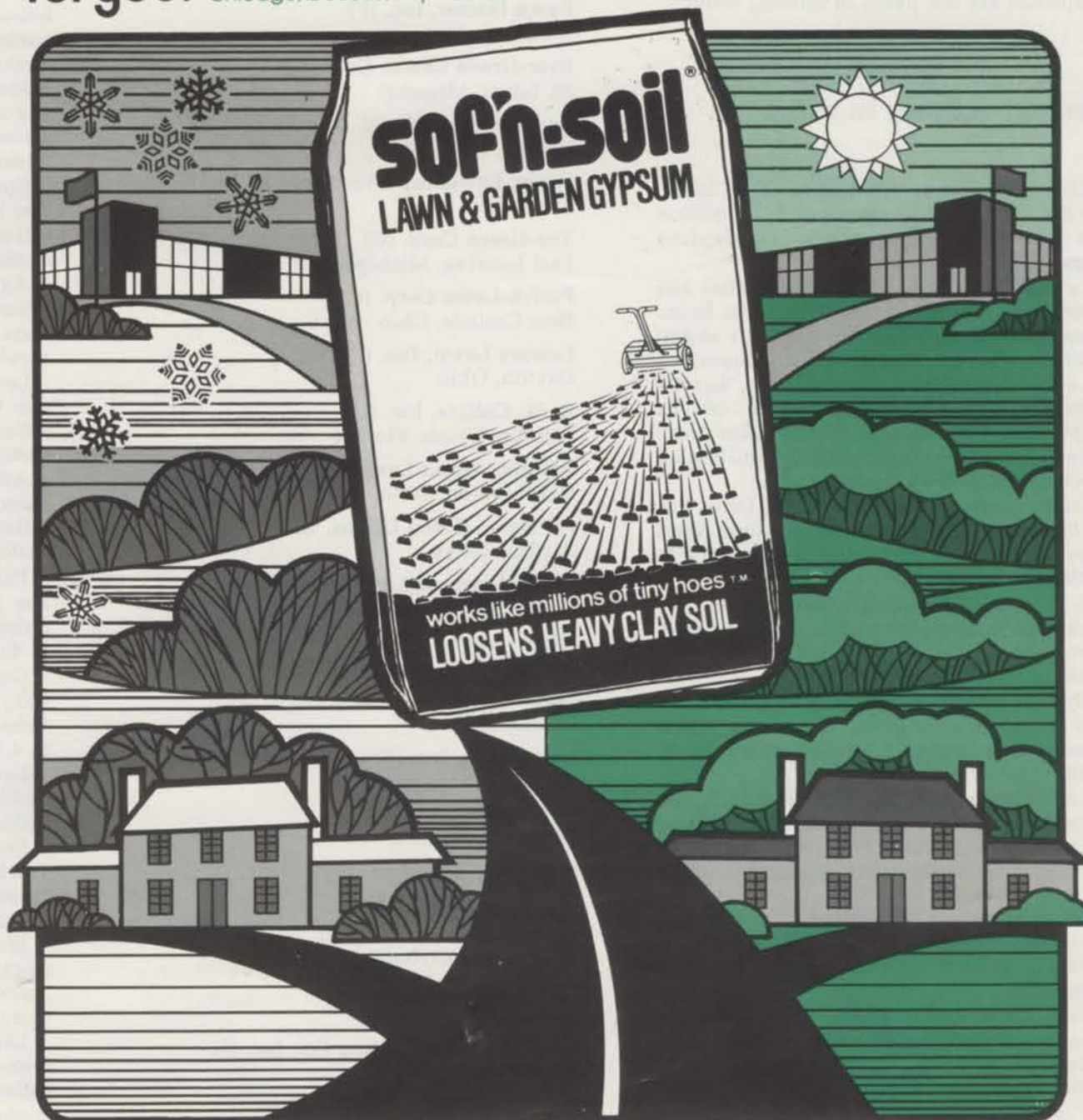
(2) Polygraph exams are an effective, objective way of making various business decisions. For example, if chemicals are missing and you suspect that some employees may be responsible, a polygraph exam will not identify who took the materials, but it can provide information to make an

to page 17

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INSIDE THE INDUSTRY

Million-dollar lawn care companies

LCI's third annual look at the industry's largest

by Bob Earley
Editor/Publisher

At least 30 chemical lawn care companies grossed more than one million dollars last year. The largest percentage of these companies are chain operations.

At least another 74 chemical lawn care companies grossed between \$250,000 and \$1 million. Many of these companies will go over the million-dollar mark in 1981.

The survey is based upon questionnaires filled out by many of the companies, estimates by lawn care businessmen across the country and estimates by editors and the marketing staff of LAWN CARE INDUSTRY. The list is by no means conclusive, but does include most of the major chemical lawn care companies in the United States. The list does not include companies whose main business is not chemical lawn care, for example, mowing/maintenance companies.

In the following listings, (C) represents a chain operation with offices in more than one city, (F) represents a franchise operation, (I) represents independent companies operating for all practical purposes in one metropolitan area, and (Fe) represents a franchisee. The companies are not listed in ranking order.

Over \$1 million in sales

ChemLawn Corp., Columbus, Ohio, heads the list. It grossed in excess of \$113 million last year. It has 160 branches, and employs more than 2,000 persons.

Lawn Doctor, Inc., Matawan, N.J., has 285 franchises employing 2,000 persons. Gross sales were estimated by the company at \$20 million on service to 130,000 customers.

Lawn Medic, Inc., Bergen, N.Y., has 78 franchise and company-owned outlets employing 291 persons. Gross sales were estimated by the company at \$7.13 million on service to 52,000 customers.

Davey Lawnscape Service, Kent, Ohio, has 16 branches employing 170 persons. Sales were estimated at \$6.3 million on service to 42,000 customers.

R. W. Collins, Inc., Satellite Beach, Fla., has 16 branches employing 150 persons. Sales were estimated at \$3.4 million on service to 21,000 customers.

Hydro Lawn, Inc., Gaithersburg, Md., has four branches employing 52 persons. Sales were estimated at \$2.4 million on service to 15,000 customers.

Liqui-Green Lawn Corp. has 23 franchises. Sales were estimated at more than \$2 million.

Lawn King, Inc., Fairfield, N.J., has franchise sales estimated at more than \$2 million.

Lawn Beautiful, Wheeling, Ill., has two branches employing 60 persons. Sales were estimated at \$1.8 million on service to 16,000 customers.

Easy Lawn Corp., Piqua, Ohio, has five branches employing 40 persons. Sales were estimated at \$1.65 million on service to 16,000 customers.

Turf Doctor, Framingham, Mass., has three branches employing 55 persons. Sales were estimated at \$1.4 million on service to 8,000 customers.

Spray-A-Lawn of Warren-Youngstown, Inc., Youngstown, Ohio, has one branch employing 32 persons. Sales were estimated at \$1.3 million on service to 11,730 customers.

Spray-A-Lawn of Pittsburgh, Inc., has two branches employing 36 persons. Sales were estimated at \$1.23 million on service to 11,664 customers.

Truly Nolen, Inc., Hollywood, Fla., has 12 branches with 24 service employees. Sales were estimated at \$1.2 million on service to 5,500 customers.

Shur-Lawn Co., Omaha, Neb., has two branches employing 30 persons. Sales were estimated in excess of \$1.15 million on service to more than 6,500 customers.

Super Lawns, Inc., Rockville, Md., had 12 franchise and company-owned outlets employing 20 persons. Sales were estimated at \$1.1 million on service to 5,000 customers.

Royal Lawns, Inc., Pine Brook, N.J. has 12 licensed outlets, employing 30 persons. Sales were estimated at \$1.02 million on service to 3,500 customers.

ChemLawn Corp. (C)
Columbus, Ohio

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

Ever-Green Lawns Corp. (C)
St. Louis, Missouri

Lawn Medic, Inc., (F,C)
Bergen, New York

Davey Lawnscape Service (C)
Kent, Ohio

Tru-Green Corp. (C)
East Lansing, Michigan

Perf-A-Lawn Corp. (C,F)
New Carlisle, Ohio

Leisure Lawn, Inc. (C)
Dayton, Ohio

R. W. Collins, Inc. (C)
Satellite Beach, Florida

Barefoot Grass Lawn Service (C,F)
Worthington, Ohio

A-Perm-o-Green Lawns, Inc. (F)
Austin, Texas

Green-Lawn, Inc. (C)
Louisville, Kentucky

Hydro Lawn, Inc. (C)
Gaithersburg, Maryland

Liqui-Green Lawn Care Corp. (F)
Peoria, Illinois

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

Lawn Beautiful (I)
Wheeling, Illinois

Excelawn, Inc. (C)
Louisville, Kentucky

Keystone Lawn Spray (I)
Wayne, Pennsylvania

Easy Lawn Corp. (C)
Piqua, Ohio

No-Risk Exterminating Co., Inc. (I)
Fort Myers, Florida

Spring-Green Lawn Care Corp. (F)
Peoria, Illinois

Turf Doctor (I)
Framingham, Massachusetts

Chemical Applicators (I)
Pearland, Texas

Spray-A-Lawn of Warren-Youngstown (I)
Warren, Ohio

Spray-A-Lawn of Pittsburgh (I)
Pittsburgh, Pennsylvania

Truly Nolen Exterminating, Inc. (C)
Hollywood, Florida

Shur Lawn Co. (I)
Omaha, Nebraska

Super Lawns, Inc. (F)
Rockville, Maryland

Tomasello, Inc. (I)
West Palm Beach, Florida

Royal Lawns, Inc. (F)
Pine Brook, New Jersey

\$500,000 — \$1 million in sales

Lawnmark Associates, Peninsula, Ohio, has three branches employing 37 persons. Sales were estimated at \$930,000 on service to 6,500 customers.

Greenlon, Inc., Cincinnati, Ohio, has one branch and 15 employees. Sales were estimated at \$805,000 on service to 7,000 customers.

McGinty Brothers, Inc., Long Grove, Ill., has one branch with 12 employees. Sales were estimated at \$762,000 on service to 5,200 customers.

Spray-A-Lawn, Inc., Orrville, Ohio, has two branches with 23 employees. Sales were estimated at \$730,000 on service to 5,720 customers.

Agro Lawn Systems has three offices in the Washington, D.C. area, employing 26 persons. Sales were estimated at \$700,000 on service to 2,400 customers.

Lawnco, Inc., Brooklyn Heights, Ohio, has one branch with 18 employees. Sales were estimated at \$660,000 on service to 5,125 customers.

Atkins Lawn Care, Columbia, Mo., has six branches with 14 employees. Sales were estimated at \$600,000 on service to 3,000 customers.

Parker Pest Control, Inc., Ponca City, Okla., has four branches employing 15 persons. Sales were estimated at \$550,000 on service to 4,000 customers.

Green Lawn Fertilizer Corp., Kansas City, Mo., has three branches with 19 employees. Sales were estimated at \$511,458 on service to 4,200 customers.

Lawn Doctor/Matawan, N.J., is a franchisee that has 12 employees. Sales were estimated at \$505,000 on service to 2,200 customers.

Senske Weed and Pest Control, Spokane, Wash., has two branches with 15 employees. Sales were estimated at \$500,000 on service to 5,000 customers.

Wagenschutz Lawn Spraying, Plymouth, Mich., has one branch with 10 employees. Sales were estimated at \$500,000 on service to 4,000 customers.

Lawn Craft, Bellevue, Wash., has two branches with five employees. Sales were estimated at \$500,000 on service to 1,000 customers.

American Lawnservice, North Hills, Pa., has six branches with 15 employees. Sales were estimated at \$500,000.

Lawnmark Associates, Inc. (C)
Peninsula, Ohio

Ford's Chem Service, Inc. (I)
Pasadena, Texas

Greenlon, Inc. (I)
Cincinnati, Ohio

McGinty Brothers, Inc. (I)
Long Grove, Illinois

A-1 Spray Service (I)
Tacoma, Washington

Lawnrite Corp. (I)
Bohemia, New York

A-1 Wilson Power Spraying, Inc. (I)
Fort Lauderdale, Florida

Spray-A-Lawn, Inc. (I)
Orrville, Ohio

Agro Lawn Systems (I)
Washington, D.C. area

Lawn Builder (I)
Harrison, Ohio

Lawnco, Inc. (I)
Brooklyn Heights, Ohio

Lawn Groomer (C)
Normal, Illinois

Atkins Lawn Care (C)
Columbia, Missouri

Parker Pest Control, Inc. (I)
Ponca City, Oklahoma

Green Lawn Fertilizer Corp. (C)
Kansas City, Missouri

Yardmaster, Inc. (I)
Painesville, Ohio

Burke Pest Control, Inc. (I)
Fort Lauderdale, Florida

Rollins Lawn Care (C)
Atlanta, Georgia

Lawn Doctor/Matawan (Fe)
Matawan, New Jersey

Spray-A-Lawn (C)
Cincinnati, Ohio

Senske Weed & Pest Control (I)
Spokane, Washington

L & M Lawncare (F)
Cleveland, Ohio

Signature Lawns, Ltd. (I)
Davenport, Iowa

Security Pest Control of Florida (I)
Port Richey, Florida

Wagenschutz Lawn Spraying (I)
Plymouth, Michigan

Lawn Craft (I)
Bellevue, Washington

American Lawnservice (I)
North Hills, Pennsylvania

\$250,000-\$500,000 in sales

Lawn Doctor of Fairfax, Va., is a franchisee with two branches and 15 employees. Sales were estimated at \$460,000 on service to 2,700 customers.

Trapp Pest Control, Inc., Cape Coral, Fla., has two branches with 20 employees. Sales were estimated at more than \$450,000.

Lawn Doctor of Islip, Bohemia, N.Y., is a franchisee with one branch and 12 employees. Sales were estimated at \$450,000 on service to 3,200 customers.

Evergreen Lawns, Manchester, Ct., has one branch employing 15 persons. Sales were estimated at \$420,000 on service to 2,300 customers.

Village Green Lawn & Tree Care, West Chicago, Ill., has one branch with eight employees. Sales were estimated at \$415,000 on service to 2,900 customers.

Perma Green, Boise, Idaho, has one branch with 12 employees. Sales were estimated at \$405,000 on service to 5,000 customers.

Evergreen Lawn Care, Inc., Troy, Ohio, has one branch with 10 employees. Sales were estimated at \$400,000 on service to 2,800 customers.

Evergreen Chem Lawn Care, Troy, Mich., has four branches with 10 employees. Sales were estimated at \$400,000 on service to 3,000 customers.

Four Seasons Lawn Care, Parkville, Mo., has one branch with 10 employees. Sales were estimated at \$396,000.

Lawn-A-Mat of Bellmore, N.Y., is a franchisee with one branch and 12 employees. Sales were estimated at \$380,000 on service to 1,650 customers.

Grasshopper Lawns, Inc., Watertown, Conn., has one branch with 10 employees. Sales were estimated at \$376,000 on service to 1,150 customers.

Liqui-Lawn, Inc., Hygiene, Colo., has two branches with nine employees. Sales were estimated at \$356,000 on service to 2,000 customers.

Lawn Life Corp., Salt Lake City, Utah, has one branch with 10 employees. Sales were estimated at \$350,000 on service to 4,300 customers.

Green Valley Co., Merriam, Kans., has one branch with 10 employees. Sales were estimated at \$350,000 with 2,000 customers.

Halifax Spray Service, Daytona Beach, Fla., has one branch with eight employees. Sales were estimated at \$349,778 on service to more than 2,000 customers.

Highland Park Lawns, Grand Island, Neb., has one branch with 10 employees. Sales were estimated at \$331,000 on service to 1,800 customers.

Jay-Lan, Inc., Sioux City, Ia., has two branches with 10 employees. Sales were estimated at \$330,000 on service to 3,700 customers.

Eggen Weed Control, Inc., Scottsdale, Ariz., has one branch with 13 employees. Sales were estimated at \$329,000 on service to 2,000 customers.

Atwood Lawnspray, Inc., Sterling Heights, Mich., has one branch with 14 employees. Sales were estimated at \$320,000 on service to 2,800 customers.

Lawn Kare by George, Alexandria, Va., has one branch with eight employees. Sales were estimated at \$320,000 on service to 1,000 customers.

Green Thumb Custom Lawn Service, Cincinnati, Ohio, has one branch with 12 employees. Sales were estimated at \$317,000 on service to 2,300 customers.

Tree Lawn Corp., El Paso, Texas, has one branch with 14 employees. Sales were estimated at \$313,000 on service to 7,000 customers.

Brookins Lawn & Ornamental Spraying Service, Inc., Jacksonville, Fla., has one branch with 11 employees. Sales were estimated at \$300,000 on service to 2,000 customers.

Holley's, Inc., Memphis, Tenn., has one branch with eight employees. Sales were estimated at \$280,000 on service to 1,285 private homes and 56 apartment complexes and some government and commercial work.

Green Lawn, Munster, Ind., has one branch with 12 employees. Sales were estimated at \$277,000 on service to 2,345 customers.

TurfGard Co., Troy, Ohio, has one branch with seven employees. Sales were estimated at \$267,000 on service to 2,200 customers.

Gary Struyk Turf Maintenance, Omaha, Neb., has one branch with nine employees. Sales were estimated at \$265,000 on service to 1,550 customers.

Vitalawn, Jeffersontown, Ky., has one branch with seven employees. Sales were estimated at \$256,000 on service to 2,200 customers.

Lawn Masters, Inc., Hawthorne, N.Y., has two branches with eight employees. Sales were estimated at \$250,000 on service to 1,000 customers.

Grow-It-Green, Inc., Dearborn, Mich., has one branch with 10 employees. Sales were estimated at \$250,000 on service to 3,000 customers.

Chem-Care Lawn Service of Alabama, Inc. (I)
Birmingham, Alabama

Lawn Doctor of Fairfax (Fe)
Fairfax, Virginia

Trapp Pest Control, Inc. (I)
Cape Coral, Florida

Lawn Doctor of Islip (Fe)
Bohemia, New York

Village Green Lawn & Tree Care (I)
West Chicago, Illinois

Perma Green (I)
Boise, Idaho

Evergreen Lawn Care, Inc. (I)
Troy, Ohio

Four Seasons Lawn Care (I)
Parkville, Missouri

Lawn-A-Mat of Bellmore (Fe)
Bellmore, New York

Grasshopper Lawns, Inc. (I)
Watertown, Connecticut

Liqui-Lawn, Inc. (I)
Hygiene, Colorado

Lawn Life Corp. (I)
Salt Lake City, Utah

Green Valley Co. (I)
Merriam, Kansas

Halifax Spray Service (I)
Daytona Beach, Florida

Highland Park Lawns (I)
Grand Island, Nebraska

Jay-Lan, Inc. (I)
Sioux City, Iowa

Eggen Weed Control, Inc. (I)
Scottsdale, Arizona

Atwood Lawnspray, Inc. (I)
Sterling Heights, Michigan

Lawn Kare by George (I)
Alexandria, Virginia

Green Thumb Custom Lawn Service (I)
Cincinnati, Ohio

Tree Lawn Corp. (I)
El Paso, Texas

John's Spray Service (I)
Daytona Beach, Florida

Brookins Lawn & Ornamental Spraying Service, Inc. (I)
Jacksonville, Florida

Holley's, Inc. (I)
Memphis, Tennessee

Green Lawn (I)
Munster, Indiana

Clarence Davids & Sons, Inc. (I)
Blue Island, Illinois

TurfGard Co. (I)
Troy, Ohio

Gary Struyk Turf Maintenance (I)
Omaha, Nebraska

Vitalawn (I)
Jeffersontown, Kentucky

Lawn Masters, Inc. (I)
Hawthorne, New York

Turf Pride, Inc. (I)
Augusta, Georgia

Grow-It-Green, Inc. (I)
Dearborn, Michigan

Aqua-Lawn, Inc. (I)
Fairfield, Connecticut

Evergreen Lawns (I)
Manchester, Connecticut

Lawn King of Scotch Plains (Fe)
Fanwood, New Jersey

Tech Turf, Inc. (I)
Mahwah, New Jersey

Turfmasters (I)
Northport, New York

Southern Spray Co. (I)
Memphis, Tennessee

Professional Lawn Care (I)
Ashville, Ohio

Lawn Arranger (I)
Columbus, Ohio

Black Diamond (I)
Toledo, Ohio

Chem-Turf Corp. (I)
Battle Creek, Michigan

SPRAY PRODUCTS from page 5

ers 86 gallons per minute at its maximum psi, and 136 gpm at 40 psi. The pump features a pressure-tested cast iron housing with precision balanced nylon impeller. The high chrome content stainless steel shaft is strongly resistant to corrosion and is protected by an efficient mechanical seal. Sturdy ball bearing construction supports the shaft on either end.

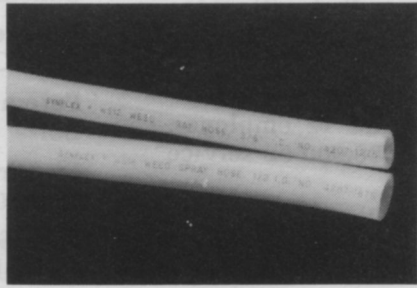
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Thermoplastic hydraulic hoses

Recommended for use in all weed spray control applications, Synflex Weed Spray Hose from the Eaton Corporation is unaffected by weed-killing solutions and can be used with solvents and oils. With seamless flexible nylon extrusion, Synflex Hoses make braiding un-

necessary and light weight makes handling easier.

Available in three-eighths and one-half inch interior diameter,



the hoses come in lengths of 500 feet with exceptionally smooth bore to allow greater flow and lower pressure loss.

Write 707 on reader service card

New sprayer-mulcher has 1,000 gallon tank

Hydro-Turf introduces their "renewed" model Multi-Purpose Sprayer Mulcher for 1981. The

unit provides a 1000 gallon capacity, powered with a 37 horsepower Wisconsin engine, high volume pressure Hydro or mechanical agitation, skid mounting of four wheel electric/hydraulic brake trailer for direct and convenient loading from tow vehicle, fold down turret, ground level controls and many other features found on their low cost models 300 and 600.

Write 708 on reader service card

New spray unit with built-in baffles

New 500 gallon fiberglass tank sprayers from F. E. Meyers Co. have built-in baffles and stainless steel mechanical agitators. Model "10-5E" features the Myers 10 gpm pump with pressures to 500 psi, powered by a seven horsepower Kohler cast iron engine. Model "25-5E" has a 25 gpm, 800 psi pump and 23 horsepower Kohler twin cylinder engine.

Basic sprayers are sold as skid units. Some of the options available are a new spray hose, spray guns and running gear.

Write 709 on reader service card

Save fuel with motorless sprayer

The WS-480 Grounds Wheelie, manufactured by Wheel Spray Corp., of Delafield, WI, is a liquid chemical sprayer with a unique ground driven pumping system. It is a push type motorless sprayer which does not require gasoline, batteries, cords or water hoses. Used to apply liquid fertilizers, fungicides, herbicides, insecticides and growth regulators, the



twin wheel pumps spray a fan of solution six feet wide at 1000 square feet per gallon.

Coverage is relatively unchanged by the speed at which the sprayer is pushed. The faster it is pushed, the faster it pumps. The pumping system and the six gallon container are made of corrosive resistant materials.

Write 710 on reader service card

Backpack mistblower for efficient spray

The Windmill 55M Back Pack Mistblower is powered by a 40cc 2-cycle engine and has a three gallon capacity spray tank. Since mistblowers deliver a fine mist, spray mixtures are concentrated 10 times stronger than in dilute type pressure sprayers. Hence, the



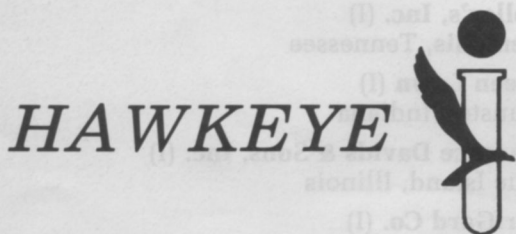
backpack covers a lot of ground in a hurry and is excellent for quickly spraying an area for mosquitoes and other nuisance type insects.

In spraying for lawn and garden insects one tankful covers about one acre of foundation shrubs in 15 minutes. Spray reaches 25 feet vertically and a simple nozzle

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HAWKEYE NITROGEN

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adjustment allows narrowing or widening the spray beam. The narrow spray pattern is used for highest reach and deep penetration into plants. The diffused or wide spray pattern delivers a gentler spray excellent for flowers or delicate plants.

Write 711 on reader service card

Sprayers built for the industry

A line of lawn sprayers is available during 1981 for the lawn care industry. FMC Corporation is making available truck mounted units featuring fiberglass tanks in three different sizes. Built especially for lawn spraying, they are available in 300, 600 and 1200 gallons.

The Bean pump is standard on the units in either the 10 or 20 gpm size. And the units are pto or engine driven depending on the tank and pump selected. Completing accessories such as warning lights, tool boxes, hose reels, hose and guns are also available.

The 300 gallon unit features a 10 gpm pump with water meter and Kohler engine. The unit slides into a standard pick-up truck bed. The



mid-size unit, 600 gallons, fits on a one-ton truck and is available with 10 gpm Bean pump with either engine or pto power. The 1200 gallon unit bolts on a one and-a-half ton truck and comes with either a 10 or 20 gpm pump and can be engine or pto driven.

All the sprayers feature full length mechanical agitation, pulsation dampeners and the Bean adjustable relief valve. The pump features raised valve seats, ceramic cylinders and hardened valve chamber.

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Cut plant loss with accurate spray monitor

The 943A Sprayer Monitor from SED Systems Inc., provides the information you need to keep spraying equipment working at its efficient best. Precision flow sensor mounts in line just before selector valve to measure all chemical flow to spray booms. Mud proof speed sensor can be mounted on any wheel for sure ground speed reading. The Sprayer Monitor will monitor the spraying of insecticides, pesticides, herbicides, and fertilizers year round on any agricultural implement for acreage, speed distance and rate of working. The automatic monitor offers precise chemical distribution and minimizes plant loss. It also compensates for worn spray nozzles by measuring the actual flow and shows increased application rate due to nozzle wear. Features include solid state electronics, large digital read-out, automatic metric conversion, stainless steel flow sensor, and universal mount.

Write 713 on reader service card

E-Z Rinse cleans containers fast

Unrinsed pesticide containers can leave several dollars of residues says Phil-Worth Manufacturing. Rinse containers fast with the E-Z Rinse can rinser. Rinse plastic or metal containers of different sizes and shapes. Rinse with water or liquid nitrogen solution. Use from a hydrant at the plant or a nurse tank on the job. Rinse solutions go

to page 16

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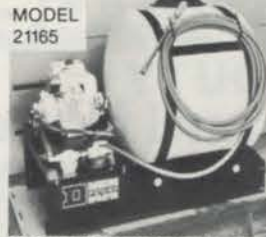
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Mixing quickly in hard or soft water, BANVEL can be applied with conventional spray equipment. And when you use it according to directions, it will give you the most beautiful, weed-free turf you've ever had.

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Banvel



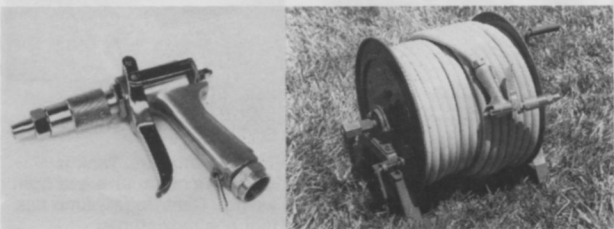
Before using any pesticide, read the label.

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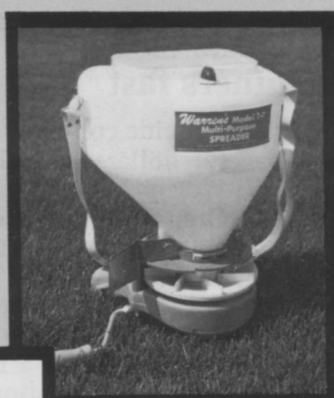
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SPRAY PRODUCTS from page 15

directly into the spray tank. Containers are punctured to prevent re-use. Special adapter for 30 and 55 gallon drums is available.

Write 714 on reader service card

Self-propelled sprayer is an all-purpose rig

Hahn, Inc. is introducing a new self-propelled all-purpose sprayer, spreader and utility vehicle. The Spray-Pro is self-propelled (16 horsepower engine), has a three speed transmission and 160 gallon poly tank. Standard sprayer has a centrifugal pump and 15 foot boom. Its high flotation tires assure minimal turf loading.

It is equipped with a tachometer calibrated for the speed range of each forward gear which allows for more accurate application by the experienced or inexperienced driver. Optional equipment includes precision spreader for fertilizer, seed or lime. Utility bed creates handy 54 by 46 inch utility truck.

Write 715 on reader service card

Big spray with dry and liquid slurry

The Finn LawnFeeder sprays granular and liquid lawn care products in slurry form. The mechanical paddle agitator and centrifugal pump, both variable speed hydraulic powered, are major features which enable the LawnFeeder to handle a wide range of lawn care products, liquid or granular.

The LawnFeeder sprays four gallons of slurry per minute and most applicators treat 1,000 square feet per minute. Granular materials can be concentrated to rates of up to 12 pounds per 1,000 square feet with uniform suspension from the first to last gallon.

Write 716 on reader service card

Splash proof fiberglass tanks

Baytech, Inc., a manufacturer of centrifugally cast fiberglass tanks, has released a new 48 inch diameter tank line with capacities of up to 1,000 gallons. In addition, tanks have a flat spot on each end to permit mounting of mechanical agitation. Tanks are used for agricultural spray application equipment as well as for general chemical storage. Many sizes are available.

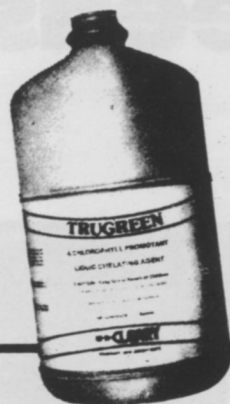
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Self-measuring plastic containers

Measuring and dispensing concentrated liquids and granular material in accurate portions is made simple for the user by means of a patented line of plastic containers from Container Manufacturing, Inc.

Uncomplicated to use, the tip "N" measure containers provide a safe way to measure chemicals in a closed container that prevents accidents or spillage and possible injury to the operator. The closed measuring head allows the user to see the amount of chemical to be used and check against the required dosage before pouring. The patented four-back scale gives the added feature of safe and simple adjustments without the danger of spills during pour back.

Write 718 on reader service card



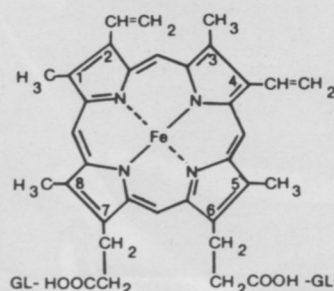
TRUGREEN A Cure for Anemic Grass

BY PAUL SARTORETTO, Ph.D. — W.A. CLEARY CORPORATION

Your doctor tells you when your red cell count is low, you are anemic, and you need iron to build up the hemoglobin. So you take iron, but not just any kind of iron. Most often than not your prescription will read iron citrate (chelated iron). Presto! The hemoglobin count goes up; the capacity of your blood to take up oxygen and dissipate carbon dioxide increases; you are revitalized. Your pale anemic color disappears and you take on the healthy pink color as a result of the increase in red blood cells which permeate your body. Anemia is a visual phenomena. It can even be spotted through the skin.

There is a startling parallel between human anemia and grass anemia (commonly known as chlorosis). A severe case of grass anemia is evident to everyone: yellow grass caused by a drop in chlorophyll count. Whereas, hemoglobin is red, chlorophyll is green. The degree of chlorosis (grass anemia) is directly proportional to the amount of chlorophyll in the plant. The biochemistry of the plant depends upon the ability of chlorophyll to take up carbon dioxide and dissipate oxygen. So, if your grass is chlorotic the good doctor prescribes iron,

HEMOGLOBIN



Its only logical that the good doctor at W. A. Cleary has made up a prescription of magnesium citrate for your grass.

But, mindful of the fact that iron plays an indirect role in the synthesis of chlorophyll, we have also incorporated iron citrate into the prescription.

There is one other element that has been slighted by some golf course superintendents, and that is potassium. Here are some quotes from agronomists discussing the importance of potassium:

"Potassium influences root growth and foliage stiffening".....

"Potassium reduces water loss and wilting."

To put it simply, potassium makes the grass strong, turgid, and most certainly prevents softness, limpness, and wilting which is often associated with lush growth.

The old time superintendents, through many years of experience, have unanimously voiced the dangers of overfeeding which produces soft, lush grass and its many accompanying problems. They would draw the analogy of feeding your grass like you would feed your dog. Don't overfeed but keep it lean and hungry. Whenever the color of the greens are questioned because of

this practice, the old timer will tell you that he has lived with this light green color, and that is his criterion or test that he is feeding light. It is difficult to convince him that potassium is the key. He can have a greener green and can feed a little heavier to accomplish this provided he has the right amount of potassium to strengthen the grass. Needless to say, the prescription for good chlorophyll production should include soluble potassium.

While these three important elements are being chelated and blended in their proper proportions, why not add important chelated trace elements, such as manganese, molybdenum, boron, and zinc.

When this prescription is ready for market it should have an appropriate name. We, at Cleary's came up with the name: TRUGREEN.

How often should you use TRUGREEN? Everytime you fill your spray tank, throw in some TRUGREEN. Its economical, but most of all its used up by the plant constantly. You wouldn't take Geritol just once, would you? Once you have tried TRUGREEN, we defy you to give it up.

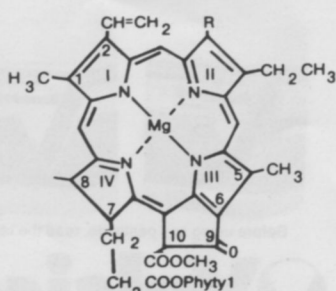
"TRUGREEN" is not a substitute for, nor should it alter, your well-balanced fertilizer program. It is a formula that will stimulate chlorophyll production and help "harden off" the grass during periods of high stress.

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CHLOROPHYLL



right? Wrong! The essential element in chlorophyll is magnesium.

Do you keep your customers in the dark?

As the professional lawn care industry expands year by year, the average homeowner may be confronted with a bewildering set of choices to make. Most companies provide fertilizer, herbicide, insecticide application and lawn care consultation to the homeowner who, in many cases, may not be aware of the complexity of the average service.

Dr. Roger Funk of the Davey Tree Expert Company says the most frequently asked question regarding a choice between competing companies is the method of the materials' application — liquid or dry. "Which type of application is best for the lawn over a period of time?", they might ask. And it may be a good idea to include this kind of basic information to a prospective customer in your introductory sales brochure.

According to Dr. Raymond P. Freeborg, research agronomist at Purdue University, West Lafayette, Indiana, "Once the nutrients, including ammonium, nitrate, phosphorus, potash, sulfur, iron, and the necessary minor elements are in the soil solution surrounding the plant roots, whether the original source was in liquid or dry granule form, the availability of these

nutrients is controlled by the soil environment."

In either case, fertilizer must be dissolved in water and absorbed through the epidermis of the roots or leaves before it can be utilized by the turfgrass plant. Therefore, liquid or dry applications produce the same quality lawn, if the fertilizers are applied at the proper rate and frequency. It then comes down to the quality of the company doing the application.

This is an easy point to get across. If the customer is informed of this kind of basic plant science, you can encourage his trust and solicitation. The question of proper application and the quality of the service is difficult for the homeowner to judge, particularly if he is unfamiliar with the lawn care companies servicing his area. However, the same quality guidelines used in selecting any service department or organization will help determine which lawn company can offer the greatest benefits.

The customer should also be informed of the type of training and research facilities used to educate your employees to keep them abreast of new developments in the turfgrass industry. In other words, let them know if you're providing state of the art methods; they'll respect you for it, and the result may be a very satisfied customer.

LEHR from page 11

objective response. If lawn care employers use the polygraph exam, they should be aware of the legislative trend against its use, and they should make sure that the individual giving the exam follows proper exam procedures.

(3) Questions relating to arrest and conviction records are important if an individual will drive a company vehicle or will be responsible for company property. Even if states do not prohibit employers from asking these questions, frequently such questions lead to equal employment problems.

The EEOC has a negative attitude about those questions because statistically they disqualify a greater amount of blacks proportionally than whites. If the lawn care employer finds that the question is related to the job for which the individual applies, then he should ask the question. However, an equal employment problem will arise if he treats applicants differently when they have given the same answers to that type of question. Thus, if a lawn care employer wants to ask a question, then he must accept the result objectively.

EQUAL EMPLOYMENT

Equal Employment Opportunity Commission analyzed. According to a report filed by President Reagan's transition team, the EEOC has changed the term of "discrimination" from the meaning of moral equality to mean "numerical equality." Instead of following the law that calls for equal opportunity, the Reagan transition team says that the EEOC has focused on the equality of result.

According to the transition team, the statutes prohibiting dis-

to page 18



Richard Lehr is a lawyer in the Birmingham law offices of Sirote, Permutt, Friend, Friedman, Held & Apolinsky, and a frequent contributor to LAWN CARE INDUSTRY.

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As innovators in lawn-care, we can provide enterprising individuals with the products and know-how to cultivate a rich future. You can give your customers "two for the price of one" with our exclusive patented process. And, needless to say, IT DRIVES THE COMPETITION UP THE WALL.

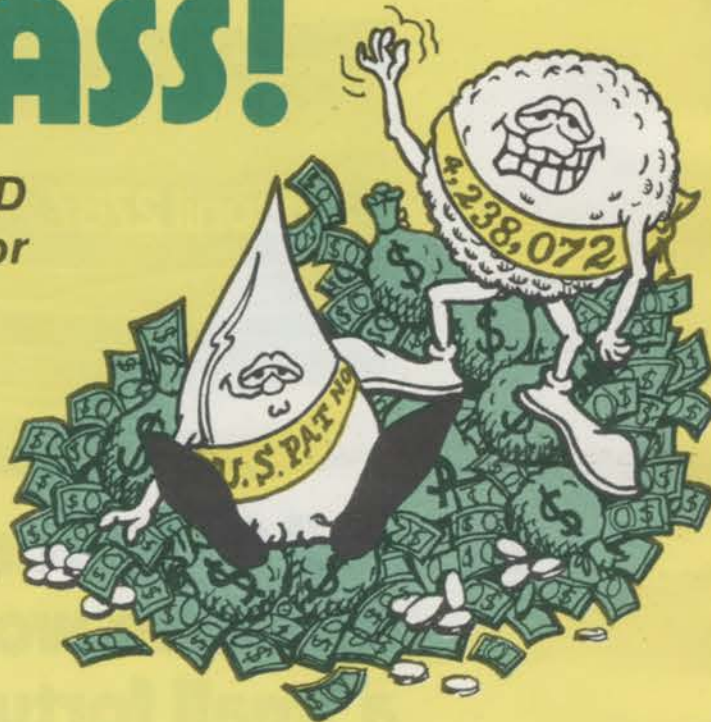
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crimination on the basis of race, color, religion, age, sex, and national origin were never passed with the intent of favoring discriminatory hiring as a way to remedy prior discrimination. In making an analogy to voting rights legislation, Congress did not pass legislation giving minorities two votes because for so many years they had been deprived of one vote. The task force says that on the same basis, Congress did not pass legislation requiring employers to discriminate against non-minorities to remedy prior discrimination.

The transition team recommended the following changes regarding the EEOC:

- Affirmative action should not be an EEOC requirement, as it has absolutely no legal statutory foundation.
- Instead of looking at numerical results, the EEOC should con-

centrate on whether or not an employer intended to discriminate. Currently, intent is irrelevant, according to the EEOC.

- Testing should be considered a legitimate approach for distinguishing between two qualified candidates. The current EEOC regulations requiring data validating various testing procedures make testing totally unaffordable for the small businessman, such as the typical lawn care employer.

- EEOC officers should be impartial, which they presently do not appear to be. Furthermore, all employers should be presumed innocent, unless the evidence shows otherwise. Currently, any employer who goes to the EEOC will no doubt have an experience to relate about an apparently pro-employee EEOC procedure.

UNIONIZATION

AFL-CIO focuses organizing campaigns on women. At a meeting of the AFL-CIO Industrial

Union Department and Coalition of Labor Union Women, conference leaders focused on efforts to organize more employees by appealing to women employees. According to the union organizers, they should identify the women's concerns and make an appeal to those concerns, which include:

- Equal pay for equal work. Statistically, women earn 59 cents for each dollar a man earns when they are performing the same work.
- Equal access to job training programs.
- Arrangements relating to child care.
- Prevention of sexual harassment.
- Prevention of sexual discrimination in job assignments and promotions.

The unions intend to stress to women workers, that many of these objectives could be remedied through collective bargaining procedures.

OSHA

Labor Department and labeling regulations. The Reagan administration recently withdrew a regulation proposed on January 16 by the Occupational Safety and Health Administration requiring manufacturers to specifically identify and label hazardous substances in the work place. The OSHA regulations would have required specific evaluation procedures, labeling requirements and records preservation regarding the identification of hazardous materials.

According to OSHA, the hazards identification proposal would have affected 328,000 manufacturing facilities and more than 20 million employees. Labor Secretary Donovan stated that withdrawing the rule will "permit a more complete analysis of a number of issues, including overlap with other regulatory programs and the preparation of a new proposal."

If you're in the business of beating lawn diseases,



Daconil 2787[®] fungicide could be worth a small fortune.

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Healthy, vigorous lawns mean healthy, vigorous sales.

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A regular spray schedule with Daconil 2787 provides unsurpassed protection against the most common and most serious lawn diseases, such as Dollar spot, Brown patch, Stem rust and Copper spot...even in hot, humid weather.

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Find out more about Daconil 2787 effectiveness on turf and ornamentals. Write, Diamond Shamrock, Agricultural Chemicals Division, 1100 Superior Avenue, Cleveland, Ohio 44114.

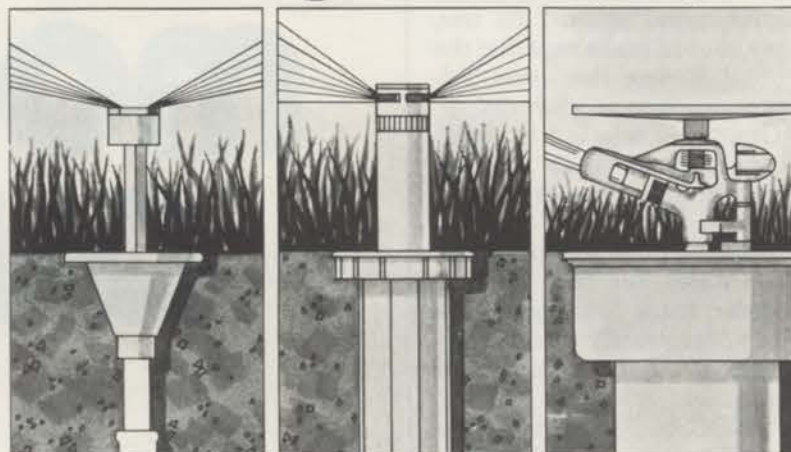


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From residential to light commercial turf installations, Champion has a pop-up to do the job! When you compare the cost, precision construction and performance, you'll buy Champion. The 18HP (2" pop-up), the P180 (2½" pop-up) and the 6178 Impulse pop-up are just three of over one-hundred fifty sprinklers,

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The Payroll Savings Plan is one of the easiest, safest ways to get started on the saving habit. Even if saving has always seemed too difficult in past seasons.

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It's a plan for all seasons.
For all Americans.

Take stock in America.



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COST CUTTINGS

Should you have a pension program?

Most lawn care businesses have fairly young staffs. That's only reasonable. Your personnel *should* be trim and energetic in order to tackle long summer hours and an expanding route schedule. But once your business grows, applicators will assume managerial positions and managers will take over executive spots. Hopefully, they can enjoy long, secure careers. But once they retire, will you be able to offer them the same security? Maybe you should think about starting a pension plan.

The New York Times reports that a Bureau of the Census study found that companies with fewer than 100 employees employ 31 percent of all nonseasonal workers over 25 years old. Yet, employees of these smaller concerns represent 67 percent of all workers not covered by some type of pension program.

A pension plan may be costly, but now there's help on the way. The Simplified Employee Pension, or S.E.P., is the Government's effort to make it easier for small businesses to provide retirement plans for their workers. "The program is designed to encourage small businesses to provide pension programs," said Sylvester Schieber, research director at the

Employee Benefit Research Institute, a non-profit policy research group.

Created as part of the Revenue Act of 1978, S.E.P.'s are relatively new and many small businesses are not aware of this retirement-program option, according to tax consultants. Simply put, an S.E.P. is a cross between a pension plan and an Individual Retirement Account. Money is put into separate I.R.A. accounts for each worker, and they own it immediately. However, certain workers can be excluded from the plan. For example, those below age 25 do not have to be covered, nor do those who have worked for the company for less than three of the previous five years.

The paper work required for an S.E.P. is minimal: The employer has merely to pick up one form from the Internal Revenue Service, fill it out and distribute copies to workers. "The companies don't have to file anything with us," said Ellen Murphy, an I.R.S. public information officer. "So a great advantage is the savings and administrative costs which can be prohibitive for a small company."

Maybe you should think about it. A pension plan can add both career incentive and professionalism to your business.

PATENT from page 8

Example. The document explains an example where a suspension according to the invention was formed with a normally dry spreadable granular fertilizer having a nutrient ratio of 30-4-4 and containing 30 percent nitrogen, of which 7½ percent is water-insoluble nitrogen, four percent phosphorus and four percent soluble potash.

The normally dry granular fertilizer mix material includes as nitrogen sources, 1.25 percent by weight of the entire fertilizer composition ammonium phosphate,

About 93 percent by weight of the fertilizer remains in suspension in granular form.

10.7 percent urea formaldehyde and 18.05 percent urea and other soluble organic materials.

In the example, this granular fertilizer is suspended in water to the extent of 8.76 percent by weight in 100 parts of water. For convenience, this amounts to forty 15-pound bags of the normally dry-spread granular fertilizer suspended in 750 gallons of water in tank. The composition will dissolve partially in water to the extent of about seven percent by weight to provide immediate acting nutrients for instant greening, within one to four days after application.

About 93 percent by weight of the fertilizer remains in suspension in granular form. This quantity of suspension is sufficient to fertilize 200,000 square feet of lawns.

In use, the suspension is agitated within the tank and quickly attains a quite uniform distribution of the insoluble granular particles. The granular suspension is then sprayed on a lawn. When the water solution soaks into the ground, it carries with it the soluble nutrients for quick availability to the grass. The insoluble granules carrying slow-release nutrients penetrate into the root system of the lawn.

EXCEL HUSTLER

Infinite maneuverability within its own radius with total control in the palm of one hand!

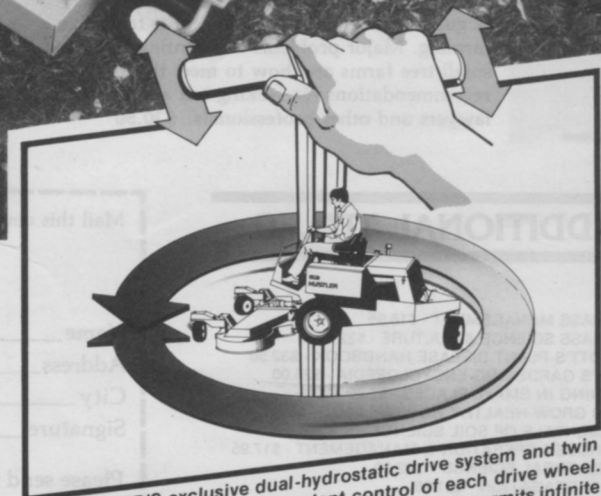


An EXCEL HUSTLER is designed for year 'round use, making it the investment that pays off in lower operating costs, superior performance and time savings. Less operator effort is spent maneuvering around obstacles and on daily servicing so productivity increases.

Three heavy-duty HUSTLER models are available:

1. HUSTLER 275 (20 or 23 hp gas)
2. HUSTLER 295 (25 hp gas)
3. HUSTLER 305 D (27.5 hp high efficiency diesel)

Attachments for all these HUSTLER models include the new 72" 3-way offset mower deck that mulches, discharges side or rear, a 60" flail mower, 72" heavy duty deck, edger, 54" snow thrower, 60" V-blade, 60" or 72" dozer blade, 60" rotary broom, utility scoop, ROPS/Cab and more. Call toll free 1-800-835-3260, or write for information.



The HUSTLER'S exclusive dual-hydrostatic drive system and twin lever steering provides independent control of each drive wheel. This counter-rotating capability of the drive wheels permits infinite maneuverability within its own radius to maneuver around any obstacle or contour. Gives one-hand control of speed, forward, reverse, turning and braking. Eliminates steering wheels, linkage, foot pedals, brakes, chains, sprockets and their maintenance. The dual-hydrostatic system operates at lower psi for longer life.

The choice of the Pros.



AD-PROMO from page 1

the resources for expansion, a direct mail ad campaign can pin point a target area and avoid unwanted markets. Most companies want to eliminate low and high income groups from their mailing lists in order to develop upper middle income 'core' areas. "The wealthy and higher income groups usually go for landscapers," says Weber. "We want to isolate the broad middle class."

Other factors important in selective advertising are property value, work status, and other background factors of the target group. In Washington, D.C., a lawn care advertiser would be advised to emphasize the labor-saving aspects of a lawn service because of the number of multiple bread winners in that area. In heavily developed ethnic neighborhoods, promotional copy should be simple and to-the-point. In New Jer-

sey, where many Ford workers have been laid off recently, competitive pricing would have to be emphasized.

It all points to a cardinal rule in

timate call. Once an advertiser has stimulated interest, he has opened the door for the professional follow-up at the point of sale.

Mix it up. Combined with an

WE STILL HAVE SOME OLD FASHIONED IDEAS ABOUT TAKING CARE OF YOUR LAWN.

CALL US FOR ALL YOUR LANDSCAPING AND MAINTENANCE NEEDS.

Four Season's Lawn Care ad combines solid values with a new approach

the advertising game: Know your market. Although advertising does not sell jobs, it opens the door for referrals and the all-important es-

effective direct mail campaign, other less-direct advertising media may be effective. A distinctive logo or ad idea, once it has been

mailed directly, will be apt to grab the eye of a newspaper browser shuffling through the shopper ads if the same logo is used. This cross-media reinforcement can help transmit credibility if the proper forum is used.

Using newspaper ads independently, however, may not provide the appropriate highlighting. Many "shoppers," "pennysavers" and "throwaways" are dense with ads that tend to bury a well-designed layout. "There's just generally page after page of monumental clutter," says Weber, "and a great deal of confusion. Direct mail, on the other hand, gives the opportunity to distinguish yourself through the quality of the image."

Among those lawn care managers interviewed who use mainly direct mailings along with other types of support advertising are George Meeley of ChemTurf in Anaheim, California. "We tried fliers and throwaways," he said, "but found the return was minimal. With direct mail, we were able to realize up to six percent return in some areas."

What with local competition from private gardeners in California, lawn care advertisements there must distinguish the two services and sell what to many is an entirely new concept. Meeley finds that direct mailing does this best. "We don't mention the gardeners in our brochure, but do manage to get the point across."

The ChemTurf ad emphasizes that chemical lawn treatment is a concept that was successful in the East and Midwest and which they have researched and adapted for western lawns. "We'd like to put the gardener in a 'mow and go' situation," said Melley. Along with a 10 point lawn analysis offer, the brochure gives the impression of professionalism and responsibility.

Outside factors. Once in a while local conditions such as drought thwart what was once steady and consistent business. When this occurs, advertising themes must adapt to meet the slackening demand. In New Jersey, Al Rumbo, president of AJR Industries, Inc., is going with a "now more than ever" lawn care ad theme in the hopes of emphasizing the liability of water scarcity. "Our advertising concept would have been completely different if drought hadn't hit us," he said.

In addition, AJR Industries' advertisement points out that "a well-fed lawn resists drought." Rumbo, along with other drought-stricken lawn care businessmen in the New Jersey area, are experimenting with cooperative advertising in newspaper supplements and inserts. Their literature lists members of their board of directors, among whom are some distinguished academics, in order to establish credibility during the emergency.

Other lawn care companies are responding to social trends around the nation. In order to pacify environmentalists and others sensitive to reports of high toxicity in pesticides and weed killers, they are trying to project a less controversial image. James Calderwood, in Burlington, Massachusetts, calls his company Controlled Ecology Services. "It doesn't turn

Bookstore

TURF MANAGER'S HANDBOOK
by Dr. William Daniel & Dr. Ray Freeborg

This specially designed manual by leading turf specialists is a comprehensive, organized approach to turfgrass science and care. An easy-on-the-job reference for planning, purchasing, hiring, construction and plant selection.

\$18.95 hardback \$14.95 paperback

INSECTS THAT FEED ON TREES AND SHRUBS
by Johnson and Lyon

Essential information for identifying more than 650 insect pests and the injuries they cause. More than 200 color illustrations.

\$38.50

DISEASES OF SHADE TREES
by Terry Tattar

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

\$23.50

TREE FARM BUSINESS MANAGEMENT
by James Vardaman

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

\$20.50

DISEASES & PESTS OF ORNAMENTAL PLANTS
by Pascal Pirone

This standard reference discusses diagnosis and treatment of diseases and organisms affecting nearly 500 varieties of ornamental plants grown outdoors, under glass or in the home. Easy to understand explanations of when and how to use the most effective fungicides, insecticides and other control methods.

\$26.50

TREE MAINTENANCE
Pascal Pirone

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

\$27.50

TURF IRRIGATION MANUAL
by James Watkins

A guidebook for engineers, architects, designers and contractors. Keeps pace with the latest developments in turf and landscape irrigation. Specific chapters devoted to rotary sprinkler design systems, golf course design systems and expanded engineering and reference material.

\$19.50

GUIDE TO TREES
by Simon & Schuster

Beginner and experts reference to 300 trees with 350 full-color illustrations. This authoritative guide supplies you with a full description of size, color, shape, leaves, flowers, fruit and seeds; information on habitat, propagation and growth conditions PLUS a hardiness zone maps, glossary and index.

\$19.95 hardback \$8.95 paperback

- ADDITIONAL TITLES**
- TURFGRASS MANAGEMENT - \$16.95
 - TURFGRASS SCIENCE & CULTURE - \$22.95
 - WESTCOTT'S PLANT DISEASE HANDBOOK - \$32.50
 - WYMAN'S GARDENING ENCYCLOPEDIA - \$25.00
 - GARDENING IN SMALL PLACES - \$7.95
 - HOW TO GROW HEALTHY HOUSEPLANTS - \$5.95
 - FUNDAMENTALS OF SOIL SCIENCE - \$25.95
 - GREENHOUSE OPERATION & MANAGEMENT - \$17.95
 - HORTICULTURAL SCIENCE - \$22.00
 - PLANT PROPAGATION - \$21.95
 - HORTUS THIRD - \$99.50
 - TREE CARE - \$9.00
 - SOILS AND OTHER GROWTH MEDIA - \$12.00
 - EXOTIC PLANT MANUAL - \$37.50
 - HANDBOOK OF LANDSCAPE ARCHITECTURAL CONSTRUCTION - \$48.50
 - SOILS & SOIL FERTILITY - \$24.95
 - THE GREENHOUSE ENVIRONMENT - \$28.95
 - FUNDAMENTALS OF ENTOMOLOGY AND PLANT PATHOLOGY - \$21.00
 - MODERN WEED CONTROL - \$16.00
 - DISEASES OF TURFGRASS - \$27.00
 - TREE SURGERY - \$17.00
 - TREE IDENTIFICATION - \$9.00
 - WESTERN HOME LANDSCAPING - \$5.95
 - SHRUB IDENTIFICATION - \$8.00
 - MANUAL OF WOODY LANDSCAPE PLANTS - \$19.00
 - WEED SCIENCE - \$24.00
 - HOME LANDSCAPE - \$16.00
 - THE PRUNING MANUAL - \$12.95

Mail this coupon to: Book Sales
Harcourt Brace Jovanovich Publications
One East First Street, Duluth, MN 55802

Name _____
Address _____
City _____ State _____ Zip _____
Signature _____ Date _____

Please send me the following books. I have enclosed a check*
for the total amount.

Title	Quantity	Price	Total Price

*Please add \$2.50 per order, and if ordering multiple copies, also
add 25¢ per additional copy for postage and handling costs. (postage & handling)

Please allow 6-8 weeks for delivery. Total Enclosed _____

LCI

people off right off the bat," he says.

Earthscapes in California is another name that manages to inform without offending. But these names also serve a different function. As subtle forms of advertising, they allow a lawn care company to enjoy a wide market availability. "We can go anywhere with the name," says Calderwood. "It becomes a question of what people associate us with."

Means available. Creating a market is what lawn care advertising is all about in many parts of the country where the concept is new to the consumer. And in California and New Jersey, the marketing idea must be created with an eye to local needs. The same holds true in small, isolated communities where media accessibility is limited and lawn care managers have to resort to available means.

In Owensboro, Kentucky, Bob Meeker of Agrilawn, Inc. says that roadside billboard advertisement works best for him. "We have to utilize what we have," he says. "So far, there's been an excellent response." In the future, Agrilawn hopes to supplement their signs and billboards with some direct mailing tie-ins, but for the present, the billboards manage to grab the attention of the community.

Radio spots also seem effective in smaller communities where newspaper circulation is scant and there are no mailing houses to handle a mass mail distribution. Radio affords the means to speak directly to a potential customer and to use attention-grabbing dramatization.

In Crawfordsville, Indiana, where Helen Foxworthy runs Vita Green Lawn, Inc., the ad manager at a local radio station designs 15 and 30 second spots promoting her company. Using the sound of weeds popping through the ground, the ad runs three times a day and is changed for crabgrass emphasis in the spring and broadleaf weed control in the summer.

Although fairly expensive during rough times, Foxworthy finds that the return has been gratifying and that the ad manager manages "to get the point across" to the community of nearly 12,000.

Prime time. Television and radio advertisement works when used in communities that are not too large. In the bigger communities, where three and sometimes four stations serve the area, ad time is expensive and prohibitive to most lawn care budgets. On the other hand, when there is only one or two stations broadcasting locally, the price and coverage can be just right.

Doug Columb, owner and operator of Grasshopper Lawns, Inc., in Watertown, Connecticut, finds that television ads serve his community and his needs best. The community is small enough so that he can afford the air time and he works with a team of advisers

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TOOLS, TIPS, TECHNIQUES

Developing a landscape maintenance business

Joe Marsh, J & M Landscape Maintenance Consulting, Inc. gave these tips on developing a landscape maintenance business at a recent conference:

- **Keep good records.** Paperwork can sometimes become a burden.
- **Keep contracts simple.** Too often, contracts get confusing and hard to read, because they are written in "legalese."
- **Look for good employees.** Good workers produce the best results. Also, maintenance contractors should look for good equipment technicians, because they can cut down on unnecessary downtime.
- **Develop good promotional programs.** These are important in obtaining new customers. They can often be developed at reasonable costs. Some examples and written descriptions of the business and of its services.
- **Plan financing.** Plan sources of financing well and develop and maintain an effective accounting method. He suggested keeping profit/loss statements for each month and summary cost cards on each account.

REBATE

"The Andersons will pay you \$50 a ton to try any of our Tee Time fertilizers with insecticide."

Bob Scobee, Sales Manager

FELDMANN COMBINATION TILLER—AERATOR

• 18" rotary garden tiller digs deep for a finely tilled seed bed • 15½" power lawn aerator penetrates turf, promotes thatch deterioration, allows water, air and fertilizer to reach grass roots for lush, green lawn • Dependable chain drive powered by rugged, reliable 2-hp Briggs & Stratton engine • Lightweight, easy handling; fold-down handle for compact storage and transportation

Write for information on other Models

Model 1815



Feldmann

Engineering and Mfg. Co., Inc.
Sheboygan Falls, WI 53085
414/467-6167

Write 113 on reader service card



Bob Scobee

Now, in addition to saving time by feeding the turf and controlling insects in one application, you can save money, too. The Andersons will send you a rebate of \$50.00 per ton or \$1.00 per bag for all

Tee Time fertilizers with insecticide delivered to you between July 1, 1981 and October 16, 1981.

The Andersons offers one of the broadest lines of fertilizers with insecticide in the industry. Carefully manufactured Tee Time fertilizers are combined with either Dursban® or Diazinon®. The effectiveness of both Dursban and Diazinon in controlling insects is widely known. And the outstanding performance of Tee Time fertilizers is well established. The various combinations of these proven performers provide a full line of products

Dursban®
Trademark of Dow Chemical Co.

the professional can rely on for unbeatable results, time after time. To get your rebate, all you have to do is complete the Proof of Purchase Rebate Certificate presented to you by your distributor at the time of delivery. Mail it along with a copy of the bill of sale or bill of lading to Bob Scobee, Sales Manager, The Andersons' Lawn Fertilizer Division. All rebate requests must be postmarked no later than November 16, 1981. Your rebate check will be mailed promptly—it's that simple!

If your present supplier does not carry The

Diazinon®
Trademark of Ciba-Geigy

Andersons' Tee Time products, call us toll-free or write and we'll give you the name of your nearest distributor. You'll be glad you did.

the professional's partner

The Andersons

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

Ohio: 800-472-3220
Outside Ohio: 800-537-3370

Write 102 on reader service card

WIPE OUT GRUB PROBLEMS WITH PROXOL®

PROXOL WORKS

Kills white grubs, sod webworms, cutworms and armyworms on contact. Proven results for many years by golf course professionals to meet their precise insect control needs.

NO ODOR Proxol produces no unpleasant odor to offend customers.

PENETRATES THATCH

Readily penetrates thatch to concentrate in the soil at the zone of larval activity.

ENVIRONMENTALLY SOUND

Proxol does not produce a long-term residual buildup. At recommended rates it controls principal damage-causing insects as listed on the label without significantly affecting beneficial insects.

LOW CONCENTRATIONS

Proxol is effective at 1½ oz. to 3¾ oz. per 1,000 sq. ft. for cutworms and sod webworms. 3¾ oz. per 1,000 sq. ft. is required for grubs.



TUCO

Division of The Upjohn Company

USE IN A PROGRAM

Proxol is highly soluble in water. Easily applied with conventional ground equipment. Can be tank mixed with other non-alkaline pesticides. Low effective rates offer economy.

CONVENIENT 2 and 5 lb. packages make measurement easy. Eliminates waste.

READILY AVAILABLE

Over 150 U.S. distributors and 8 regional TUCO Distribution Centers assure convenient product availability.

ACTI-DIONE®

A TUCO broad spectrum fungicide, long used by golf course professionals, to stop turf disease problems before they start.

TOLL-FREE INFORMATION

For product availability and information just call:
Outside Michigan 1-800-253-8600
Inside Michigan (collect) 0-616-323-4000.

Sod Webworm

Armyworm

Cutworm

White Grub

WRITE FOR MORE ABOUT BETTER TURF FROM TUCO.
TUCO • Dept. 9510 • 7000 Portage Rd., Kalamazoo, MI 49001

Send coupon to:
NAME _____
ADDRESS _____
CITY/STATE/ZIP CODE _____

TUCO

on how to get maximum effect from the time allotted.

Combined with a hard-sell direct mailing, television advertisements can assure almost total ad coverage of a chosen target group. Columb says he is going with a newspaper ad back-up and will sink at least 15 percent more dollars into his ad campaign this year because of the condition of the economy. "A lot of guys are tightening up their ad budget this year," he says, "but we're thinking positively."



Yardmaster

Yardmaster's 5 for 4 special offer

The man who designs Grasshopper's television commercials is Mike Watt, vice president of Media Direct, Inc., in Bristol, Connecticut. Watt believes that in a self-contained community, television spots can be highly effective. "Television gives you the high profile," he says. "It legitimizes your service and is in itself a stamp of quality if it's done right."

The Grasshopper spots run six times a week from the beginning of March, increasing in frequency to eight, 12, and 18 spots per week until peak season. The commercial shows a rich, green lawn and asks the viewer: "How would you like your lawn to look like this?" An army of people, says Watt, then appear and demonstrate the various stages of the Grasshopper lawn care treatment. "There's a lot of activity," he says, "along with a cross-media plug about the Grasshopper brochure."

Watt says that a heavy direct mailing campaign in conjunction with a short flight of television spots is probably the most effective promotion combination. He recommends those in the Midwest and southern markets to investigate the possibility of using television as the costs are probably less expensive than in the West and Northeast and the return can be satisfying when followed up with other ad forms.

Saturation point. When a company is firmly established and has reached the outer limits of its local market, it obviously becomes unnecessary to bombard the homeowner with introductory sales brochures.

When this is the case, newspaper ads on a weekly basis may be just the right ticket. Jim Sackett, president of Evergreen Lawn Care, Inc., in Troy, Ohio, says he's in an established market and uses a simple three by three inch dark-bordered ad in the local paper that says simply, "Prevent Crabgrass — Call Today." With new housing starts slowing, he feels this is adequate. "We stress simplicity," he says. "Most ads have too many small words and try to be too clever. You want an ad that's clean and easy to read."

Although conceding that direct mail is probably the most effective method of advertising, Sackett believes that it all depends on the market you're going into. "Some

day we'd like to not have to advertise at all," he says.



Customer idea book from Barefoot

Well, some do, some don't. A residential lawn care service is

forced by sheer volume of potential customers to use some form of media representation to reach them. But many in the commercial lawn care field find that they have to spend very little on a glossy ad promotion. Says Mike Gopiela, owner of Landscape Consultants in Dearborn, Michigan, "We work for a clique of apartment owners and usually rely on word-of-mouth. As a result, we spend next to nothing on advertising."

Whispering campaign. When all is said and done, whether in the commercial or residential lawn care business, most agree that word-of-mouth is the best form of advertising available. All the hard-sell gimcrackery in the world is no substitute for the personal recommendation of a satisfied account. Richard Ritenour, owner of Custom Lawn Care in Butler, Pennsylvania, uses direct mail but says that "it's surprising how

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HERE ARE 12 REASONS WHY LESCOSAN* 3.6G + FERTILIZER WORKS FOR YOU.



Lescosan 3.6G + Fertilizer Controls Crabgrass More Effectively

- than any other pre-emergence herbicide
- because it has more granules per square foot than any other herbicide-fertilizer combination.
- and costs less than most other pre-emergence products.

Lescosan 3.6G + Fertilizer Controls Crabgrass and Feeds Longer

- than any other pre-emergence herbicide.
- because this 18-5-9 fertilizer product contains slow-release nitrogen, LESCO Sulfur-Coated Urea of course, for sustained feeding.

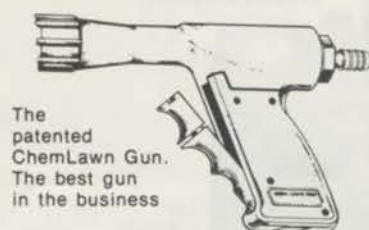
Lescosan 3.6G + Fertilizer Can Be Applied With Confidence

- because it is virtually dust-free.
- because it has uniform granules size for even application.
- because Lescosan is labeled for all turf-type grasses including bents.

Lescosan 3.6G + Fertilizer Is The Newest of Four Convenient Forms of Lescosan.

- Lescosan + Fertilizer provides crabgrass control and sustained fertilization.
- Lescosan 4E is competitively priced, an emulsifiable concentrate not a wettable powder for ease in mixing and application.
- Lescon 7G has a 12/24 mesh size.
- Lescosan 12.5G has a 20/40 mesh size.

*Lescosan
(Betason-registered TM
Stauffer Chemical Co.)



The patented ChemLawn Gun. The best gun in the business

Call Barb and ask her to have a salesman contact you to take your order.

(800) 321-5325
Nationwide

(800) 362-7413
In Ohio

LESCO PRODUCTS

Division of Lakeshore Equipment & Supply Co.
300 South Abbe Road, Elyria, Ohio 44035
(216) 323-7544

Write 118 on reader service card



MONEYWISE

The check is in the mail

When the cost of goods and services rises during periods of peak inflation, other, less apparent costs tend to ride the turbulence upward. You might say these intangible costs are the price of inflation. Among these could be listed the cost of borrowing, the cost of investment, and the cost of making business agreements.

One such agreement the lawn care businessman relies on is the 30-day pay back system to suppliers. During rough times this period may be stretched or inflated to 60 or even 90 days depending on the financial position of the debtor. "Everyone is living off the trade debt," Steve Tsengas, president of APSCO Inc., told *Business Week* magazine.

Suppliers are most uncomfortable when their slow-paying customers don't communicate with them. The next worse sin is untruths, including the biggest of all: "Your check is in the mail." Most accounts receivable clerks know how to count, and when a supposedly mailed check doesn't arrive in two weeks, they lose faith that it was mailed in the first place.

One last-resort play that sometimes works in times of

serious trouble is to change controllers. The new one then says to the trade: I'm new here, and it's going to take me a couple of weeks to get adjusted." That tack may buy enough time for the company to arrange outside financing, increase sales, or spin off an asset to generate cash. But even the most wily controllers are second guessed. "We sometimes charge extra to a customer we know is going to take longer to pay," says Harry Stalford of International Seed in Halsey, Oregon. "It's in the nature of the business."

On the other hand, suppliers aren't interested in bullying their accounts into handing over the money. Especially in the lawn care industry, where many businessmen work closely with their suppliers, the pay back period can be adjusted to mutual advantage. "We can't treat them that way," says Stalford. "We have to be able to work with them. It's part of our service."

Most creditors will work with the businessman who discusses the cash flow crisis openly, who sets reasonable payment dates and meets them (or at least makes partial payments on the agreed dates), and who keeps the creditor informed on the progress of the work-out plan.



Roundup® makes him a one man army to fight weeds.

One man with Roundup in a backpack sprayer can handle many weed control jobs that once took several people.

General weed control. Edging. Trimming. Small renovation jobs. Roundup® herbicide helps make all of these a one man job.

Sprayed on the foliage of tough, actively growing weeds, Roundup goes right down to the roots, controlling the entire plant. Treated weeds won't grow back. So there is less need for repeat treatments, mowing and hand weeding.

**Nothing works
like Roundup.**

One man can do the work of several, and in less time. This can mean a savings for you in time, labor and maintenance costs.

Reach for Roundup today, and put your own one man army to work.



FOR LITERATURE
CALL TOLL-FREE
1-800-621-5800
In Illinois, 1-800-972-5858.

ALWAYS READ AND FOLLOW THE LABEL FOR ROUNDUP.
Roundup® is a registered trademark of Monsanto Co.
RUP-SP1-111D © Monsanto Co. 1981

Write 124 on reader service card

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referral rather than hard advertising moves business."

Ritenour has his name on his truck and sees every prospective account personally before work on their lawns begins. He relies on the personal touch to convince customers that he isn't interested in the quick pay-off. He believes that a lush appearance will sell more jobs than any paper flier ever will. In order to avoid fall-out from angry environmentalists, he uses no negative words in his signs and posters, but instead words like "control" and "helps" to emphasize a positive approach. "It's not good to promise too much," he said.

The general agreement on the effectiveness of referral and word-of-mouth promotion echoes the words of Stan Weber when he said that "Advertising does not sell the job, all it does is to help get the estimate." Lawn care advertising is a service that tends to sell itself if done properly.

Reviewing the several approaches taken by lawn care companies across the country, most follow a pattern established by the latest in advertising technology. All are especially suited to the area and market that the company serves. In some areas, conditions have forced different emphasis and tactics. Others haven't changed or have little desire to do so. In every case, changes have been made or are being planned.

Remember, advertising is the art of persuasion, but the style is up to you. Some markets require only a gentle nudge or a soft sell approach; others are harder to win over and may call for a more aggressive campaign. Above all, your method must be determined by what might be called the social landscape of your market area. This is the sum of all its haphazard parts, whether it means income, industry, lifestyle, local events, or, especially this year, what the weather's like.

But credibility is the key. Whether it is achieved by a broad-based ad coverage using a number of different media, or whether a modest approach is maintained, supported by personal follow-up, results are what matter. — Paul McCloskey

Turfgrass Conference, Burton, president of Lawn Medic in Bergen, New York, took action. In a paper he delivered on the "Pesticide Dilemma — Updated Perspective," he commented on the methods his attackers used to subvert the facts, create public fear and control legislation on pesticide use in the lawn care industry.

All chemicals are bad. Without denying that pesticide opponents were sincere in their effort to protect the public from harmful poisons, Burton said that the myth most detrimental to the industry is that "all chemicals are bad. Natural organic materials are preferred, from the growing and processing of the food we eat, to natural biological controls for disease and pests."

Hand in hand with this idea is the fancy that incidents where pesticides have harmed individuals are general and commonplace. "There's a growing consensus that pesticides are poisonous, and that poisons in any form or amount should not be tolerated," Burton said.

Burton believes that the public has been "spooked," that their fears are irrational, and that misinformation is being telegraphed with alarming regularity. Describing this process, he said that the public believes "there is a built-in 'time bomb' effect inherent in the long term toxicity of pesticides."

The lawn care industry is one of a number of pesticide interests around the country who have been targeted by their adversaries as hazardous to public welfare. But there are others. Burton mentioned the widespread belief that "manufacturers are concerned only with profits and have no regard for the environment."

The federal government, acting as official arbiter of all environmental impact conflicts, seems to be suffering legal whiplash from being hard hit by both sides in the conflict. But, says Burton, the prevailing notion is that "the government is not doing enough to restrain pesticide manufacturers and users."

The long term effects. If the popular currency of these ideas is sustained, Burton predicts grave consequences for both industrial interests and the national well being. The industry can expect "greatly increased costs of developing new pest controls and thus a reduction in the number of firms involved in pesticide research," he said.

In the government sector, frequent chemical trespass litigation will "greatly expand bureaucracy at all levels, with the cost of regulation skyrocketing. An added effect will be increased workman's compensation and general liability insurance claims registered. These hidden costs will be astronomical."

Along with hidden costs will spring hidden irony. If efficient pesticides are prohibited, less efficient pesticides will be sprayed, resulting in actually "more pesticides being used." Burton maintains that environmentalists may be dismayed at the results. "The

cost of food and fibre will shoot up," he said, "resulting in malnutrition, losses in the economic balance of a payments from food exports, and finally, a forced business recession."

Take political action. Burton urged everyone that might be affected by over-regulation of vital pesticides to do their part in becoming familiar with pesticides and the controversies surrounding their use. "Preach judicious use of pesticides," he said, "and be fully aware that many pest controls do pose hazards. When used properly, however, they have great benefits with a minimal risk. It's the same with aspirin — too much can kill you."

Prejudiced opinion can be defeated if the defense is thorough in its research and equable in debate, Burton contends. "Don't blindly defend all pesticides," he said. "Show an awareness that pes-

Burton believes that the public has been "spooked," that these fears are irrational, and that misinformation is being telegraphed with alarming regularity. The public believes there is a built-in "time-bomb" effect inherent in long-term pesticide toxicity.

ticides will eventually outlive their usefulness and may pose an unacceptable hazard. Explain to others that pesticides are different, and just because one may not be suitable for use, it does not mean all pesticides are the same."

Burton advised all pesticide users to indoctrinate themselves and their employees on pesticide knowledge: "Handle, store, and apply pesticides according to your local, state and federal laws. Proper application follow-up can only give pesticide opponents less clout during litigation."

Burton suggested that a

government liaison committee be formed to keep in contact with state agencies and legislative bodies dealing with pesticide matters. "Ask to be informed of impending rules and regulations," he said. "Obviously we want to have some input into the forming of any new rules, regulations or laws."

Burton suggested that each pesticide user keep in contact with the Professional Lawn Care Association of America and Associated Landscape Contractors of America in order to strengthen political drive. And finally, while noting

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Lescosan* (Betasan-registered trademark of Stauffer Chemical Co.)

(800) 321-5325—Nationwide

(800) 362-7413—In Ohio

A Family of Fine Products

Lescosan 12.5G—Lescorene—Lesco 4—Lescobar—
Lescopar—Lescopex—Lesco Non-Selective
Herbicide—Lesco MSMA—Lesco Thiram 75W—Lescozyme
—Lakeshore Chinch Bug & Sod Webworm Control.

LESCO PRODUCTS

Division of Lakeshore Equipment & Supply Co.
300 South Abbe Road, Elyria, Ohio 44035
(216) 323-7544

DILEMMA from page 27

that these were institutional goals, he offered some advice on what each user could do to promote pesticide tolerance at the community level:

- Establish just which materials are harmful. It's better not to talk about chemicals — it leaves a bad taste with many people.
- Ask your community leaders to consult with their agricultural college, experiment stations, and United States Department of Agriculture for information and guidance.
- Determine what are natural pests in your area, and the materials needed to correct them. Of the materials needed to correct a given situation, choose those that are safest to apply and have the least residual harm.
- Ask that an advisory council be established to assist in "making

the rules and policing the situation. You, as part of the industry should be on this council, as should interested lay people."

Burton concluded by saying: "Operate your business with careful respect to handling all pesticides — make every effort to fully comply with all existing rules and regulations. And the more you know about pesticides, the better we all are." — Paul McCloskey

ADS from page 1

survey conducted by the magazine. This figure represents an average of 2.9 percent of the annual grosses of the companies surveyed.

By far the single most popular form of advertising was Yellow Pages ads, which were used by 67 percent of the sample population.

The next most popular form was newspaper ads, followed closely by personal calls, phone solicitation and direct mail, pegging 44, 35, 32 and 31 percentage points respectively.

In a similar survey conducted last year, readers of the magazine again most frequently bought Yellow Pages advertisements at an average cost of \$993, and similarly used newspaper ads, personal calls, direct mail, and phone solicitation in order of preference.

Given the cost of television air time and the number of expensive metropolitan markets served by the industry, television ads rated the least most frequently used medium, with only four percent of those surveyed subscribing. Television advertisement seems to be on the rise in smaller communities where there is only one local station, according to one advertising executive, but as yet are not

popular enough to register substantial gains over other more established forms.

Surprisingly enough, radio was used by only 16 percent of those surveyed in 1980, the same figure reported by an earlier survey and equal to those using door hanger brochures and other forms of direct ad distribution.

Nine percent of those surveyed reported using no advertising. This group may most likely be those lawn care services restricted to industrial and commercial accounts, where word-of-mouth and an established reputation seems to serve as the best promotion.

The results of this survey are based on a 53.6 percent response to 500 questionnaires mailed to readers of *Lawn Care Industry* last year. For a copy of the survey, contact: Bob Earley, Editor/Publisher, *Lawn Care Industry*, 757 Third Avenue, New York, NY 10017.

Northrup King turf gets trampled, torn, squashed, and scuffed and it still looks great.

But that's not news to you.

The days when turf just laid around looking pretty are long gone. Now your turf has to be pretty—and pretty tough, too. Tough enough to take all kinds of wear and still go on looking terrific.

That's just why so many pros like you specify turf seed from Northrup King. For years, Northrup King has given pros all they need—low maintenance varieties, winter hardy blends, special mixes for specific geographic problems, and expert help in selecting the right one.

And no matter what Northrup King turf seed the pros use, they get turf that's good looking and hard working.

Find out more about quality turf seed from Northrup King. Talk to your Northrup King representative or distributor.

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1 Week
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4 Weeks
5 Weeks
6 Weeks
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8 Weeks
9 Weeks
10 Weeks

A Liquid Nitrogen fertilizer solution.

A Combination of controlled release nitrogen (slow release) and free nitrogen for quick green up.

NITRO-26 PLUS

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Hahn SPRAY-PRO

15-ft. 3-section folding boom for 16½ ft. coverage. Spray fungicide, herbicide, insecticide, liquid fertilizer. 160 gal. polytank, jet agitation, centrifugal pump. High flotation tires and 4-wheel design protects turf. Only half the PSI of other utility trucks and sprayers. Optional SPREADER, UTILITY BED, HAND GUN

Some Dealerships available.
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Building self-propelled sprayers for 33 years.

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Embark® Plant Growth Regulator Distributor Locations

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Colorado Balcom Chemical Inc. Greeley Florida Southern Agricultural Insecticides, Inc. Palmetto Georgia Regal-Chemical Co. Alpharetta Illinois Chicago Toro Drake-Scruggs Equip. Inc. Decatur Turf Products, Ltd. West Chicago Indiana The Daltons Inc. Warsaw Iowa Big Bear Equipment Des Moines Davenport Kansas Champion Turf Equipment Wichita Kentucky George W. Hill & Co. Florence Ky. Maryland Commercial Lawn Services Inc. Rockville Cornell Chemical & Equip. Linthicum Heights Massachusetts Richey and Clapper Co. Natick Michigan Lawn Equipment Corp. Novi W. F. Miller Co. Birmingham Minnesota Minnesota Toro Minneapolis Turf Supply Co. St. Paul Missouri Beckmanns Turf Chesterfield Champion Turf Kansas City	Ohio Chemi-Trol Chemical Co. Gibsonburg Lakeshore Equipment & Supply Elyria Oregon Van Waters & Rogers Portland Wilbur Ellis Portland Pennsylvania Farm and Golf Course Supply Philadelphia Lawn and Golf Supply Phoenixville Miller Chemical Hanover Rhode Island Old Fox Chemical East Providence Texas Chemical & Turf Specialty Dallas Van Waters & Rogers Dallas Houston Utah The Steve Regan Co. Salt Lake City Virginia Wilson Feed and Seed Richmond Washington Van Waters and Rogers Kent Seattle Wilbur-Ellis Co. Seattle Spokane Wisconsin Reinders Bros. Inc. Elm Grove Canada Velsicol Corp. Mississauga, Ontario Hawaii Hawaiian Ag. & Fert. Co. Waipahu

Write 129 on reader service card

Wright starts out the article by writing:

"In 1975 and 1976, I drove a tank truck and sprayed lawns with chemicals, including the phenoxy herbicides 2,4-D and silvex. My company, Funk Lawn Co., thoroughly doused Buffalo and the surrounding area, including Niagara Falls and Lewiston. Funk told its workers nothing about the harmful effects of these chemicals, although many studies have already drawn alarming conclusions about them.

"We were told the spray was so safe you could practically drink it," she continued. "Spraying the herbicide silvex, we advised parents to keep pets and children off the lawn 'for a few hours.'" Silvex has since been banned for use on lawns and elsewhere.

She continued the article, writing:

"At Funk, production was first,

"Suburban customers were easily duped by a false air of professionalism . . . the hustle was to suck them into a program. . ."

safety last. With no special gear and sloppy monitoring of employee chemical use, we sprayed in high winds, poisoned gardens, occasionally murdered grapevines and rose bushes, but mostly eliminated dandelions and other broadleaf weeds from lawns. That was the job.

"Suburban customers were easily duped by a false air of professionalism ('Yes sir, I recommend a full-spectrum broadleaf weed control with at least one soil conditioner in spring or fall')," she wrote. "The hustle was to suck them into a program of at least four sprays (out of a maximum of six) averaging \$30 to \$100 per spray. Our customers, including churches, homes, factories,

schools and businesses, could get up to four annual doses of 2,4-D and silvex, year after year."

She then went into a lengthy discussion of the effects of 2,4-D, citing various studies. At least one New York lawn care businessman has said that her discussion was less than balanced.

She concluded the article by writing:

"Governor Carey signed a bill June 23, 1980 which created a panel to investigate dioxin-related herbicides and their victims, a study lauded as the nation's first. However, victims of Agent Orange, whether Vietnam veterans, toxic waste site neighbors, or agricultural neighbors like myself are understandably cynical of

studies the Environmental Protection Agency is ordering chemical companies to conduct on 2,4-D.

"From the first 'cancellation,' the government took nine long years to partially ban 2,4,5-T and silvex," she wrote. "Looking up and down weed-killer aisles at local garden stores, I don't know what it will take to ban 2,4-D, but I don't think we have nine years to do it."

CORPORATIONS

Harvester sells lawn line to Cub Cadet Corp.

International Harvester's Agricultural Equipment Group announced it has signed an agreement to sell its line of lawn and garden tractors to Cub Cadet Corporation, a newly-formed subsidiary of MTD Products, Inc., Cleveland, Ohio, a producer of outdoor power products.

International Harvester would continue to market Cub Cadet lawn and garden tractors and offer service and parts support through its organization of more than 2,000 agricultural equipment dealers in North America.

"The Cub Cadet line is stronger today than ever before, and we feel this decision will benefit both companies as well as the dealers," said Robert L. Lee, general manager of this International Harvester business segment. "The company has allocated substantial resources to improve its lawn and garden equipment in recent years and to improve support to dealers," he said. "International Harvester and Cub Cadet Corporation share a commitment to continue that growth in the future."

The buyer, Cub Cadet Corporation, would manufacture the small tractors at its Brownsville, Tennessee plant.

Cub Cadet would build the basically identical product now manufactured by International Harvester.

RADNOR VALLEY SLICED TWO-THIRDS OFF CREEKBANK MOWING BILLS.

Mark Curtin
Superintendent
Radnor Valley Country Club
Villanova, PA

You don't have to be a golfer to appreciate the job EMBARK plant growth regulator did on these creekbanks.

Mark Curtin, grounds superintendent of this 18-hole golf course, used to catch a lot of flack about lost balls if he wasn't constantly cleaning up these creekbanks. And the way he tells it that used to cost quite a piece of change. About \$3,200 a season.

"That old creek meanders along about a mile through the course. It used to keep a four-man crew busy for three days. Three weeks later we'd be back again. At least eight times a season.

"Now, just two treatments of EMBARK PGR and two mowings and I'm home. \$1,000 a year against \$3,200."

With EMBARK PGR, you spray whenever grass is actively growing. Spring, summer or fall.

One spray replaces two months' mowing, at a fraction of the cost.

Ask your local distributor for EMBARK plant growth regulator. And this season bank on fewer mowings.

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Increase Sales & Advertise Your Business

9 Years Promotional Experience &
15 Years in the Lawn care Industry

- custom printed tee shirts
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- door hanger
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ORDER RAIN GAUGE NOW!

as advertised last month

Introductory offer

Custom 2 color printed tee shirt to help promote the Lawn care Industry.

Front (IT'S YOUR LAWN) with scene
Back (AND WE CARE)

Send \$5.99 + \$1.00 postage

Call or write for quantity price & your imprint.

ORDER NOW

Matching Lawn
Care of
America Hat
\$4.50 plus
\$1.00 handling



Joseph Merkel
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Jamesport, NY 11947
(516) 722-4764

Write 121 on reader service card

BEHIND THIS ISSUE



I'm a figure filbert from way back, and here are some lawn care ones for you to chew on.

As you can see in this month's "Inside the Industry," we have identified at least 29 chemical lawn care companies that grossed more than one million dollars in 1980. We also listed another 74 companies that grossed between \$250,000 and one million dollars.

This is an incomplete listing, but most of the major chemical lawn care companies in the country are included.

To try to do some kind of comparison between 1979 and figures for last year, I compared statistics from 17 companies that were included in both surveys. ChemLawn was not part of this comparison, but the 17 companies collectively grossed \$41.94 million in 1979 on service to 298,000 customers. This comes down to an average yearly sale of \$140.74 per customer.

One year later, these same 17 companies were grossing \$50.81 million on service to 344,000 customers. These figures compute to an average increase of 21.2 percent in gross sales, along with a 15.4 percent increase in customers. When I did this exercise last year comparing 1978 with 1979 for select companies, the percentages were 31 percent up in gross sales, and 22 percent up in customers. So it would seem that growth in the industry

is tapering off somewhat from the boom years of the late 1970's, but still going along at a healthy clip.

The average yearly sale per customer this past year was \$147.71, an increase of \$6.97, or five percent. Again, these figures are for only 17 chemical lawn care companies, but the percentages seem to hold up with what our other LAWN CARE INDUSTRY surveys have been showing about recent growth of the industry.

One last note on the survey of the largest companies in the industry. Only 103 companies are represented here. We have a circulation of 13,000, about 45 percent of which are chemical lawn care companies. If you feel you have a place on this list, drop us a line, and we will be happy to give you the recognition you deserve.

Bob Enley

Get the right pressure at the nozzle...

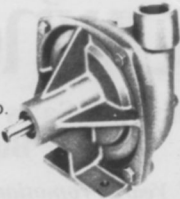
Go Hypro all the way!



Big jobs or small jobs you need steady, reliable pressure at the nozzle. You get it with Hypro sprayer pumps and accessories: pressure for long discharge lines, for compact portable units, for fine spray or steady stream. That means time savings and application precision that can help you make more money. And Hypro dependability keeps your sprayer on the job, season after season. Get the facts. See your Hypro distributor or write us today.

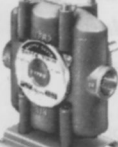
Hypro High Speed Centrifugal Pumps.

Belt driven. Models available for hydraulic, gear or engine drive, too. Capacities to 130 gpm. Pressures to 170 psi. Speeds to 6000 rpm.



Hypro Piston Pumps.

The Series 5900. 20 gpm at 500 psi—plenty of output for proper agitation. Other Hypro piston pumps with capacities to 25 gpm.



Hypro offers a complete selection of sprayer accessories: gauges, strainers, agitators, ball valves and couplings, and a full line of valves and fittings.

Send for your free Hypro catalog now.

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CLASSIFIED

RATES: 40¢ per word (minimum charge, \$15). Bold face words or words in all capital letters charged at 60¢ per word. Boxed or display ads charged at \$40 per column inch (one inch minimum). Agency commissions will be given only when camera-ready art is provided by agency. For ads using blind box number, add \$5 to total cost of ad. Send ad copy with payment to Dawn Anderson, LAWN CARE INDUSTRY, 1 East First Street, Duluth, MN 55802.

BOX NUMBER REPLIES: Mail box number replies to: LAWN CARE INDUSTRY, Classified Ad Department, 120 W. 2nd St., Duluth, MN 55802. Please include box number in address.

FOR SALE

Used spray trucks—Chevy, 750 gallon tanks, automatic hose reels, mechanical agitation. Limited quantity. Call (513) 845-0517. 5/81

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L.C. Managers—Sun Belt Area—Growth-oriented lawn care company opening multiple offices throughout the Sun Belt area, looking for Managers and Manager Trainees. Submit resume and salary requirements. All replies held confidential. Write LCI Box 51. 5/81

LAWN CARE MANAGER for our Pittsburgh operation. Must have some previous management experience in lawn care. Excellent salary and benefits plus bonus tied in to growth in excellent opportunity to grow with us. Write or call home office for further information. KAPP'S GREEN LAWN, INCORPORATED, 2605 Alma Drive, Ft. Wayne, IN 46809. 219-747-2096. 5/81

HELP WANTED—Denver based chemical lawn care company looking for ambitious, hard-working career minded individuals for our young, growing company. Competitive salaries and fringe benefit packages offered for many areas in the Rocky Mountain region this spring. Send resumes to Evergreen Lawns, 1950 Chambers Rd., Aurora, CO 80011 or call (303)344-8757. 5/81

Irrigation specialist for Massachusetts landscape firm. Experience a must. Excellent opportunity to join growing firm. Excellent salary & future for qualified person. Send resume and salary history to Mark Forge, Green Carpet Landscape, 161 Washington St., Worcester, MA 01610. 5/81

MISCELLANEOUS

Increase your profits this year with "Garden Tips", the monthly customer newsletter with your company name/phone. Proven response... cements customer relations, gets them to spend more, opens new doors expertly in new expansion areas. Low cost, effective profit building. Call today 516-538-6444, we'll send complete information or write: Garden Tips, Box 117, Garden City, NY 11530. TF

NEW/THE WICK-IT WEEDKILLER. Lightweight hand-held wick applicator. Low herbicide usage. Johnsongrass and other weeds growing among desirable plants. \$24.95 plus \$2.00 for handling. Send for brochure. Plant Production, Rt. 7, Box 441 E., Forth Worth, Texas 76119. 5/81

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Give Heart Fund
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USE NITROFORM[®] POWDER BLUE[™] IN YOUR SPRAYS TO AVOID NITRATE RUN-OFF.

There are more acres of ornamental turf in many states than any other "crop." Because of that, overapplication of water-soluble nitrogen may constitute a major source of nitrates in groundwater.

You can avoid the problem by using slow-release, water insoluble formulations containing 38% Powder Blue[™] Nitroform.^{*} Nitroform ureaform nitrogen is ecologically responsible. There is little or no leaching. No salt build-up, and it helps grass maintain good, green color between feedings.

You can feed the roots while you feed the tops and still avoid flush top growth. Quick-release nitrogens feed the tops, resulting in too much top growth, with little or no root growth.

Nitroform Powder Blue does not burn or streak. It can be mixed and applied with insecticides and fungicides.

Be environmentally responsible. Use Nitroform 38% nitrogen in your lawn sprays. If you prefer a dry product, specify Blue Chip[®]. Call your turf supplier or write for more information.



**THE LONGEST FEEDING
HIGH ANALYSIS ORGANIC NITROGEN.**



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LAWN DISEASE PREVENTION.

What do you say to a customer when the fungicide you're using on his lawn fails to keep turf diseases from breaking out between treatments? Even if the customer thinks that a lack of water is causing that brown, burned look, you know better. Now you can prevent major lawn diseases — without making extra service calls — with CHIPCO 26019 fungicide. Chipco 26019 gives you the longest residual on the market. Long enough for you to effectively prevent diseases with your established spray schedule. When diseases threaten your customers' lawns — and your reputation — don't make excuses for a fungicide that fails, or doesn't last. Make sure, with Chipco 26019. It's the long lasting, strong medicine for lawn disease prevention. For details, ask your chemical distributor, or contact: Rhône Poulenc Chemical Co., Agrochemical Div., Rhône Poulenc Inc. Monmouth Junction, NJ 08852.



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