

TRUCKS

How, when
to purchase

Page 16

SALES

A 'perfect'
system

Page 20



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ISSUE EVER

HBJ A Harcourt Brace Jovanovich Publication

FEBRUARY 1984

Volume 8, Number 2

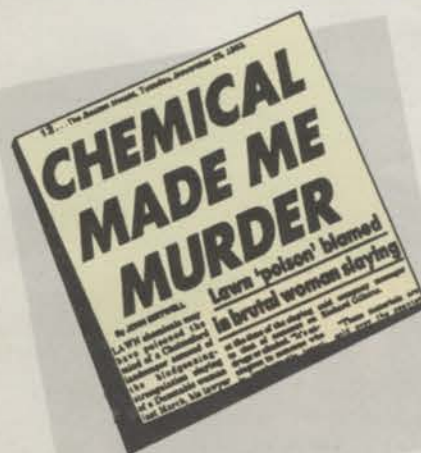
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LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

'Chemical intoxication' may be murder defense

Lawn sprayer on trial



A lawn care company employee charged with murder may try to use chemical intoxication as an excuse for his actions, according to sources in Massachusetts, where the alleged murder took place last spring.

No one has ever tried to link lawn chemicals with temporary insanity in the past. But the

defense attorney for former Old Fox Lawn Service employee David Garabedian, 22, said at press time he was considering a defense based on the premise that the materials Garabedian used on the job made him "involuntarily intoxicated."

Garabedian, 22, is charged with first-degree murder in the death

of a Massachusetts woman who encountered him at her home while he was on the job last March. Although one lawn service firm reported hearing a few comments from consumers shortly after the Boston media reported the murder, no one has reported seeing their business to page 50

A change of heart?

Telemarketing vs. direct mail

The cost of generating a residential chemical lawn care sale through direct mail is \$31.60.

The cost of generating a residential chemical lawn care sale through telemarketing is \$15.

It shouldn't take an advanced degree in mathematics to realize that telemarketing is half the cost.

These figures and more were the basis of a talk given by Marty Erbaugh, a recognized lawn care marketing guru, to lawn care professionals at the recent Pennsylvania Turfgrass Conference, held in Hershey, Pa.

"Telemarketing is more cost-effective than direct mail," the president of Lawnmark Associates, Peninsula, Ohio, told the audience. "You may choose to avoid the reality of these figures, but telemarketing is here to stay, and your competition will probably be calling your customers on

the phone soon—maybe even this season."

Erbaugh said many lawn care companies have put hiring emphasis on salesmen rather than lawn applicators, and also that more companies are hiring full-time salesmen rather than using applicators as salesmen.

He also spoke of salesmen—both in-person and by phone—being given permission by lawn care company management to offer "flexible pricing," what he said was a kind terminology for



Marty Erbaugh

"price hacking."

Erbaugh's company operates eight branch offices, with up to 15 trucks in some of them. He is a past-president of the Professional Lawn Care Association of America.

"Ten years ago, we were all brilliant marketers in this industry," he said jokingly. "There was limited competition and there was growing demand.

Most homeowners who inquired of our service bought."

In the late 1970s and early 1980s, the "pie" of potential customers continued to grow, as did the number of lawn care competitors. Much of the growth came from the "middle-class," and not just the "up-market" affluent homes as was originally thought by many lawn care businessmen. All lawn care companies to page 50



Giordano of Lawn Doctor dead at 48

Tony Giordano, co-founder and president of Lawn Doctor—the nation's second-largest lawn care company—passed away at his home in Matawan, N.J. on Dec. 16, 1983.

Giordano, 48, founded Lawn Doctor in 1965. By 1982, the company had serviced 160,000 accounts, grossing \$27 million.

"Tony was a very kind, gentle and committed person, from both the business and personal points of view," said Lawn Doctor executive vice-president Russ Frith. "He was my best friend—one hell of a nice guy."

to page 51

Next month
Turf

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3915

INDUSTRY NEWS

FIFRA reforms grounded

Reforms to the Federal Insecticide, Fungicide and Rodenticide Act (also known as "Harper's Ferry" bill) have run aground at the hands of the House Department Operations Research and Foreign Agriculture Subcommittee (DORFA).

Despite a strong effort by environmentalists, an intensive campaign by opponents of the reform bill paid off.

The outcome of the DORFA session was a directive to shift focus to the preparation of a FIFRA 1984 Authorization Bill

with recommendations for the incorporation of other provisions based on input from the EPA, USDA, industry and other interested parties.

Provisions of the Harper's Ferry bill were covered in the November, 1983 issue of LCI.



Honored

Bob Robinson of the ChemLawn Corp. was recently honored by the Ohio Turfgrass Association for "professional excellence." Details and other winter award-winners appear on Page 15.

BFC Chemicals undergoes changes

Nor-Am is the name of the new company to be formed to market and distribute products in North America formerly marketed by Nor-Am Agricultural Products Inc. in Naperville, Ill. and BFC Chemicals Inc. in Wilmington, Del.

BFC Chemicals was the U.S.

subsidiary of FBC Ltd., a United Kingdom agricultural chemical company which was recently purchased in total by Schering AG of West Germany, of which Nor-Am was a subsidiary.

In the specialty chemical area, the company will market a line of insecticides for public health and

professional pest control, and products for the turf and ornamental industry.

The organization has its headquarters in Wilmington. Ian F. Kent, who was managing director of BFC Chemicals, has been named president and chief executive officer.

PLCAA offers session tapes

Tapes of the Professional Lawn Care Association of America's fourth annual convention and trade show are available now to members and non-members alike, according to PLCAA executive director Jim Brooks.

Sessions recorded were: Keynote address (#1); Governmental regulations (#2); Agronomic issues (#3); New ideas in equipment (#4); Customers, complaints, cancellations (#5); Negative option (#6) and Stress management (#7).

Tapes are available by sending \$7 for each number to Markey's Audio Visual, 1712 N. Illinois, Indianapolis, IN, 46202.

The entire set can be ordered for \$42.50. All orders must be prepaid.



New Board

Members of the PLCAA's new Board of Directors are shown above. Left to right, are: Des Rice, Bill Fischer, Don Burton, Jim Sackett (partially hidden), Jim Marria, executive director Jim Brooks, Bob Earley, John Kenney, Al Rumbo, Dr. Bob Miller, Bob Scobee, Paul Bizon, Max Graham and Charlie McGinty. Rumbo, Scobee and Graham were just elected at the most recent PLCAA convention.

Slides available on turf problems

Three different 35mm slide sets—one each on insects, diseases and weeds of turfgrass—are available from the New York State Turfgrass Association. The slides are useful tools in the identification and diagnosis of turfgrass problems.

The 66-slide set on diseases was compiled by Dr. Richard Smiley of Cornell University. The 76-slide set on insects was compiled by Dr. Haruo Tashiro of the New York State Agricultural Experiment Station. And the 80-slide set on weeds was compiled by Dr. Arthur Bing and Robert O'Knefski of Cornell.

Each set is \$31.50 for NYSTA members and \$36.50 for non-members. Send checks to the New York State Turfgrass Association, 210 Cartwright Blvd., Massapequa Park, NY, 11762.

MEMOS

ALL AMERICAN TURF BEAUTY, a member of the Professional Lawn Care Association of America, recently received some national publicity. That company, which is based in Winterset, IA, was named among the 500 fastest-growing companies in the country by Inc. magazine. All-American Turf Beauty showed a sales increase of 576 percent from 1978 to 1982 to rank it 323rd on the list. Its 1982 sales were listed at \$693,000. President Daryle Johnson explained his success simply: "I just picked the right business." But he credited his employees' commitment to the company as the main reason for its success.

THE FLORIDA TURF industry lost a dear friend when James L. Blackledge, 77, passed away last summer. His turf-related background spanned seven decades. He was one of the co-founders of the Florida Turf-Grass Association in 1952, and served as its president in 1965-67. He was accorded an Honorary Life Membership in the late 1970s.

THE REAGAN administration recently unveiled a "right-to-know" rule that discloses to 14 million factory workers the

identities of the hazardous chemicals they handle—while continuing to safeguard industry trade secrets. Companies are now required to conduct education programs for their workers, but they are permitted to withhold the names of chemicals under certain circumstances. Estimated starting costs of implementing this new law are \$600 million.

MONSANTO AND STAUFFER chemical companies are currently going head-to-head over Monsanto's patent on Roundup herbicide. The original patent on the use of glyphosate, Roundup's active ingredient, is being contested by Stauffer. Meanwhile, Monsanto was recently awarded an additional patent.

VROOM, VROOM: engine school is off and running. Kohler Co., a maker of small engines for outdoor power equipment used in the lawn care industry, is holding a special factory service school for people who regularly service Kohler engines. The one-week class will be held Feb. 20-24 in Kohler, Wisc. For more information, contact Dale E. Tenpas at (414) 457-4441.

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American Honda has new plant

American Honda Motor Co. has formed Honda Power Equipment Mfg. Co., which will produce Honda power lawnmowers from a new facility near Burlington, N.C.

Located on 69 acres, the \$10 million investment will include a 60,000-square foot plant which will employ 80 people. At full production, the plant will be capable of producing each month almost 10,000 self-propelled and push mowers of about four hp each.

"We expect to begin shipments by mid-1984," notes Makoto Itabashi, president of Honda Power and executive vice-president of American Honda. He says the site was chosen because of the demand for Honda power mowers in the eastern portion of the U.S.

True-Value to enter lawn care?

True-Value, a national chain of hardware stores, may enter the lawn care field with its own lawn care service, according to various sources.

One contact noted that the new lawn care service may go by the name "Green Thumb," since True-Value stores currently market "Green Thumb" grass seed mixtures.

When contacted by telephone, company representatives would neither confirm nor deny the reports. "It's company policy not to reveal any information on this type of matter," a spokesperson told LAWN CARE INDUSTRY.

MSU to get new building

Michigan State University has scheduled construction of a new Plant and Soil Sciences building with the recent awarding of contracts.

The 282,000-square foot building—which has been planned for the last six years—is to cost \$29 million. Construction began last month, and is to be completed by the fall of 1986.

The six-story structure will house classrooms, a 230-seat lecture hall and two greenhouses.

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In fact, WEEDONE DPC delivers performance equal to that of more expensive three-way mixes, and it has excellent tolerance to most grass species.

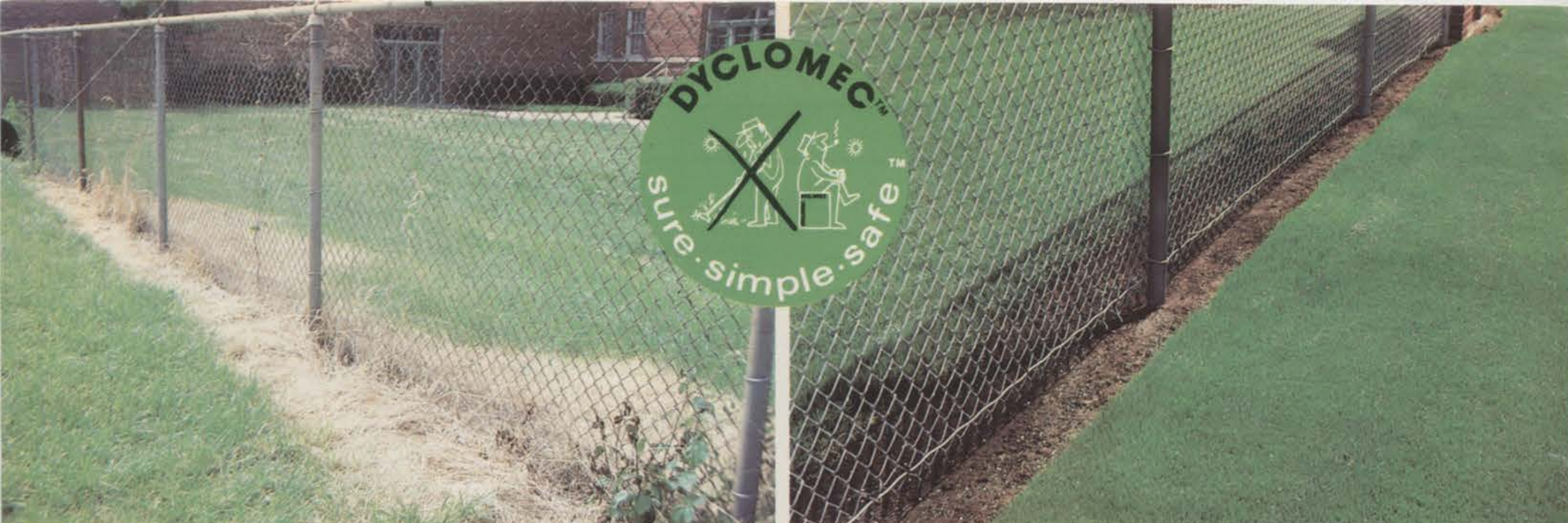
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The grass along the fence in the photo at left was killed with a fast-acting systemic post-emergent herbicide. Obviously, no professional groundskeeper could abide this ugly mess, so the dead vegetation has to be removed with expensive hand labor. The systemic product is recommended for lawn renovation so, naturally, vegetation will

grow back as new seeds germinate, resulting in an endless cycle of retreatment, ugly dead vegetation and more hand labor. Clean up a fence line with Dyclomec and vegetation will never again be a problem, because an annual pre-emergent application of Dyclomec will form a vapor barrier and keep the area absolutely clean.

Dyclomec turns Problem Areas into Beauty Spots

... and the vapor barrier eliminates repeated investment of hand labor to clean out dead vegetation.

Dyclomec is surely the most efficient herbicide that has ever been offered to professional landscapers. In fact, it is called the *landscaping herbicide*.

Now, at last, the groundskeeper can easily and economically achieve that manicured look, which consists of contrast. Of sharply defined areas where immaculate turf is contrasted with areas of beautiful, naked earth. Where ornamentals grow in an area of beds that are free of any distracting growth.

Until the advent of Dyclomec, such pristine landscaping could only be achieved with repeated investments of hand labor to clean out dead vegetation resulting from an endless cycle of

regrowth and retreatment with a systemic herbicide.

But once an area has been cleaned up with Dyclomec, hand labor to remove dead vegetation will never again be necessary because an annual application of Dyclomec will keep the area absolutely clean. How is this possible?

On the page at the right are step-by-step illustrations of how Dyclomec works. Understanding its principle will help you discover the many labor-saving, money-saving ways it can help you in landscape maintenance.

We urge you to read it carefully and call us toll free if you have any questions.



Dyclomec Applicator for Uniform Distribution

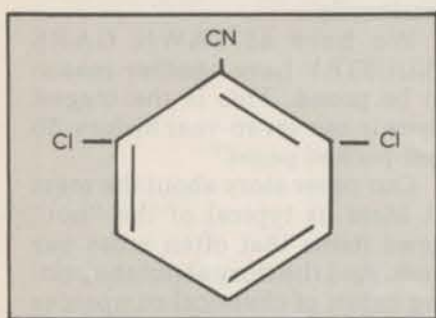
Because proper distribution of Dyclomec is important, this patented Acme Spred-Rite® G Spreader is the ideal tool. Granules are gravity-fed through deflector spikes that give a uniform pattern. Hold the head high for a wide swath; lower for a narrow swath; remove it for the finest line of control. Regulate flow with interchangeable orifice disks. Spreads any granular material. Lightweight. No moving parts.



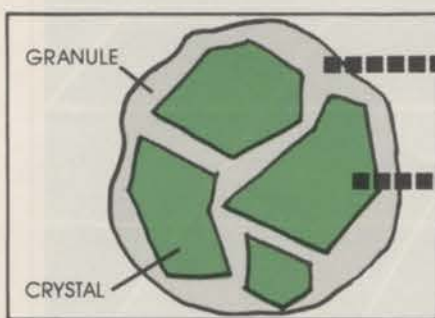
Dyclomec with its pre-emergent and post-emergent action is ideal for vegetation control in mulch, or bark around roses and ornamentals, or in flagstone and

gravel walkways. It works its way down to the ground and forms a vapor barrier which provides season-long weed control and maximum safety to desirable plants.

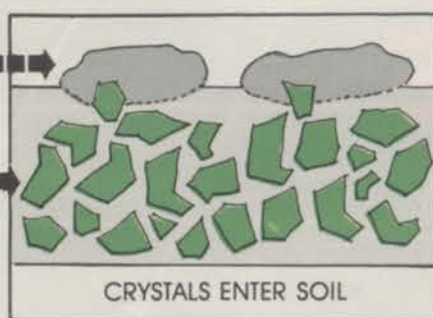
How Dyclomec controls weeds without harming ornamentals:



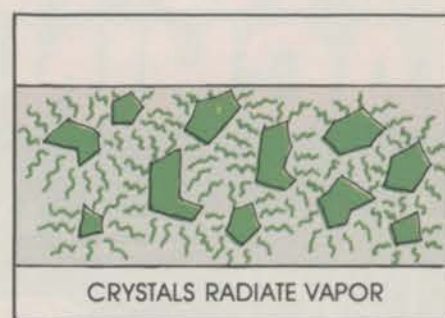
1. Dyclomec is a 2,6-dichlorobenzonitrile, commonly known as Dichlobenil. This unique herbicide goes directly to a vapor stage without going through a liquid stage. It is activated by temperature and soil moisture.



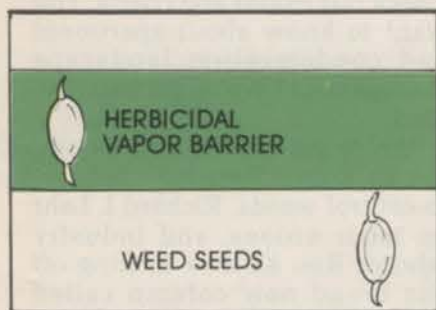
2. This remarkable herbicidal compound of razor-thin crystals is uniquely processed by PBI/Gordon to make a precise granule.



3. Granules are spread on soil surface. Moisture carries the Dyclomec crystals into the upper layer of soil. Because of adsorption by soil particles, lateral movement is minimal.



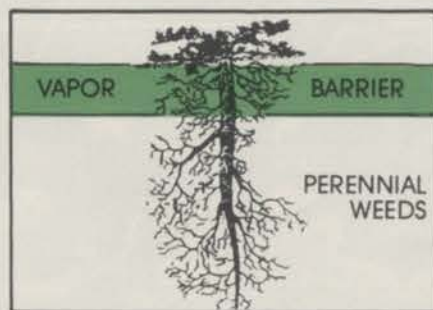
4. Temperature and soil moisture activate the Dyclomec crystals and they begin to radiate a herbicidal barrier. This continues for an entire growing season, and the spent crystals disappear, leaving no residue.



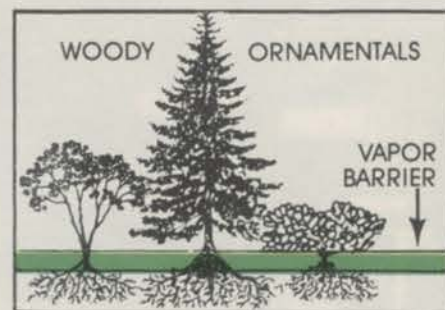
5. In this vapor barrier no plant cell division can occur. Seeds trying to germinate in the barrier will die. Sprouts below this zone will be killed as they try to penetrate the barrier.



6. Existing vegetation such as shallow-rooted grasses and annual weeds having root structures in this barrier will likewise be affected and die after two to three weeks.



7. Certain perennial weeds coming out of dormancy and attempting new growth within the Dyclomec barrier will run into the same dead end: they will be killed by the vapor.



8. Dyclomec, when used as directed, does not affect woody ornamentals, shrubs and trees that have deep roots extending well below the herbicidal vapor zone.



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If you have any questions about where and how to use Dyclomec, we invite you to call us. Our technical people have a combined experience of 95 years in working with the Dyclomec chemical.

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UPFRONT

Some reasons to be proud



Though the busiest part of 1984 hasn't quite arrived, you (and everyone else associated with professional lawn care) are gearing up for what appears to be the best year in the industry's history.

This industry has every right to be proud.

Some years ago, it came up with a unique, new concept. Its efforts to sell that concept (a viable convenience for modern homeowners) have yielded results

beyond anyone's initial belief. The industry has formed organizations devoted to professional grounds and lawn management, and those organizations have also flourished.

From our magazine's point of view, the industry has another reason to be proud: you have given us a reason for being here.

LAWN CARE INDUSTRY has been around since many of you started your businesses, 1977. It

has tried to provide interesting, topical articles to help you grow. It has, in fact, grown with you.

You've read our how-to articles, picking up some tidbits that have made your business more successful. You've read our people stories, and grown closer to your peers; in many cases, you've even grown closer to your competition. You've read our technical pieces, written by the foremost experts in turfgrass, and learned how to do your job better. You've read our news stories and kept pace with the changing face of the industry. You've seen new products in our magazine, and bought them.

In fact, if we at the magazine have done our job professionally, you are doing your job more professionally.

We here at LAWN CARE INDUSTRY have another reason to be proud. This is the biggest issue in our seven-year history: 56 jam-packed pages.

Our cover story about the mess in Mass. is typical of the "hot" news items that often cross our desk. And the story about the pricing habits of chemical companies gives you answers to questions you might have asked yourself before.

You want to know all about trucks? Or about salesmanship? Check our stories and charts. You want to know about apartment and condominium landscape management? We've got you covered.

We've got experts this month, too: Dr. Robert Shearman on hard-to-control weeds, Richard I. Lehr on labor unions, and industry advisor Ron Kujawa kicking off our brand new column called "The Last Word."

And who keeps us going? You do, reader. An example:

Not long ago, I walked into the office of a landscape management/nursery owner. About 15 trade magazines were displayed on a coffee table, but LAWN CARE INDUSTRY was nowhere to be seen. So I asked the owner if he received LCI, and I'll never forget his answer.

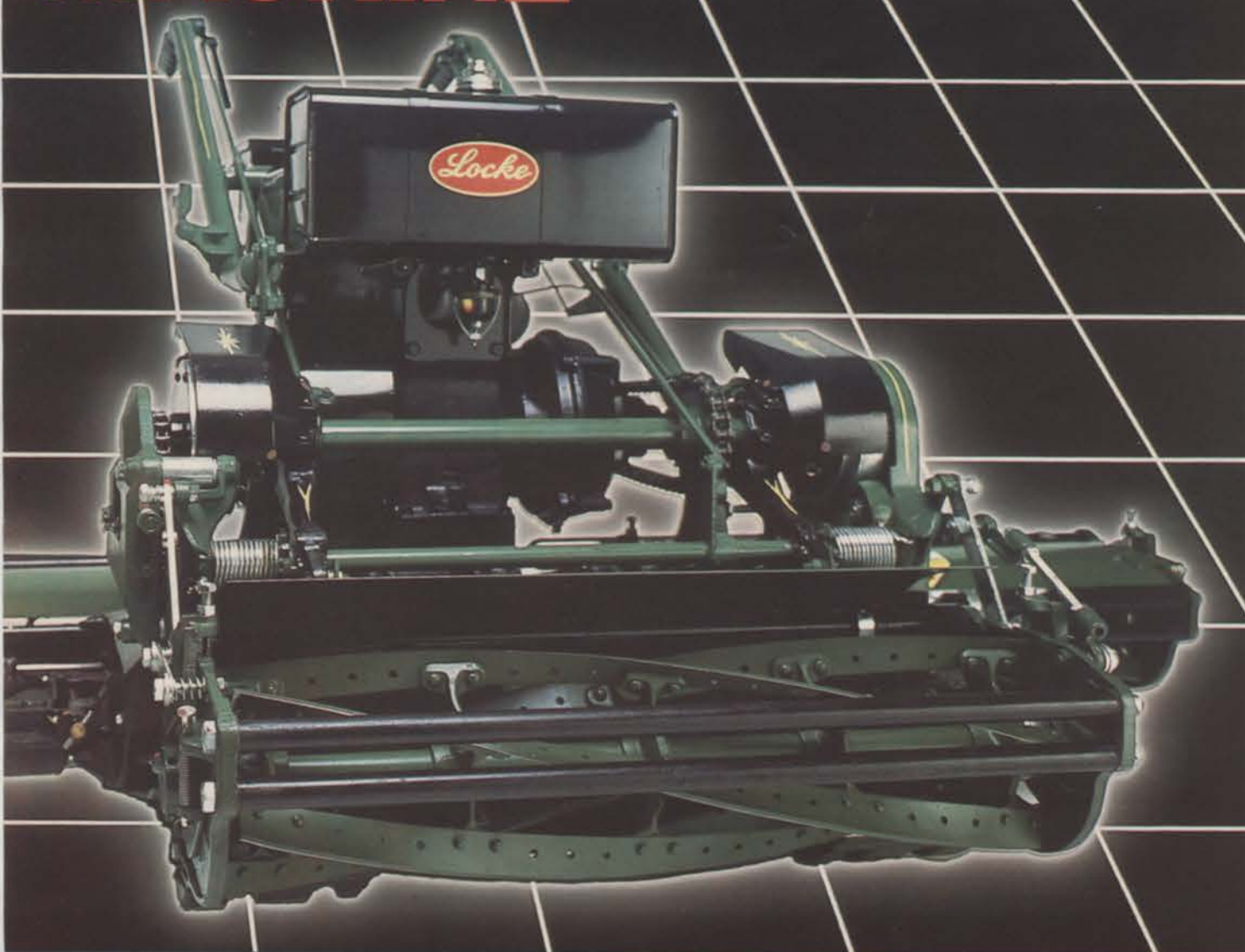
"As a matter of fact, I do," he said. "But it's at home. It's the only magazine I take home to read."

We must be doing something right, and we will continue—straight through what promises to be the biggest year in lawn care history.

Jerry Roche

Jerry Roche
Editor

THE ULTIMATE MOWING MACHINE



Driven by the conviction that performance is the ultimate justification for owning a mower, Locke makes the best mowers for lawn-care professionals who demand performance, quality, and value. In a time when some manufacturing standards are questionable, Locke has made no cost-cutting changes in the manufacture of its mowing machines since their introduction in 1928. From cast iron Briggs & Stratton engines to forged steel frames and spring-loaded reels, Locke mowers are built to endure.

Locke mowers deliver a cut the others have yet to match, a precision cut with each blade of grass

cut cleanly at a uniform height, unlike the ragged finish of a rotary. Cutting a wider path than a rotary, and with a ground speed equivalent to most rotaries, the Locke is almost fifty per cent more productive. And it goes on delivering this productivity over a life that is decades longer than that of a rotary. The choice becomes simple, either buy a rotary every few years, or invest once in a Locke.

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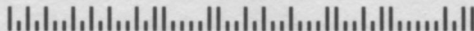
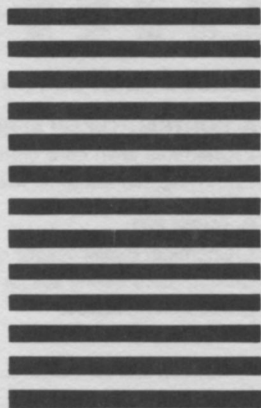
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Jacobsen outlook is robust

Sales gains for 1984 over those already posted for 1983 are forecast for turf and grounds maintenance equipment by major U.S. and Canadian distributors.

Jacobsen Division of Textron has underscored its own optimistic view of 1984 with the introduc-

tion of five products aimed at emerging markets and expanding existing lines.

In addition, the company is investing in computerized engineering design and automated manufacturing equipment, and is now producing rotary mowers

and sweepers at its new plant in Charlotte, N.C.

"These changes not only improve our current position, but in many ways are the keys to developing other new products which are now under way," says president John R. Dwyer Jr.

PGMS searching for new director

The Professional Grounds Management Society, a national organization with membership of more than 1,100, has decided to set up a full-time management structure. The PGMS is now in the process of looking for a new executive director.

The current executive director, Allan Shulder, has been operating on a part-time basis since April, 1976. His contract expired Dec. 31, 1983, but is being re-written on a 60-day basis.

Criteria for the new director, who will be in charge of one full-time secretary and one part-time helper, has been established by the Search Committee.

EPA admits to mistakes on survey

The Environmental Protection Agency (EPA) admitted to making some mistakes on a recent project titled the National Urban Pesticide Applicators Survey.

"We've corrected those for future surveys," said EPA survey economist Linda E. Zarow, upon seeing the results. The problems concerned the manner in which

the survey was worded, distributed and answered.

The data compiled during the four-year project came from questionnaires mailed to more than

3,000 firms engaged in structural and tree/lawn pest control. It will be used as part of the evaluation process in certain areas of EPA chemical policy decisions.

CLCA implements certification test

The California Landscape Contractors Association will implement this year a new industry Certification Test, which was subjected to an intensive "dry run" last fall.

"The benefits to employees, employers and the professional image will be tremendous as customers and peers become more aware of the complex skills required to successfully complete landscape projects," says Jerry Lambert of Lambert Associates, Santa Rosa.

The field test has 13 phases of hands-on exams, including irrigation installation, mowing, and seeding and sodding.

According to current plans, first administration of the test will be in April.

Jacklin awarded damages by judge

Jacklin Seed Co. of Post Falls, Ida. has been awarded damages in a lawsuit against Evergreen Helicopter Inc. of McMinnville, Ore. The amount of damages was not disclosed.

In the trial, Jacklin contested irregularities in the bidding which cost them a chance to revegetate certain sections of the Mount St. Helens blast area. The Department of Agriculture's Soil Conservation Service had awarded the contract to one of Jacklin's competitors, which had included Evergreen Helicopter as a participant.

Banol approved for ornamentals

Banol, a systemic turf fungicide, is now available for use on ornamentals to control root rot and damping-off caused by *Pythium* sp. and *Phytophthora* sp. at all stages of ornamental propagation.

Use of Banol is allowed in all states where the product is registered. Registration is pending in California.



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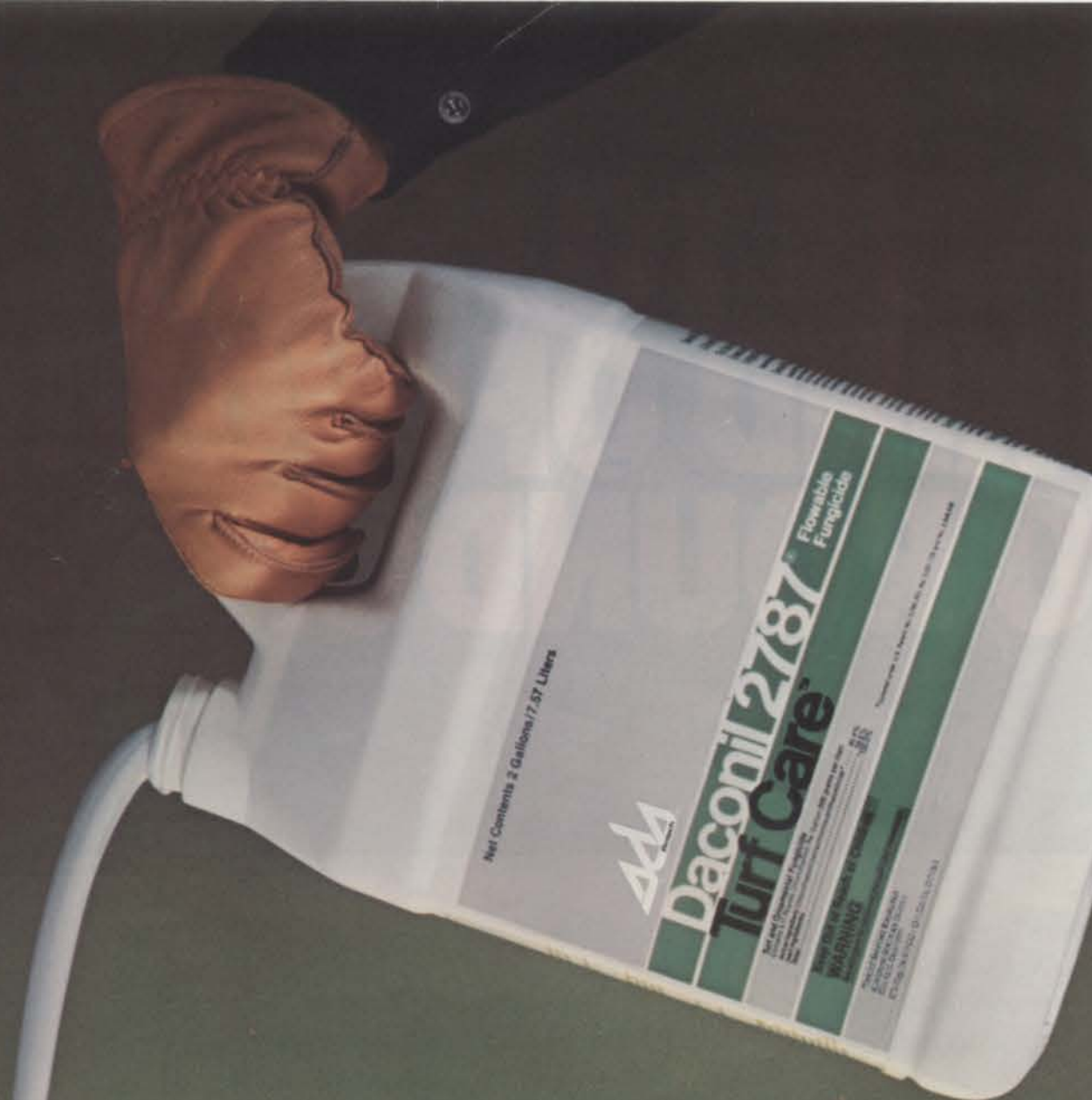
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Always follow label directions carefully when using turf chemicals.



Briggs & Stratton extends warranty

Briggs & Stratton Corp. has adopted the most extensive warranty plan in the company's history for its full line of industrial/commercial (IC) engines ranging from 3 to 18 hp.

According to a company spokesperson, Briggs & Stratton will offer a two-year warranty on all its IC engines, and a five-year warranty on the IC engine's Magnatron electronic ignition system. The program is retroactive, covering all IC engines manufactured since Jan. 1, 1983.

Under the new warranty plan, the company will replace—free of charge—any part or parts of the engine found to be defective in material or workmanship.

Irrigation show is huge success

More than 2,650 attendees made the annual Western Irrigation Show in Tulare, Cal. a huge success last October. The group included more than 100 exhibitors.

Highlight of the seminar program was a talk by Robert Whiting, Deputy Director of California's Department of Water Resources, who touched on critical water issues affecting the state.

Ensylva goes to Canada

Ensylva creeping red fescue has been licensed for sale in Canada, according to Harry Stalford, product manager at International Seeds, Halsey, Ore. Prime distributor will be Rothwell Seeds Ltd, Lindsay, Ont.

Ensylva is a low maintenance variety that mixes well with Kentucky bluegrasses and turf-type perennial ryegrasses.

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Winter is a time for awards, honors

This is the time for state and national turfgrass conventions, and with them go various awards.

Among the most notable winners were Dr. Haruo Tashiro of Columbia University, who took the New York State Turfgrass Association's highest honor, the Citation of Merit; and Bob Robinson of ChemLawn Pest Free, who won Ohio Turfgrass Foundation "Man of the Year" honors.

Here is the complete list of lawn turf honorees, as submitted to LAWN CARE INDUSTRY magazine:

AAA Landscape: Arizona Landscape Contractors Association (AzLCA) small commercial or residential maintenance award of distinction

Ariens Company: Wisconsin Society of Professional Engineers Governors New Product Award

L. Barrios & Associates: California Landscape Contractors Association (CLCA) large commercial maintenance achievement award

Francis K. Beadle: CLCA small residential maintenance first place; large residential maintenance achievement

Laura Beck: Professional Grounds Management Society (PGMS) scholarship

Chris Bloomfield: Ohio Turfgrass Foundation (OTF) scholarship

Chapel Valley Landscape Company: PGMS Grand award, outside contractor

Clarence Davids & Sons: PGMS honor awards in three categories

Georgia state FFA team: National FFA Nursery/Landscape contest first place (Lisa Neidert, Allen Darden, John Hatfield, Coach Evert Tiltsworth)

Mike Hambach: OTF scholarship

Justin C. Harper: PGMS Grounds Manager of the Year

Harold Jones Landscape Company: CLCA large residential maintenance first place

Tony Koski: OTF scholarship

Lyman Lambert: New York State Turfgrass Association (NYSTA) John Commann scholarship

M.C. Landscape Care: CLCA small commercial maintenance first place; medium commercial maintenance achievement

Mission Landscape Services: CLCA Ben Slade Memorial Award; small commercial maintenance achievement

Mitcheles: AzLCA large maintenance award of distinction

Peter R. Musselman: PGMS President's Award

Steve Myers: OTF Dick Duke Award

Nan's Landscape Maintenance: AzLCA small commercial or residential maintenance first place

Neil Noble: OTF/TUCO scholarship winner

Riverfront Landscape Maintenance Company: PGMS Grand award, outside contractor

Bob Robinson: OTF Man of the Year award (photo on Page 4)

Craig Schafer: OTF John Skinner award

Craig Schreiner: OTF scholarship; OTF/GCSAA scholarship

Sea Island Company: PGMS Grand award, hotel-motel-resort grounds

Dr. Haruo Tashiro: NYSTA Citation of Merit

Tierra Vista Inc.: PGMS Grand award, shopping area

Jack Tripp: OTF scholarship

Valley Oaks Landscape: AzLCA large commercial or residential maintenance first place

William Vandergeest Landscape Care: CLCA medium commercial maintenance first place; large commercial maintenance first place



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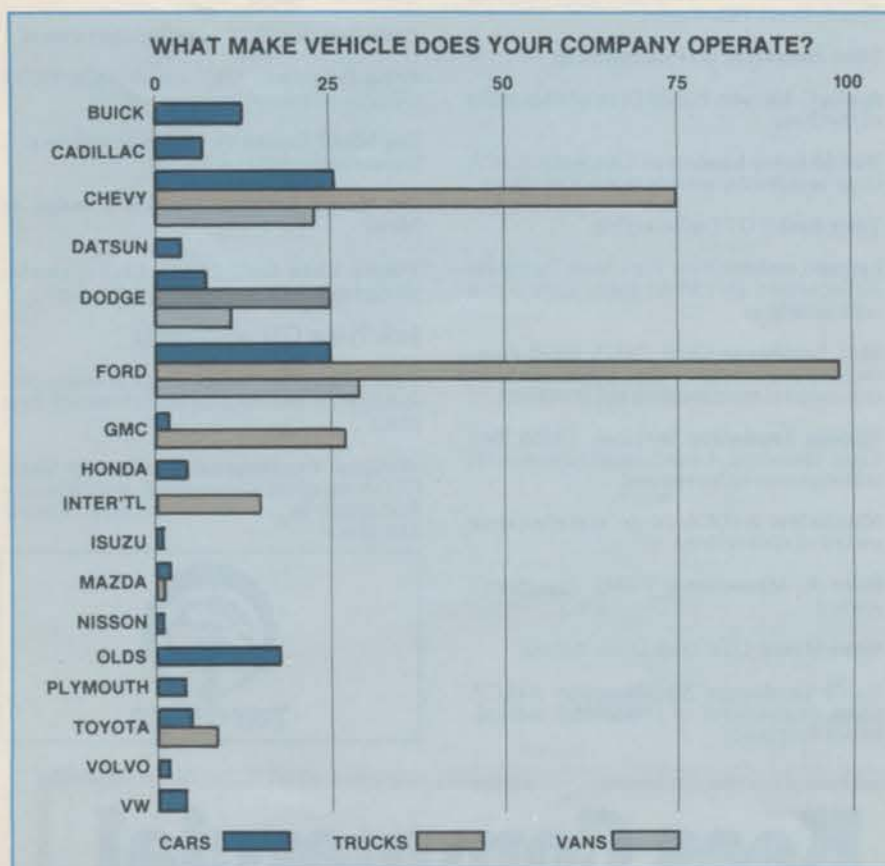
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INSIDE THE INDUSTRY

Lawn care vehicles

Does Ford have a better idea?



The most typical truck in the lawn care industry is a Ford two-ton gas-powered vehicle that is serviced by a local garage and expected to last 10 years.

A recent LAWN CARE INDUSTRY survey of vehicles and purchasing preferences indicates that domestic automakers don't have to worry about losing ground to foreign competitors. Of 260 firms surveyed, 97 own Ford trucks, 75 purchased Chevrolets, 27 have GMC trucks and 25 use Dodge vehicles. In contrast, only 25 companies report owning any of four foreign-built trucks.

Previous LCI surveys indicate that the industry prefers American models because of easy access to parts, abundance of skilled mechanics and the generally larger size of domestic models. Many businessmen also say, "We make our money here in America, why not spend it here?"

Of 176 trucks described by respondents, the majority (66) are two-ton trucks, followed by 53 ¾-ton and 28 ½-ton vehicles.

Only 20 of those trucks have diesel engines, and immediate fuel savings won't be realized by diesel users since that fuel currently costs the same as gasoline. However, one diesel owner says his truck requires less regular maintenance than gasoline-powered trucks, which significantly cuts his overall costs.

Jim Hughes of the Chemlawn Corp., Columbus, Ohio, notes that diesel fuel burns more efficiently than gasoline, which gives more miles for the money. But he also warns that unless you keep right on top of a diesel's maintenance schedule, you'll lose.

If you delay engine maintenance until slack business periods, the diesels suffer far more than a gasoline engine. "With a diesel engine, a short delay of routine maintenance could cost you considerably more in major repairs," Hughes says.

Pat Cullen, shop mechanic for Gustin Gardens, Inc., Gaithersburg, Md., says the biggest maintenance headache he

runs across in his 30-vehicle fleet is clutches. A clutch problem seems to come his way every week or so, Cullen notes, and employee driving practices "have a lot to do with it."

While the firm trains and tests new employees' driving ability, Cullen says his firm is considering re-testing all drivers semi-annually to make sure they shift properly. Anytime someone observes a driver misusing or poorly handling a company vehicle, his supervisor is notified of the problem, Cullen adds.

Most vehicles described in the survey had been in use for three years or more. Thirty-four companies report owning three-year-old trucks, followed by 29 companies having four-year-old trucks and 27 firms with 1979 models. One firm reports having a vintage 1967 model on the road, while five companies own trucks that are one year old or less.

Local garages are the most popular way to service and repair truck fleets, the survey indicates, with in-house mechanics a close second. Only 44 companies say they use the auto dealer's repair shop.

The LCI survey also reveals that a majority of the respondents (67) use two trucks in their business, while 49 companies have three-truck fleets and 45 use one truck on the job.

Most companies which plan to buy trucks this year say they would choose Ford first, then Chevrolet, GMC and Dodge models, in that order of preference. Again, foreign manufacturers can't count on American lawn businesses to help their sales.

Although respondents plan to buy 59 trucks this year, only two foreign models are included in that total.

One lawn care businessman says, "The most

important thing is finding a knowledgeable salesman who understands your needs." The second most important thing? A dealer who'll provide good service after the sale, making regular maintenance easy.

Checklist: buying a vehicle

Before you head to the showroom and start kicking tires, sit down and picture how your new truck will fit into your overall operations over the next several years. Scratching out a list of tasks your new vehicle will handle will save time and confusion once you head to the dealer.

Some of the points to consider include the following:

- **Size selection:** Don't pick the truck that can handle those giant loads you haul three or four times a year. It's more economical to select the size suited to average loads and then rent for the occasional large payloads.

- **Driving area:** Suburban stop-and-go driving versus highway hauls makes a big difference when it comes to selecting transmissions, gear ratios and axle sizes.

- **Body type:** The cheapest tailgate won't save you any money if it takes your crew longer to load the truck. Considering the cost of labor and workmen's compensation today, it may be more economical to spend more for an easy-loading model so your crew can spend more time on the lawn instead of at the curb or in the hospital.

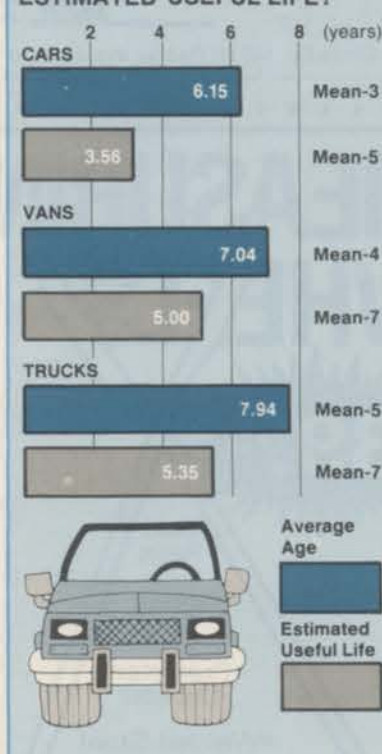
- **Simplicity:** Tilt-away steering columns and exotic engine systems are nice, but are they really necessary? How much extra time and money will it cost to fix these items if they break down?

- **Ease of handling:** Does the model under consideration make backing into driveways a major project? You want the truck that's wide enough for your loads, but not so big that it's a tricky ride down narrow streets.

- **Trade in value:** Unless you're into the habit of running them into the ground, someday your truck will end up on the market. Which models best retain their resale value?

- **Dealer reputation:** The best "bargain" often isn't. What do other customers think of his service and reliability? He's the most crucial link between you and Detroit.

WHAT IS THE AVERAGE AGE OF YOUR VEHICLE AND ESTIMATED USEFUL LIFE?



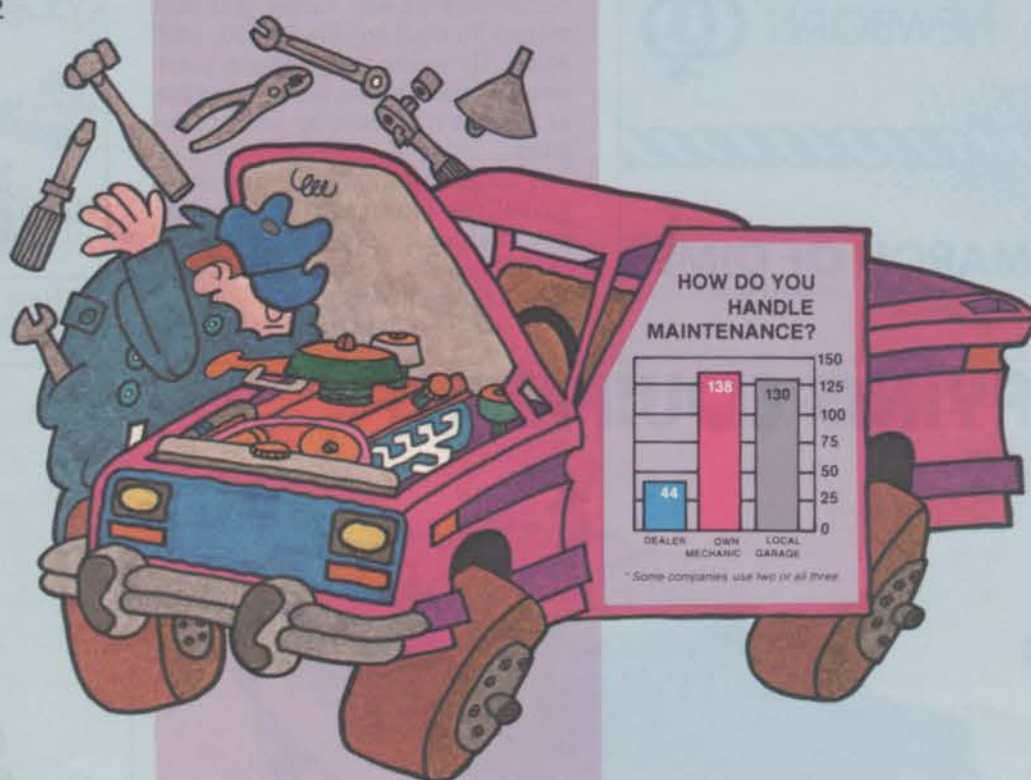
TYPICAL MONTHLY COST MAINTENANCE SUMMARY

FIXED COSTS

- ☒ Licenses
- ☒ Insurance
- ☒ Garage Rent
- ☒ Garage Supplies
- ☒ Garage Light and Heat
- ☒ Depreciation

OPERATING COSTS

- ☒ Fuel
- ☒ Maintenance
- ☒ Operator
- ☒ Accidents
- ☒ Other Expenses



For all your vehicles

Keep track of maintenance with easy, invaluable logs

Do your business's vehicles help build profits through efficiency? Do they just manage to pay their way? Or do they actually damage your earnings picture?

A cost journal for each company vehicle can be handy at tax time and help you discover ways to cut overhead costs that threaten your balance sheet.

Each vehicle should have its own journal, and they're easy to set up. An ordinary looseleaf notebook with 12 double pages is all that's needed for a year's worth of entries. Each page should have room for 31 notations (days of the month), and there should be enough columns to cover all pertinent expenses.

The column headings should reflect recurring costs for each truck or van so these expenses and other data can be listed horizontally after the date. If these forms are filled in promptly after each workday, you'll have an accurate set of records for all pertinent vehicle costs.

Entries under the MILES TRAVELLED column are especially valuable when compared to those listed under FUEL; you also might want to know how much travelling is required to move your truck or van to specific sites in order to include this cost in your charges. When employees can choose one vehicle

rather than another for a job without checking with you, you'll know what happened by checking the MILES TRAVELLED column and can question the preference. Is there something wrong with a truck that makes it a white elephant no one will drive? Figures in this column can give you a clue about problems your drivers may neglect to mention.

Three columns

Three columns should be listed under the general heading FUEL, which can also be used for gas and oil. Subheads such as Brand, Amount, and Cost give you the exact expense for operating each vehicle per mile and whether this varies with the type of fuel used. This data will also help you estimate more accurately which truck gets better overall mileage, as oil consumption is noted along with diesel and/or gasoline use.

Other columns in each cost journal should be informative—like the MAINTENANCE notations. Use subheadings for Tires, Parts and Labor. If your repairs are handled by an outside garage, get itemized bills and subdivide those costs for your journal entries. If you employ a staff mechanic, be sure he logs how long it takes to complete specific jobs and base your labor cost on

what he's paid per hour.

This information helps you decide whether your company should or shouldn't do its own truck and van maintenance work.

The OPERATOR column will tell you whether one employee is more adept at handling a specific van or truck than another worker, and which employees have fewer accidents. You should have Name and Operating Hours subheads in this section. If a driver spends three hours behind the wheel, list the employee's salary for three hours in this column.

Another useful category would be listed as ACCIDENTS. Use two subheads, Damage and Repair Costs, with entries similar to those listed in the MAINTENANCE section. But don't use the maintenance column for accident figures; if you do then you will not have a true picture of the vehicle's operating efficiency. By keeping the ACCIDENTS designation separate, you can compare the number of incidents incurred by different drivers and estimate whether one vehicle—and driver—is safer than another, enabling you to take appropriate action.

Don't forget to include a MONTHLY COST SUMMARY on the right hand side of every double page of your journal. Include

Reasons to buy today:

You've heard it before: now is the best time to buy. But rather than rehash the salesman's pitch for plunking down your cash on his product, there are several good reasons to go into the truck market right now that even the sharpest auto dealer may not have told you.

Here is a short list of why you should consider buying a truck—today:

1) The arrest of inflation: most economists predict the current recovery will be both modest and short-lived.

2) Stabilized interest rates: financiers are anxious to put their cash to work.

3) Availability of creative financing: arrangements that were considered bizarre five years ago are now available.

4) The pro-business administration in Washington: instead of an administration that looks toward business taxation as an attractive source of new government revenue.

5) A renewed sense of employee commitment: most good employees realize how fortunate they are to hold a job today, and thus take better care of your equipment.

6) Relatively low movement of truck inventories: the vehicle industry has become lean, hungry and increasingly competitive as a result of the recession.

7) Engineering improvements: trucks have been vastly improved in recent years, both in terms of fuel efficiency and overall strength and durability.

all monthly Fixed, Operating and Depreciation costs in this summary section.

FIXED costs should include licenses, insurance, garage supplies, rent, light and heat. Determine the monthly cost of licenses and insurance by dividing annual fees by 12. Other expenses generally are pro-rated and spread over all tank trucks and vans owned by the business. Divide those figures by 12 to arrive at a figure for your monthly fixed cost entry.

Operating cost

Obtain your OPERATING cost figures from the Fuel, Maintenance, Operator, Accidents and other expense categories listed in your journal.

Several different DEPRECIATION methods are available, and you should try several for each vehicle before choosing the one that suits your needs most economically. But never depreciate all your vehicles by the same method unless they're all exactly

alike in age, type, use, driver, terrain traveled, etc.

One method of depreciation employs a fixed number of years and the same annual depreciation

figure for each year. Another method depreciates 5/15ths of the purchase price the first year, 4/15ths the second year, and so on. With this method, the book

value of the vehicle at the end of the year closely approximates its trade-in value.

Another method involves taking a fixed percentage off the book value each year. First-year depreciation on a \$12,000 vehicle at 30 percent equals \$3,600. The second year, 30 percent of the remaining \$8,400 value (\$12,000 minus \$3,600) equals \$2,520, and so on. By using this method your vehicle maintains a book value for as long as it is used by your company.

These suggestions are just guidelines for effective control of your vehicles. As you implement them, you may want to alter them to your own program.

—Bess Ritter May

LAWN FUNNIES



"Hey, man! I dig that crazy-lookin' dog you're walkin'."

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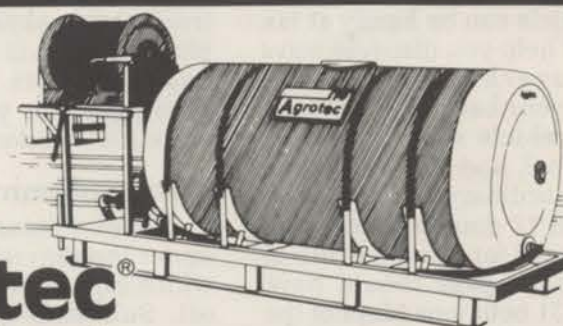
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You've got a prospective customer who exhibits a sincere interest in making his lawn the best around. Yet you can't quite convince him to take your service. In the words of television's Chester T. Riley: "What a revoltin' development!"

The homeowner hems and haws, says he really would like a nice-looking lawn, but doesn't really know if he wants to spend all that money.

What you need, then, is a "grabber;" a sales pitch that will convince him to fork over that hard-earned dough.

LAWN CARE INDUSTRY contacted some people whose jobs hinge on the ability to sell their programs. Their responses fell neatly into a step-by-step failsafe plan for closing sales. And here's what it looks like:

Targeting clients

There are a lot of homes out there, but only a portion of them rank as bona fide prospects. Deciding which houses to hit with your pitch is Problem No. 1. As a solution, you might want to start an in-house program designed to target houses, or go to a special outside service—for direct mail programs, for instance.

Mike Craver of Americalist, Cleveland, Ohio, has exhibited at

the Professional Lawn Care Association of America trade show for the past two years.

"With our service," Craver says, "a person can identify a market area they don't know. If he's already in a market, the best way to spread his business is to utilize the neighbors of his customers."

In either instance, a good direct mail house like Americalist can help.

"The government's published all the data from the 1980 census by now," Craver says. "There's a census tract code and block code for every house. Using this information is just like using postal ZIP codes; only this information is attached not just to geographical areas, but also to demographics."

Telemarketing is another method for finding the right people for your service. More and more lawn care companies are starting telemarketing campaigns. Griffin Lawn Care, Kalamazoo, Mich., is one.

"We're enthused about telemarketing," says Linden Griffin. "It's kind of an up-and-coming area. Sometimes, people consider lawn care, but they don't do anything until they get a telephone call telling them we'll give them a free estimate. Then, they say, 'Sure, come on out.'"



Sales ideas

'Mr. Lawn Care' has 'perfect pitch'

So you want to expand your customer base and put more crews to work this summer. How do you set up and run a successful sales program without running into the ground?

"Mr. Lawn Care," as we'll call him, had the same questions. After trying several different sales and promotions methods and keeping a close watch on their results, he's settled into a basic sales program that's worked wonders.

Both worlds?

Mr. Lawn Care decided he wanted the best of both worlds: expand his existing service routes and enter new neighborhoods at the same time. After trying several different ways to get his "foot in the door," he settled on direct mail campaigns and distributing literature in target areas. Why?

His telemarketing effort "produced the lowest quality leads we've ever generated," he says. The sales staff basically asked if

people would like them to come out and survey their lawn "and they said, 'sure.' We ended up giving out a lot of free estimates."

The door-to-door approach generated good leads, but was just too time-consuming to be practical in the busy spring months. However, Mr. Lawn Care and his staff will be ringing doorbells later, as things wind down for the season.

The 100,000 pieces of direct mail he sent out last year gave top-quality leads. "It's the most expensive method, but you close a higher percentage," he explains. He did some of his own mailings in specific neighborhoods he wanted to break into, but Mr. Lawn Care also participated in cooperative mailings, where a dozen or more offers are included in the same envelope.

Call-backs

"You know they're really interested when they take the time to call you," he comments. Hand-

delivered door hangers and brochures were inexpensive to distribute and gave him the flexibility to supplement the mailings in neighborhoods he particularly wanted to enter.

When a potential customer calls, Mr. Lawn Care has told his staff to try and answer all their questions on the phone so the only on-site work needed is measuring the lawn.

Like the door-to-door approach, personal visits with the customer simply consume too much valuable time. "If you spend a half-hour, an hour, talking to customers, you're lucky to get six done in a day. On the phone you can get 14 or more taken care of in that same day."

When on a sales call, Mr. Lawn Care discovered that "no two customers are alike," when it comes to questions about his services. Everyone's trained to answer the technical questions, explain the price structure and discuss the safety and effectiveness of the

chemicals used. He also learned that more and more people are aware of professional lawn services today, so instead of selling the concept, he basically sells his company.

"We sell high quality, and therefore, costly, service," Mr. Lawn Care explains. "We're not ChemLawn and can't compete on their level. So we try to sell a little bit more personal. We sell with education, and develop trust with the customer."

The highest percentage of sales are closed on that first call, and—unless a potential customer has been referred to your company—"the first one there who makes a good impression gets the account."

Not worth it

While he'll contact undecided people once or twice more, Mr. Lawn Care learned that he gets few fence-sitters and they're generally not worth following for an exceptionally long time.



Griffin says that sales leads obtained through telemarketing will close about 40 percent of the time.

Other contacts

George Meeley, vice-president and general manager of ChemTurf, Anaheim, Cal. recommends giving homeowners "three chances to say no."

"Keep hammering them with brochures," Meeley says, "and try to qualify each prospective customer."

ChemTurf categorizes each lead as a "no," a "maybe" or a "yes." The "no's" get the least attention.

"We'll usually follow up a turn-down a couple months later," Meeley notes, "but it's rarely worth the time."

"Maybe's" are also contacted again, with better results. But for direct inquiries, closing rate is as much as 90 to 95 percent.

"The biggest problem with selling the service in California is that nobody knows what it is," Meeley concludes. "It's not like back East; here, lawn care is in its infancy."

The presentation

Wayne McKinnon of Greenway Lawns, St. Louis, Mo. doesn't believe in the structured presentation.

"We try to design each sell to the person and the type of lawn," McKinnon notes. "We question them as much as we can, to find out what they want. Then, we tell them what they need, and not what we want to sell them."

This process is fine-tuned back in the office by the use of role-playing sessions among salesmen. Not only do the salesmen trade problems that might arise, but they do so in front of a video tape system, so that they can see their own peculiarities and correct them.

"I think the intelligence and courteousness of the salesman is everything," McKinnon continues. "We don't try to push for the sale, and I think that's what gives us the edge. We intelligently field questions, but if we don't know the answer, we don't make something up."

"If we can talk to a person, we can generally make the sale."

The closing

Once a customer has contacted a company to make an estimate, the actual closing is relatively easy, according to the businessmen contacted by LCI. The national average of closings in this instance is at least 80 percent, like that of Griffin Lawn Care.

"I think lawn care services are purchased, more or less, as an impulse item," Griffin says. "Homeowners are motivated by spring coming, and they feel like communing with nature. Which makes the buying season up here a narrow window, an intense eight-week period."

"If your advertising reaches the potential customer at that point, he'll call you out."

When the sale closes, the first communication the new customer gets is a confirmation card

from Griffin. This card is a formal "thank you" and a list of services.

"We have found that this has cut down on year-end confusion," Griffin notes. "This isn't a selling tool, though—it's a managing tool."

McKinnon tells his Greenway salesmen to reiterate the fact that lawn care is a cooperative venture and to "really push hard on our financial relationships" to avoid overdue bills.

Follow-up strategies

Herb Panyard of Spray-a-Lawn of Orrville, Ohio, says that a contact is made by technicians-salesmen each time a lawn is serviced. That seems to be the general rule of thumb in the lawn care industry.

"Every time we spray, we leave a bag on the customers' door to

alert them to any bad weather, or to let them know about any specials we have," Panyard says. "We communicate each time we're on a lawn—either verbally or with written materials—as to the progress of the lawn."

Panyard also has a way of helping assure renewals: "We point out that it may take two, three or four years to get the lawn in the condition the customer wants it, and after that we're in the business of maintaining it in that condition."

He also says that his salesmen will recommend a fifth application, core aeration or liming, if necessary.

Though salesmanship techniques may vary, the real professionals of the industry prefer a tried-and-true procedure. Why? Because it works. 

Survey notes

A typical client:

The typical lawn care customer is more than 30 years old, makes more than \$25,000 a year, and is most interested in the convenience and extra time he or she gains by using a professional lawn care firm.

That's how the market is viewed by the Mobay Chemical Co., which recently commissioned an independent research firm to conduct a telephone and personal interview survey of several hundred lawn care customers throughout the country.

In her report at the fourth annual Professional Lawn Care Association of America convention, Carol Scott of the Barickman Co. said her firm's research indicates that, "overall, you've done a good job." More than 80 percent of the customers surveyed said they were satisfied with the work done by their lawn care firm, while only 10 percent indicated dissatisfaction.

Scott commented on the following points, which the survey indicates were the major reasons why customers use professional lawn services.

- **Convenience.** "The most important factor." She noted that lawn care businessmen report that younger, professional, two-income family customers are on the rise.
- **Standing in the community.** "Many customers concede that neighborhood peer pressure is a factor in their decision."
- **Pride.** Residents want "that lawn to enhance the image of their home and their community."
- **Safety.** "They want professionals to apply lawn chemicals because they're concerned about possible harmful side effects."

Scott also had several suggestions based on discussions with the few dissatisfied customers contacted in the survey. "Prompt service and reliability are of paramount importance to your customer," she said, adding that "careful scheduling, timely, and consequently, effective treatments," are the best ways to keep customers happy.

Other points to remember include:

- **Courtesy.** "Indifferent attitudes on the part of your personnel will only alienate customers."
- **Communication.** Providing information about the chemicals applied and "explicit concern for the health of your customer's lawn is going to help you."
- **Good taste.** Women make as many decisions regarding lawn care as men, so females "should not be overlooked or offended by your marketing efforts." 

After giving the customer a contract proposal, Mr. Lawn Care rushes to answer any more questions or problems that come up. "We're more than happy to re-measure the lawn if the customer questions our figures," he says. "With all the talk about lowballing and bait-and-switch stuff, we don't like anybody to accuse us of anything like that. So we're extra-careful when it comes to showing the guys how to use those measuring wheels properly."

After the sale is made, Mr. Lawn Care relies on his technicians and supervisors to handle follow-up questions, since they are all trained in customer relations. That aspect of the program is very flexible, with everyone committed to customer satisfaction. "It's that old cornball golden rule: treat the customer's lawn as if it were your own," he says.

With the number of lawn care firms increasing every year, Mr. Lawn Care knows the competition is getting tougher.

He responds this way:

"If you sell with truth and honesty, the customer will know it. You can't guarantee a magic carpet, but the better the sale is, the longer you'll keep it." 

Weed control

How to control 'hard-to-control' weeds

According to Dr. Robert Shearman of the University of Nebraska, lawn care businessmen need to take three steps to control "those hard-to-control" weeds.

First, Shearman says, you've got to have a good basic weed control program. Then, you've got to educate the customer, to use proper cultural practices and avoid the potential for some troublesome weeds. Finally, Shearman notes, you have to maintain contact with turfgrass specialists, academia and industry to keep abreast of the latest research

developments that may be helpful in controlling troublesome weeds.

"You've also got to make some important decisions about selection of herbicides," Shearman told a group of lawn care businessmen attending the Ohio Turfgrass Conference.

Shearman pointed out the three types of lawn weeds: annual grasses, broadleaf weeds and perennial grasses. He first touched on the problems crabgrass creates.

"It's difficult to control, because of its life cycle, because

it's a prolific seed producer and because--if we allow it to germinate--we have to rely on post-emergent herbicides.

Shearman said that benefin (Balan), bensulide (Betasan), DCPA (Dacthal) and oxadiazon (Ronstar) are all good crabgrass herbicides. DCPA, he said, is also very good for control of yellow foxtail, and oxadiazon is very good on goosegrass.

Shearman began his discourse on the broadleaf weeds by citing controls for prostrate and spotted spurge, since a single spurge

Dr. Robert Shearman



plant may produce as many as 3500 seeds.

"Post-emergent control is possible, but it requires many treatments," Shearman said. "So we have approached this problem from a pre-emergent standpoint."

He said that Dacthal has proven best for control of spurge, if applied initially at a rate of 10 pounds of active ingredient per acre, followed by a six- to eight-pound application six to eight weeks later.

"Yellow woodsorrel or oxalis is also difficult to control because of its resistance to some herbicides, particularly 2,4-D," Shearman noted. He said that an application of Trimec at yellow woodsorrel's early stages of development has given some success. "2,4-DP may also give some control, but more work needs to be done," Shearman continued. And oxadiazon gives some pre-emergent control.

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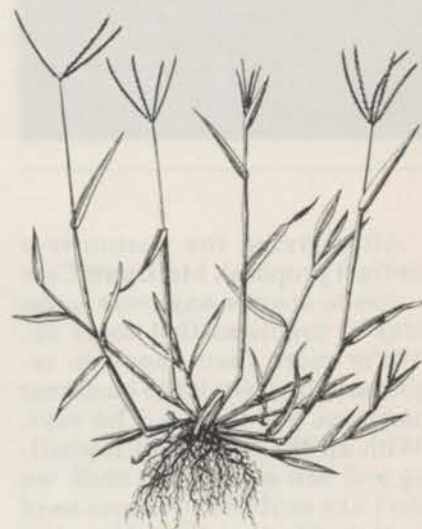


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CRABGRASS

at its early stages of development, according to the Nebraska turf specialist. It can be controlled with phenoxy herbicides at the three- or four-leaf stages.

"We've had continued problems with mallow, creeping charlie and violets, though, with the loss of silvex a few years ago," Shearman said. But he added that triclopyr (Garlon) and 2,4-DP have shown some promise. Dicamba and Trimec (up to four applications) will eliminate violets.

Shearman listed nutsedge, wild garlic and wild onion as hard-to-control grass-like weeds. Wild garlic and wild onion, especially in the South, should be controlled with dicamba while actively growing.

"And nutsedge is increasing as a problem on home lawns,

especially in Nebraska," Shearman noted. Frequent applications of methyl arsenates (MSMA and DSMA) are needed to control yellow nutsedge. Basagran is more suited to the lawn care industry, since it doesn't require as frequent applications and is less damaging to the turf.

Perennial grasses are "particularly troublesome" because their systems are similar to those of common lawn turfgrasses, Shearman said, listing nimblewill, quackgrass, bentgrass, tall fescue, zoysiagrass and bermudagrass among the troublesome perennial grasses.

"You can achieve effective control of nimblewill in mid-season with glyphosate," Shearman commented, "followed up with some of the pre-emergent herbicides.

"For tall fescues, you have to spot-kill them out and re-seed or re-sod." He mentioned Hoelon and Glean, as agricultural herbicides, that have demonstrated control of tall fescue in Kentucky bluegrass turfs under research trials. More research is needed with those products before they are possibly labeled for turf use, though, Dr. Shearman ended. 

Small business

Married young men are owners

The typical owner of a small business is a young married man who enjoys his work a lot.

This information, and more, came out of a study completed by Research & Forecasts Inc. for Comprehensive Accounting Corp. of Aurora, Ill.

The study, according to the latest edition of the Associated Landscape Contractors of America newsletter, also determined that the average small businessman is:

- between the ages of 35 and 49
- has been in his present business for fewer than 10 years
- is white, married and has two or more children
- has at least a high school education
- reports an annual household income of less than \$40,000
- employs other members of his family
- spends more than nine hours daily at work
- commutes less than one hour a day to work
- and has taken 10 or fewer vacation days in the past year.

The survey was conducted among owners of businesses with annual sales of \$300,000 or less.

The survey also indicated that:

- only 22 percent of the small business owners were female
- about 33 percent have college degrees (compared to the national average of 15 percent) and
- 27 percent have an annual income of less than \$20,000 (U.S. average: 50 percent).



Some hard-to-control weeds

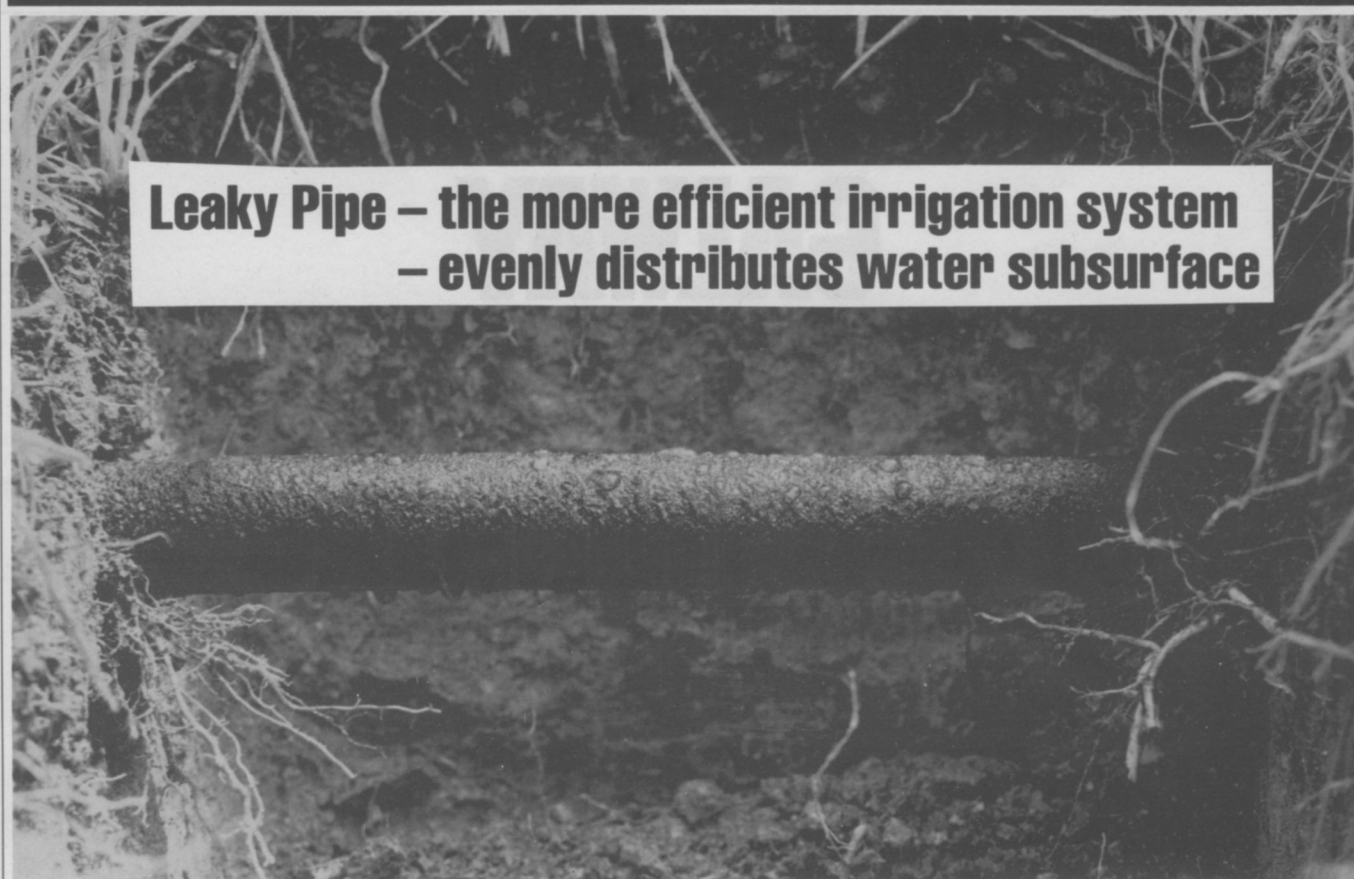
Dr. Shearman's list:

ANNUAL GRASSES: crabgrass, yellow foxtail, goosegrass

BROADLEAF WEEDS: prostrate spurge, spotted spurge, yellow woodsorrel, oxalis, knotweed, mallow, creeping charlie, violets

GRASS-LIKE WEEDS: nutsedge, wild garlic, wild onion

PERENNIAL GRASSES: nimblewill, quackgrass, bentgrass, tall fescue, zoysiagrass, bermudagrass



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Is it for you?

Four-day week gains ground among landscape managers

More landscape management companies are flirting with the idea of scheduling employees on a four-day work week basis—especially after hearing about other businesses which have already successfully used the technique.

Melanie Reinhold Sawka of

Reinhold Landscaping, Flat Rock, Mich., and Rich Ackerman of Oregon Landscape Maintenance, Tigard, Ore. are two business managers who sing the praises of work weeks lasting four 10-hour days.

"We've cut our overtime and our travel time by 15 to 20 per-

cent," says Ackerman. "We've also cut our accident rates because people are well-rested after a three-day weekend, and our morale is up."

Adds Sawka: "Our equipment now runs six days a week on an alternating basis—plus, there's an extra day to make up for time lost

Melanie
Reinhold
Sawka



Rich
Ackerman

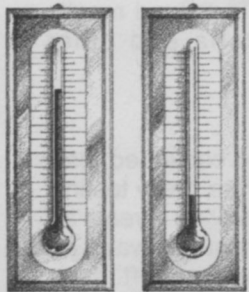


NORTHROP KING'S GALWAY WILL CHANGE YOUR THINKING ABOUT TALL FESCUES.

Until now, most tall fescues have come up short.

They've failed under extreme temperatures. And fallen victim to disease.

But now there's Galway from Northrup King. A versatile, fine-leaved tall fescue that maintains a dense weed-free turf years after ordinary tall fescues thin out.

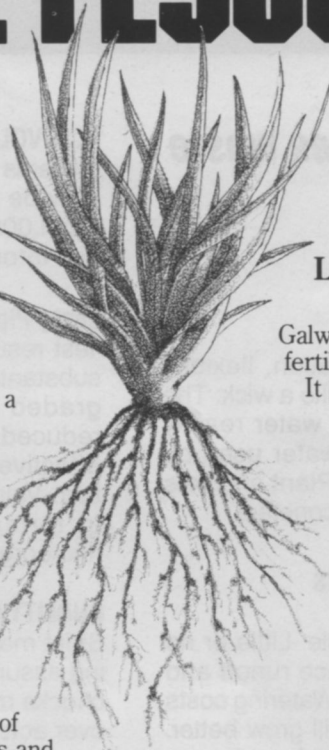


Improved performance against disease and extreme temperature.

In development, Galway passed the test of fierce Minnesota winters and sweltering Midsouth summers.

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Tests have shown that it won't succumb to brown patch or net blotch. And that its improved shade tolerance makes it well suited for use under trees and in other low-light areas.



Low maintenance turf with a high maintenance look.

Galway requires only limited amounts of water and fertilizer to produce an attractive, dark green turf. It grows slower, which means less mowing. And its improved fine-leaved texture improves density and uniformity.



It is recommended for athletic fields, parks, playgrounds, commercial and public turf areas, boulevards, embankments and home lawns. New, fine-leaved Galway from Northrup King. It'll change your thinking. Because, in the world of tall fescues, it stands above them all.



Ask your Northrup King distributor about Galway tall fescue. Or write Northrup King Medalist Turf Products, P.O. Box 959, Minneapolis, MN 55440.

because of inclement weather."

Ackerman says that he likes to schedule crews for Monday through Thursday or Wednesday through Saturday duty, allowing the office to remain open six days a week.

These points and others were made during the most recent Associated Landscape Contractors of America Landscape Management Division conference.

Strengths listed as reasons for employing work crews on a 10-hour, four-day basis were:

- Generally, overtime and travel time is reduced;
- Accident rates generally decline as morale improves;
- Equipment can be run six days a week;
- The extra day per week the business is open allows for time lost because of inclement weather, or for crews to be pulled in a fifth day for overtime, if needed;
- At the beginning and end of the week, equipment can be serviced;
- Clients are exceptionally pleased with the business being open six days per week; and
- Office building grounds can be serviced on Saturdays when no one is around.

"We have area supervisors responsible for client contact and once-monthly walk-throughs with foremen," Ackerman points out. "We've also been able to rotate people in work tasks."

"We have found this to be very productive for us."

In a poll of landscape managers attending the ALCA LMD session, about 60 percent said that they would consider scheduling field personnel on this basis.



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Dacthal does it all.

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

And remember, Dacthal is also effective against 21 other annual grasses and broadleaf weeds including foxtail and purslane. What's more, it can be applied to more than 120 ornamental flowers and shrubs with no risk to ornamental root growth.

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

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Chemical reps confronted: Why do you guys charge so much?

Representatives from the leading chemical manufacturers were seated at a table at the head of the large room. They asked for questions from the floor. Up went a hand and a lawn care businessman shot this question at the front table:

WHY DO YOU GUYS CHARGE SO MUCH?

The question was not unexpected. The buyers finally were offered the opportunity to confront the sellers in a public setting.

The first to speak was Dr. John Proctor of the Mobay Chemical Co.

"Bayleton has taken as much flak as anything for the cost of the product per pound," Proctor said. "We don't approach it from a cost viewpoint, although I'm sure that's what you look at."

"What you have to decide is

Dr. John Proctor



what you're doing: do you want to grow quality turf, or do you just want to grow green grass? If you want to grow a quality product—either to play on or to look at—then you have to take the steps to provide that quality product.

"It just gets down to a simple fact of economics. That goes all the way from the mowing equipment to the irrigation equipment to the fungicides and insecticides."

Dr. Noel Jackson of the University of Rhode Island was session moderator. "It's up to these fellows to sell the material, but to sell it at a reasonable price," he intoned. "They charge the earth for some systemic fungicides. Hopefully, once the competition develops, we might get the price down, and you will be able to buy some of these really expensive fancy materials."

High expenses

Jackson noted that chemical companies take 10 years to develop, test and submit each product for approval to the federal government. Expenses amount to upwards of \$20 million before the chemical even hits the market.

"I know they've got to make a fortune, but they don't have to get all that investment back in one year," Jackson said. "Just take two years, please."

A question concerning residual effect—and its relation to price—also arose.

"You have to evaluate what will

give you the longest residual control for the most effective cost per unit," Proctor responded. "The price per pound of any of these products really can't be defined as too expensive. Maybe the most expensive product is the cheapest product to use, because of the particular benefit it may offer you."

Dr. Richard Smiley of Cornell University agreed with Proctor.

"I have done some cost analyses on various research programs," Smiley said. "I've been

able to see that, on a cost breakdown—when application costs, manpower, fuel and such are all taken into account—that some of the new high-priced materials are actually at par, and occasionally even lower in cost than materials that have to be applied more frequently.

"Sometimes these materials are more expensive on a per-acre or per-season basis, but then there are exceptions where they are less costly and more convenient."

Jackson ended the discussion by taking the chemical manufacturers' side for a moment:

"They are to be congratulated that, through some trying years, the investment has still gone on. And it's a very sobering thought that—at the end of 10 years and \$20 million—there's no certainty that the product is ever going to receive registration or see the light of day, and your money's gone down the sink."

"So, hopefully, industry will

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

MEETING DATES

Dr. Noel Jackson



continue to help provide the arsenal of fungicides that we so desperately need. I don't think you can manage turf to the perfection that's expected without the use of these very special chemicals."

And so, the dialog and discussion continues between the two groups, buyers and sellers. 

Landscape/Garden Center Management Clinic, Feb. 5-8, Galt House Hotel, Louisville, KY. Contact: NLA/GCA Management Clinic, 1250 I St., NW, Suite 500, Washington, DC, 20005. (202) 789-2900.

Horticultural Industries Conference, Feb. 6-9, University of Minnesota, St. Paul, MN. Contact: Office of Special Programs, University of Minnesota, St. Paul, MN, 55108. (612) 373-0725.

Associated Landscape Contractors of America Convention and Trade Show, Feb. 8-12, Hyatt Regency, Phoenix, AZ. Contact: Gail Morgan, ALCA, 1750 Old Meadow Rd., McLean, VA, 22101. (703) 821-8611.

The Fertilizer Institute Annual Meeting, Feb. 12-14, Sheraton New Orleans, New Orleans, LA. Contact: The Fertilizer Institute, 1015 18th St. NW, Washington, DC, 20036. (202) 861-4900.

Fall Planting Council Annual Meeting, Feb. 15, Downtown Marriott, Atlanta, GA. Contact: Fall Planting Council, 5 Shawsheen Ave., Bedford, MA, 01730. (617) 275-3112.

Professional Turf and Landscape Conference, Feb. 16, Civic Center, Hartford, CT. Contact: Anthony D. Penkrat, Connecticut Grounds Keepers Association, 23 Atwater St., West Haven, CT, 06516. (203) 934-3103.

Landscape Industry Conference and Trade Show, Feb. 16-17, Regency Hotel, Denver, CO. Contact: Becky Garber, Associated Landscape Contractors of Colorado, 3895 Upham, Suite 150, Wheat Ridge, CO, 80033. (303) 425-4862.

Capital Area Turf & Ornamental School, Feb. 20-21, Holiday Inn, Grantville, PA. Contact: Harold Stewart, Dauphin County Extension Service, 75 South Houcks Road,

Suite 101, Harrisburg, PA, 17109. (717) 652-8460.

Northeast Pennsylvania Turf and Grounds Maintenance School, Feb. 21-22, Luzerne County Community College, Nanticoke, PA. Contact: William Kleiner, County Extension Office, 211 Adams Ave., Scranton, PA, 18503. (717) 961-4761.

Professional Turf and Plant Conference, Feb. 27, Colonie Hill, Hauppauge, Long Island, NY. Contact: William Alexander, NSLGA, 59 Orinico Dr., Brightwaters, NY, 11718. (516) 665-2250.

Iowa Turfgrass Conference, Feb. 27-29, Marriott Hotel, Des Moines, IA. Contact: Dr. Norman Hummel, 105 Horticultural Bldg., Ames, IA, 50011. (515) 294-1870.

Western Pennsylvania Turf Show, Feb. 28-March 1, Expo Mart, Monroeville, PA. Contact: Christine King, 412 Blanchard St., Bellefonte, PA, 16823. (814) 355-8010.

Massachusetts Turfgrass Conference, Feb. 28-March 1, Civic Center, Springfield, MA. Contact: Dr. Joseph Troll, Dept of Plant and Soil Sciences, Stockbridge Hall, University of Massachusetts, Amherst, MA, 01003. (413) 545-2353.

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

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

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

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

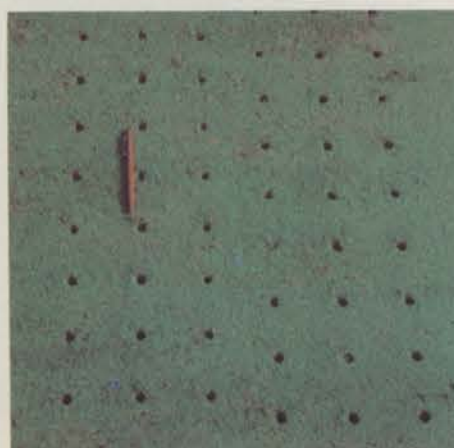
Landscape Industry Show, April 4-8, Convention Center, Long Beach, CA. Contact: Bob A. Gouley, California Landscape Contractors Association, 1419 21st St., Sacramento, CA, 95814. (916) 448-2522.

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

Professional Lawn Care Association convention and trade show

Nov. 12-15
Curtis Hixson Hall
Tampa, Florida

Contact: Jim Brooks, PLCAA,
P.O. Box 70455,
Marietta, GA, 30007.
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with you year after year in spite of all the new business efforts of your contemporaries; and it also prompts him to tell his friends about you.

And when you do it right the first time, you do wonders for your profit because you eliminate those gut-wrenching, expensive retreatments.

The Trio of Trimec; Betamec-4; and your Gordon Professional Turf Distributor can help you do it right the first time.

The Role of Products

Betamec-4 is unparalleled in the field of selective pre-emergence herbicides, and is preferred by lawn care specialists who want dependable results. Consider just a few of its unique advantages.

... It has extended life, which means you can apply it on your timetable rather than nature's germination schedule. Apply it early in the year and, even if it freezes before crabgrass germinates, Betamec-4 will still be there with its control.

TRIMEC® Turf Herbicide. Only Trimec gives you all these benefits:

- Controls the widest range of broad-leaf weeds.
- Gets hard-to-kill species with one treatment.
- Wide safety margin for lawn grasses.
- Minimum hazard from root absorption. No vapor action after application.
- Effective weed control in a wide temperature range. Overcomes water hardness problems.
- Treated areas may be reseeded within two weeks.
- Non-flammable and non-corrosive in use. Stable for several years above 32°F.
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- Bentgrass formula is also available.

TRIMEC® is a registered trademark of PBI/Gordon Corporation. Product covered by U.S. Patent No. 3,284,186.

BETAMEC-4: The premier crabgrass herbicide for established turf.

- Controls other grassy weeds and certain broadleaf weeds before they emerge.
- Has been used by homeowners, lawn care specialists and golf course superintendents with complete satisfaction for more than 10 years.
- Controls Poa annua.
- Gives excellent crabgrass control without turfgrass injury.
- Controls unwanted plant growth before it becomes visible.
- Apply in fall or early spring for all-season control.
- Can also be used on Dichondra, ornamentals, ground covers, flowers and bulbs.

Betamec-4 (Betasan — registered trademark of Stauffer Chemical Co.)



"I want to supply you with Trimec and Betamec-4."

... Because it's a liquid, it stays in place, and thus is effective over an entire terraced lawn.

... And it is so gentle to established turf and around herbaceous ornamentals, it has been applied at twice the recommended rate without causing damage.

Trimec is unparalleled in the field of selective post-emergence herbicides. Three chemicals: 2,4-Dichlorophenoxy acetic acid, 2-methyl-4-Chlorophenoxy propionic acid; and 3,6-dichloro-o-anisic acid are all reacted as acids to form the dimethylamine salt of Trimec. The resulting Trimec product has unparalleled strength caused by the synergism that occurs from reacting the three acids, and the eutectic principle utilized by PBI/Gordon. This phenomenon delays the crystallization of the Trimec Complex, thus enabling it to better penetrate the cuticle of the weed and translocate through the entire system, resulting in total kill.

And, yet, cost-per-acre is low because the synergistic and eutectic characteristics of Trimec measurably reduce the amount of chemical needed.

We make the flat statement that — dollar for dollar and acre for

acre of immaculate, weed-free turf — Trimec is the most effective and efficient broadleaf herbicide in the world.

Unstinting Professional Service

The third member of the team is your Gordon Professional Turf Distributor. He not only will provide you with Betamec-4, Trimec, and a complete line of turf chemicals at a price that will leave you plenty of room for profit. He will back you up with technical knowledge to help you solve — or avoid — the problems that plague the lawn care business. Among such services, he will provide you with special door-hangers that help ensure good customer relations.

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The Bottom Line

You can buy a narrow-spectrum herbicide that costs less per gallon than Trimec. But, on the bottom line, Trimec costs less because it requires less chemical per acre for maximum weed control; and because it saves labor by doing the job right the first time.

No matter how large or small your lawn service company is, your Trimec distributor wants to help. Get in touch with him, today.



Ask your distributor for a supply of Trimec door-hangers.

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Getting mileage out of what you've got

Selling a service like lawn care is a tricky proposition—but there are several ways of "getting the word out," according to a consultant with the Service Corps of Retired Executives (SCORE).

"There may be products involved, but you're actually selling your brains, your ideas, your talents, your knowledge," says Herb Reel of SCORE. "You're doing something for other people by which you earn a profit."

Because you are the actual product, it's sometimes difficult for the service owner to come up with an effective advertising tool. Pushing a service that's performed the same way every day, and which has built in the same operating costs is not quite the same as advertising a 50 percent off sale on products which were purchased from a distributor at a special price.

Take advantage

But many lawn care company owners do not take full advantage of the promotional opportunities facing them, Reel says.

"Every service business has an image which is being projected each and every day on each and every job.

"For example, how many times do you go to the client's home or office or whatever, and by what method? You probably get there by van or truck; have you given much thought to the image the vehicle portrays?"

Reel says he sees too many service vehicles on the road with no signs at all, or—at the opposite end of the spectrum—vehicles with signs so gaudy that they give people a headache to look at them.

"It's true you notice those gaudy trucks and vans, but what does the prospective client think when he sees them?" Reel asks. "He's more apt to ask himself, 'Are they really any good? Are they going to take care of my lawn the same way they look?'"

It's okay to use a vehicle that catches the eye, Reel says, but watch out for graphics that create a negative image because of their gaudiness.

Self-image

"Self-image is important in the service business," Reel contends. "How many times have you seen a service firm pull up to your place in an old dilapidated truck? And what immediate impression does that give you? It's bad business.

"Many times, I've looked inside those trucks, and they invariably look like one big junk pile. I wonder, how in the heck does he know what the piece of equipment is, and where it is? He'll be fumbling around for parts all the time; it takes him 20 minutes to find whatever he's looking for, and here I'm paying \$24 an hour for that service!"

Reel also suggests keeping all

One of the most convenient ways of advertising your business, according to Herb Reel of SCORE, is making sure that the name is highly visible on trucks, your building, equipment and even stationery. For instance, Spring-Green uses large letters to convey its name twice on each side of its spray trucks, as shown in the photo at the right.



If you think you've seen late-germinating crabgrass in your turf, you may really have been looking at a goosegrass problem.

Either way, you can solve the problem with CHIPCO® RONSTAR® herbicide.

THE DIFFERENCE BETWEEN CRABGRASS AND GOOSEGRASS.

Goosegrass is more common than you might think. It's easily mistaken for crabgrass, especially when it's mowed.

What's the difference? Check the color first. Goosegrass is a

darker green. And it always grows in tufts. Crabgrass doesn't.

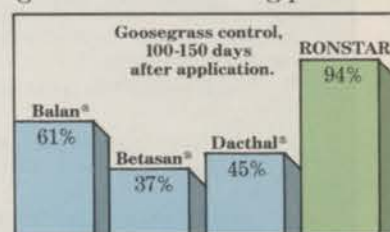
There's another important difference: goosegrass is much harder to control. Unless you use RONSTAR.

CRABGRASS OR GOOSEGRASS... IT MAKES NO DIFFERENCE WITH RONSTAR G.

RONSTAR is the only herbicide you can count on for effective preemergent control of both crabgrass and goosegrass.

While other products will give you satisfactory performance on

crabgrass, they don't even come close to RONSTAR on goosegrass. Years of testing prove it:



Summary of 9 years of testing conducted by University Experiment Station and Rhône-Poulenc personnel.

So you have two choices. Use an ordinary crabgrass herbicide

appointments, or calling ahead to tell people that you are unable to make it.

"I remember one time I had a company come to the house to repair a central air conditioner. They pulled into my yard and crushed the new sod I had just put down. Then they just let fall all the wires they cut out. And they trampled through the shrubbery and knocked down some of my wife's flowers.

"Believe me, it was one heck of a mess. Leaving a bad impression like that is bad advertising. It can make or break you."

The image your company leaves should be modern, efficient, prompt and courteous.

"It's going to pay off in referral business," Reel says. "That's the way the service business has to

advertise."

The Yellow Pages are another means of self-promotion, as long as you follow through with whatever claims you make.

the day," Reel claims. "Misleading and false advertising is the worst thing in the world. It will cost you more business than any other thing you can do wrong."

Image is a way of maintaining good customer relations

"If you say you have 24-hour service, you better have somebody available every minute of

You must also keep your company's name visible: on your door, on your windows, and on

signs near your business, Reel says. Along with that, follow-ups—"an area where the average service business sometimes fails miserably"—are extremely important.

"In over 60 years of having servicemen galore come to my house for all kinds of reasons, I can't recall anybody ever calling back a week or six months later and asking me how the appliance or whatever was working, and if I needed any further service," the SCORE consultant notes. "This is an excellent source of business, and it's easy to do."

Reel also suggests looking at service guarantees and warranties: are you really living up to them, do you display them, do you explain them to your customers?

"Too many service firms fail to mention their guarantees at all, unless the customer brings it up," Reel observes. "But these are selling points."

Special price?

Finally, don't be afraid to put a special price on your lawn care services. "Sometimes when you offer a special and cut your price by 10 or 15 percent, you may double your volume by 50 percent." Of course, the rule here is not to cut your prices so that your volume picks up too much to adequately perform your services.

Service businesses do have effective means of advertising and promoting themselves. But it must be done every day, and all day. It's just a matter of common sense. —Dana K. Cassell

Resolved

Seedsmen choose to take action

The American Seed Trade Association has adopted a resolution urging states not to revise any of their current labeling laws.

The resolution, adopted at ASTA's January board meeting, states:

"The American Seed Trade Association requests that all states hold in abeyance any proposal of planned revisions to their individual state seed laws as they pertain to lawnseed labeling until such times that the revised Federal Seed Act is available, as any new state lawnseed labeling laws will be counter-productive to the national effort now under way."

ASTA says that it is in favor of uniformity of labeling, and that it supports proposed changes in the Federal Seed Act to eliminate fine-textured and coarse-textured labeling of lawnseed. The organization adds that it has appointed a committee to develop a position paper in opposition to "noxious weed" labeling of agricultural crop seeds in lawn/turf seeds.

GOOSEGRASS OR CRABGRASS?

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HERBICIDE

and hope crabgrass is your only problem.

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nial bluegrass, perennial ryegrass and bermudagrass, no harm to ornamental plantings or trees.

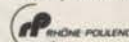
**QUALITY CHIPCO TURF CARE
IS THE "RIGHT APPROACH."**

Wherever the professionals really care for turf—and especially where both crabgrass and goosegrass are problems—word is getting around. CHIPCO RONSTAR herbicide is your best choice for effective, convenient, long-lasting control.

For more information on RONSTAR or other CHIPCO

products, ask your CHIPCO distributor.

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

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SPREAD THE WORD.

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LEHR ON LABOR

How to keep free of unions



Nineteen eighty-three was a tremendously successful year for union organizing efforts.

The lawn care industry, however, has generally remained free of union organizing efforts, although there have been isolated exceptions during recent years.

Two essential elements of the industry—transportation and technology—are prime targets for unionization activity. Thus, the strong union-free track record of

the industry is by no means assured to continue, unless each lawn care employer determines that he will make the necessary, legally-permissible efforts to remain union-free.

What are the key factors in retaining the status quo, and yet maintaining a positive labor relations climate? There are a few.

1. Internal "due process." Due process at the workplace means that an employee has the right to

freely express his opinions to his company, and also has the right to state his side of the case in situations involving discipline or poor work performance, prior to the company making a final decision. The company must remember that—in its role as a judge—it must maintain an open mind. Do not presume guilt or wrongdoing.

2. Positive feedback. A theory known as "management by exception" means that, as far as an employee is concerned, he is doing a good job unless told otherwise. But this theory is generally disliked by employees.

Positive feedback needs to exist on an on-going basis, and should not be presumed. It is a motivator, and should be given as the occasion warrants.

3. Equal treatment. Favoritism, unless based on merit or seniority, can potentially cause a variety of labor relations problems, such as employment discrimination litigation, wrongful discharge litigation—or unionization.

Employers, like employees, naturally have biases and preferences, but controlling these tendencies is essential to successful labor relations.

4. Compensation package. Although it is generally true that compensation is, in most instances, not the cause of labor relations problems, it is unquestionably an essential ingredient if it is not handled properly.

Lawn care employers should attempt to take salary and benefit surveys within their particular communities, to determine how their compensation package fits into the spectrum. Employees are receptive to limited wage and benefit increases, depending on the company's prosperity. But on-going communication with employees about the company's growth is necessary.

5. On-going communication. Labor disputes arise most frequently due to misunderstandings created because of communication problems between employees and employers.

Periodic meetings or newsletters are useful ways to keep employees informed about the company. Also, let employees know new company goals so they can translate them into individual goals.

Employers who choose to remain free of unionization and labor relations problems need to maintain an aggressive and positive attitude toward labor relations on a daily basis.

Richard I. Lehr
Attorney-at-Law

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PSSST.



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WHO ARE THEY?

They're the men who bring you the news, breakthroughs and market conditions of the lawn maintenance and chemical lawn industry. They're the editorial and sales management team of **LAWN CARE INDUSTRY**. Please meet (from left to right) Bob Mierow, Kevin Cooney, Ron Kempner, Bob Earley, Jerry Roche and Joe Kosempa.

Collectively, these men have over 85 years of marketing and green industry experience. Experience that gives them the necessary foresight to spot the trends, analyze market developments and write the information packed stories that have helped the industry grow to a healthy 1.8 billion dollar giant.

But then, you've come to expect that kind of vision from

these professionals. They saw the fledgling industry's need for a news and marketing forum back in 1977, and had the foresight to publish the first magazine targeted exclusively to the lawn maintenance and chemical lawn markets...

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So the next time you're at the lawn industry event, look around. Chances are we'll be looking back at you.

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Maintenance survey

Apartments, condominiums assuming more popularity among lawn care pros

Yard maintenance is becoming an increasingly effective sales tool for apartment and condo complex operators, as well as commercial grounds care companies.

"It's quite simply a matter of dollars and cents," says Fred Hooks, vice president at Atlanta's Post Properties, Inc., which owns and maintains 6,000 rental units at 20 sites.

"By investing more in grounds

care than is spent by other companies, we keep our occupancy rate several points higher than Atlanta's average. That gives us a profitable pay-back, as does the fact that our turnover is lower than average for this area."

While Post Properties maintains its own grounds, the pay-back potential is just as great for real estate firms using outside contractors for landscaping and

upkeep, say several apartment managers.

In Birmingham, Ala., for example, the 150-unit Brandywine Apartments grounds are maintained under contract by The Whole Blooming Yard, and Brandywine resident manager Cheryl Cook says the contract fees "are an excellent investment."

"I frequently do surveys which show repeated vacancies at apart-

ment developments where the grounds aren't as well maintained as ours," Cook explains. "I also know how important maintenance is from the comments made to us by renters. They all say our lawns are the nicest-looking they've seen in this area."

At Oklahoma City's Brookwood Village, a 1,144-apartment development situated on 75 park-like acres, property manager Nancy Peace agrees that investments in outside maintenance pays off. "It's absolutely the best money we spend," she says of the contract Brookwood Village has with Can-Do Enterprises.

'Curb appeal'

Peace's primary concern is what she calls "curb appeal," meaning the impression the property's appearance makes on prospective renters when they see it from the road.

"Our surveys show people decide whether they'll stay or leave within five seconds of arriving at a development like ours," she explains. "For that reason, we make 'curb appeal' our No.1 priority."

Maintenance, in fact, is given a high priority throughout Brookwood Village.

"We've got a very detailed program, and some very specific requirements for our contractor," Peace says. "We expect him to mow, edge and control weeds every week, and that includes going around ornamental beds with Roundup herbicide to get rid of any undesirable plants that pop up there."

Roundup and other herbicides are widely used at Brookwood Village, says Lindy Pearson of Can-Do Enterprises who notes that his business, too, watches return on investments.

"The money we put into products," he says, "represents an investment in efficiency and effectiveness. We have a lot of ground to cover and a lot of weeds to chase, and we don't want to be going after the same ones more than once."

Similarly concerned with time-saving is David Reed of Knoxville, who was responsible for grounds maintenance at last year's Knoxville World's Fair. His company now contracts for outdoors upkeep at several apartment complexes, as well as a number of restaurants, including 14 Burger Kings.

Versatility

"We have to use herbicides to deal quickly and efficiently with the various kinds of weed problems we encounter," he says. "That's why versatility is so important to us."

"We apply Roundup to labeled weeds and grasses, using spot

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Rated as possibly the darkest green of the turf-type tall fescues, Houndog has proven it is drought tolerant and will prosper during periods of exceptional heat in the North as well as in the transition zone and upper South.

A moderately low-growing, leafy variety, Houndog approaches the modern Kentucky bluegrasses in appearance.

It provides the turf manager with the advantages of the legendary deep root system of the older pasture-type tall fescue varieties such as KY-31 and Fawn.

Houndog is normally cut at 1½ inches but will retain its appearance and prosper at heights up to three inches.

As a low maintenance variety, it is recommended that a minimum amount of fertilizer be applied annually.

Houndog is a product of



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sprays for undesirable weeds and wiper-type devices for tall-growing grasses in ornamental beds. It's the most effective way we have to get rid of weeds and get on to other work."

He's got a lot of work to do, too, because his customers are increasingly concerned with the look of their grounds. "Whether they're running restaurants or apartments, they put a lot of emphasis on appearances," he declares. "It's a selling tool that's getting more and more use."

So, too, is grounds appearance used as a sales tool at the Newport resort hotel at Newport Beach, Calif.

Says Randy Lovernich, the facility's landscape superintendent: "When our sales department is pitching convention business, they take the potential customer on a tour of the grounds. The value and importance of grounds appearance is also reflected in our budget, which this year is nearly \$250,000."

Sales value

The sales value of maintenance, however, is not totally appreciated. One grounds maintenance contractor in the Northeast, for example, says that most apartment and commercial property managers in his area are more concerned with price than the quality of the maintenance job.

"The problem," he says, "stems from a market that's so space-tight that there's little incentive for property managers to shape things up properly."

Even in some cities where maintaining a quality-over-price position was tough a year ago because of a tight economy, contractors note quality is making a comeback.

"We've certainly got no complaints, now," says Can-Do's Pearson.

It's no wonder, then, why lawn care businessmen should be making their pitch at apartment and condominium complexes. As those living facilities gain a larger share of the household market, so should they gain a larger share of the lawn care market.

Certainly, there are problems. But ask The Whole Bloomin' Yard and Can-Do Enterprises: they're profitable problems. 

A record year

Building may peak

Residential construction this year is expected to reach \$101 billion, a 10 percent increase over last year, according to George A. Christie of McGraw-Hill Information Systems Co.

Most recent reports are that housing starts for the third quarter of 1983 were up 67 percent from the same 1982 period, to nearly half-a-million units. Also during the third quarter of 1983, contracting for apartments and condominiums carried the housing recovery forward with a 20 percent advance.

Christie bases his projections on three assumptions: that economic recovery will continue, that inflation will remain within the range of four to six percent and that long-term (mortgage) rates will remain stable between 13 and 14 percent.

Overall construction in 1984 should reach \$204.6 billion nationally, according to Christie. That is an increase of seven percent over 1983.

Christie also predicts that the individual building markets determine the total market. 

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LCI 2/84

NEWSMAKERS

Jon Alsdorf was elected 1984 president of the California Landscape Contractors Association at the annual convention held recently in Lake Tahoe, Nev. Alsdorf is president of Heritage Landscape, Granada Hills.

Outgoing president **Efraim Donitz** of Ein-Tal, North Hollywood, was named Chairman of the Board. Re-elected as vice-presidents were **Roger D. Fiske** of San Ramon and **Rose Marie Head** of Compton. Others elected vice-presidents were **Richard Cohen** of Mission Viejo and **Nelson Colvin** of Canoga Park.

Douglas Fender is new executive director of the American Sod Producers Association, working out of the ASPA's new office at 4415 West Harrison St., Hillside, IL, 60162. **Bob Garey**, executive director for the past 10 years, will serve as a consultant.

Lakeshore Equipment and Supply has named **Sally Lee** its new advertising manager. Ms. Lee was the O.M. Scott & Sons manager of editorial communications for seven years before taking the Lakeshore post. She is a graduate of Ohio State University.



Lee



Kenney

John Kenney of Framingham has been elected president of the Massachusetts state pesticide alliance, Rational Approach to Pesticides. Kenney is also president of the Professional Lawn Care Association of America and Turf Doctor.

Richard Olson has been appointed vice-president and general manager of the Great Western Seed Co., a wholly-owned subsidiary of the Lofts Seed Co. For the last 11 years, Olson has served as vice-president of E.F. Burlingham and Sons, another major seed producer.

Mobay Chemical Corp. has named **Hal Paul** market development manager for the specialty chemicals group. Also promoted at Mobay were **Estel Keirse**y to manager of product claims for the ag chemical division, **Karel A. Sloezen** to insecticide production manager and **Dennis D. Henrichs** to marketing product manager.

Jonathan Burpee, director of customer relations for the W. Atlee Burpee Co., was elected president of the Atlantic Seedsman's Association. **Charles Walkiewicz** of the Vaughan-Jacklin Corp. takes over as immediate past president.

Clifford C. Fiene has been appointed operations manager for Jacobsen Division of Textron, and will be responsible for all man-

Dr. Burton is honored

Dr. Glenn Burton of the University of Georgia's Coastal Plain Experiment Station in Tifton, Ga. has received the National Medal of Science.

President Ronald Reagan made the presentation during recent ceremonies at the White House.

Dr. Burton received the nation's highest scientific

award in recognition of his outstanding contributions in researching plant genetics and breeding. Dr. Burton's improved grass varieties have made lawn and sports turf in the South more beautiful and enjoyable. In addition, his research on grain crops are helping lead to higher food yields.



What makes the Cushman Grass Grooming System worth the investment:

No mower on the market can match it for price and performance. Nothing cuts, catches and dumps as fast or as economically.

The problem with most mowers is that no matter how fast they cut, your work slows to a turtle's pace when it comes to cleaning up the clippings.

That's why we created the Cushman Grass Grooming System. With it you can cut, catch, dump and resume cutting without interruption.

But, as you are about to learn, the Cushman Grass Grooming System not only lets you do your work faster.

It lets you do your work better.

Engineered for hard work.

At the heart of our Grass Grooming System is the dependable Cushman Front Line™ mower.

And at the heart of the Front Line is a rugged, 18 hp, air-cooled OMC gas engine. It's the only mowing engine built for multi-speed work — lugging power at low speeds, agility at faster speeds.

This proven power plant is complemented by a drive train that's engineered for years of dependable service.

A hydrostatic transmission that gives the driver complete speed control via a rocking foot pedal.

A heavy-duty differential; a fully lubricated PTO shaft; and a high-capacity gear box — all engineered for virtually maintenance-free operation.

And that's just the beginning.

Built to last.

The Front Line is 1200 pounds of gutsy engineering.

Its mowing deck is 12-gauge carbon steel, reinforced, arc-welded and surrounded by a tubular torsion bar system that prevents twisting.

Underneath are 3 blades of machine-sharpened, hot-formed steel.

The floorboard is diamond-plate steel. And the 6-gallon fuel tank is made of terneplated steel.

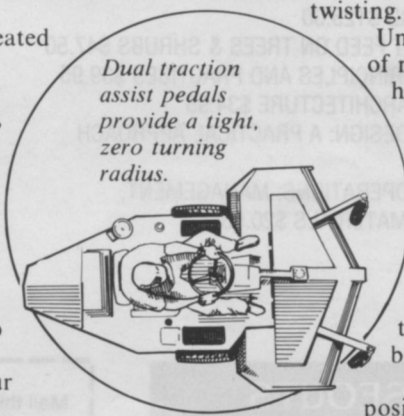
But the Front Line is not just built to last — it's also built for results.

The blades are positioned so that their cutting swaths overlap slightly, leaving no uncut strips of grass.

Dual traction assist pedals give the operator a tight, zero turning radius.

Springs transfer much of the deck weight to the tractor, producing smoother cutting and additional traction on any terrain.

Every major component is made by Cushman, so you have a single source for service and parts.



Dual traction assist pedals provide a tight, zero turning radius.

And while ordinary mowers often "bottom out" over hills and bumps, the Front Line may be equipped with an anti-scalp roller option that keeps the cut clean and even.

The finishing touch.

The Grass Caddy collects up to 16 bushels between dumps.



The innovative Cushman Grass Caddy™ makes the Front Line the world's most labor-saving mower. Mounted to the operator's right, the Grass Caddy collects up to 16 bushels of clippings and debris inside a durable, non-stick polyolefin hopper.

Then, when the hopper is filled, just back the Front Line up to a truck or container, engage the hydraulic control and the Grass Caddy hopper lifts 4½ feet above the ground and dumps.

In seconds, you're back on the turf mowing again.

And you've never once left the driver's seat.

The Grass Grooming System is available only from your Cushman Front Line dealer. He's in business for the long haul, with a proven track record of service after the sale and a complete line of professional turf maintenance equipment.

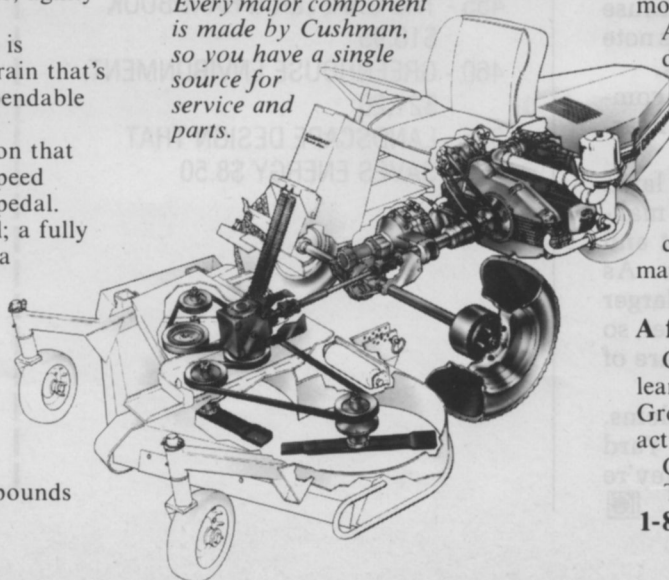
A free demonstration.

Of course, the best way for you to learn about the Cushman Grass Grooming System is to see it in action.

On your grounds.

To do that, just call us toll-free:

1-800-228-4444.



ufacturing operations at plants in Racine, Wisc. and Charlotte, N.C.

Meanwhile, in the Homelite Division of Textron, **Jesse C. Key** has become vice-president of



Fiene



Key

manufacturing. Key, who takes charge of manufacturing facilities in Gastonia, N.C., Greer, S.C. and Brookhaven, Mass., was formerly vice-president of operations for the Jacobsen Division. **Michel St-Aubin** has become president and **Andre Guindon** controller of Homelite-Terry, Pointe-Claire, Quebec, Canada.

The L.R. Nelson Corp., which manufactures lawn sprinkler and installed landscape irrigation equipment, has named **Jane B. Converse** vice-president of marketing. Ms. Converse was formerly with Multi-Ad Services and



St.Aubin



Guindon

the J. Walter Thompson advertising agency.

Robert A. Peterson has been promoted from vice-president and treasurer of The Toro Co. to

vice-president of finance. **James D. Bonneville**, formerly vice-president and assistant treasurer, has taken Peterson's old post. The promotions followed the resignation of **Norman W. Harris III**, who had been senior vice-president and chief financial officer.

Toro also named **Stephen K. Swenerton** director of marketing for the Irrigation Division and **William Barkalow** western regional manager.

Scott Weiler has joined the Foley-Belshaw Co. as product manager for its turfgrass-related product line.

The Mott Corp. has announced two personnel moves: **John R. Schellin** joining the company as territory manager for the upper midwest and **George Jackson** being promoted to director of engineering. Schellin was formerly with the Gravelly Corp.



Converse



Swenerton

while Jackson was formerly with the Caterpillar Tractor Co.

The Simplicity Manufacturing Co. has named **Frank Farmer** sales manager for the North Central Region, **Mike Shapiro** sales manager for the Eastern Region and **Ned Charlton** and **Jim Hewitt** area sales managers. In addition, **Tom Hill** of Pleasantville, N.J. was named the company's Regional Sales Manager of the Year.

Stephen D. Walker has been appointed manager of market development for the Enkamat Group of American Enka Co., a manufacturer of subsurface draining matting and soil erosion matting.

Next month

ALCA holds 8th annual field days

The Associated Landscape Contractors of America has selected Ohio State University's Agricultural Technical Institute as site of its eighth annual Student Field Days, March 23-25.

This competitive event will have students from 18 colleges and universities.

For further information, write ALCA Student Field Days, ATI Landscape Association, Kent D. Hammond, A.T.I. Dover Rd., Rt. 250, Wooster, OH, 44691, or call Hammond at (216) 264-3911. 

← Circle No. 109 on Reader Inquiry Card



MAIL TO: 3586 Cushman, P.O. Box 82409, Lincoln, NE 68501
☐ Please send me the new Cushman Grass Grooming Catalog
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CUSHMAN®

It works harder because it's built better.

Post-emergence herbicide

Fenoxaprop-ethyl is now being tested

A new post-emergence herbicide that is less phytotoxic than current products on the market is being tested by Rutgers University scientists. It also reportedly offers selective targeting.

The chemical, "fenoxaprop-ethyl," has been experimentally labeled A25-01 by American Hoechst Chemical Co. It was previously labeled HOE-581.

A25-01, which has been tested as a complement to pre-emergence herbicides, can be applied as a spray.

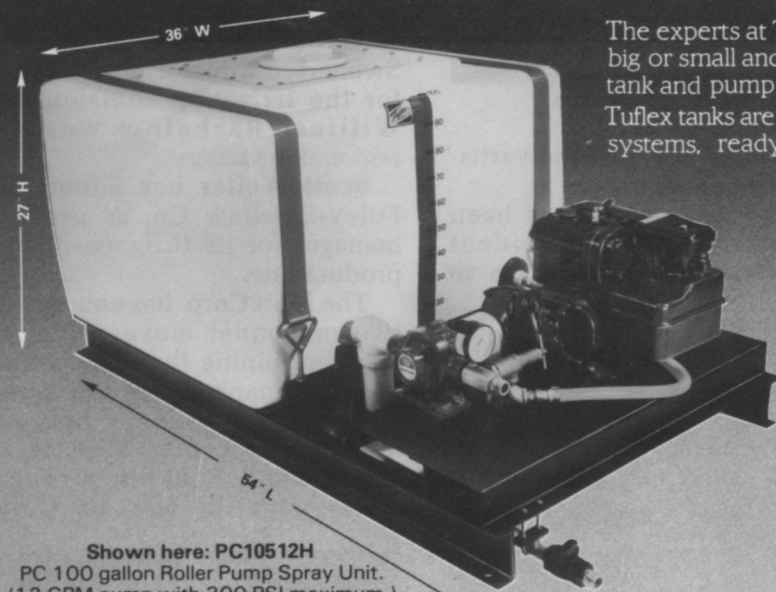
"If landscapers want to do spraying in the spring," says Dr. Ralph Engel of Rutgers University, "further development of this material might be useful. I think it has a lot of promise."

Engel, speaking at the New Jersey Turf Expo, noted effective control of goosegrass when sprayed on young plants, and effective post-emergence control of crabgrass with two or three applications. Tests have shown it to be safe to bentgrass and annual bluegrass.

It is now being test marketed, and may be ready in 1985. 

100 Gallons of Service!

HERE'S THE PERFECT SOLUTION TO YOUR SMALL PEST PROBLEMS.



Shown here: PC10512H
PC 100 gallon Roller Pump Spray Unit.
(12 GPM pump with 300 PSI maximum.)
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(Also available with piston,
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The experts at Tuflex research and analyze your needs, big or small and carefully assist you in designing the right tank and pump system for your job requirements. Tuflex tanks are available from 100 gallon to 1200 gallon systems, ready to take on your toughest challenge.

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Circle No. 144 on Reader Inquiry Card

Walker Mows Fast, Easy and Beautiful



A new breed of mid-size mower designed for the lawn care professional mowing landscaped areas.



Mows Fast because tractor maneuvers quickly with dual hydrostatic ground drive and lever steering. Many Walker mower owners are reporting their job time is cut 1/3 to 1/2.

Mows Easy with only fingertip pressure required on control levers to steer and maneuver. Comfortable operator seating, excellent visibility and convenient control location reduces operator fatigue.

Mows Beautiful because front mounted deck, flexible deck suspension and medium lift blades with center overlap provide smooth cutting action. The GHS vacuum thoroughly picks up grass clippings for a neat-clean appearance.

Exclusive built-in Grass Handling System (GHS) takes the hassle out of catching grass clippings. "Built-in" means no external chutes, blowers or catchers to limit maneuverability. An internal 9" blower connected to the rear discharge deck moves grass into catcher with powerful vacuum and filling action. Catcher features automatic full signal, "Powerfil" delivery spout and quick tail gate dumping. Also available is an interchangeable side discharge deck for mowing without catching.



- 36 or 42-inch cut
- Compact overall size for maneuverability

- Zero turning radius steering
- Front mounted deck for unobstructed trimming

Walker Mfg. Co.,
1839 E. Harmony Road,
Fort Collins, CO 80525
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Circle No. 134 on Reader Inquiry Card

Tests prove it!

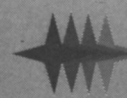
Pene-Turf combats soil water problems.

Extensive university and independent tests now prove that Pene-Turf makes soil more permeable and less plastic—that means fewer erosion problems, better drainage and reduced water runoff. . . even more effective chemical incorporation.

Fact is, Pene-Turf can be a great benefit to wet or dry turf. It can help keep lawns looking green for less than half the cost of similar products.

Find out for yourself. . . write today for FREE information, or call TOLL-FREE, 1-800-348-2608. Distributor inquiries invited.

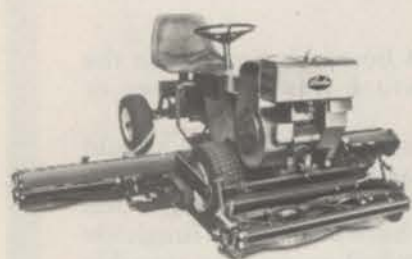


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Circle No. 112 on Reader Inquiry Card



Triplex mower is 87 inches wide

Locke Manufacturing Inc. has introduced a new 87-inch riding triplex reel mower with its 1984 line.

The Locke Professional combines the high quality precision cut of hydraulic reel mowers with a reliable mechanical cutting system.

This machine is best suited for large grounds where a high quality cut is required. It is powered by a 16 hp Briggs and Stratton engine which delivers ground speeds up to 7 mph in transport and 4 mph while mowing. The Professional provides a cut height that ranges from 3/8-inch to 2 1/4 inches. Its turning radius is 3 1/2 feet.

Circle No. 201 on Reader Service Card

Two walk-behinds added to market

Toro will introduce 36-inch and 52-inch walk-behind rotary lawn mowers with special traction units this spring.

"We have designed a traction unit that's more maneuverable than any currently on the market," says Steve Williams, Director of Commercial Product Marketing. The mower also has a unique T-control steering design



coupled with a powered reverse for precise, tight maneuvering ability. By simply releasing the steering T, the mower is brought to a halt.

The decks on these new entries are the same as used in Toro's extremely successful Groundmaster line.

Circle No. 202 on Reader Service Card

Tractor-pulled unit has 20-gallon tank

The WS-800 Estate Wheelie from Wheel Spray Corp. is a tractor-pulled sprayer with a 20-gallon capacity. It was designed for a

variety of applications, including parks, cemeteries, large estates, institutions and industrial grounds.

The Estate Wheelie is equipped with two pumps, three nozzles and foldup booms. The unique ground-driven pumping system



requires no water hoses, cords, batteries or gasoline.

It will deliver approximately 30 gallons per acre of liquid fertilizers, herbicides, insecticides and growth regulators in a 90-inch swath.

Circle No. 203 on Reader Service Card

New chemical is for ornamental weeds

A new product for season-long weed control around ornamental plants is being introduced by Elanco Products Co.: Surflan her-

bicide, now available in quart bottles containing a new liquid formulation.

Surflan does not kill existing plants, but prevents additional weed establishment. The new quart can be combined conveniently with Roundup herbicide to provide a combination that destroys existing weed growth and keeps them from coming back.

Surflan can also be combined with paraquat, MSMA or Dowpon to kill existing vegetation in non-crop areas.

Circle No. 204 on Reader Service Card

Change spray tips clean strainers in seconds... without tools!

New QuickJet system

Circle No. 130 on Reader Inquiry Card



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

Send for QuickJet bulletin and data sheets.



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THE BETTER WAY TO SPRAY LAWNS!

Stop chemical & fuel waste - retro fit to target pesticides and spray low volume - easy and cost effective - complete spray systems & lease terms - avoid spring delays call today (collect)

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Circle No. 139 on Reader Inquiry Card



whatever your turf problem Lebanon Turf Products have the answer.

To control any turf problem, you must have the right product. Lebanon Chemical is the leader in solving these problems with dependable, tested, and time-proven products. Greenskeeper and Country Club combination homogenous fertilizer and control formulas, along with Lebanon

Pro SCU products are exactly right for your needs. How do we know? Through extensive university and end-user test results. Lebanon also carries a complete line of granular control products - not just a few. Formulations for crabgrass, broadleaf weeds, fungus and insect control and prevention are all available. Lebanon Chemical is experienced in working with superintendents, turf managers and lawn care applicators successfully, economically and efficiently.

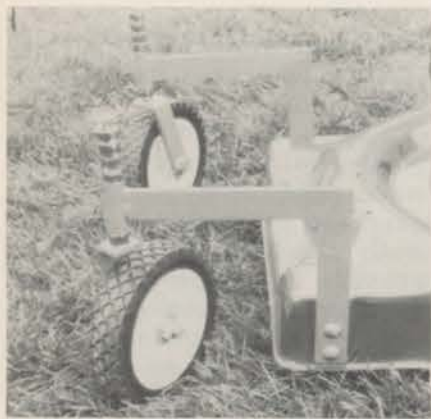
Lebanon - we're working from the ground up to bring you better turf. Let Lebanon work with you.

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LEBANON CHEMICAL CORPORATION
P.O. Box 180, Lebanon, PA 17042
P.O. Box 647, Danville, IL 61832



Circle No. 119 on Reader Inquiry Card



Attachment makes adjustments easy

The E-Z Wheeler "will turn the lawn mowing industry around," according to sales manager Tom Hart of E-Z Wheeler Industries. The unit attaches to your push-type mower by removing the front wheels, so that cutting height can be adjusted simply by relocating the axle bolt.

This is the newest product developed by E-Z Wheeler Industries and manufactured by Hart Manufacturing Inc.

Circle No. 205 on Reader Service Card

Aerifier sized to fit through gates

The JR-4 walk-behind aerifier from Hahn Inc. was designed especially for the lawn care businessman who occasionally has to worry about getting equipment through narrow gates.

The JR-4 is just 34 inches wide



yet aerates 26,000 square feet per hour at an easy three mph.

The new aerifier features a trouble-free clutching system for separate reel and wheel drives, with all controls located for the operator's convenience.

It cultivates a 20-inch swath at 56 holes per square yard. Patented aerifier spoons loosen the soil beneath the turf while removing cores of soil, penetrating to 3½ inches.

Optional spoons are available in ¼- to ¾-inch sizes, and up to 52 pounds of weight bars can be added when soil conditions dictate.

Circle No. 206 on Reader Service Card

TOOLS, TIPS, TECHNIQUES

Forecasting disease

A good way to forecast turf diseases is to know the temperature and humidity in the turf environment, according to a release from the Missouri Valley Turfgrass Association. And a good way to measure that environment is with something like a hygrothermograph.

Using hygrothermographs, Pennsylvania scientists were able to forecast Pythium blight and determine whether control programs were needed. Based on conditions from noon to noon, the scientists found that Pythium blight would develop if maximum air temperature was greater than 86 degrees; and relative humidity was greater than 90 percent over a

period of at least 14 hours, during which the minimum temperature was 66 degrees or higher.

To use this system, turf managers should check the weather early in the morning prior to completion of a forecasting day. Then, if the criteria noted above have been met, a fungicide spray should be applied as soon as possible without waiting for completion of the forecasting day.

In the Pennsylvania study, protective spray applied early in the morning of a blight-favorable day prevented damage from occurring in all instances.





Brochure available

An eight-page, full-color marketing brochure for the landscape management contractor is now available through the Associated Landscape Contractors of America (ALCA).

This marketing tool provides the contractor with an opportunity to distribute to potential customers a professionally-designed brochure which portrays the advantages of professional landscape maintenance. Generic in nature, the brochure shows landscape projects depicting quality work.

Cost is \$2.50 for ALCA members and \$3.50 for non-members. Quantity discount prices are available to members. For information, contact ALCA at 1750 Old Meadow Rd., McLean, VA, 22102.

Agile as a cat

Jacobsen Turfcut II gives you all the moves for quality cutting.

Get the agile machine with the moves of a cat. Get a Jacobsen Turfcut II.* It's a fast-moving, clean-cutting mower. With all the power and maneuverability you need.

Smooth power steering makes your job easier. The dependable hydraulic design saves time and fatigue, while increasing productivity.

Turfcut II grips the ground with hydrostatic traction. Just a touch with your right foot delivers variable speed for precise maneuvering. And your left foot pedal can hydraulically raise or lower any mounted implement for easy transport.

Four-wheel wide track stance

provides excellent stability. With four large tires, you get good curb-climbing ability, and real operator comfort.

The heart of the hard-working Turfcut II shown here is a rugged 23 hp, 51.6 cu. in., 4-cylinder, liquid-cooled Continental gasoline engine. It's designed for durability, performance and long life. Other gasoline and diesel engines are available in a variety of sizes.

And you'll get cleaner, cooler engine operation with our special dual screened radiator. A handy warning system alerts the operator when to clean screens—for longer engine life.

Best of all, you'll like the

superior performance of the rotary decks. You get a clean, smooth quality cut on all types of turf. And the agile Turfcut II handles extra close trimming with ease.

Turfcut II offers you lots of other advantages. Like easy service access; an extra large air cleaner; and a mechanical or hydraulic P.T.O. drive with a wide choice of implements to give you a complete year 'round system.

So if you need a fast, maneuverable machine with all the moves, pounce on a Turfcut II.

It's as agile as a cat. Jacobsen Division of Textron Inc., 1721 Packard Ave., Racine, WI 53403. J-1-4

*Choose from five models, diesel and gasoline, with three-wheel or four-wheel configurations and a variety of deck sizes.

**JACOBSEN
TEXTRON**

Jacobsen Division of Textron Inc.

Engineered from the ground up.

© Jacobsen Division of Textron Inc. 1984



Electric drive pump for lawn sprayers

Century Engineering introduces to its line of lawn and garden sprayers a 12-volt electric diaphragm pumping system.

The diaphragm pump model complements the existing gasoline engine and PTO pump sprayers. It is available on all pull-behinds, skid units and three-points.

Features include automatic 40 psi cut-off pressure switch, non-corrosive pump housing, EPDM diaphragm and a two gpm flow capacity drawing only four amps. Circle No. 207 on Reader Service Card

Knife-edge seal keeps trimmer clean

A knife-edge seal developed for outboard motors has been improved and adapted to string trimmers by International Packings Corp.

With the IPC seal, a knife-edge on the metal case identification is rolled down and rides close to the crankshaft. Very little clearance is left between the case and crankshaft, providing a type of "doctor blade" that cuts away and excludes any debris that attempts to enter the trimmer around the shaft.

The design and seals were developed by Dave Vockins, product engineer for the Homelite Division of Textron, with assistance from International Packings. They have been incorporated into three Homelite trimmers, the ST-80, ST-100 and ST-120.

Circle No. 208 on Reader Service Card

← Circle No. 115 on Reader Inquiry Card

Pump sprayers are less costly to use

Smithco has announce the introduction of a new line of sprayers equipped with Hypro diaphragm pumps.

The new "Special" sprayers are made to handle abrasive, granular materials, wettable powders and corrosive chemicals without damage. And they are designed to be substantially less expensive to operate and maintain than piston pump sprayers.

The Lark Special will deliver up to 9.5 gallons per minute and pressures up to 550 psi. It comes equipped with a 110-gallon tank.

The larger Hawk Special will deliver 14.6 gallons per minute



and pressures up to 550 psi. It is available with 200-, 300- or 500-gallon tanks.

The sprayers are less expensive to maintain because the only standard replacement items are valves, seats and diaphragms.

Circle No. 216 on Reader Service Card

Plant nutrients help resistance

Agri-Plex 4X chelated plant nutrients are a technological breakthrough, based on a patented phosphate-citrate complex providing numerous benefits.

According to its manufacturer, Agri-Plex 4X can help landscape plants maintain good color, enhance their tolerance and stress recovery and increase their resistance to diseases.

Formulated to supplement a sound fertilizer program, application of the product is highly recommended in combination spray treatments with pesticides when turfgrass, trees or shrubs are under stress.

Primary ingredients in Agri-Plex 4X are available phosphoric acid (four percent) and soluble potash (four percent).

When turf and plants achieve the desired level of growth, diluted Agri-Plex 4X can maintain vigor and color without stimulating new growth.

Circle No. 217 on Reader Service Card

Core aerator is small but rugged

Salsco Welding & Fabrication has designed a new walk-behind core aerator that is smaller than other such machines, but very rugged.

The Salsco aerator is self-propelled with rear-wheel drive. It has six tines spread over a 34-inch width, and gives more than two-



inch penetration into the soil.

The aerator weighs 300 pounds. It is powered by a five hp Briggs & Stratton motor with 6:1 gear reduction.

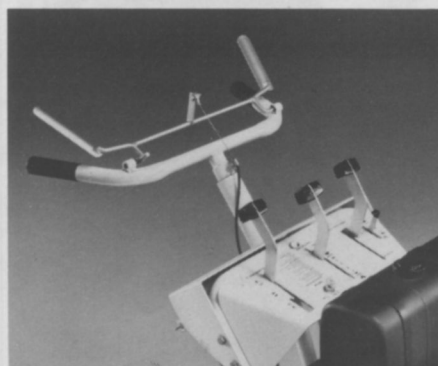
Other Salsco products are the Lawn Maker, an all-in-one seeder/fertilizer/aerator; and a compact walk-behind seeder/fertilizer.

Circle No. 219 on Reader Service Card

WITH NEW SENSAMATIC™ STEERING OUR 48-INCH INTERMEDIATE HANDLES LIKE A SPORTS CAR.

Our new Sensation 48-Inch Intermediate is designed with a highly responsive steering system so it steers as easy as a sportscar. Just turn the steering handle to the left or right and a dual-independent braking system lets you effortlessly guide the Sensation around trees, rocks, posts and buildings.

Tight cornering is easy. With Sensa-Matic steering the 48-Inch Intermediate has an effective turning radius of zero. Essentially, it can turn on a dime.



GET THE WHOLE STORY ON SENSATION PERFORMANCE.

Along with the most advanced "handling system" in the industry, the Sensation 48-Inch Intermediate has other superior performance characteristics to help you cut grass faster and better.

With five forward speeds plus reverse you can adjust your ground speed while delivering optimum power and RPM's to the cutting blades. We've designed the Sensation 48-Inch Intermediate with maximum ground speed capability to let you mow quickly across wide open stretches and still get a smooth,

uniform cut. It also operates smoothly at lower trimming speeds.

Our full floating deck provides a smooth, uniform cut and eliminates scalping. The unit also has an easy height adjustment.

Get the whole story on the Sensation 48-Inch Intermediate with Sensa-Matic steering. Clip the coupon today and send for our free four-color brochure.

Note: See us at the Golf Course Superintendent Show in Las Vegas. Booth #379

Please send me a four-color brochure on the Sensation 48-Inch Intermediate with Sensa-Matic steering.

Company _____

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☐ Please send me information on your entire line of commercial mowers.

Sensation

Division of Gilson Brothers Company
P.O. Box 536, Plymouth, WI 53073



Circle No. 146 on Reader Inquiry Card

Professional line of products expanded

PBI-Gordon Corp. is expanding its new line of Acme Professional Strength Products, which were test marketed on a major scale last year.

In addition to Professional Strength Weed-No-More, other Professional Strength formulations include Betasan and Dursban, with Professional Strength Turf Ester being introduced for this year. One gallon is the standard size for the herbicides; the Dursban insecticide comes in one-half gallons.

Targeted end user is the small professional lawn care operator, according to product manager Don Newhart.

Circle No. 220 on Reader Service Card

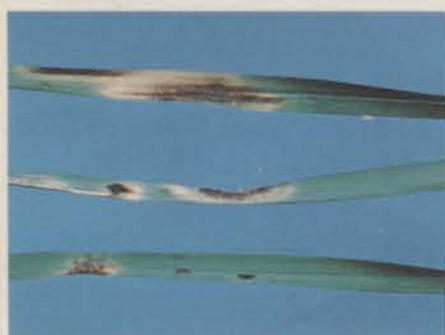
Versatility added to power blower

With the addition of a PBAM misting attachment, the Echo backpack power blower can now be used to apply liquid insecticides, fertilizers and herbicides.

The PBAM attachment is designed with an on/off valve, a nozzle adjustment for wide or narrow application patterns, a volume control valve with four settings and a large diameter screw-type lid on the top of the liquid tank. Tank capacity is more than 2½ gallons.

Circle No. 221 on Reader Service Card

HOW TO SELL LAWN DISEASE CONTROL, AND DELIVER IT.



HELMINTHOSPORIUM LEAF SPOT



SCLEROTINIA DOLLAR SPOT



RHIZOCTONIA BROWN PATCH



FUSARIUM PATCH

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

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

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

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

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

CHIPCO 26019 is the only fungicide you need.

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

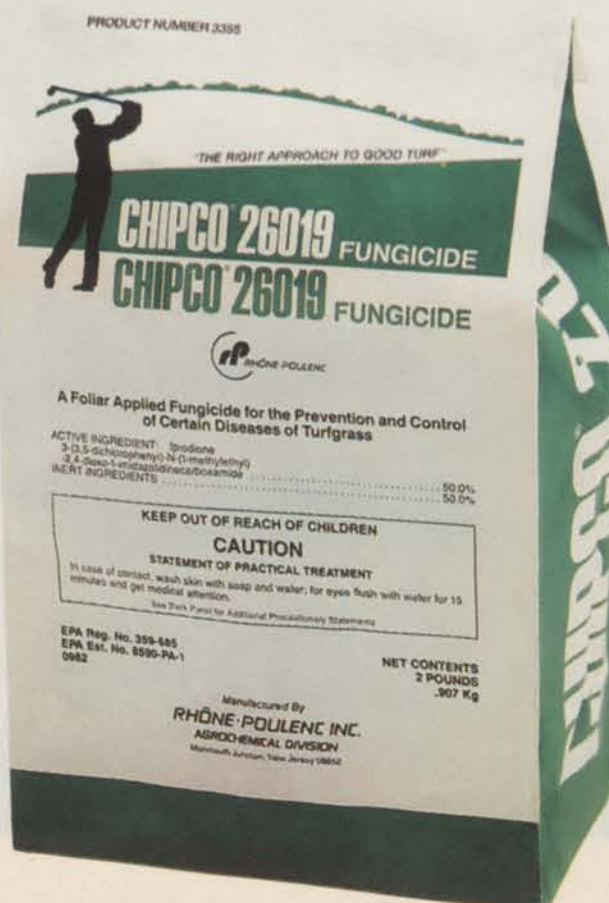
In short, when you've got CHIPCO 26019 on the shelf, you're ready for *business*.

Send for FREE booklet on how to sell disease control.

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

CHIPCO® 26019 TAKING CARE OF BUSINESS

Send to: Rhône-Poulenc Inc.
CHIPCO Fungicide Lawn Care Center
P.O. Box 125 Black Horse Lane
Monmouth Junction, NJ 08852



Please send FREE *How to Sell Lawn Disease Control* booklet to:

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



Popular mower 'adds' one wheel

To accommodate turf maintenance operations where required, a four-wheel model of the diesel-powered Turfcut II riding rotary mower has been introduced by Jacobsen Division of Textron.

Designated the Turfcut II DW 224, the new machine features hydraulically-driven cutter decks and other implements.

The Turfcut II DW 224 can mow up to 24 acres in an average working day with the 72-inch side-discharge rotary deck attachment. It is also available with 60-inch rear- or side-discharge rotary decks or a 60-inch flail mower.

The machine is a front-wheel drive that can deliver a zero uncut circle, with brake assist.

Circle No. 209 on Reader Service Card

Fiberglass loading ramp is super-light

A new 726 Super Light ramp for fast, easy handling of loads up to 1,500 pounds has been added to the line of fiberglass loading ramps made by Melcher Manufacturing Co.

The 7-foot by 26-inch Super Light weighs only 50 pounds, and



can be operated by a single person.

The ramp has aluminum end plates, angled at the upper end to seat firmly on truck beds and bevelled at the lower end to the correct angle for smooth loading. Supertraction surface provides sure footing for safe loading in wet or dry weather.

Circle No. 210 on Reader Service Card

Power rake made for heavier uses

Parker's Thatch-O-Matic power rake now features a heavier, one-inch diameter tubular handle for easier grip and extra strength. And for added operator convenience, the engine throttle control has been moved to the upper handle.

As the Thatch-O-Matic is built for heavy-duty use, landscapers can choose from three high-performance reels—tines, flails or knives—for dethatching to complete renovation.

Circle No. 211 on Reader Service Card

COST CUTTINGS

Stopping quitters

If employees leave you after a short time—even up to a year—you are in serious trouble because it's costing you money.

First of all, you may also lose some customers who have grown used to working with a particular employee. Then, too, you have to expend extra time, energy and even money to locate a new employee.

While the hole exists in your staff, other people are filling in, taking valuable time from their own chores. And finally, there is that training period when your new employee isn't operating at peak efficiency that is costing you

money.

If you've got good workers, it's your job to make sure they stay with you for as long as possible: this means competitive wages with periodic merit increases, good working conditions and fringe benefits.

Let your employees know what is expected of them and don't be hesitant to praise them when the occasion arises.

Keeping your employees is sometimes as simple as treating them in a decent and consistent manner. And that will, in the long run, pay off.

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

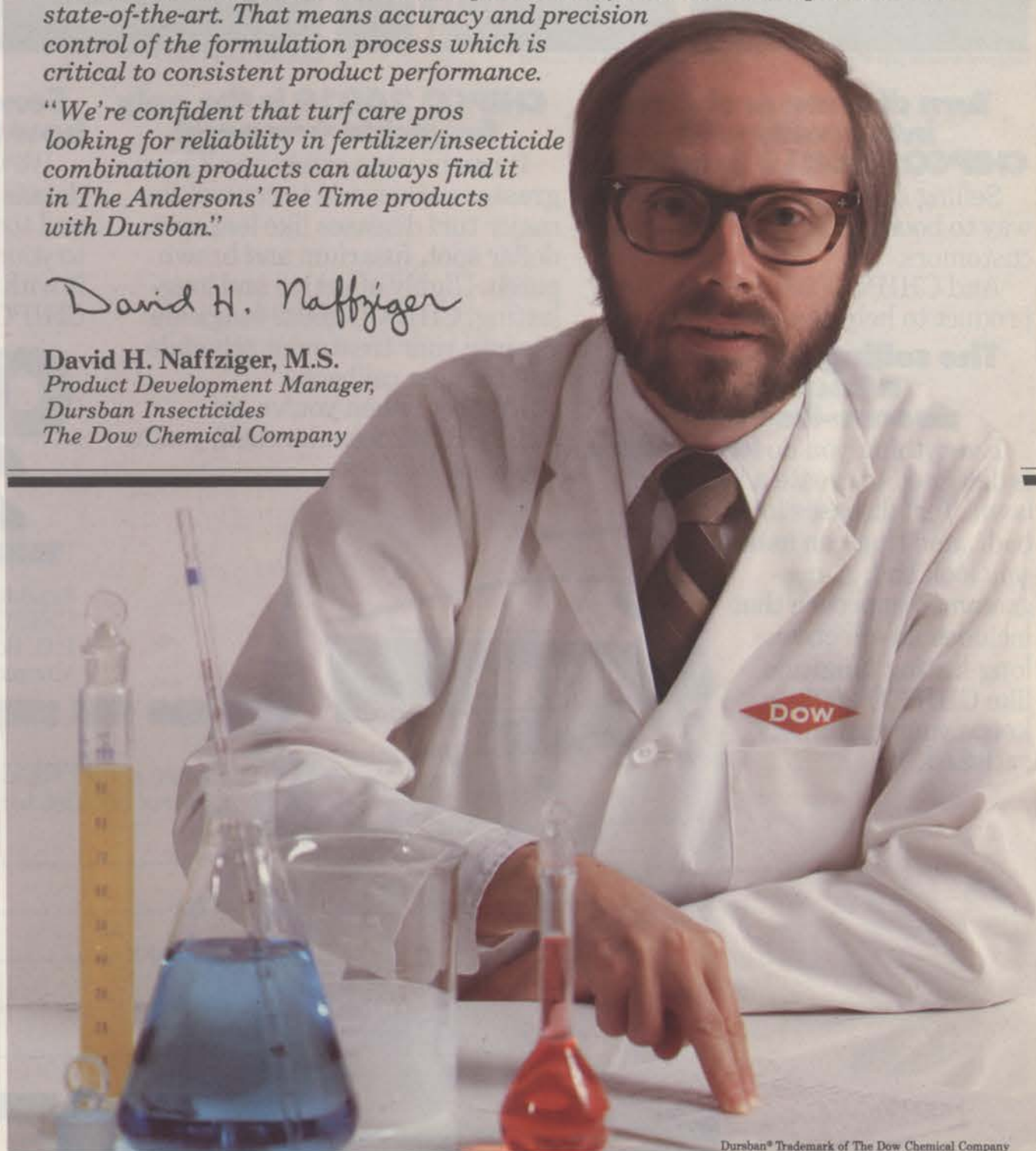
"There's no question that Dursban insecticides are one of the most versatile, safe, and dependable insecticides which modern chemistry has produced. The Andersons expertly incorporate Dursban into Tee Time fertilizer/insecticide combinations that also give turf pros the added benefit of simultaneous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

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

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

David H. Naffziger

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



Dursban® Trademark of The Dow Chemical Company

About bad debts

Yes, you can actually make money from your uncollectable bad debts. How? By claiming bad debts from personal loans on your income tax report in April.

According to an article in the Pennsylvania Nurserymen's Association newsletter, you can reduce taxes up to 50 percent by claiming bad debts.

The crucial distinction is this: "while business bad debts are fully deductible from gross income, uncollectable non-business debts are

treated as short-term capital losses subject to a \$3,000 annual deduction limitation with certain carryover rights," the article said.

So, for some bad debts, you will have to determine whether to claim them as business or non-business to yield the greatest tax benefit. "For corporations," the article said, "this may mean establishing a reserve for bad debts based on the company's historical loss rate. This allows for accelerated write-offs, taken before the losses actually occur."

DURSBAN® and TEE TIME™

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

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

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

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

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

With The Andersons' line-up of high-quality Tee Time fertilizer/insecticide combinations with Dursban, you get all the selection flexibility you need to meet your specific insecticide requirements.

What's more, you also earn the added economies of single application products that feed *while simultaneously* controlling bugs.

You can bank on Tee Time 30-3-5 with Dursban—38-0-0 and 18-3-5 with Dursban—Tee Time triple-action 20-4-10 with Dursban and Balan® for feeding, weeding, and insect control—

and Tee Time straight formula Dursban 2.5G.

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

For the best return on your turf care investment, rely on your close-by Tee Time distributor. He'll tell you more about the big dividends you earn when you bank on performance yielding Tee Time/Dursban combinations from The Andersons.

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



Mower offers even more versatility

The Bunton triplex mower is gaining wide acceptance for large maintenance jobs because of the versatility achieved through its unique design.

The unit features six-blade cutting reels that can be individually adjusted for cutting heights from 7/16-inch to 2 3/4 inches. The three reels give a total cutting width of 73 inches, are hydraulically raised and lowered for transportation, and have front and rear rollers to eliminate scalping.

Speed is variable up to 10 mph with an 8 1/2 hp Robin engine.

Circle No. 212 on Reader Service Card

Heavy duty cutter has no gear box

The Sidewinder 848 heavy duty cutter from the FMC Corp. requires minimum maintenance, provides maximum serviceability, and is the only cutter on the market without a gear box.

The Sidewinder comes in 66-, 72- or 84-inch width in lift or pull versions, and is built with proven FMC engineering and performance.

Circle No. 213 on Reader Service Card

Products listed

Billy Goat Industries has recently revamped all the product literature for its line of outdoor power equipment. Of special interest to lawn care businessmen are pamphlets on the company's turf products and blowers.

The changes in literature were precipitated by improvements in various models which necessitated new product photos.

Circle No. 214 on Reader Inquiry Card

Riding mower is designed for ease

The GraZer riding rotary lawn mower, produced by Willsey-D, has been designed for ease of operation.

Control levers activate twin hydrostatic transmissions for positive speed, direction and braking control of each drive wheel. Zero radius turns and infinitely variable forward and reverse speeds up to 5 1/2 mph mean easy operation and exceptional maneuverability.

The mower is available with deck sizes of 42, 52 and 62 inches; Briggs & Stratton engines available are 11, 16 and 18 hp.

Circle No. 215 on Reader Service Card



Personality test

Are you really happy in lawn career?

Been wondering if you're really happy in the lawn care business lately? Have you accomplished anything of any substance recently, and did you have fun doing it?

Here is a quiz, designed by freelance writer Ernest W. Fair, that can give you an idea of whether you're getting everything out of your "personal" relationship with your business.

Check each point below, then to score and determine your rating, turn to Page 49. Remember to be honest!

1) Would you prefer, in an average day, to: (a) have more to do; (b) have less to do; (c) have the usual amount to do?

2) Would you prefer to: (a) be retired; (b) have a lot more money in the bank?

3) From time to time, do you think about a better job? (a) yes; (b) no.

4) When something goes wrong in your business, does it touch your personal life to the extent of making you unhappy? (a) yes; (b) no.

5) Has anything been done with

your business recently that should have been done differently? (a) yes; (b) no.

6) Someone else makes a big mistake. Do you: (a) take that person aside and show them where they went wrong; (b) point out what went wrong without mentioning names; (c) keep quiet and stay out of the whole thing?

7) When you are confronted with an important problem that needs a solution, do you: (a) take the easy way out and adopt a conventional answer; (b) try for something different, better solution?

8) Is your present physical and mental condition sufficient to handle business requirements 95 percent of the time? (a) yes; (b) no.

9) A really good, new idea has a built-in penalty if it fails. Do you: (a) do everything to give it a good trial; (b) try to get someone else to share the risk; (c) dismiss the whole thing because of the possible risk?

10) How much time do you spend on the job each average day doing little of value at all? (a) none; (b) 30 minutes; (c) one hour; (d) two hours or more.

11) Do you still have specific future goals, despite the success of your business? (a) yes; (b) no.

12) Are you still making an effort to find interesting and out-of-the-ordinary things to do in your business, even though the money is piling in? (a) yes; (b) no.

13) Do you have an ever-present desire to make each lawn look better than anyone else can? (a) yes; (b) no.

14) If an unexpected large financial windfall developed in your company, would you: (a) invest every cent of it; (b) invest part and do something you've always wanted to do with the rest; (c) spend it all on a splurge?

15) If you had to make a business decision that—if successful—would seriously affect someone else financially, would you: (a) go ahead and let the other person look out for himself; (b) work out a solution that would be advantageous but harm the other person less; (c) forget the whole thing?

16) Are you still fascinated by jobs not in lawn care? (a) yes; (b) no.

17) Has there been one time in the last year that you've been exceptionally proud of an accomplishment? (a) yes; (b) no.

18) Does the success of someone else—even a competitor—make you feel: (a) happy for that person's achievement; (b) envy for what that person did; (c) like that person was just plain lucky; (d) like you should try to outdo that person as soon as possible?

19) If you were confronted with a business situation involving a slightly questionable (but not illegal) procedure, would you: (a) go ahead with it, hoping that no one finds out; (b) sidestep the whole thing to avoid it; (c) try to work things out without the questionable element entering into the situation?

20) When you are confronted with an irritating and troublesome problem, do you: (a) give it to someone else; (b) tackle it as soon as possible; (c) tackle it, trying to avoid the extra-irritating elements of the problem?

(Answers and ratings for this test can be found at the bottom of Page 49)

READY TO ROLL



Bringing You The Superior Advantages Of Clearys Liquid FLUF® Fertilizer

- **BULK DELIVERY**
- Tank mix compatible with herbicides, fungicides, insecticides and urea
- No burn, not even in the hot summer months
- Proven slow release performance

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103	110	117	124	131	138	145	152	159	166	173	180	187	194	201	208	215	222	229	236
104	111	118	125	132	139	146	153	160	167	174	181	188	195	202	209	216	223	230	237
105	112	119	126	133	140	147	154	161	168	175	182	189	196	203	210	217	224	231	238
106	113	120	127	134	141	148	155	162	169	176	183	190	197	204	211	218	225	232	239
107	114	121	128	135	142	149	156	163	170	177	184	191	198	205	212	219	226	233	240

PLEASE CHECK BELOW YOUR PRIMARY BUSINESS AT THIS LOCATION:

A. CONTRACTOR OR SERVICES:

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

B. SUPPLIER:

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

C. OTHER

Please specify: _____

NAME _____ TITLE _____

BUSINESS NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE () _____

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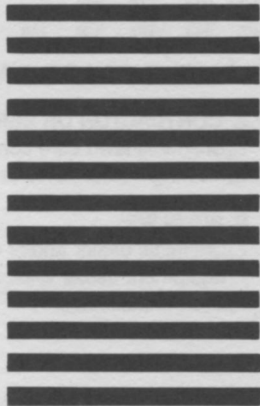
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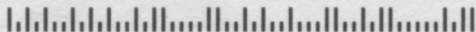
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Dust formulation controls imported fire ants

Application of a dust formulation containing one percent chlorpyrifos has been found to effectively control imported fire ants in individual mound treatments.

Results of field testing by the Dow Chemical Co. in 1981 and 1983 show that the dust formulation applied evenly at one to two ounces per ant mound successfully controls ants in the established mounds.

The red imported fire ant presently infests more than 230 million acres in North Carolina, South Carolina, Mississippi, Florida, Texas, Arkansas, Louisiana and Alabama.

Individual mound treatment with an effective, approved insecticide

diluted in water is generally considered the most effective control method, but it is also the most labor-intensive and time-consuming.

In the Dow research, conducted in Mississippi, the best method was to sprinkle the dust evenly and directly over the mound, raking it lightly into the mound. While the one ounce chlorpyrifos formulation proved best, a lower rate such as one-half ounce per mound was found to suppress imported fire ant populations.

During the extensive testing, the one percent chlorpyrifos dust

was evaluated at four, two, one and one-half ounce per mound. The four ounce rate showed excellent reduction of active mounds, but new mounds were found in nearby areas a week after treatment. The two ounce rate produced 100 percent reduction of active mounds with few newly-formed mounds found nearby. The one ounce rate gave 96 percent reduction in 1981 tests and 88 percent reduction in 1983 trials. The half-ounce treatment gave a 64 percent reduction in 1983 testing.

The dust formulation applied

at the two-ounce per mound rate compared favorably with applications of Dursban 4E at one fluid ounce per four gallons of water, using one gallon of the drench per mound. Each of these treatments produced 100 percent control in active mounds.

Based on the favorable results of this field research, and additional use by at least one formulator, Dow has begun assisting customers in obtaining required approvals (labelling) for using Dursban insecticide in a dust for applications in their particular locales.

'Happy' test

(Answers to the personality test on Page 46)

SCORING YOURSELF

- 1) a=5, b=0, c=3;
- 2) a=0, b=5;
- 3) a=5, b=0;
- 4) a=5, b=0;
- 5) a=5, b=0;
- 6) a=5, b=4, c=3;
- 7) a=0, b=5;
- 8) a=5, b=0;
- 9) a=5, b=3, c=0;
- 10) a=5, b=3, c=2, d=0;
- 11) a=5, b=2;
- 12) a=5, b=0;
- 13) a=5, b=0;
- 14) a=3, b=5, c=0;
- 15) a=2, b=5, c=0;
- 16) a=5, b=0;
- 17) a=5, b=0;
- 18) a=5, b=0, c=0, d=5;
- 19) a=0, b=0, c=5;
- 20) a=2, b=4, c=5

RATING YOURSELF

100-75 = You're doing your darndest and getting a lot of fun out of your job; keep up the good work.

74-55 = Your desire is there, but you're sometimes slow to take action; how about a little more emphasis on getting things done, and less emphasis on promising to do them?

54-35 = You're at least on the verge of being happy; only you can change your outlook, though, and today's a good day for a start.

34-0 = You are neither happy nor effective in the lawn care business; but you can go back over the questions in which you scored low, and see how a few simple changes might make a big difference.

Next month:

Controlling spring insect outbreaks



When there's little difference in crabgrass control

...why buy herbicides costing up to 100% more than Balan?



Compare performance. Compare cost. You'll discover Balan® clearly out-values other preemergence herbicides for lawn and golf course maintenance.

Balan delivers effective crabgrass control—similar to other products that cost up to *twice* as much. And Balan also kills goosegrass, foxtail, poa annua, barnyardgrass. Gets 'em before they get growing.

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

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

This season, depend on weed control that has been proven safe and dependable on more turfgrass for more years at much less cost: Balan—from your Elanco distributor at prices even *lower* than last year. (Also, have him show you the advantages, cost-efficiency in other Elanco turf products: Rubigan® fungicide, Surflan® and Treflan® herbicides.)

Elanco Products Company, A Division of Eli Lilly and Company, Dept. E-455, Indianapolis, IN 46285, U.S.A.



'Chemical intoxication' as a defense

from page 1

suffer as a direct result of the slaying.

Garabedian's case was to have gone to trial in Middlesex County Court last month.

"A jury could believe there was lack of criminal responsibility based upon poisoning or exposure to these chemicals," defense attorney Robert Mardirosian told reporters, although he acknowledged that no identical cases exist.

The *Boston Herald* alerted Massachusetts residents to the possible defense tactic with the headline: "Chemical Made Me Murder."

Citing possible legal ramifications, Dr. James Wilkinson of Old Fox Lawn Service has declined comment on the case. But company manager Richard Gillette has told reporters that there is no documented evidence of anyone ever having reacted to chemicals in the way Mardirosian has implied.

David Dietz, Pesticide Public Policy Foundation (PPPF) administrator, echoed those sentiments, calling the possible defense tactic "a very creative idea."

"I don't anticipate that it will hold up in court, though," Dietz continued.

Dietz said his organization is watching how the Massachusetts case develops before deciding on a course of action. "We're not jumping the gun," he commented. "It may be a case where being quiet is being right."

Telemarketing may push direct mail

from page 1

obviously desired to compete profitably over time, Erbaugh said. There are three ways to do this, in light of increased competition—production efficiencies, overhead efficiencies and customer-acquisition efficiencies.

"If I can be more efficient in all three areas than you are, in time I will drive you out of business," he said. "But at some point we have to realize our limitations. For example, I really don't think I can out-produce ChemLawn and many others in the industry.

"I might be able to tinker with a couple of things, but overall, I seriously doubt that I can out-produce or create lower overhead than my competitors.

"Thus, it is up to me to acquire

my customers at a cheaper cost if I am to compete in the long run," Erbaugh said.

He explained the cost differences between direct mail and telemarketing for customer acquisition.

With direct mail, you have costs for list creation, label creation, brochure development, label affixing, label processing and postage and delivery.

Ten years ago, Erbaugh said he could mail 50,000 pieces for 15 cents a piece, or a cost of \$7,500. He could average a 2½ percent return, thus generating 1,250

leads—a cost of \$6 per lead. He said he could close 65 percent of these leads, thus creating a cost of \$9.25 per sale. When he added \$2 selling expenses to each sale, he said it cost \$11.25 to acquire a new customer.

Today, he said he is lucky he can close 50 percent of his leads. Plus, he can only attain 1¼ percent response on his direct mail, and it costs him 25 cents to put a direct mail package together. Totaled up, he says that his cost per sale today is \$31.60, and "your brochure arrives the same day as six of your competitors'."

Erbaugh outlined the costs for telemarketing, which include buying the phones, new supervisory costs and "hassles," and wages and payroll taxes. He said the total cost of calling for an hour is \$10, and four leads can be generated in this time for a cost of \$2.50 per lead. He said there are outside agencies that will do this service for a cost of about \$5 a lead.

"The leads are much 'softer,'" Erbaugh said, "and we can only close perhaps 25 to 50 percent of them. Add to this \$5 worth of selling costs, and you have a total cost of about \$15 per sale."

TREAT TWICE AS MANY LAWNS AND DOUBLE YOUR PROFITS?

Save Time With Formolene® 30-0-2 Liquid Lawn Fertilizer

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

Formolene's Advantages are Outstanding:

- Low-burn potential
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- Uniform, moderate turf growth
- Blends with other nutrients, chemicals
- Requires no agitation

A "Do-it-yourself" Source for Water Insoluble Nitrogen

You can convert 25% of Formolene nitrogen into a low-cost water insoluble nitrogen suspension—right in your truck tank.

Get the Whole Story

For more information on Formolene Liquid Fertilizer, contact your nearest Formolene Dealer. He can supply you with complete chemical and pricing information.



HAWKEYE CHEMICAL COMPANY

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Erbaugh said that both methods work and both fit in a total marketing plan. He said direct mail does a better job of explaining the service in new markets, and that telemarketing does a better job in markets where a company's name is well-known.

In the old days, a worker could measure 30 lawns in one day, and he hoped that nobody was home to slow him up, Erbaugh said.

"But now you have very aggressive phone workers calling up existing customers with the approval to cut prices as much as 20 percent to get the business,"

Erbaugh said. "I am not suggesting that I like all of these things, but I am suggesting that they are here to stay and you better learn to live with them." ■

Giordano is dead at 48

from page 1

His death was quite unexpected."

Giordano was on the phone with LAWN CARE INDUSTRY editors the day before his death, talking animatedly about a story

the magazine was working on. During the conversation, he noted that Lawn Doctor was extremely elated with 1983 sales, and was looking forward to the new season.

Giordano originally merchandised lawn and garden products from the Harris Hardware store in Matawan, holding Sunday lawn care seminars for townspeople. When those same friends asked him to care for their lawns, Giordano and Bob Magda (now a senior vice-president at Lawn Doctor) decided to sell the hardware store and go into professional lawn care. That was the beginning of

the Lawn Doctor story.

A few years ago, Giordano told LCI that he wanted to model his company into "the McDonald's of lawn care," referring to the most popular chain of fast-food restaurants in the nation.

Surviving the popular Giordano are his wife Gail, daughter Gabrielle, 22, and sister Rosemary Martin.

At presstime, no determination had been made by Lawn Doctor's Board of Directors concerning the company's immediate future. A meeting was scheduled last month, though. ■

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Circle No. 141 on Reader Inquiry Card

THE LAST WORD



Educating the government

Potentially, public properties may be the greatest single source of new business for landscape maintenance contractors.

Many governmental agencies already use contracted services to great advantage.

But continued taxpayer concern about runaway government budgets is usually countered by threatening to eliminate convenient or visible services. Instead of looking for new or different ways

to cut costs and still deliver the services, few government agencies are willing to change.

Contracted service, however, can maintain levels of service and either hold or reduce costs. It can also offer other significant advantages, including:

1. Known fixed costs. Once the contract is awarded, the cost is fixed over a known period of time. There are no hidden, indirect, or unfunded future charges.

2. Reduced personnel problems. Personnel management, especially in the public sector, has become increasingly complex and frustrating, mainly because of the willingness of public employees to strike. Restraints imposed on management prerogatives not only hinder efficient operations, but make it nearly impossible to terminate incompetent, intransigent, or surplus employees.

Meanwhile, the profit motive keeps qualified contractors innovative, efficient, responsive, persistent, and conscientious. Contracts can be cancelled for non-performance.

3. Continuity. When a public agency has established relations with a qualified contractor, there is no need to worry about retirements, replacements, promotions, relocations, training, retraining, or transfers.

4. Flexibility and versatility. Qualified contractors can provide both expert and experienced people readily, but only when needed. The qualified contractor can readily justify both the employment of experts and often larger or more specialized equipment. Also, contractors may buy the most efficient, reliable, capable equipment available because they are not forced to buy on low bid.

Contracted services, however, cannot deliver any of these advantages if they are purchased solely on the basis of cost. In many cases, the worst contractors get most of the public work. These less capable contractors often use public information and cut past prices regardless of costs or requirements.

Experience has shown that when price is the only consideration, quality and service usually go down and the landscapes suffer. People then begin to complain; contracted services are abandoned; everyone loses.

The public agency must have the intelligence and integrity to pre-qualify contractors before extending invitations to submit bids, and to maintain inspections and supervision to insure performance according to specifications.

No doubt about it—a massive educational endeavor is needed. We need to direct our efforts toward the public, politicians, and—most important—public agencies.

Difficult? Yes—but it's worth it.

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FOR SALE

FOR SALE: FIVE R-7 MOTORIZED ROTARY SPREADER, 3 H.P. ENGINE, 4 TIRES, LIVE FRONT AXLE, ALL UNDER 100 HRS USE. \$750.00 EACH - TURFGARD COMPANY, PO BOX 618, TROY, OH 45373. 1-513-339-3835. 4/84

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1972 Ford F-600 tanker, 1200 gal Beam 20-20 pump, hydraulic agitation refurbished, \$800.00. George, 815-729-9233. 2/84



TREE CITY USA

Circle No. 124 on Reader Inquiry Card →

HELP WANTED

ZONE MANAGER wanted for rapidly expanding lawn company. Must be highly motivated with proven leadership qualities. Minimum of 2 years experience required. Our company offers one of the best opportunities in the industry (IF YOU HAVE WHAT IT TAKES!). Send resume to LCI Box 112. 2/84

PRODUCTION MANAGEMENT TRAINEE. Eastern region of expanding lawn care company seeking individuals to join their production management team. If you have related degree in turf grass and/or experience in lawn care, we have a fast track training program to place you on our management team. Send resume and salary requirements. All replies will be kept confidential. Write LCI Box 111. 2/84

General Manager position open for chemical lawn and shrub division of established landscaping company in the sunbelt area. Tremendous opportunity for an aggressive individual having experience with a national or regional lawn care company. We are looking for a **BUSINESSMAN--the very BEST!!** Knowledge of turf grass, ornamental plants, and marketing needed. The right person will enjoy excellent salary, benefits, and opportunity for equity participation with unlimited earnings potential. Send complete resume including education, experience, and salary history. All replies will be kept confidential. Write LCI Box 103. TF

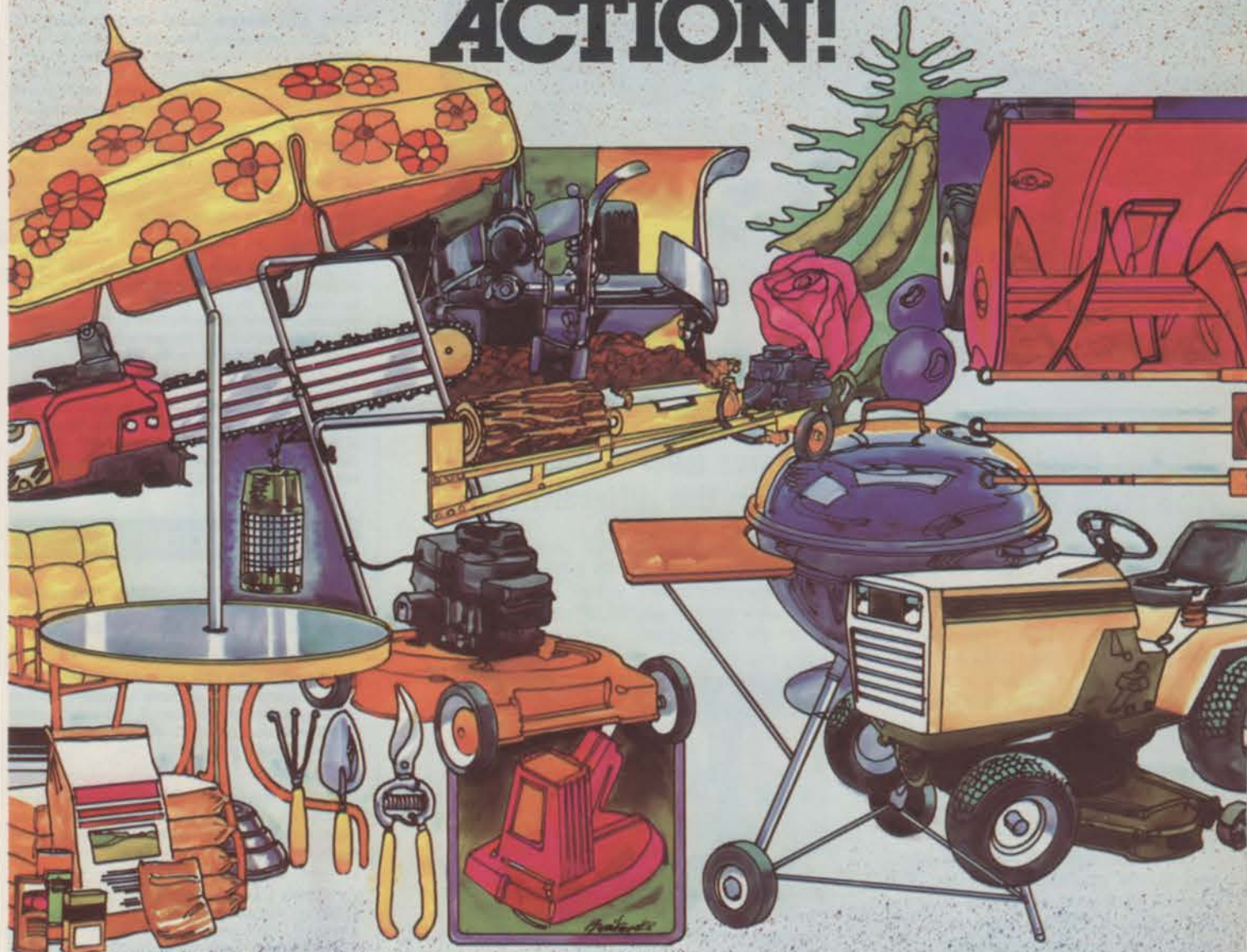
POSITION AVAILABLE--Established Colorado Lawn Care Firm looking for Operations Manager. Require 2-5 years experience in Lawn Care. Degree in business or related area helpful, but not required. Good salary plus incentive. Send resume to: Liqui-lawn, Inc., PO Box 208, Hygiene, CO 80533, (303)772-4331. 2/84

Help Wanted: Challenging opportunities with major lawn service company. Immediate openings in production and service, sales and management. Training provided for adaptable, take charge individuals. Hard work rewarded with liberal incentive pay plans and comprehensive benefits. Located in Carol Stream, LaGrange, Libertyville and Wheeling, Illinois. Apply in confidence to Michael Spidel, TEMPO 21, Inc., LawnBeautiful, 404 Mercantile Ct., Wheeling, IL 60090, Ph #312-541-1600. 2/84

LAWN CARE PROFESSIONALS needed for a rapidly growing East Coast lawn care company. Successful applicants should have a working knowledge of turf grass, fertilizers and pesticides. Good customer service abilities are required. Potential for advancement for the right individuals. Send resume and salary requirements. All replies will be kept confidential. Write LCI Box 110. 2/84

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Sales and Management: Rapidly expanding multi-office Lawn and Tree Care Organization in Eastern Penn. needs knowledgeable, take-charge personnel. Compensation package allows you to participate in future growth, while providing a good salary and fringe benefit package now. Send resume in strictest confidence to Victor Hammel, J.C. Ehrlich Co., Inc., 840 William Lane, Reading, PA 19612. 2/84

TURFCARE MANAGER WANTED- for growing service company on Eastern Long Island. Duties will include product application, customer contact and sales, and will play major role in developing our turfcare division. Applicant should be thoroughly acquainted with turfcare technology and have supervisory experience. Contact: LAWN 'N TREE INC., PO BOX 811, WESTHAMPTON BEACH, NY 11978. 8516-288-3674). 2/84

PROJECT MANAGERS: Landscape management and installation managers needed for high growth company in DC area. Must have state of the art knowledge in equipment, chemicals and horticultural techniques. Degree in horticulture + 4 years experience desired OR 6 years hands on experience with proven supervisory record. Must have ability to communicate orally and in writing with confidence. Must possess desire to provide his/her client with the highest quality job while staying within budget willingness to work long hours with the following rewards: Excellent salary, profit sharing, stock options, authority & responsibility. If you're interested in joining our team, send salary history & personal resume to NLC, PO Box 4434, Silver Spring, MD 20904. 2/84

Landscape Maintenance Supervisor position available in Philadelphia area. Working knowledge of turf and equipment required. Applicant should have 2-3 years experience in maintenance operations. Unlimited growth for the take-charge person. Write PO Box 198, Morrisville, PA 19067. 2/84

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LANDSCAPE MAINTENANCE/INSTALLATION SALESPERSON: Landscape salesperson needed for high growth company in DC area. Must have 5 years experience in estimating/selling. Strong writing, math & P. R. skills a must. Purchasing experience needed. Knowledge in computer use helpful. Benefits: Excellent salary, profit sharing, stock options, health/life insurance. If you're interested in joining our team, send salary history & personal resume to NLC, PO Box 4434, Silver Spring, MD 20904. 2/84

LANDSCAPE MAINTENANCE MANAGER--KT ENTERPRISES, INC. a leading commercial landscape management company, serving the Washington DC Metropolitan market, is searching for the right individuals to manage the grounds care of our ever growing list of quality clients. Applicants must be goal oriented with leadership experience and a strong desire for quality and success. Growth opportunities unlimited and full benefits are provided. Send resume to: **KT ENTERPRISES INC.,** Scott C. Plein, President 5416 Oakwood Road Alexandria, VA 22310. EOE. 2/84

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BRANCH MANAGER WANTED to grow with one of the fastest growing lawn companies. Must have at least 2 years proven experience with ability to motivate your people and make your branch profitable. Send resume to LCI Box 113. 2/84

WANTED

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

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

WANTED- Equipment (Truck, sprayer, tank, advertising materials) for new lawn spray business. Write W.G., 30 Bellemeade Drive, Little Rock, AR 72204. 2/84

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