

Toro buys Barefoot

The Toro Co., Minneapolis, has entered the lawn care service business through the acquisition of Barefoot Grass Lawn Service, Inc., Columbus, Ohio.

Toro Chairman David T. McLaughlin and Barefoot Grass chairman Marvin E. Williams said the companies have signed a letter of intent for Toro to acquire Barefoot for an undisclosed amount of cash.

Barefoot was started as a subsidiary of O.M. Scott & Sons, Marysville, Ohio, but has operated independently since 1975. Sales this year are expected to be \$3 million.

"We believe the lawn care service business is a logical diversification for our traditional lawn and turf equipment business," McLaughlin said. "We are impressed with the rapid growth of Barefoot Grass over the past four years, and we are convinced that the company has both the systems and products to emerge as a leader in the fast-growing lawn care service industry."

Barefoot, unlike many other companies in the lawn care industry, uses granular instead of liquid products for lawn care.

"We are very pleased at the prospect of an association with an established company with a strong image such as Toro," Williams said. "We had reached a stage in our growth where it made sense to combine with another company to take greater advantage of our growth prospects."

McLaughlin said Toro looks at the acquisition as "an investment opportunity" which is expected to have no significant impact on earnings over the next two years. In addition to a large consumer products division, Toro manufactures mowers, tractors and irrigation systems for the lawn care industry.

Barefoot currently operates in 12 cities with primary emphasis in Ohio. The company advertises its use of Scott products in its advertising literature.

Sod growers fire salvo in continuing battle with lawn care businessmen

In tones that would seem to signify an all-out war on lawn care businessmen in Illinois and across the country, the Sod Growers Association of Mid America has blanketed newspaper garden editors with a single-spaced, three-page news release condemning lawn care businessmen with words such as "sharp operator," "no scruples," and "slick sales talk."

The release, dated July 30, and sent by William Morgan Associates on behalf of the sod

growers group makes a number of points to 150 newspaper garden editors in major metropolitan areas across the country:

- Sod growers in various parts of the country have noticed that occasionally fine sodded lawns deteriorated more quickly when the services of certain lawn care specialists were engaged.

- Many lawn care businessmen use showmanship and "pretty white trucks" to impress customers and potential

customers.

- The release states that homeowners cannot be sure that a lawn care businessman using liquid applications is not simply putting down water on a lawn.

- The release quotes correspondence the sod growers group has had with the Illinois Department of Agriculture, saying that the state has approved the sale of a "100 percent of nothing" when liquid fertilizers are applied to a lawn.

- The release says that many homeowners are "paying a lot of money for just a spray of water and nothing (else) over their lawns."

- The release says that homeowners would "be better served to go back to bagged fertilizer, available from any garden supply store."

Here is the text of the news release:

We have just run across some information for those lovers of fine lawns who work so hard and spend so much of their time and money to have a good lawn. The information is most interesting.

Recently several sod growers in various parts of the country began to notice that occasionally a fine sodded lawn deteriorated more quickly when the services of certain lawn care specialists were engaged. These lawn care specialists consisted of firms who represented themselves as lawn grass experts offering to fertilize, 'fumigate' or weed spray lawns 'the new and modern way' with liquid applications rather than the old conventional tried and proven method of applying dry fertilizer with a spreader and then 'watering in' the fertilizer.

Most of these firms go about in pretty white trucks with

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LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals.

SEPTEMBER 1979 • VOL. 3, NO. 9 • A Harvest Publication

COMPANIES

ChemLawn expands into agriculture, opens 7th consulting service branch

The first major expansion of Ag-Vantage Agricultural Consulting Service, Columbus, Ohio was announced recently as the company opened up new branches in eastern Indiana and Ohio.

Ag-Vantage's parent company is ChemLawn Corp., also based in Columbus. ChemLawn is the country's largest lawn care company, with annual sales of about \$75 million. Ag-Vantage

began operations last year in Ohio. John Wright is ChemLawn vice president in charge of agricultural operations.

Speaking before the Urbana, Ohio Lions Club recently, ChemLawn president Jack Van Fossen said:

"Ag-Vantage provides the agricultural industry and the farmer a much-needed independent source of advice and professional agricultural service without being involved in the sale of agricultural products."

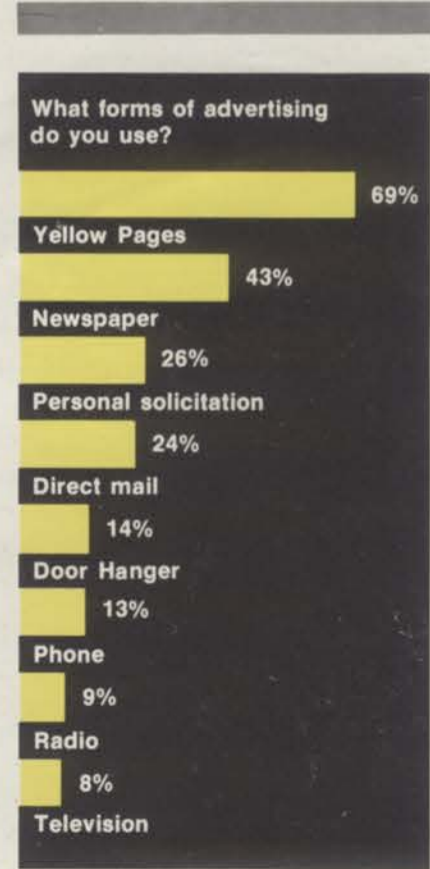
Van Fossen said that it is essential to the soundness of the good advice given through Ag-Vantage that the consultant be independent and free to select among a large number of agricultural product alternatives. Ag-Vantage can remain unbiased in its advice because it does not sell its own products or anyone else's, he said.

The company is backed by experienced consultants, extensive farm and field information and chemical analysis. CLC Labs, a division of ChemLawn which has provided it with scientific and technical information, is also supporting Ag-Vantage through soil analysis, plant analysis and other specialized tests for Ag-Vantage's customers, he said.

"ChemLawn is committed to the long-term development and support of a professional agricultural consulting service," Wright said.

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Source: 1979 LCI survey

CHANGES

Earley named LCI's associate publisher

Bob Earley, editor of LAWN CARE INDUSTRY, has been given the additional duties of associate publisher for the magazine, it was announced recently by publishing director Richard J.W. Foster.

Earley has been editor of the magazine since it began more than two years ago. His new duties as associate publisher will include direction of sales and promotion efforts for the maga-

zine, Foster said. Earley will continue to edit LAWN CARE INDUSTRY.

Earley holds a B.S. degree in journalism from Northwestern University, Evanston, Illinois.

In addition to working as a newspaper reporter in Cleveland and at an advertising/public relations agency in Chicago, he has been an editor on the following magazines: HEATING / COMBUSTION EQUIPMENT NEWS, CRYOGENICS & INDUSTRIAL GASES, GOLF BUSINESS, WEEDS TREES & TURF, all in Cleveland; and GOLF COURSE MANAGEMENT.

SOUTH, SOUTHWEST

Tall fescue good for shaded turf

Tall fescue, if irrigated, has good potential for turf use under shaded conditions in warm, humid climates.

Maintaining acceptable quality turfs under shade is a continuing problem, according to turf researchers with the Texas Agricultural Experiment Station.

It is estimated that 25 percent of all turfs are grown under tree shade. Shaded turfgrasses have restricted root, shoot, rhizome and stolon growth. Such turfs have less wear, heat, cold and drought hardiness.

The shade adaptation of tall fescue was studied for seven turf responses under full sun, saran shade cloth and post oak tree shade in south central Texas. Results showed that tall fescue grown in oak tree shade averaged 91 percent lower shoot density, 66 percent less greenness, and 54 percent less shoot carbohydrate content than under full sun.

On the other hand, tall fescue grown in full sun had 95 percent lower cover, 93 percent lower turfgrass quality and 68 percent lower extension rate than grass under post oak shade. Leaf orientation was similar under both shade levels, according to Dr. James B. Beard of Texas A & M University.

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MEMOS

Gas lines: The government's lack of foresight and complete disregard for the problems of the American businessman were brought into sharp focus recently when the gas shortage hit like a bomb, says Klaus Ahlers, of Carlacio Landscape, and president of the California Landscape and Irrigation Council.

"A national trade association in Washington estimates that it costs \$60 per truck per hour to wait in line to get gas when all the costs are considered," Ahlers wrote in *Professional Landscape Contractor*. "When applied to the cost of a gallon of gas this amounts to six dollars per gallon above the pump price."

"Yet, despite the fact that gas and diesel fuel are absolutely essential to the construction industry in general, and the landscape industry in particular, there were no exceptions to the gas line rules. It was either wait in line, or lose the use of your manpower and equipment."

Forbes magazine looks at lawn care: Look for a feature on the lawn care industry soon in *Forbes* magazine. Reporter Sharon Reier has been flying around the country interviewing executives with many of the major lawn care companies, including ChemLawn Corp., Columbus, Ohio and Lawn Doctor, Matawan, N.J.

D.C. companies give PLCAA a boost: George Graham, owner of Lawn King of Mount Vernon, Alexandria, Va. reports that the remains of the Professional Lawn Management Association, a group of about 20 companies that organized in the Washington, D.C. area a few years ago, has closed its books and donated the remaining \$600 left in its treasury to the new national Professional Lawn Care Association of America.

The lawn care job market: Mike Fulton, assistant professor of horticulture at the Agricultural Training Institute, a state-supported two-year school in Wooster, Ohio, has a problem.

"I don't have nearly enough graduates to fill the job requests I get for turf graduates," he told LAWN CARE INDUSTRY recently. "We get more calls from lawn care companies than any other segment of the green industry."

Fulton right now is supplying about 10 turf grads a year to lawn care companies, but says he could supply many times that if he had the students.

"Just about all of the kids who come in here are familiar with golf courses, and that is where they want to go," he said. "But there just aren't the jobs available in the golf market that there are in the lawn care industry. Also, in the lawn care industry, the pay is better and there is more job security."

Here come the Japanese: The Japanese are shipping lawn and garden machinery into the U.S. faster than the grass can grow. In 1977, such imports amounted to a scant \$25,000. Last year, Japan became the number one foreign supplier by sending \$2.1 million of mowers and the like, an increase of more than 8,000 percent, the *Wall Street Journal* reports.

Recession cutbacks: The economists keep talking about an economic downturn and even a recession, and all of the talk has begun to affect some lawn care companies. Erv Denig, president of Lawn & Turf Landscaping, Inc., Fort Wayne, Ind., reports that about 10 percent of his customers have asked for a cutback to four applications from his typical five-application program.

Oops: In the June issue of LAWN CARE INDUSTRY, we printed a test to gauge your business knowledge in our MONEYWISE column. We incorrectly reported the minimum wage as being \$3 an hour. It's only \$2.90 an hour.

Recession will affect Midwest, Northeast most: While the nation appears headed for a recession this year, the slump will have much less impact on the West and the South than on the Northeast and Midwest, according to a new study by the Conference Board, a New York-based business research organization. The reason is that these areas have many cyclically sensitive capital and consumer goods industries.

Missouri lawn care businessmen organize

Twelve Missouri lawn care businessmen met in late July and formed the Professional Lawn Care Association of Missouri.

Dr. Paul Schnare, president of Atkins Lawn Care, Columbia, Mo., was elected president of the group. He is also on the board of directors of the recently formed Professional Lawn Care Association of America. There is no formal affiliation between the two groups.

John Loyet of Loyet Landscape Maintenance, Ellisville, Mo., was elected vice president. John Van Winkle, of Lawns Etc., Inc., Blue Springs, Mo., was elected secretary-treasurer.

Others in attendance at the meeting were: Dave Fore and Vern Pauley, both of Atkins Lawn Care; John Humphrey, Greenway Lawns, St. Charles, Mo.; Wayne McKinnon, Land Maintenance, Inc., St. Louis; John Atkinson, Rhodes Chemical, Kansas City, Kans.; Steve Dickinson, Pro Turf, High Ridge, Mo.; Joe Morrell, Mid-Missouri Pest Control, Columbia, Mo.; Chris Christensen, Green Seasons, Smithville, Mo.; and John Saul, Saul's Lawn Maintenance, Chesterfield, Mo.

The group formed committees to draft bylaws, handle publicity and membership, and to plan for a convention by the end of the year.

Three classes of membership were decided upon:

- Voting membership — An individual, representing an owner-operated company of franchisee, which derives its major portion of income from commercial or residential chemical lawn care. Dues are \$100 per year.

- Affiliate membership — Any person who is interested in the chemical lawn care industry, but does not fall into the above two categories. Dues are \$25 per year.

There will also be honorary memberships appointed by the board. These members will not have to pay dues.

The charter members donated \$100 apiece to establish a treasury. Next meeting of the group is September 16 at Holiday Inn West, Columbia. For further information, contact: Dr. Paul Schnare, Atkins Lawn Care, 1123 Wilkes Blvd., Columbia, MO 65201, 314-874-8000.

EDUCATION

Beard publishes revised lawn book

Dr. James B. Beard, noted turf researcher at Texas A & M University, has published a revised edition of his *How To Have a Beautiful Lawn*.

This 114-page book offers 12 full-color pages and gives simplified, yet complete coverage of turfgrass establishment and maintenance practices.

Many lawn care companies recommend the book to field and sales personnel as both a training aid and reference guide. Cost is

\$5.95. Group discounts are available.

For further information, contact: H.J. Beard, Beard Books, 1812 Shadowood Dr., College Station, TX 77840.

COMPANIES

Canadian Industries builds new facility

Canadian Industries, Ltd., Willowdale, Ontario, has begun construction of a \$1 million manufacturing and distribution facility in Laval, Quebec to improve production and service of its lawn products.

The new facility is a result of increased demand for the companies lawn fertilizer products which contain sulfur-coated urea, a slow-release form of nitrogen which is used in all blends of the company's premium lawn fertilizers.

NORTHWEST

Landscape certification available in Washington

The Washington State Nurseryman's Association (WSNA) has joined a very select few nursery associations which have expanded their certified nurserymen programs by adding one for certified landscapers.

The WSNA recently published an 86-page certified landscaper training manual. Editor of the manual is Craig Reynolds, Eden Nurseries, Snohomish, Wash.

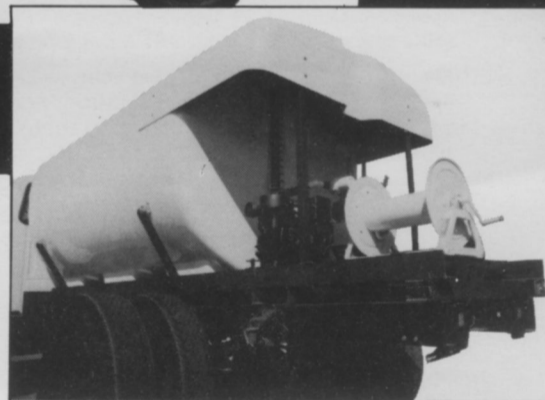
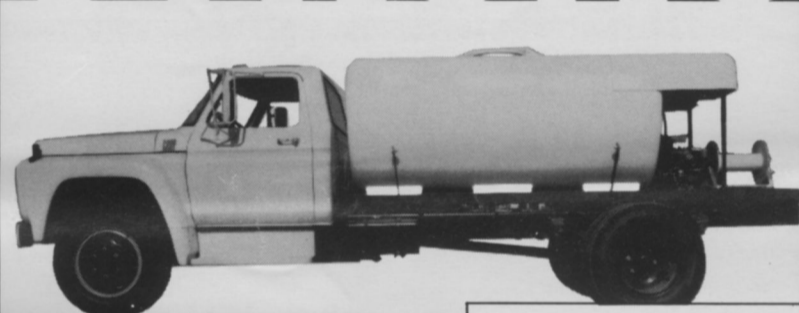
Contents of the manual include chapters on: principles and characteristics of landscape design, the importance of landscape installation, reading the landscape plan, landscape contracts with the customer, buying nursery stock and grades and

standards, preparing for the landscape job, landscape crew efficiency and supervision, staking and grading sites and drainage provisions, working with the irrigation specialist, constructing landscape structures, transplanting plant materials, planting and staking, completing the landscape installation, safety and first aid.

In the landscape maintenance section are chapters on: the importance and productivity of landscape maintenance, pruning, directing plant growth, bracing and cabling trees, turfgrass management and thatch control, planting new plant materials, mulching, landscape maintenance equipment, maintenance of interior plants and maintenance service contracts.

Purchase information can be obtained by contacting: WSNA, 1202 25th Ave. Ct., N.E. Puyallup, WA 98371.

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LAWN CARE INDUSTRY ORGANIZES

PURPOSES OF THE ASSOCIATION

- To provide and disseminate information to the industry regarding laws and regulations affecting the industry and to promote the enforcement of same
- To provide industry statistics
- To exchange knowledge among the members for the improvement of the industry

- To collect and disseminate information regarding lawn care for the betterment of public interest
- To recommend standards of nomenclature for the improvement of the industry
- To sponsor and promulgate research related to lawn care among other

persons or institutions

- To provide information to the public regarding lawn care by sponsoring or participating in seminars, conferences and congresses related to education in the lawn care fields
- To promote the lawn care industry in all other lawful ways.

MEMBER ACTIVITIES AND SERVICES

1. NATIONAL CONVENTION

An annual event for the professional exchange of new ideas, innovations and operating know-how. Also a forum for Lawn Care industry suppliers to sell and demonstrate their wares.

2. NEWSLETTER

A periodic publication distributed to dues-paying members to keep them abreast of the latest thinking and activities affecting their business and industry and what other Lawn Care professionals are doing about it. The proposed Newsletter will include regulatory and consumer market trends, technical, economic, legislative and industry news as it happens.

3. SEMINARS

Conferences, clinics and workshops will be conducted in sessions aimed at continuing management education for today's business climate and conditions relating to the Lawn Care profession.

4. TRAINING PROGRAMS

Specially designed courses for sales, service and supervisory employees of member firms to project a strong overview of the Lawn Care profession and to teach, with case histories wherever possible, the common fundamentals of business practices, customer relations, regulatory and legal aspects, cost control and the importance of economics to business success.

5. RESEARCH AND DEVELOPMENT

Industry-funded projects will be initiated relating to advancement of Lawn Care technologies, analysis of new or unique methods, preparation of generic and industry-wide information for general dissemination, conduct of studies relating to supplies, safety, equipment, transportation and other general market data.

6. CONSUMER EDUCATION

A generic (non-proprietary) approach to inform potential customers of the advantages of Lawn Care and the importance of putting the proper care of lawns in the hands of dedicated, trained, skilled professionals.

7. STATISTICS

Surveys to enable each PLCAA company to compare its performance against the average performance of all

member companies and to compare business performance factors, such as: sales volume, profit, investment, inventory levels, growth, etc. The Association will gather proprietary data from participating members for statistical analysis and prepare generalized data for dissemination to participating members while protecting the confidential information of each participant.

8. SAFETY PROGRAM

The establishment of safety standards that, effectively followed by an industry, can better prepare that industry to contend with the multiplicity of national government regulatory groups and state and municipal codes that might seriously inhibit a business activity. Self-regulation and standards create a strong position on safety comprehension. Safety education films can also be produced for use in employee training, presentation to regulatory groups, management or customers as required.

9. ENVIRONMENTAL PERSPECTIVE

A basic concern of all Lawn Care professionals is proper understanding of environmental factors relating to services performed and the responsibility to protect the environment.

This important aspect of consumer and governmental awareness of environmental treatment will be carefully monitored and an alert system will be maintained.

10. DIRECTORY

A listing of each member of the Association in good standing, the PLCAA statement of objectives, code of ethics, active committees, members' management personnel and association representatives. Current officers, directors and active projects will also be listed to facilitate participation.

11. INSURANCE

An extremely important service to members is the availability of insurance programs tailored to the specific needs of the average PLCAA member. A package of selective coverage is planned to include health and medical plans, accident, death, liability, comprehensive business insurance and risk management.

12. LEGISLATION

A significant factor in today's business climate is the constant presence of state and national legislation that could seriously affect the operation of Lawn Care professionals through laws and regulations controlling industrial material and processes for example. Reports to member companies in these areas will provide advance notice of pending legislation which will enable PLCAA members to respond.

13. GOVERNMENT RELATIONS

In a broader concept, federal government activities relating to labor, standards, safety, liability, consumer interests, finance, trade, revenue, environment, imports and exports and other areas of special interest will be monitored. Appropriate agencies will be contacted when necessary. PLCAA, as spokesman for the entire industry, can present your interests with greater force and effectiveness than can an individual company.

14. STANDARDS

Establishment of acceptable and common technical and safety standards will allow the Lawn Care profession to look upon criteria for their own performance and to have specifications that are tangible and demonstrable to both critics and allies.

15. TRADE PRACTICES

Development and recommendation of industry objectives and encouragement of practices that will reflect favorably on the industry as a whole constitute an important Association function. Special problems in trade matters can then be addressed and solutions recommended within the framework of industry objectives and policies.

16. ASSOCIATION LIAISON

The exchange of information and industry viewpoints with related Associations in industry, arts and sciences will significantly expand the influence and prestige of PLCAA as well as give PLCAA members a broader insight into their own industry.

17. INDUSTRIAL RELATIONS

Motivation of employees, the proper utilization of human resources, standard operating procedures, labor relations, training and job descriptions will be explored under this activity.

MEMBERSHIP APPLICATION

INSTRUCTIONS

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

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

☐ REGULAR MEMBER — \$200 per year

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

☐ AFFILIATE MEMBER — \$100 per year

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

☐ ASSOCIATE MEMBER — \$500 per year

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

Name of Company _____

Street _____ Phone (____) _____

City _____ State _____ Zip _____

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

Name _____	Title _____	Name _____	Title _____
Name _____	Title _____	Name _____	Title _____

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

(Name of Applicant Company)

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

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

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

Date _____ Signature _____ Title _____

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

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

Phone: 312/644-0828

BACKGROUND DATA

1. Date applicant company started: _____

2. Applicant company is primarily involved in:

Chemical lawn care and maintenance services **Application**

☐ Chemical application only ☐ Liquid

☐ Mowing and other maintenance services ☐ Granular

☐ Other (specify: _____) ☐ Both

3. Applicant company is an:

☐ Independent

☐ Partnership

☐ Corporation

☐ Chain

☐ Franchise

☐ Other (specify: _____)

4. Applicant's type of business:

☐ Manufacturer

☐ Dealer

☐ Distributorship

☐ Lawn Care Service

☐ Other (specify: _____)

5. Is applicant company's business location:

☐ Headquarters

☐ Branch Office

CONVENTION PLANS

1. Will you attend a national PLCAA meeting?

☐ YES ☐ NO

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

☐ Winter ☐ Summer ☐ Other

FOUNDER'S DESIGNATION

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

NEWSMAKERS

Ray Conradi is a partner in **Weber & Conradi**, Wilmington, N.C. The company has a landscaping division, sprays ornamentals and shrubs and also has a lawn spraying division. The company has been using Green Magic products manufactured by **AgroChem**, Franklin Park, Ill.

Gloria Graville is secretary for **Greneleves, Inc.**, lawn care firm based in Hickory, N.C.

Gary McCormick is a partner with **Fert-A-Lawn**, based in Frankfort, Ky. The company is involved in both liquid and granular chemical application on lawns.

Jerry Dooley is owner of **Dooley's Lawn Service**, Springfield, Ohio. The company is involved in lawn maintenance, dethatching, aerification, seeding and sodding.

Thomas F. Kelly is president of **Lawn growers of America**, an independent company headquartered in Bergenfield, N.J. The company applies both liquid and granular chemicals in its lawn programs.

David Pankovich is president of **Gaumer Landscape, Inc.**, Warren, Ohio. The company does mowing/maintenance work, and also handles both liquid and granular application of chemicals to lawns.

Drew Madzin is president of **Royal Lawns**, a franchise lawn care firm headquartered in Freehold, N.J. The company handles both liquid and granular application of fertilizers and chemicals in its lawn care program. Madzin is a former Lawn King franchise holder. The home office of Royal Lawns is in Pine Brook, N.J.

J.B. Condray is president of **Condray's Sod Co.**, Ocean Springs, Miss.

Arthur Tedeschi is president of **Arthur Tedeschi & Son, Inc.**, Paterson, N.J. His son Lee is also involved with the firm.

Max Sestili, Jr. is a pesticide applicator with **Environment, Inc.**, Mobile, Ala. The firm is involved in both landscape contracting and lawn maintenance.

Cosan Chemical Corp. has moved offices from Clifton, N.J. to Carlstadt, N.J., according to Albert Eilender, vice president of research and development for the firm.

Dr. Lennie G. Kizer is the new member of the turfgrass team at **Mississippi State University**, serving as agricultural economist. Much of his work will focus on the economic and financial structure of the turfgrass industry in Mississippi.

BlueBird International, Englewood, Colo., manufacturer of lawn combers and other products, has announced the appointment of Gerald W. Springer to the position of sales manager, according to Doug Zehrung, president.

Raymond Leary is owner of **Lawn Doctor of Rumson/Greater Red Bank Area**, Rumson, N.J. Lawn Doctor franchise headquarters are in Matawan, N.J.

Earl Sinnamon is president of **Swingle, Inc.**, Denver, Colo. The independent firm handles both

liquid and granular application of fertilizers and chemicals in its lawn care program.

Ronald G. Payne has been appointed vice president, operations, for **Jacobsen Division of Textron Inc.**, according to Thomas V. Bruns, president of the Racine, Wis.-based manufacturer of lawn care equipment.

Recently named corporate vice president of **Raven Industries**, Sioux Falls, S.D. is Ronald Moquist.

Westheffer Co., Lawrence, Kan. has announced the appointment of LeRoy Reed as operations manager. The company manufactures tanks and spray units for the lawn care industry.

Donald Rodrigues is owner of **Delta Ornamental Spraying**, Ventura, Calif.

Mike Deneen is owner/operator of **Mike's Turf**, Hudson, Wis.

Fallis Turf Equipment Ltd., Richmond, B.C. in Canada has moved to 11951 Forge Place, with a zipcode of V7A 4V9, Newt Fallis announces.

Floyd Shingleton is branch manager for **ChemLawn Corp.**, Lexington, Ky. ChemLawn is based in Columbus, Ohio.

David L. Dempsey is branch manager for **ChemLawn Corp.**, Warminster, Pa.

Richard Sniderman and D. Hasnas are owners of **Lawn-A-Mat**, Hamilton, Ontario, Canada.

Larry Kapp is owner of **Kapp's Landscaping & Green Lawn**, Fort Wayne, Ind. The company handles mowing/maintenance and liquid and granular application of fertilizers and chemicals.

Pacific Sod Farms, Camarillo, Calif., growers of professional turfgrass varieties for the landscape and ornamental horticulture industries for the past 11 years, has changed its name effective this month. According to vice president and general manager Larry Hart, the

company is now known as **Pacific Green/Sod**, a division of Pacific Green Corp. The company also has a lawn care division.

McDonough Power Equipment, McDonough, Ga., manufacturers of Snapper mowers and tractors, announces the promotion of Norm Siebert to sales manager.

Ernie Hodas, president of **Century Rain-Air**, Madison Heights, Mich. has announced the appointment of Scott Foerstner to the position of controller.

John G. Szafranski has been appointed general manager of the Commercial Products Division for **The Toro Co.**, Minneapolis, Minn.

Officers of **The Lawn Institute**, elected and re-elected at its recent annual meeting are:

Doyle Jacklin, **Jacklin Seed Co.**, president; Chase Cornelius, **Northrup, King & Co.**, vice presi-

dent; Robert Russell, **J & L Adikes, Inc.**, secretary/treasurer.

Members of the board of trustees are: Dick Bailey, **Merion Bluegrass Association**; Bob Buker, **FFR Cooperative**; Jim Carnes, **International Seeds, Inc.**; Hal Dickey, **North American Plant Breeders**; Gabe Eros, **OSECO, Inc.**; Jay Glatt, **Turf Seed, Inc.**; James Jenks, Jr., **Jenks-White Seed Co.**; Ben Klugman, **Twin City Seed Co.**; Peter Loft, **Lofts Pedigreed Seed, Inc.**; Don Mader, **Highland Bentgrass Commission**; Ed Mangelsdorf, **Mangelsdorf Seed Co.**; Bob Peterson, **E.F. Burlingham & Sons**; Norm Rothwell, **Rothwell Seeds, Inc.**; John Sutherland, **Stanford Seed Co.**; E.R. Townsend, **Whitney-Dickinson Seed Co.**; Bob Wetsel, **Wetsel Seed Co.**; Kent Wiley, **Pickseed West, Inc.**; and John Zajac, **Garfield Williamson Seed Co.**

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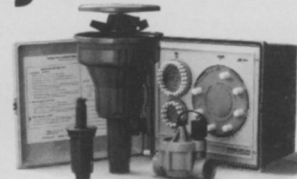
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MARKETING IDEA FILE

One company's landscape maintenance specs

Here are part of the grounds and landscape maintenance specifications used typically by one of the top landscape maintenance firms in the country — Evergreen Services Corp., Bellevue, Wash. Rod Bailey is president of the company.

I. GENERAL

- A. This specification defines a complete landscape maintenance service program on an annual basis.
- B. Evergreen Services Corporation will furnish all labor, tools, specialized equipment, materials, supervision and transportation to perform landscape maintenance services as specifically outlined below.
- C. All field work will be performed under the supervision of a qualified horticulturist. Operators will be licensed for all functions, including spraying, where required.
- D. Our personnel are your representatives while on site. As such they will conduct themselves in a workmanlike and efficient manner at all times.
- E. Upon request, Evergreen Services Corporation will furnish certificates of insurance evidencing appropriate comprehensive general, automobile liability and property damage coverage protecting against claims for bodily injury or property damage arising from the performance of this program.
- F. The basic service program is outlined in Section II of this specification entitled "Scope of Work". Specific amendments or modifications to the basic program are included in Section III entitled "Special Considerations".

II. SCOPE OF WORK

LAWNS

1. Mowing

Lawns will be mowed and grass clippings removed from fine turf areas on a weekly basis during the grow-

ing season and as otherwise needed to maintain a neat appearance.

2. Edging

Lawns will be edged along borders for neat appearance where needed. All clippings will be removed from lawn areas, planting beds and walks.

3 Fertilizing

Lawns will be fertilized in accordance with the specific needs of the grasses to maintain a healthy and vigorous condition. Specially formulated complete fertilizer with trace elements will be applied as needed during the following time periods:

- (1) between April 1 and May 1;
- (2) between June 15 and July 15;
- (3) between August 15 and September 15;
- (4) between October 15 and November 15.

4. Weed Control

Fine turf areas will be carefully spot treated with translocated chemicals to control broadleaf weeds as weather and turf conditions dictate. Rough or special lawn areas where they exist will be treated as specified in Section III of this program.

5. Watering

Lawns will be watered using installed, automatic irrigation system equipment where it exists. Clock schedules for automatic systems will be established and monitored throughout the year by Evergreen Services Corporation personnel according to seasonal needs. Areas requiring manual watering will be treated as specified in Section III of this program specification.

PLANTINGS AND BED AREAS

1. Fertilizing

Ornamental plants and ground covers will be fertilized at least annually with supplemental feeding as necessary in accordance with the specific needs of the plants in order to maintain a healthy and vigorous condition. Organic shrub fertilizer formulated with trace elements will be used. The basic objective will be one of controlled nourishment.

2. Weed Control

Weed control in all improved planting areas will be continuous. Both pre- and post-emergence weed control chemicals will be used where appropriate. Hand weeding will be accomplished as necessary.

3. Mulching and Bed Surfaces

Bed surface areas will be periodically raked to maintain a fresh appearance and remove foreign materials. Periodic inspections will be made to determine need for addition of ground bark or other mulch. Addition of mulch is not included in the basic service program.

4. Insect and Disease Control

All ornamental plant material will be periodically inspected throughout the year to insure against disease and insect infestation. When an infestation occurs, the appropriate fungicide or insecticide will be applied in accordance with State and local regulations and as weather and environmental conditions permit.

5. Pruning

All ornamental plant material will be judiciously pruned in accordance with standards of good practice and in accordance with the intended function of the plant in its present location. All debris will be removed from the property. Spent flower heads will be removed.

6. Watering

Bed areas will be watered using installed automatic irrigation system equipment where it exists. Clock schedules for automatic systems will be established and monitored by Evergreen Services Corporation personnel according to seasonal needs. Areas requiring manual watering will be treated as specified in Section III of this program specification.

DEBRIS CONTROL

The property will be reviewed each visit to insure that debris such as bottles, papers, cartons and similar items are disposed of to keep the grounds neat appearing.

IRRIGATION SYSTEM CARE

All irrigation system equipment will be flushed, drained and shut off at the close of the growing season. The system will be turned on, checked and adjusted each spring. Minor repairs including branch line and riser repairs are included. Major repairs or system modifications required will be brought to the customer's attention for separate action.

PARKING LOT AREAS AND DRIVEWAYS

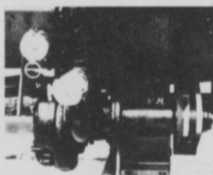
Sweeping or vacuuming of parking areas and drives is not included in the basic maintenance service program. However, paving joints and cracks in sidewalks, drives and parking lot areas will be kept free of live weeds and grasses.

Professional SPRAY EQUIPMENT

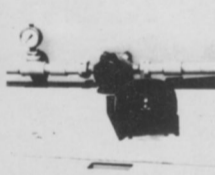
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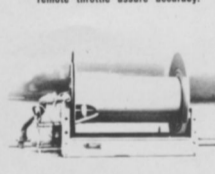
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- 1) A pumping system that can load or unload itself and other trucks.
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Fylking Kentucky bluegrass costs less than most other elite blues. In short, insist that this best seller be included in every lawn seed mix. Fylking Kentucky bluegrass.

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Patent 2887

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

tanks mounted on them. The operators wear spotlessly clean white uniforms and refer to themselves as 'lawn medics,' 'lawn doctors,' lawn experts or lawn specialists. One outfit in an eastern state had their operators decked out in white smocks with stethoscopes hung around their necks similar to busy M.D.'s or interns who are to be seen in any hospital.

These 'lawn doctors' would approach a prospect and tell about their wonderful modern system of liquid fertilizing, lawn spraying and diagnosis of lawn problems. This is where the stethoscopes came in. They would kneel down on the prospect's lawn, take the stethoscopes from around their necks and press the instrument to the grass while they listened intently to the heartbeats of an ailing lawn, an aggressive sod webworm, grub or chinch bug or some other grass blight.

Their diagnosis almost

always consisted of some multi-syllable Latin word such as Fusarium, Septoria, Ascochyta or other expression their prospects wouldn't understand. Only in this respect are these 'lawn medics' similar to the medical profession whom they were 'apeing.' They impress their 'patients' or prospective customers with Latin botanical words and phrases that only the scientists understand.

Practically all of the 50 states require that fertilizer which is marketed to the horticultural or agricultural trade be in marked bags or at least be certified to contain a certain analysis such as 10-10-10, 10-8-6 or 10-8-4, etc. For instance, a 10-8-4 material indicates that the fertilizer is made up of 10 percent nitrogen, eight percent phosphorus and four percent potash. When the fertilizer bags are so marked or, in the case of liquid fertilizers, are certified by the vendor or applicator, the buyer knows what is being applied to his

lawn or his fields.

In the case of liquid applications, it is difficult for the property owner to know exactly how much nitrogen, phosphorus or potash is being applied. When bagged, dry material is used and it is a simple matter to understand just how much of each material is being used. Counting empty bags is simple. Applying a liquid material from a nice white truck is a little more complicated.

There is no way of knowing what is in the tank on the truck other than water or a liquid of some sort that is sprayed over the lawn. When the operator is honest there is no need for a property owner to be concerned, but who knows or how can one tell if the operator is honest? Should the applicator be a 'sharp operator' with no scruples, who fails to put the required amount of fertilizer in the tank on the truck, the property owner could be paying for nothing but a slick sales talk and a little water.

Suspecting that there could be more of this 'hanky panky' going on than most people were aware of, the Sod Growers Association of Mid America addressed a letter to the Illinois Department of Agriculture on May 7, 1979 asking for clarification of the guaranteed analysis laws regarding liquid fertilizer sales from tank truck operators. The Illinois Department of Agriculture ignored the letter and a second letter was sent to the Department on June 21.

This second letter was finally answered on July 3, almost two months after the first letter was sent. The answer is a jewel of political and bureaucratic mumbo-jumbo over the signature of Wayne W. Behrns, bureau chief of the Bureau of Products Inspections and Standards of the Illinois Department of Agriculture. In part, this is what Mr. Behrns' letter states:

"The product being applied to the customer's lawn is usually a mixture of fertilizer, chemicals and water and does fluctuate from load to load; some dealers have registered this as a specialty fertilizer with a guaranteed analysis of 00.0-00-00. The Department has some questions as to whether a product with an analysis of 00.0-00-00 can be considered a fertilizer; however until we get a more definite interpretation of amendment to the Fertilizer Act specifically directed to this specialized service, we will accept this type of registration."

Now isn't that something? The state of Illinois, through its Department of Agriculture, has approved the sale of 100 percent of nothing when liquid fertilizers are applied to a lawn by an operator who wears a nice white uniform and drives a pretty white truck, usually trimmed in green.

In the meantime, fertilizer manufacturers, distributors and retailers of bagged fertilizers must comply with the fertilizer law and guarantee the analysis of the fertilizers they sell in bags. When through an error in manufacture, the analysis of the fertilizer in the bags happens to be a fraction less than the printed guaranteed analysis, the vendor and manufacturer of the bagged material could be subject to heavy fines or 'stop sale' orders.

We don't know how many states are treating the liquid applicators as does the State of Illinois, but we suspect that when the truth is known, we will have learned that folks are paying a lot of money for just a spray of water and nothing over their lawns. No wonder some of the fine sodded lawns are 'going to pot' when the fertilizer used carries an analysis of 00.0-00-00 as approved by the Illinois Department of Agriculture.

Copies of the correspondence between the Sod Growers Association of Mid America and the Illinois Department of Agriculture are available. Just send a stamped, self-addressed envelope to: Sod Growers Association of Mid America, 11020 S. Roberts Rd., Palos Hills, IL 60565. The association will send you a copy of the 100 percent of nothing letter from the Illinois Department of Agriculture.

In the meantime, you'll be better served to go back to bagged fertilizer, available

to page 10

Groundsmaster 52. From a 52" offset deck to hydrostatic drive, it's designed to be a Professional.



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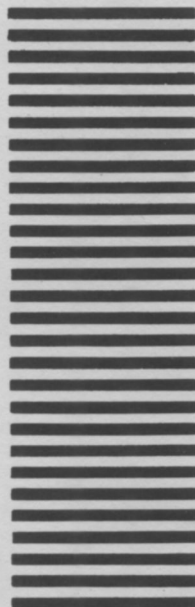
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☐ Granular
☐ Both

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

4. Title:
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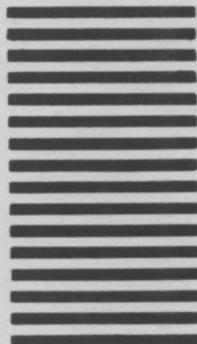
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MEETING DATES

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

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

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

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

Society of Municipal Arborists Fifteenth Annual Meeting and Trade Show, Wichita Falls, Kan., Oct. 1-3. Contact: Robert S. Miller, executive secretary, 7447 Old Dayton Road, Dayton, Ohio 45427, 513-854-1338.

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

Northern California Turfgrass Council Irrigation Seminar, Goodman's Hall, London Square, Oakland, Calif., Oct. 3. Contact: Jim Prusa, chairman NCTC, P.O. Box 268, Lafayette, Calif. 94549.

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

Franchise Management Workshops, Capitol Hilton Hotel, Washington, D.C., Oct. 10-11. Contact: Richard Levin, International Franchise Association, 1025 Connecticut Ave., N.W., Suite 1005, Washington, D.C. 20036, 202-659-0790.

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

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

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

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

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

Professional Grounds Maintenance Society Annual Meeting, Baltimore Hilton, Oct. 21-24. Contact: Allan Shulder, 19 Hawthorne Ave., Pikesville, Md. 21206, 301-653-2742.

Environmental Management Association 22nd Annual National Educational Conference Caribbean Gulf Hotel, Clearwater Beach, Fla., Oct. 21-25. Contact: Harold C. Rowe, 1701 Drew St., Clearwater, Fla. 33515, 813-446-1674.

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

National Institute of Parks and Grounds Management, Opryland Hotel, Nashville, Tenn. Oct. 28-Nov. 2. Contact: Erik Madisen, P.O. Box 1936, Appleton, Wis. 54910, 414-733-2301.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Oklahoma Turfgrass Research Foundation Annual Meeting, Lincoln Plaza, Oklahoma City, Okla., Dec. 6-8. Contact:

Dr. R. V. Sturgeon, 115 Life Science East, Oklahoma State University, Stillwater, Okla. 74074.

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

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

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

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

ASPA Midwinter Conference, Contemporary Resort Hotel, Walt Disney World, Lake Buena Vista, Fla., Feb. 24-26. Contact: Ray Weekley, ASPA, Association Building, Ninth & Minnesota, Hasting, NE 68901, 402-463-5691.

Connecticut Groundskeepers Association Conference, Hartford Civic Center, Hartford, Conn., Feb. 27. Contact: Glenn Moore, 141 Hemlock Hill Road, New Canaan, CT 06840.

Massachusetts Turf Conference and Industrial Show, Springfield Civic Center, Springfield, Mass., March 4-6. Contact: Dr. Joseph Troll, University of Massachusetts, Stockbridge Hall, Amherst, Mass. 01003, 413-545-2353.

Turf Insect Symposium, Ohio State University, Columbus, Ohio, Oct. 14-16, 1980. Contact: Dr. B. J. Joyner, Plant Diagnostic Laboratories, Suite L, 6969 Worthington-Galena Road, Worthington, Ohio 43085, 614-885-9588.



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from any garden supply store. You'll no doubt save a lot of money and have a finer looking lawn when you do. And you'll know what you are getting and what is being applied to your lawn. The moisture used to apply 00.0-00-00 analysis fertilizer isn't even enough to water the lawn. So whatever you pay for this 100 percent of nothing material is a complete loss.

There is one compensation though. The fellows in the nice clean white uniforms with the pretty white trucks are pretty expensive and your neighbors will be impressed... so there is a certain amount of 'status symbol' to be considered when some guy with a pretty white truck in a neat white uniform parks in front of your home and fertilizes your lawn with 100 percent of nothing which has been approved by the Department of Agriculture of the great State of Illinois.

A number of lawn care businessmen around the country have responded to the news release.

Rich Anda, branch manager for ChemLawn Corp.'s Arlington Heights, Ill. office told LAWN CARE INDUSTRY:

"The news release of the Sod Growers Association of Mid America released by William Morgan Associates is unfortunate.

"This emotional news release could only tend to alienate both the lawn care industry and the Illinois Department of Agriculture towards the sod growing industry. Many emotional reactions and counters could easily be made in response to this news release.

"Instead, the lawn care industry and sod producers should use this situation as the impetus to join together and embark on a goal of working to better understand and deal with establish-

ment and maintenance of sodded lawns growing on the many less-than-ideal suburban soils."

Don Burton, president of Lawn Medic, Inc., Bergen, N.Y., told LAWN CARE INDUSTRY:

"The release takes on over-swinging at Lawn Doctor and Lawn Medic, and we are primarily dry in our application methods. But in defense of the liquid firms, the larger ones have a name and reputation to protect, and they simply are not putting down just water.

"The release shows nothing but sour grapes and no fundamental understanding of the facts of the lawn care industry and fertilization of lawns. I got a good chuckle out of it."

Bill Fischer, president of Spring-Green Lawn Care Corp., Naperville, Ill., told LAWN CARE INDUSTRY:

"I would prefer to reserve my comments about this distorted piece of 'journalism' until our

newly formed Association has a chance to act. To get into a name-calling contest on an individual basis with their organization would only undermine our Association's professional status."

And the recently formed Professional Lawn Care Association of America (PLCAA) has acted. President of PLCAA, Jerry Faulring, Hydro Lawn, Gaithersburg, Md., told LAWN CARE INDUSTRY:

"This is just a perfect example of why PLCAA is so urgently needed by our industry to provide a unified response to such misleading, deceptive, erroneous and self-serving conceptualizations of the lawn care industry.

"Every industry, probably without exception, has participants who are unscrupulous, unethical and deceptive. I would be naive to suggest our industry is any different. Particularly with respect to our phenomenal recent growth, I am certain the industry has attracted some participants who only see a 'get-rich-quick scheme.'

"However, to make such blatant generalizations about the industry as a whole merely puts the writer in the same class of individuals of which he speaks. This release is truly sensationalism.

"It is true that some fertilizer materials, when applied at excessive rates or on an untimely basis, can do harm to a lawn. However, when used properly, no one has ever proven that there is a specific agronomic advantage to apply granular products rather than liquids or suspensions. Of course, one must compare apples to apples. It would be foolish to compare the results of an application of two pounds actual nitrogen from urea in liquid form to two pounds actual nitrogen from ureaformaldehyde on a hot August day. Additionally, dry applications of 10-10-10 can cause just as much damage as some liquid materials on that hot August day.

"The important point here is that poor results also occur from improper dry application. In fact, many retailers of bagged fertilizer encourage the incorrect timing of applications with products such as 10-10-10, 10-8-6, or 10-8-4 as the writer of the release infers are better.

"The writer implies that liquid application of turf management materials is not tried and proven. Liquid fertilization of turf has been practiced for about 20 years and liquid pesticide application began early in this century.

"Question: Do these sod grower observations find that lawns being fertilized with dry goods also decline with time and do they find a difference between lawn-service-cared-for lawns versus homeowner-cared-for lawns? The press release is erroneous in that it provides absolutely no hard data from which one can draw conclusions.

"I think the writer of this press release may be of the self-exciting type. He started out by saying that 'several' sod growers 'noticed' that 'occasionally a fine sodded lawn deteriorated' etc.

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



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COST CUTTINGS

Ingenuity cuts soaring fuel costs

In a word, the great gas drought of the summer of 1979 has been 'costly.' Costly for every lawn care operation from the million-dollar dealer to the \$20,000 'mom and pop' operation. While most lawn care professionals have tacitly sat back and absorbed the lost revenues a result of the gas shortage, others have aggressively searched for ways to reduce fuel costs and energy consumption.

Robert DeKraft, co-owner of Lawn Doctor of Fairfax (Washington, D.C. area), said he has cut fuel costs by modifying an inefficient routing system. "The home office has helped us consolidate our routing system so our people aren't running back and forth all through the county servicing lawns," he said.

Even with the new system an ever-increasing portion of DeKraft's profits have been absorbed by spiraling fuel prices. "We haven't been able to cut fuel costs much because our vehicles are not too fuel efficient," he said. "Our trucks are probably only getting eight miles to the gallon in the city. We try to keep them tuned up, but that's about all we can do."

According to DeKraft, the increase in the cost of fuel has been a more bothersome problem than securing the 'liquid gold.' "We haven't had too much of a problem finding gas in the Washington area because we deal mainly with one gas station who takes care of us," he said.

"When you find a service station that gives you good service," DeKraft added, "it pays to take care of them because there is going to come a day when we get into another fuel crunch and you're going to need them."

And that is exactly what Deborah Crawford, co-owner of

Pennturf Lawn Care Co., Clinton, Pa., learned during the summer of 1979. "We've had trouble getting gas because we don't have any close affiliation with any gas people," she said. "The two local places in town where we have established credit are closed three to four days every week."

Fred Rowley, president of Rollins Lawn Care, Atlanta, Ga., has discovered one way to reduce his company's dependence on local gas stations. Simply install a 10,000-gallon fuel tank at your largest facility!

Rowley estimates the tank, excavation costs, pump, and associated plumbing cost about \$7,500. "It pays to put in your own facilities once a branch gets to a certain size," he said. "Normally you wouldn't go to that unless the branch had between 3,000 and 4,000 customers." Rowley said he saves about four cents per gallon of gas pumped at his own facility.

Timothy M. Shalleross, Jr., of Green-Lawn, Inc., said his company has cut fuel costs by consolidating the duties of lawn care technicians and sales and service representatives. "We had a separate department of sales reps who provided call-back services and we also had regular applicators who did nothing but spray lawns," he said. "So we decided to put 100-gallon tanks on our big spray units so one person could do both jobs as opposed to running two people out to the same area."

So even if your memories of gas lines and 95-cent gasoline begin to fade, don't forget these fuel-saving tips.

- Develop a fuel-efficient routing system.
- Tune-up all your trucks.
- If feasible, install gas tanks at branches servicing more than 3,000 clients.
- Wait for several service calls in one area before travelling to a neighborhood to treat the lawns
- Inform your technicians of ways to save fuel. In other words, make them energy conscious.
- Do business with one or two gas stations to insure sufficient fuel supplies during future shortages.

By the end of the article he concluded that most lawn service are rip-off artists. To 'notice occasionally' is very inconclusive and an unprofessional appraisal of any issue.

"Personally, I would welcome the critical concepts presented in the release as a challenge to seek answers to the questions raised even though the writer seems to have already drawn firm conclusions.

"As previously stated, possibly some member or members of our industry have knowingly or unknowingly caused problems with both sodded and seeded lawns. If this is the case, I would like to see an impartial judge render an opinion after complete and thorough investigation. If guilt is discovered, let us move to prevent further situations from occurring. Ultimately, as industries, the sod growers and lawn care companies can positively effect our futures through cooperation rather than fighting each other.

"The entire issue of fertilizer registration is coming to a head and I suspect we will be seeing some definitive policies developing in the next few years across the country. Current laws were not written to cope with current conditions and do not satisfy consumer needs. The laws were designed with the farmer in mind and are effective for him.

Jim Mello, manager and turf specialist for Nice 'N Green, Downers Grove, Ill., told LAWN CARE INDUSTRY:

"I must say that I am surprised that the sod growers would exhibit their dissatisfaction with the lawn care industry in this fashion. I believe that they resent the fact that lawn care specialists educate the homeowners on turf diseases. It is a problem for the consumer, lawn care firm, landscaper and

sod grower, when a one-year-old lawn is devastated by *Fusarium* or leaf spot.

"I feel we have an obligation as the homeowner's lawn specialist, to explain to them what their problems are. The question comes up: Who is responsible for the loss of that lawn? I do not feel that every homeowner should be on expensive preventive fungicide program. The landscaper who installed the lawn is next in line. It is possible that he overlooked leaf spot symptoms or a heavy thatch layer when he installed the lawn and I am certain he did not warn the homeowner about turf diseases and how they can easily ruin an entire lawn.

"The statements about 'stethoscopes' and 'heartbeats' of an ailing lawn add some drama to the article and exhibit creative writing on the author's part. I also feel that if a lawn care company used a tank mix of 0-0-0, the results he would obtain would put him quickly out of business."

Tony Giordano, president of Lawn Doctor, Inc., Matawan, N.J., told LAWN CARE INDUSTRY:

"I'm furious. The release specifically mentioned Lawn Doctor, and we aren't even a spray outfit. We have our lawyers in contact with William Morgan Associates, and they haven't heard the end of this. It's just incredible."

The May issue of LAWN CARE INDUSTRY (see "Lawn Salesmen Too Aggressive? Chicago Sod Producers Say Yes," page 1), a number of Chicago-area sod producers were quoted as saying that a number of Chicago-area lawn care salesmen were wrongly telling potential customers that their newly sodded home lawns were diseased, and that they came that way from the producer.

In the June issue of LAWN CARE INDUSTRY (see "Lawn Businessmen Say Some Lawn Problems Caused by Poor Sod," page 8) a number of lawn care businessmen were quoted as saying that quite a bit of sod sold to homeowners is indeed inferior.



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'Inside the Industry' debuts in this issue

An in-depth feature on lawn care advertising is the first of a new series of articles beginning this month in **LAWN CARE INDUSTRY** — "Inside the Industry." Assistant editor Dan Moreland wrote the advertising piece.

"Inside the Industry" will feature topics suggested by readers of **LAWN CARE INDUSTRY** each month.

In coming months, we will feature articles on technical, management and business problems the lawn care businessman faces.

For a look at this new feature, turn the page. For an idea of the kind of suggestions we have been receiving from readers, read on:

"..... spray equipment and selection, use and maintenance ... identification and controls for western tree pests ... growth regulators as a management tool ... biological control techniques, uses, and successes for landscaping....."

Donald Rodrigues
Delta Ornamental Spraying
Ventura, California

"..... there exists in large numbers small companies such as my own whose mainstay is maintenance, dethatching, aerifying, seeding and sodding. Please don't leave us out....."

Jerry Dooley
Dooley's Lawn Service
Springfield, Ohio

"..... you were the first to advise me Basagran may be used on residential lawns ... I'd appreciate reading a direct comparison of sulfur-coated urea and IBDU as would be used on residential lawns....."

Tom Crowley
Lawn Doctor of East Suburbs
Euclid, Ohio

"..... I would like to see an article on the combination of fast-release and slow-release forms of liquid fertilizers, their effectiveness at differing rates and the benefits to the turf....."

Russell Sawyer
Nutri-Turf
So. Sioux City, Nebraska

"..... article about lawn insect problems and solutions fertilizer special: What percentages do lawns need according to specific problems and times of the year....."

Don Oldfield
Lawn Doctor of Arvada
Wheat Ridge, Colorado

"..... fungus identification and control in chart form ... new equipment for maintenance....."

Mike Loewenstein
Lawn-A-Mat
East Brunswick, New Jersey

"..... please cover insect, weed and disease control in western states such as Colorado, Arizona, Texas, etc....."

Charles Austin
Liqui-Lawn, Inc.
Hygiene, Colorado

"..... article on nutrient additives to a general spray to provide a quick green-up pricing formula developed to where costs and profit can be plugged into the various lawn care operations and a price per square foot developed....."

Duane Saxton
Paramount Pest Control
Lewiston, Idaho

"..... more new items and sales items, new tractors, mowers, etc. tree care and equipment ... more spray and tilling equipment....."

Robert Johnson
R & G Certified Service, Inc.
Amityville, New York

"..... advertising as related to the chemical lawn care industry....."

Reese Bush
Bush Gardening
Santa Ana, California

"..... I am interested in learning more about growth retardants for turf. Are they being used a great deal? What is the cost to the customer? What happens if an insect problem arises on a yard after being treated with a retardant? Will the damaged grass grow back?....."

Bill Cragen
Cragen Lawn Care
Greenwood, Indiana

"..... items found in contracts ... how to design a professional contract....."

Ken Gooch
Green Collar Workers, Inc.
Arlington, Texas

"..... effects of mowing on turf ... new chemicals in the trade and their applications....."

Michael Foster
Landscape Development
Michigan City, Indiana

"..... turf equipment ... granular application equipment able to apply two or three products at one time ... treatment of nutsedge on the East Coast....."

R.M. Finocchiaro
Finocchiaro Landscape Co.
Newark, Delaware

"..... I need to learn more about growth regulators for fast-growing ornamentals, trees and turf....."

Al Wedenfeller
Phoenix Landscape, Inc.
Jupiter, Florida

"..... articles on erosion control on slopes, different types of mulches, trees and shrubs for difficult areas....."

William Warner Price
Summit Gardens, Inc.
Lutherville, Maryland

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

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

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

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

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

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

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

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

"..... technical information on insecticides, herbicides and fungicides business management information....."

Reg Trefethen Jr.
Reggie's Lawn Care Service
Sicklerville, New Jersey

"..... would like to see more on equipment for the small operator like myself....."

Donald Deveau
Deveau's Yard Service
Kinston, North Carolina

"..... I would like to see more articles on residential maintenance firms, and articles of how companies figure their prices for different jobs....."

Lowell Wiley
P & W Landscaping & Maintenance
Biloxi, Mississippi

"..... more discussion on specific headaches of personnel and equipment problems ... more discussion on equipment needs and new ideas ... how about items regarding tree care?....."

Vince Morrison
Morrison Landscaping and Nursery
Warrenton, Oregon

"..... would like to know the expected number of years under good care a hybrid ryegrass will last....."

George Esty
Tech-Turf, Inc.
Mahwah, New Jersey

"..... soil fertility, subjects of a technical nature....."

R. H. Johnston
Lawn Arrangers, Inc.
Columbus, Ohio

"..... more information on sodding and seeding and sod installation in general....."

Adam Yakubowski Jr.
Yakubowski Construction
McAdoo, Pennsylvania

"..... what is the best way to solicit new accounts, particularly for a spray business? What percent are salesmen paid....."

Jim Ahlborn
Boca Lawn Maintenance
Boca Raton, Florida

"..... discuss compatible pesticide mixtures for a more cost-efficient program....."

Doug Sevachko
K.J. Enterprises
Alexandria, Virginia

"Discussion of St. Augustinegrass turf and its problems and peculiarities in south Florida....."

J. W. Goodrich
Goodrich Landscape Contractors, Inc.
Miami, Florida

"..... an article on summary of business expenses by percent of total sales. This could be offered for small, medium and large companies. This would enable me to judge my expenses with the industry average....."

William Shearman
Chem-Trol
Florida, New York

"..... I think those who are interested in the profession would like to see more educational data rather than, for example, information about sales volume for companies in Pittsburgh....."

Stephen Champ
Greentree, Inc.
Atlanta, Georgia

"..... articles on what to do in winter to keep cash flow year round ... more articles with tips for the small businessman....."

Barry Levy
Lawn King of Lutherville
Lutherville, Maryland

"..... technical articles on slow-release fertilizers ... information on proportioners and flow meters for handling liquid fertilizer and high pressure....."

L. J. Cohen
Pest Fog, Inc.
Corpus Christi, Texas

"..... I realize that liquid fertilizing is the hottest thing since Kentucky Fried Chicken, however, I feel that you are devoting way too much space to it. There are still a lot of us doing complete maintenance, like myself. I have been doing it for 30 years and buy a lot of equipment and material year after year and will still be around as the fads come and go....."

Cal Fleming
Cal Fleming Landscaping & Tree Service
Detroit, Michigan

"..... in future issues, I would like to read more about fertilization and pest management techniques used on landscape woody ornamentals, as well as lawns....."

Doug Sanders
Bill Clark Pest Control
Beaumont, Texas

"..... more information on equipment, prices, makes, differences in mowers, edgers, trimmers, sprayers

... information on snow removal would also be helpful to many landscapers, also information on installing sprinklers....."

John Garvey
Advanced Lawn Care
Plymouth, Michigan

"..... one area that might be of interest would be office management ideas. While many operations are run out of a shoe box on a seat of a truck, there are many companies who have more efficiently run businesses. Readers like myself are always looking for some ideas that are more specific to this business than one might find in a business journal or the Wall Street Journal. Organizing daily work assignments when you are working around the weather is a real chore....."

Thomas Brune
Atwood Lawnspray, Inc.
Sterling Heights, Michigan

INSIDE THE INDUSTRY begins on page 14.

SummerTime Liquid Fertilizer will bring the beautiful lawn your customer expects!



SummerTime ST-100 is non-corrosive – non-clogging – non-toxic

The Lawn Care Market now has a Fertilizer Solution and Program which will provide healthier, better looking lawns for the customer at a much more reasonable cost to the applicator.

Our program aims to significantly reduce investment in material and equipment costs.

Our PROGRAM and MATERIAL when used as directed have these advantages:

- Less material cost per square foot of lawn
- Non-corrosive to application equipment
- Non-toxic to seed, plant roots, and foliage
- Non-poisonous to people and animals
- Non-corrosive to metal lawn furniture, fences, gates
- No agitation necessary — fertilizer is a true solution and will not "settle out"

Let SUMMERTIME ST-100 help you get your next 100 customers.

Yes, I'm interested in your SummerTime Liquid Fertilizer.

- ☐ Send technical literature.
☐ Have your salesman call.

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Title _____

Company _____

Address _____ State _____ Zip _____

Phone Number _____

SummerTime
LAWNCARE PRODUCTS
P.O. Box 306, Columbus, Ohio 43216 (614) 294-4556

Circle 118 on free information card

Lawn care advertising

Which type is best suited for your particular operation?

by Dan Moreland
assistant editor

More than \$15 billion was spent on advertising in the United States in 1979. Yet advertising has developed into much more than merely a flourishing sector of the national economy. The world of Madison Avenue has infiltrated our language and our culture.

It is estimated that the average person is exposed to more than 1,500 advertisements every day. That comes to more than 547,000 advertisements per year! Therefore, it's not surprising that even the most uninformed know Karl Maulden doesn't leave home without his American Express card, relief is spelled R-O-L-A-I-D-S, and Burger King is home of the 'Whopper.'

Obviously, the lawn care industry cannot compete with Burger King and American Express in terms of advertising clout, but the lawn care businessman can affectively increase his annual sales by properly investing in one or more advertising media.

A number of different advertising 'tools' are available to the lawn care professional including newspapers, magazines, radio, television, direct mail, Yellow Pages, and billboards, to name a few.

Some companies focus on one particular form of advertising while others prefer to diffuse their advertising dollar among a number of different media. Whatever the choice, you should first know the audience you want to communicate with, and second, develop an advertising campaign which satisfactorily projects your company's image.

According to Jim Rose, of ChemLawn's advertising agency, Stone & Adler, Chicago, Ill., the key to successful advertising is understanding the product or service from the viewpoint of the consumer. "You have to find out what need you are fulfilling for the consumer and make sure that your communication is affective in conveying that need," he said. "The next step is to achieve the most cost efficient means of talking to the consumer. And that's basically what the advertising business is all about."

Rose added that another important ingredient to successful lawn care advertising is honesty. "This is a relatively unregulated business and I think there can be a temptation to use claims that either exaggerate the truth or don't tell the whole story because no one is checking on the validity of those claims."

"It can often seem attractive to the relatively small advertiser to make exaggerated claims," he said, "but what happens is you create an expectation for a lawn service which you can't fulfill and, over time, you can hurt the confidence people have in the lawn care industry."

"One of the reasons ChemLawn has

been so successful is because they don't create inflated expectations and they only advertise what they can deliver," Rose added.

According to Fred Rowley, of Rollins Lawn Care, Atlanta, Ga., the success or failure of an advertising campaign is determined by many different factors, including luck.

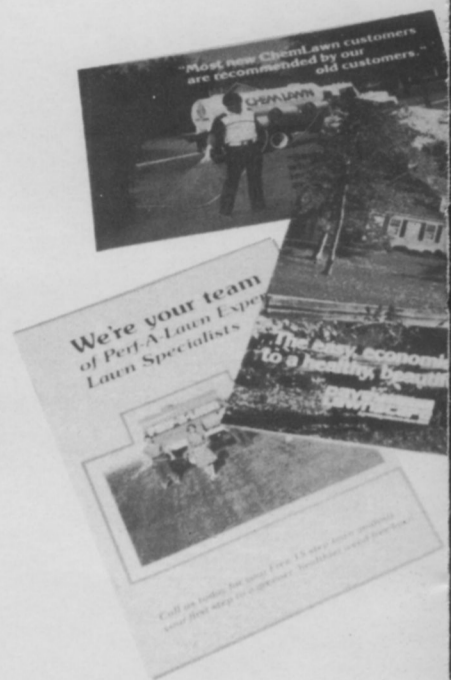
"Advertising has to be done at the right time," he said. "If you advertise in early March and have a long winter, the customer isn't going to respond because he doesn't need the service yet."

All the lawn care professionals contacted by LAWN CARE INDUSTRY had some very definite views on the goals of advertising, but Howard Evers, of Tru-Green Corp., East Lansing, Mich., summed it up best. "Everyone in the industry who is successful uses one basic advertising philosophy," he said. "Get your name out there to the homeowner as often as you can."

Evidently, most lawn care professionals believe the best way to 'get their name out' is through Yellow Pages advertising. A recent LAWN CARE INDUSTRY survey indicated that of the total number of companies responding, 22.8 percent said Yellow Pages was their top-ranked advertising medium.



Direct mail brochures are generally very basic in content. They usually contain a photo of a green lawn and a clean-cut technician, along with a short description of the services provided.



Other percentages and forms of advertising used included: direct mail (18.5 percent); newspapers (17.7 percent); door hangers (11.2 percent); phone solicitation (5.2 percent); door-to-door solicitations (3.0 percent); television (1.3 percent); radio (0.4 percent); and home and garden display (0.4 percent).

The survey also indicated that about 76 percent of all chemical lawn care companies and 68 percent of all mowing/maintenance companies conducted some type of advertising. The average yearly amount spent on advertising was \$5,900. As a general rule, most companies spend between five and 10 percent of their annual gross on advertising.

Ten percent of your annual gross may seem like a substantial amount of money, but if spent correctly, it can have a significant impact on your yearly sales. However, before investing any money into advertising you should follow these 'common sense' steps:

- Define the marketplace.
- Study the marketplace. Know something about the characteristics of a market before sinking a lot of money into an advertising campaign.
- If practical, conduct some market research studies to gain a better understanding of the market.
- Talk to lawn care professionals in your area about their particular advertising format.
- Discuss your advertising plans with a small ad agency. They will often inject professionalism into your campaign at a reasonable price.
- Study the advantages and disadvantages of the various advertising media available.
- Determine the most cost efficient form of advertising available for your particular operation.

Whatever advertising medium you eventually choose to use make sure you are aware of its advantages, disadvantages, and overall costs. The following is a review of the most widely used advertising media in the industry.

DIRECT MAIL

Direct mail advertising is probably the most popular form of advertising in the lawn care field, behind the traditional Yellow Pages ad. Direct mail simply means an advertisement that is delivered directly to potential customers. That does not mean they have to be shipped through the mails. Direct mail ads can also be hand passed door-to-door, placed at homes as door



Consumers say direct mail is best way to reach them

In a recent consumer survey conducted by LAWN CARE INDUSTRY, 44 percent of the respondents said a direct mail campaign was the best way for a lawn care company to advertise their services.

Twenty-seven percent of the respondents said a personal solicitation would be the best way to reach them; 15 percent cited a door hanger as the best method; 12 percent preferred a newspaper advertisement; and eight percent cited a Yellow Pages ad as the best.

Other forms of advertising cited included home and garden show

displays, eight percent; television advertising, six percent; and radio ads, one percent.

In yet another LAWN CARE INDUSTRY survey homeowners rated a lawn care company's reputation as the most important quality they considered when hiring a lawn service company.

Other factors rated in order of importance were: a personal recommendation from a friend or neighbor, second most important; next important was price; next important was appearance of the workers and company equipment; and least important was advertising.

hangers, or distributed directly to prospective customers by a number of other means.

Direct mail ads can appear in many different forms including mailing cards, letters, circulars, brochures and catalogues, leaflets, and self-mailers. The most popular direct mail ads in the lawn care industry are brochures and door hangers.

Fred Rowley, of Rollins, said, "We've used an array of direct mail ads, but we've probably gotten the best return on our four-color brochure."

Direct mail brochures are generally very basic in content. They usually contain a photo of a healthy, green lawn and a clean-cut technician, along with a short description of the services provided and a price.

"I think there's a problem with many brochures being too complex and technical in their approach," Rowley added, "and if it's too technical it's going to turn people off."

Most companies expect between a 1.5 and three percent return on their direct mail ads and they expect to close 65 to 80 percent of their leads. However, the number of leads a company receives depends largely on the market, according to John Reeves, sales coordinator for Davey Lawnscape, Kent, Ohio.

"The return we get on our direct mail ads depends on the number of competitors in the market," he said. "For example, in Cleveland, which is a mature market, we got a one percent return on our direct mail piece, but in some of our newer markets, where there isn't much competition, we got a three to 3.5 percent return."

To increase direct mail response many companies also do what they call 'cloverleafing' — handing out brochures to customers on either side of and across the street from existing accounts. One lawn care professional told LAWN CARE INDUSTRY that he substantially increased his business by a door-to-door leafletting campaign in areas where he already had customers.

Yet another way to increase customer response to direct mail ads is to utilize direct mail in conjunction with phone solicitation. Robert DeKraft, co-owner of Lawn Doctor of Fairfax, hires about seven women each spring to solicit customers who express an interest in their lawn service.

"They're paid a base hourly rate of about \$3 an hour and they receive an additional \$1 for every lead they sell," he said. "Actually, we'd like to get away from telephone solicitation as soon as possible

because the public doesn't like it. But it's hard to give it up because it has given us good results."

The primary advantage to direct mail is it is one of the few advertising media, totally controlled by the seller. He decides who to send the brochure or leaflet to. Further, the advertiser does not have to compete with other advertisements in a direct mail piece as opposed to Yellow Pages and outdoor advertising. Another important advantage to direct mail is its success or failure can be readily monitored by merely counting the number of responses received.

Even with all its advantages direct mail advertising does have one glaring weakness and that is cost. The cost per unit of a direct mail ad is generally 3.5 to five cents per unit for black and white and six to seven cents per unit for color.

"The direct mail piece we paid for this year was almost 20 percent of our advertising budget and that doesn't include postage," Reeves, of Davey, said. "Overall, it cost us between \$43,000 and \$50,000 for the direct mail piece and that includes artwork, layout, and copy writing."

NEWSPAPERS

Historically, newspaper advertising has been a favorite of the lawn care industry, but recently many lawn care professionals have begun to question its effectiveness.

DeKraft, of Lawn Doctor, said, "We're not very pleased with our newspaper advertising. It used to produce a lot of leads, but we don't get many from it anymore. In fact, there used to be a time when most of our advertising dollars were spent in newspaper advertising, but those days are gone."

"Now we use newspapers to back-up our other ads and to increase our recognizability," he added. "We still think newspapers are an important part of our overall program, but we don't spend large amounts of money on it anymore."

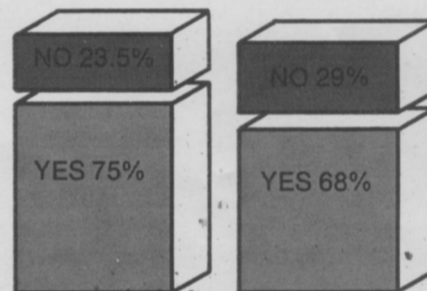
Although many lawn care companies are currently spurning newspaper advertising, Chemlawn, Inc., Columbus, Ohio, continues to advertise in large metropolitan dailies. According to Ralph Lund, vice-president of marketing, response to the ads varies from market to market. "There's no predictable certainty as to whether or not newspaper advertising will be as efficient in one city as opposed to another," he said.

Few lawn care professionals choose to advertise in weekly newspapers because

Do you advertise?

Chemical
Lawn Care
Companies

Mowing/
Maintenance
Companies



What is your major advertising medium?

Yellow Pages	22.8%
Direct mail	18.5
Newspaper	17.7
Door hanger	11.2
Phone	5.2
Door-to-door	3.0
Television	1.3
Radio	0.4

they generally reach a limited audience and are not as extensively read as large metropolitan dailies. However, Deborah Crawford, co-owner of Pennturf Lawn Care Co., Clinton, Pa., is convinced that weekly newspapers are her most effective advertising medium.

Crawford not only advertises in three small weeklies in the Pittsburgh area, but also writes by-lined articles for the garden pages of the three papers. "I think the articles give us a lot of credibility with the public and every time we put an article in a paper, along with an advertisement, we get a very good response," she said.

Like Crawford, Frank Stevens, president of Pro-Lawn-Plus, Inc., Baltimore, Md., has discovered a way to utilize newspapers in a non-traditional fashion to conserve his advertising dollar.

Stevens purchases small display classified ads on the back news pages of local newspapers. The one column by three inch ad costs Stevens about \$85. "It's more expensive than regular classified ads, but it's a higher read section of the paper," he said. "Historically, I've gotten a fair number of leads from it."

The primary advantage to newspaper advertising is the lawn care operator can reach a significant audience at a reasonable price. The main disadvantage is newspapers are sent to a significant number of people who do not need a lawn service (I.E., urban and apartment dwellers). In other words, the advertiser has less control over his audience in newspaper advertising as opposed to direct mail advertising.

The price of a newspaper ad is determined by the size of the paper's circulation and the size of the ad placed. The larger the circulation, the more expensive the ad. Predictably, color ads are more expensive than black and white ads.

Advertising rates are generally flat or on a sliding scale. Flat rates mean there are no discounts regardless of the number of ads placed. The sliding scale rate structure provides a number of discounts to the advertiser.

Advertising rates for newspapers published throughout the country are available in the *Standard Rates and Data Service* directory, available in any library.

MAGAZINES

Magazine advertising is a virtually untapped advertising resource of lawn care professionals primarily because of cost. A one page black and white ad in a national publication can cost thousands of dollars. For example, a one page ad in *Time* magazine is \$40,960; *People Weekly*, \$19,000; *Newsweek*, \$20,275; *Readers Digest*, \$64,500; and *Hot Rod Magazine*, \$9,075. However, lawn care operators can cut magazine ad costs by purchasing smaller size ads or by purchasing ads which only run in regional editions of national publications. A number of size ads are available including full-page, 1/2-page vertical and horizontal, 1/4-page, and one-column ads. Junior page advertisements, where the copy runs above and along the sides of the ad, are also popular among many advertisers.

Tru-Green, Corp. is one of the few lawn care companies contacted by *LAWN CARE INDUSTRY* that utilized magazine advertising in 1979. "We placed ads in regional editions of magazines," Evers said, "but I really don't know what kind of response we got to them."

The primary advantage to magazine advertising is it offers the advertiser a

selective audience. In other words, magazines generally have a better 'grasp' of their audience than newspapers. Further, magazines offer national coverage, something most newspapers are unable to do.



"I think there's a problem with many brochures being too complex and technical in their approach and if it's too technical it's going to turn people off."

Fred Rowley, Rollins Lawn Care, Atlanta, Ga.

YELLOW PAGES

Most lawn care operators view Yellow Pages advertising as a necessary evil. It is a mainstay of the industry, yet, according to many in the industry, it seldom produces enough leads to justify its high cost.

"We used the largest size ad available in the Yellow Pages and we got some pretty good leads from it," Stevens, of Pro-Lawn-Plus, said, "but, in my opinion, Yellow Pages is not enough. So we supplement our Yellow Page ads with small newspaper ads."

A spokesperson for the Cleveland Yellow Pages said a full-page ad in their directory costs \$582.60 per month. That comes to \$6,991.20 per year! Other ad sizes and rates include:

- Regular listing including name, address, and phone number — \$4.15 per month.
- Regular listing with company name in semi-bold print — \$7.40 per month.
- Regular listing with company name and telephone number in bold print — \$9.25 per month.
- Triple 1/2-column ad — \$436.95 per month.

- Double 1/2-column ad — \$291.30 per month.
- Single 1/2-column ad — \$145.65 per month.
- Double 3/16-column ad — \$109.30 per month.
- Single 1/4-column ad — \$72.85 per month.

"The advertising rate depends on the area of distribution and the population in a particular area," the Yellow Pages spokesperson said. For instance, a single 1/4-column ad in the Columbus, Ohio directory costs \$61.90 per month as compared to \$44.15 in the Toledo, Ohio directory.

Since Yellow Page advertising is so expensive put some thought into shaping your ad; make the space count. There are many options open to you in putting together your ad. Larger display ads permit the use of more copy and illustrative material. But even those who invest in larger space often keep copy brief and prefer to surround it with lots of space.

Several owners said it makes sense before turning copy over to the telephone company advertising representative to sit down and create a mental image of your customers and write down services you feel most of them desire.

In short, build your ad carefully. Be specific. Concentrate on the essentials and avoid tricky phrases. Generalizing in ads only leads to unwanted calls. People look for guidance and information in ads. One lawn care operator said he writes his ad copy as he would a telegram.

Further, don't be bashful about seeking the aid of telephone advertising representatives. They can offer help on elements such as type face, borders, even illustrations. Here are some other tips you might find useful in composing your Yellow Pages ads:

- Explain your coverage. It's important that you target the area you want to serve so that you don't get unwanted calls.
- Explain the services your company provides.
- Highlight your company name, address, and phone number in bold type.
- Explain special customer handling features such as 'no contract required' or 'call for price with no obligation.'
- Utilize artwork to increase visual impact.

According to Reeves, of Davey, the Yellow Pages should be an 'important' part of every lawn care company's advertising: "You really can't overlook it," he said. "If you've got a phone number it's much more convenient for a potential customer to give you a call."



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- TANKS

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TURF DIVISION

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LAWRENCE, KS. 66044

Tele 913-843-1633

Circle 144 on free information card



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L & M LAWN CARE

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Cleveland, Ohio 44110

Circle 107 on free information card



Pelletized Profit?

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

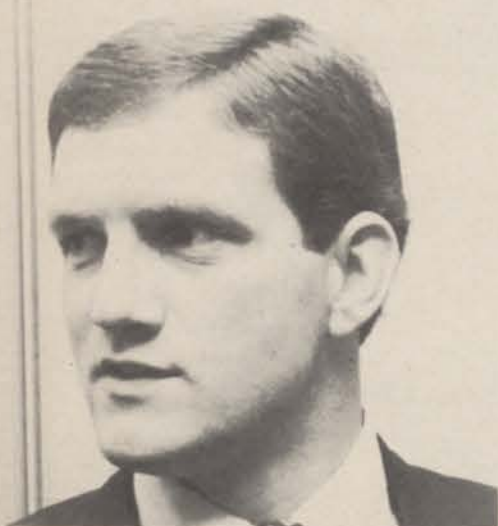
REVEILLE
LIMESTONE & GYPSUM PELLETS

American Pelletizing Corp. • P.O. Box 3628 • Des Moines, Iowa 50322

Circle 139 on free information card

Television advertising can have a tremendous impact on sales, but the cost is often prohibitive for all but the largest lawn care companies. However, few can argue with the advertising clout of this medium.

DeKraft, of Lawn Doctor of Fairfax, attributes his company's success in acquiring 900 new customers in 1979 directly to television advertising. "Television really had an impact on our sales this year," he said. "I think the success of our television advertising is reflected in the type of business we've written this year. We've increased sales by 60 percent since we've gone to television."



"We've placed ads in regional editions of magazines, but I really don't know what kind of response we got from them."

Howard Evers, Tru-Green, Corp., East Lansing, Mich.

Doug Baker, president of Leisure Lawn, West Carrollton, Ohio, said his company has utilized television advertising for the past three years. "We run most of our television ads in the off season because we're not competing with the rest of the lawn care companies then," he said. "It's something a little bit different, but we hope we stick in the customers' minds."

Baker said Leisure Lawn currently has five 30-second commercials on tape. Each commercial cost about \$4,000 to produce. "How much it costs you to run the commercial depends on the time slot you run it in," he said. "Obviously, you don't compete with Proctor and Gamble in prime time." A good rule of thumb is prime time rates are the highest followed by daytime, late

"Television really had an impact on our sales this year. I think the success of our television advertising is reflected in the type of business we've written this year. We've increased sales by 60 percent . . ." **Robert DeKraft, Lawn Doctor of Fairfax**

nighttime, and early morning. However, this may differ slightly in markets throughout the country.

"We liked running our commercials during weekend sporting events or during the six and 11 o'clock news," Baker said. "The cost per spot was pretty reasonable (\$250 to \$1,000) for what we were getting."

Radio advertising was king in the 50's, but in the past two decades it has taken a back seat to many advertising media, including television and newspapers. The reviews of radio lawn care advertising are mixed among many industry professionals.

Timothy Shallcross, Jr., of Green-Lawn, Inc., Louisville, Ky., said, "Radio advertising has been our most successful form of advertising. I don't think there is any particular reason why it has been successful for us, but I think it reaches the market we're interested in."

However, the opposite has been true for Davey Lawnscape. "Radio advertising has been the least successful form of advertising for us," Reeves said. "We ran a radio ad in Cleveland and we couldn't attribute one inquiry to it. And the same thing happened in the Pittsburgh and Akron markets." Radio ads generally cost between \$40 and \$75 per minute, depending on the size of the market.

OUTDOOR ADVERTISING

Billboard advertising has grown in popularity in recent years, but many lawn care professionals continue to view this medium's effectiveness with skepticism.

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

However, ChemLawn's Lund said he has already looked into billboard advertis-

ing and has decided it's not worth pursuing. "We used billboard advertising very little and there are no plans currently to use it any more," he said, "because we couldn't detect any productivity from it." Other forms of outdoor advertising include posters and transit advertising (Signs on buses, street cars, etc.), but they have been utilized little, if at all, by the lawn care industry.

INCIDENTAL ADVERTISING

There are a number of other advertising media available to the creative lawn care advertiser. Garden shows are particularly popular among lawn care professionals. The booth rental at these shows is generally between \$300 and \$500, but you also have to pay people to man the booths. Overall, these shows can cost the lawn care operator up to \$3,000 or more.

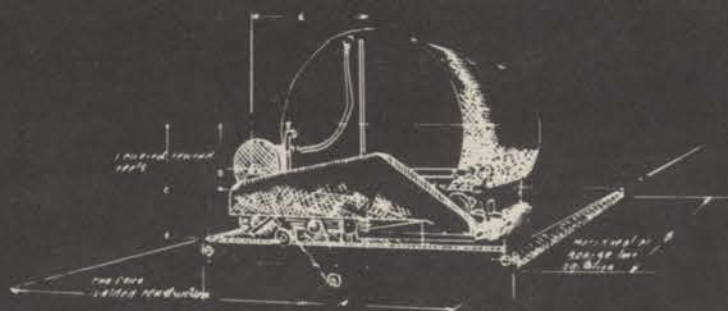
Rollins' Rowley said his company uses their trucks as display pieces to attract attention at home and garden shows. "With the truck there you can explain exactly what you do to a lawn," he said, "and we think our trucks have some distinct advantages over others in the industry so it also gives us an opportunity to play up these advantages."

The positive affect of word-of-mouth advertising cannot be overemphasized. Virtually every lawn care professional contacted by LAWN CARE INDUSTRY said this most basic form of advertising is necessary for success.

True-Green's Evers said, "Our particular advertising philosophy revolves around making the lawns we service look as good as we possibly can," he said. "And from there it's primarily referrals."

Advertising is necessary to survive in the highly competitive lawn care industry, but its importance should not be overemphasized. Remember, there is no substitute for good products and services.

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The right equipment means greater efficiency and we at Consolidated specialize in building equipment to fit your individual needs. We will custom build to your specifications or choose from our standard chemical tanks.

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Circle 131 on free information card



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Circle 125 on free information card

Spray equipment manufacturers listed

By this point in the season, the lawn care businessman knows what spray equipment problems he had this year and what his equipment needs are going to be next year.

Here is a list of spray equipment manufacturers to help you with your planning for next year:

Finn Equipment Co.
P.O. Box 8068
Cincinnati, OH 45208
513-871-2529

Strong Enterprises, Inc.
7270 S.W. 42nd St.
Miami, FL 33155
305-264-5525

Liqui System
P.O. Box 1043
Victoria, TX 77901
512-575-3351

Torco Equipment Co.
207 Eiler Ave.
Louisville, KY 40214
502-366-1415

Hanson Equipment Co.
301 Charles St.
So. Beloit, IL 61080
815-389-2261

Consolidated Services
401 S. College St.
Piqua, OH 45356
513-773-3109

Tuflex Mfg. Co.
P.O. Box 13143
Port Everglades Station
Ft. Lauderdale, FL 33316
305-525-9815

FMC Corp.
Agricultural Machinery Division
5601 E. Highland Dr.
Jonesboro, Ark. 72401
501-935-1970

John Blue Co.
2800 Wallace Ave.
Huntsville, AL 35807
205-536-5581

Hypro Division
Lear Siegler, Inc.
375 Fifth Ave., N.W.
St. Paul, MN 55112

Spraying Systems Co.
North Ave. at Schmale Rd.
Wheaton, IL 60187
312-665-5000

Dountz Equipment Co.
1437 E. Fifth Ave.

Columbus, OH 43219
614-253-7479

Westheffer Co., Inc.
P.O. Box 363
Lawrence, KS 66044
913-843-1633

Professional Turf Specialties
1801 Industrial Park Rd.
Normal, IL 61761
309-454-2467

Water Supplies, Inc.
Box 557
Ashland, OH 44805
419-322-1565

Wanner Engineering, Inc.
1204 Chestnut Ave.
Minneapolis, MN 55403
612-336-5681

Essco Mfg. Co.
P.O. Box 124
Amityville, NY 11701
516-799-7805

F.E. Myers Co.
400 Orange St.
Ashland, OH 44805

Root-Lowell Corp.
1000 Foreman Rd.
Lowell, MI 49331
616-897-9212

Lakeshore Eqpt. & Supply Co.
300 S. Abbe Rd.

Elyria, OH 44035
216-323-7544

Clifford B. Hannay & Son, Inc.
422 Maple St.
Westerloo, NY 12193

Leisure Lawn, Inc.
P.O. Box 73
Dayton, OH 45449
513-866-2402

Master Sprayers, Inc.
P.O. Box 1700
Ontario, CA 91762
714-627-7466

Ecor Spray Systems Div.
2820 Electronic Dr.
Melbourne, FL 32935
305-254-0923

Delavan Corp.
P.O. Box 100
W. Des Moines, IA 50265
515-274-1561

Power Spray Technology, Inc.
Suite 8
Township Square Building
Hook and Calcon Hook Roads
Sharon Hill, PA 19079
215-461-6331

The Broyhill Co.
North Market Square
Dakota City, NE 68731
402-987-3412

Micron West, Inc.
8582 Katy Freeway
Houston, TX 77024
713-932-1405

H.D. Hudson Mfg. Co.
500 N. Michigan Ave.
Chicago, IL 60611
312-644-2830

Raven Industries, Inc.
P.O. Box 1007
Sioux Falls, SD 57101
605-336-2750

American Hose & Reel Co.
P.O. Box 639
Marland, OK 74644

Kleco, Inc.
24 Turtle Rd.
Denton, TX 76201
817-382-2341

OPW Division
Dover Corp.
P.O. Box 40240
Cincinnati, OH 45240
513-8703100

Robco Division
Farmtec, Inc.
1800 E. 12th St.
Oakland, CA 94606
415-261-4651

Vandermolen Corp.
119 Dorsa Ave.
Livingston, NJ 07039

Wheel Spray Corp.
P.O. Box 97
Delefield, WI 53018
414-646-8640

Yard Mate Mfg. Co.
P.O. Box 917
Arvada, CO 80001

Young Industries
1033 Wright Ave.
Mountain View, CA 94043
415-968-8486

Agro-Chem, Inc.
11150 W. Addison
Franklin Park, IL 60131
312-455-6900

Union Carbide Agricultural Products Co.
Ambler, PA 19002

Flexitube International Corp.
P.O. Box 292
Willow Grove, PA 19090
215-674-8036

Lawn-Pro Spraying Systems
1111 S. Alpine
Rockford, IL 61108
815-397-9367

MP Pumps Division
Tecumseh Products Co.
515 Lyncast Ave.
Detroit, MI 48214

Plastoflex Industries
P.O. Box 280
Rockwood, Ontario, Canada NOB 2K0
416-457-2560

Signet Scientific
3401 Aerojet Ave.
El Monte, CA 91734

Smithco, Inc.
11 West Ave.
Wayne, PA 19087
215-688-4009

Consider Harvest business publications as media for developing new markets for your company in 1980.

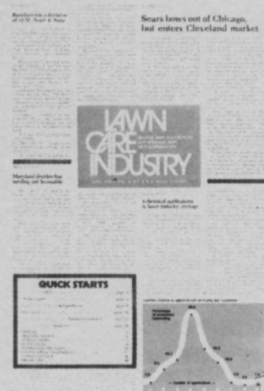
Many advertisers take advantage of more than one of our markets.

Advertising schedules, inter-mixed between magazines, earn better frequency rates.



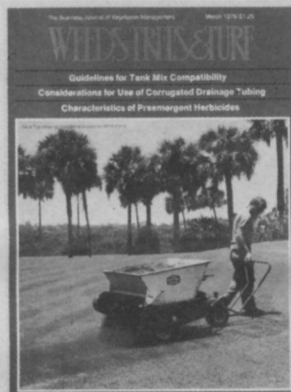
NURSERY PRODUCT NEWS
Serving 45,000 growers, garden centers, and other lawn and garden product retailers. Focusing on product news of importance in today's fast paced marketplace. Publishing August, October, and November 1979... monthly beginning in January 1980. Market research available on request.

Write No. 501 on Free Information Card



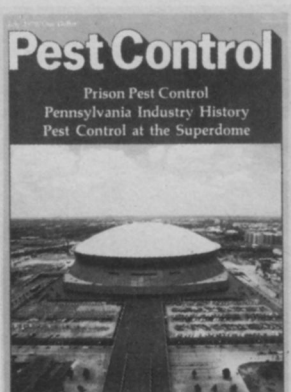
LAWN CARE INDUSTRY Read by over 12,000 lawn care and maintenance companies, who in 1978, serviced over 6 million residential-commercial lawns, producing over \$2 billion in sales and grew by more than 30%. **LAWN CARE INDUSTRY** has become the voice of one of the fastest growing service industries in the economy.

Write No. 502 on Free Information Card



WEEDS TREES & TURF first published in 1964, is today the leading scientific/technical publication serving the multi-billion dollar green industries. 44,681 BPA controlled circulation. Readership and market studies available on request.

Write No. 503 on Free Information Card



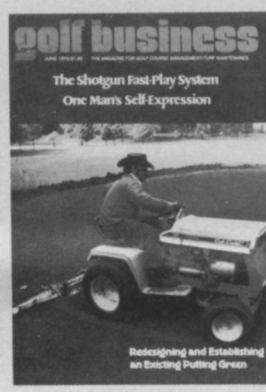
PEST CONTROL magazine is rated number one in its field by domestic and international pest control specialists...readers who control the multi-billion dollar world market of non-crop pest control. 14,877 ABC paid circulation. Readership and market research studies available.

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GOLF BUSINESS is the only trade magazine reaching every golf course facility in North America. **GOLF BUSINESS** is devoted to management and maintenance of vegetation in the elite turf market. The only Golf Turf market publication audited by BPA, with a total circulation of 17,875. Market research available.

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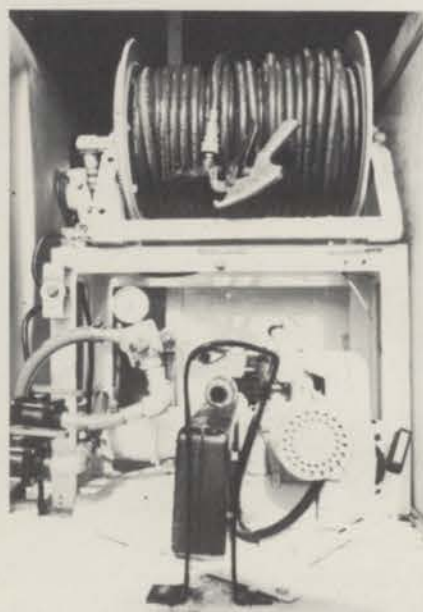


THE LAND RECLAMATION REPORT is a bi-weekly newsletter covering revegetation and erosion control. The only independent publication serving the huge and expanding market. Paid subscription \$95.00 per year. Market research available.

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Lawn care spray equipment: tanks, pumps, hoses, valves

It's the time of year when most lawn care businessmen evaluate their equipment needs for 1980. Without exception, every lawn care professional will have to purchase new equipment or repair existing equipment before the new season rolls in. Therefore, here is a sampling of a wide variety of spray equipment currently on the market to help you with your equipment planning for 1980.



Spray equipment

Agro-Chem, Inc., offers a complete line of spraying equipment for lawn care needs, including: 1,500-gallon spray truck, van spray rigs, single-unit pickup spray rigs, 300-gallon rectangular tanks, Poly-Jet metering guns, storage, mixing and spraying tanks, and tree-feeding equipment. The 5000T multiple-tank unit allows the lawn care businessman to carry 1,500-gallon quantities of one product on a flatbed truck with a 27,000-pound gross vehicle weight. The multiple tanks sit nested together for compact weight distribution and are separated using their own walls for baffling. The van spray unit offers a 300-gallon spray tank and spraying equipment. The pickup spray unit also offers the 300-gallon tank and spraying equipment. The Poly-Jet metering gun automatically mixes chemicals while you are applying them, or will automatically mix chemicals into your spray tank while filling with water. Tanks are available in sizes from 325 to 1,450 gallons. Detailed catalogs are available on the full line of Agro-Chem products.

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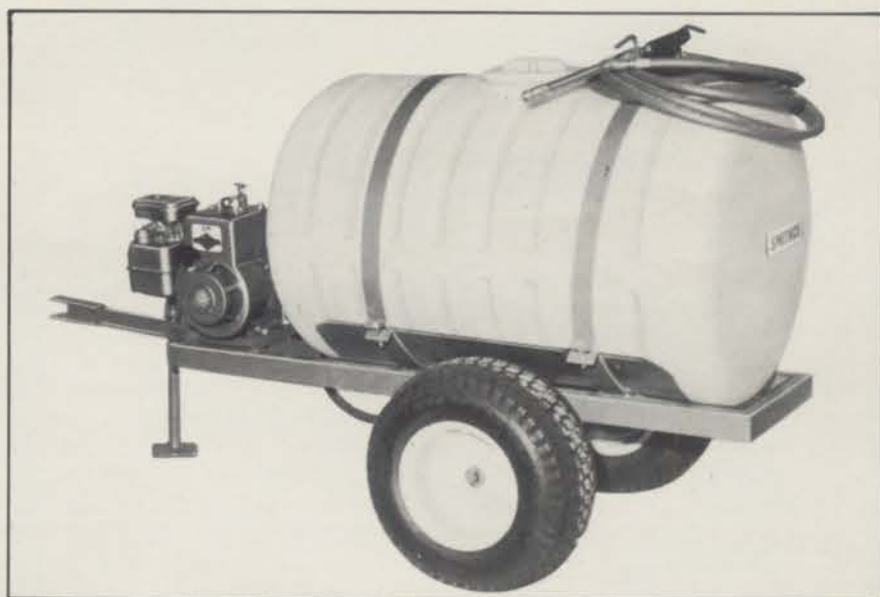
Myers features new, compact turf sprayers

Two economical fiberglass Turfline sprayers are offered by F.E. Myers Co. Both models can be mounted on all utility cart



boxes as well as on the Cushman Truckster chassis. The TL40ESG is rated at 40 gpm and 30 psi, while the TL10ESG delivers 10 gpm and 300 psi. Ratchet ball valve with remote control rope actuator is standard. Many options are also available, including stainless steel booms with dripless nozzles, spray guns, and anchor mounting kits. The units can be used for turf and tree maintenance.

Circle 226 on free information card



Sprayer for lawn and tree work

The Chickadee sprayer from Smithco, Inc. offers dependable spraying of liquid fertilizers and pesticides for lawn and tree jobs. It can reach up to spray inaccessible tree tops or cover up to 10-foot swaths for large-area lawn spraying. The units are available in 25- and 55-gallon models.

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Banvel.[®] No Bull.

Forget all the claims. Banvel[®] Herbicides give you what you really need—exceptional weed control, without turf damage, at a more than competitive cost per acre. Banvel 4S gives you broad control of tough weeds, while Banvel[®] + 2,4-D provides an even wider spectrum of control, but see the label for certain grasses susceptible to 2,4-D. Both mix readily, and are stable in storage. And,

Banvel Herbicides offer special translocation properties. This means they attack the entire weed both from the roots up and the leaves down.

Effective, yet economical weed control—that's what Banvel Herbicides can add to your turf care program. When all is said and done, isn't that just what you need?

Banvel Herbicides—Tough on Weeds, Easy on Turf.

Use Banvel Herbicides on your next broadleaf weed application. For more information:



Velsicol Chemical Corporation
341 East Ohio Street
Chicago, Illinois 60611



Before using any pesticide read the label.

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TOOLS, TIPS & TECHNIQUES

Two-man trucks increase productivity

Increasing productivity is the name of the "business game" whether your strapped with the responsibility of running a 1,600 person assembly line plant or owner of a 20-person lawn care operation.

Large corporations like General Motors, Republic Steel, and Goodyear Tire & Rubber spend thousands of dollars annually to discover new methods of increasing their productivity. Unfortunately, few lawn care operators have either the time or the money to participate in such endeavors.

However, David Hoffacre, manager of Spray-A-Lawn, Monroeville, Pa., has developed a simple method for increasing his company's productivity, while at the same time cutting costs. He recommends utilizing a two man/two reel truck when spraying lawns in highly concentrated neighborhoods. According to Hoffacre, 27, the procedure increases efficiency, cuts fuel and maintenance costs, and is more efficient than traditional one man/one reel units.

Hoffacre, a graduate of Ohio State University with a degree in agronomy/turf management, said spray trucks can be readily modified to accommodate two man/two reel operations. One merely purchases an additional reel, connector, and hose at a cost of about \$300 per truck. All three can be easily installed.

Hoffacre said a two man/two reel truck is particularly advantageous to small companies which may not have the equipment or sufficient personnel to outfit a number of trucks. Those companies can service more lawns, more efficiently simply by utilizing two people per truck. Hoffacre added that the units are particularly effective on lawns averaging 6,000 square feet or larger.

However, he said the system's advantages are negated if it is not used in highly concentrated neighborhoods. "The amount of down time for travel has to be considered before using a two man/two reel unit," Hoffacre said. "You certainly wouldn't want to send a two-man truck on a route where they had a lot of down time for travel from one neighborhood to another."

"It really depends on your situation," Hoffacre added. "If you have ample funds, trucks, and personnel your better off using just one truck, but if you don't have a large operation you can often get the job done better and more efficiently with a two man/two reel truck."



Portable pesticide power spray unit

The Silver Skunk from Power Spray Technology, Inc. is a portable, high-pressure pesticide sprayer featuring the exclusive Micro-Injection System. It measures the gallonage used, injects precise amounts of concentrate directly into the high-pressure flow. Easily calibrated when switching from one concentrate to another. Concentrate does not touch the piston pump. It operates on 110 volts AC at 125 psi. The operator knows the exact number of gallons of finished spray used on each job for EPA reporting purposes.

Circle 231 on free information card



DuraPower 30,000 series offers tank sizes from 100 to 300 gallons, with a minimum pressure of 400 psi. Agitation on most units is mechanical. Units have wheels or can be mounted. Information is also included on the company's line of sprayer booms, hose reels and spray guns.

Circle 232 on free information card

Full-line spray equipment catalog

Root-Lowell Corp. offers a 10-page catalog outlining its full line of spray equipment such as the model 30103 unit pictured. The



Portable sprayer

H.D. Hudson Mfg. Co., offers the heavy-duty Industro sprayer for spot, touch-up spraying and treatment of specific areas. The unit is available in two-, three- and four-gallon capacities. It features automatic pressure release and large-diameter opening for easy filling and cleaning.

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Liqui-matic™



TREATS LAWNS

250,000 square feet capacity

SEEDS TREES

100 caliper inches per hour

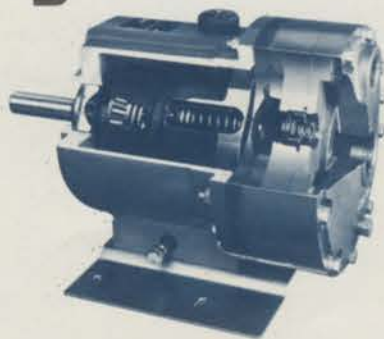
Formula flexibility — 2 optional pumped streams — variable fertilizer flow — corrosion proof — all fiberglass — a light truck — 10,000 lb. GVW

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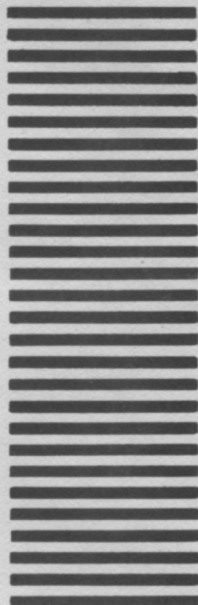
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Application

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2. Is your business location:

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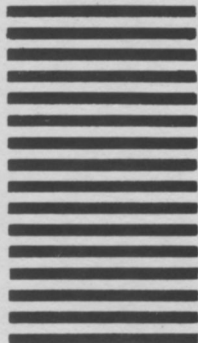
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LAWN CARE INDUSTRY

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Small-area spraying

For small-area spray assignments, many lawn care specialists take advantage of the Weedone Meter Miser, manufactured by Union Carbide Agricultural Products Co. This liquid centrifugal spreader was designed to eliminate many of the problems associated with other types of application equipment. The unit allows the applicator to treat turf areas easily with drift-free accuracy. The tank holds five gallons of spray solution to cover 5,000 square feet of area. The unit applies uniform coarse droplets close to the ground. Operating at normal walking speed, the applicator puts down a standard 36-inch swath at a constant rate. Output can be doubled to a 72-inch swath by adding the side-arm attachment. Ideal for use along fence lines, the side arm allows the operator to spray through to the opposite side of the fence. When not in use, the attachment can easily be stored under the sprayer hood.

Circle 230 on free information card

Mighty Mac sprayers

Mighty Mac sprayers, from Amerind-MacKissic, Inc., feature a three-horsepower engine which can handle herbicides, pesticides, and fertilizers. Other features include positive direct drive, twin-piston pump, and molded polyethylene tank.

Circle 234 on free information card



1200-gallon spray unit pumps liquids, non-soluble fertilizers

The PC-1200 lawn care unit from Strong Enterprises, Inc. is available at a low initial cost factor, the company said, and can be bolted to either a truck frame or flatbed body. It is also available

in an 800-gallon size. It is designed to pump liquids or non-soluble fertilizers, and is constructed of chemically resistant fiberglass resins and baffled to reduce liquid surge. Other features include: FMC John Bean pumps, matching fiberglass engine and pump cover, hose reel, suction strainer, plus other options and custom fabrications.

Circle 222 on free information card

Lawn and tree sprayers

Westheffer Co., Inc. offers a complete line of lawn and tree care spray units for mounting on nearly any truck. A number of standard models are available and the company also offers custom-designed tanks to meet special equipment needs.

Circle 235 on free information card



1,200-gallon spray unit with fluid agitation

Water Supplies, Inc. offers a 1,200-gallon spray unit with these features: low profile and low center of gravity, Myers 2C95 pump, PTO drive, fluid agitation with stainless steel manifolds, fiberglass hatch, sight gauges, sand blasting, Emron paint, continuous welds. The unit offers Myers sprayers and parts, Hypro pumps, FMC or Synflex hose, Tri-Con guns or Myers guns, Hannay reels. There is also a 200-gallon pickup unit available.

Circle 224 on free information card

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



Take a good look at this good-looking fairway.

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

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

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

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

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

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

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

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

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

Circle 136 on free information card



There's never been a herbicide like this before.

ALWAYS READ AND FOLLOW THE LABEL DIRECTIONS FOR ROUNDUP.
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Glade

Glade

U.S. Plant Patent 3151

KENTUCKY BLUEGRASS

Double-duty turf beauty.

The natural choice.

The elite bluegrass growing in the sun is Glade. The elite bluegrass growing in the shade is Glade. That makes it the natural choice for all lawns. It performs well in up to 60% shade with a higher resistance to powdery mildew. Additionally, Glade has better-than-average resistance to Fusarium blight. It's now used as a prime ingredient for fortification in many professional turf grass mixes. A Rutgers selection, Glade has outstanding medium to deep green color. Low-growing Glade germinates and establishes fast, developing a thick rhizome and root system for close-knit sod.

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

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

Mixer-proportioner

Young Industries offers its MP line of precision mixer-proportioners for use with a wide variety of liquid concentrates such as liquid and water-soluble fertilizers, pesticides and wetting agents. Concentrate capacities of four units available are two gallons, five gallons, 15 gallons and 60 gallons. Pour in concentrate and set pointer to desired proportion for mixing ratios from 1:30 to 1:200. Injector can either be attached to the tank for hose line operation or remotely connected in a permanent system.

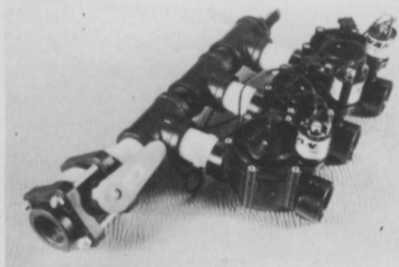
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Liquid chemical sprayers

The WS-820 Estate Wheelie from Wheel Spray Corp. is a 20-gallon liquid chemical sprayer with a ground-driven pumping system. It is motorless and does not require gasoline, batteries or cords. It is used to apply liquid fertilizers, pesticides and growth regulators. This tractor pulled model is equipped with two pumps and three nozzles which will deliver about 30 gallons per acre in a 90-inch swath. The pumping system and tank are made of corrosive-resistant materials. The spray comes from the nozzles in the form of tiny droplets providing a steady, uniform application which reduces costly chemical drifting. The frame is fabricated of heavy-gauge steel with fold-up booms and shut-off valves. The unit weighs less than 90 pounds. Other models are available.

Circle 223 on free information card



Electric boom control valve

Now you can control your sprayer boom at the flick of a switch with the new electric boom control and the Dela-Switch from Delavan Corp. This electric valve operates at 12 volts DC with a current draw of .5 amps. It has one-inch ports for high-volume applications and low-pressure loss at high volume of liquid flow. For example, at 30 gpm flow, pressure loss is less than 12 psig. The Dela-Switch provides a master switch to control the entire boom from the driver's seat.

Circle 233 on free information card



Liqui-Matic, successor to the tank truck

This brand new lawn treating machine carries 1,000 pounds of fertilizer in its slurry tank. Water is carried separately — 400 gallons only — and is constantly refilled by connection to customer's water. It is called the Liqui-Matic, manufactured by Liqui System. Lawn treating capacity is 250,000 square feet. Two emulsifiable concentrates, undiluted, are pumped accurately into the water and fertilizer stream when desired. Three streams from three separate tanks at one time, or any two, or any one, or none for power washing. Construction is of corrosion-proof fiberglass. Pumps and the Hannay electric reel are located together behind locking fiberglass doors. The body has a rounded rectangular shape. The unit also feeds trees. The patented metering gong signals each 2½ gallons pumped for no-guesswork injection of liquid fertilizer at any soil depth desired. Capacity is 100 caliper inches per hour, all day long.

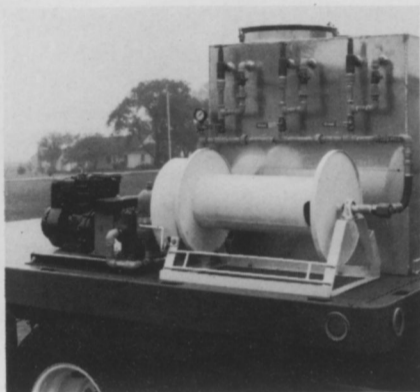
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Tank holds three sprays

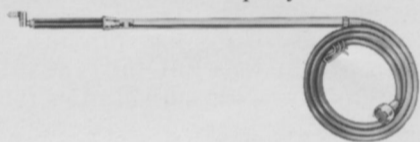
Consolidated Sales and Service, Inc., Piqua, Ohio, has developed a spray tank which is capable of transporting three different chemicals all at the same time. Completely self-contained, the tank is designed with separate compartments with a total capacity ranging from 100 to 500 gallons. The tank can be constructed of mild steel, stainless steel, or aluminum. It is also available with a no-drag hose reel and gas drive pumps.

Circle 237 on free information card



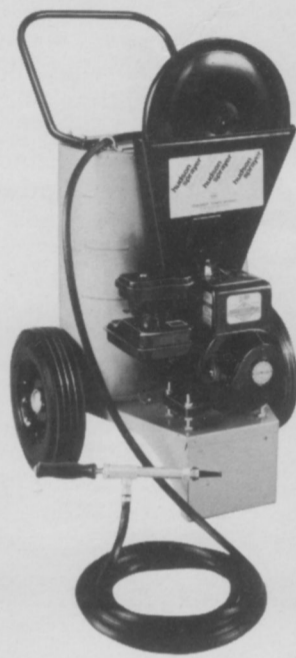
Trombone-style hits trees from 25 feet

The Trombone sprayer shoots



long distances and also adjusts to mist low-growing plants. All-brass pump wears well. A special program from the manufacturer, H.D. Hudson Manufacturing Co., includes free pesticide on-packs. An attractive carton holds five sprayer kits.

Circle 238 on free information card



Sprayer does many jobs

Suburban Power Sprayer handles a variety of jobs in the yard and field. A galvanized steel tank holds 12½ gallons.

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SPRAYERS FOR LAWN CARE PROFESSIONALS
SPRAYS 1-2-3 PESTICIDES AT THE SAME TIME

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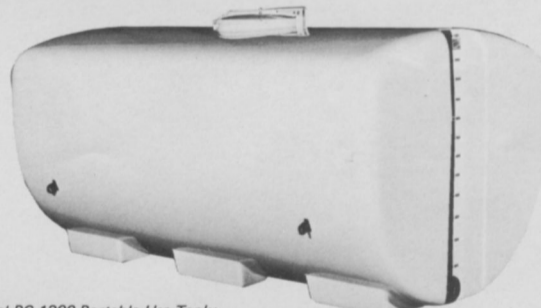
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Cap. 1185 gal. 108" long, 60" wide and 53" high.
Standard equipment: Baffling system, free standing molded base for ease in mounting, steel hold down lugs for securing tank to frame, 18" vented access hatch secured with deluxe hinged hardware.

The TUFLEX manufacturing process allows a five year warranty on all tanks.

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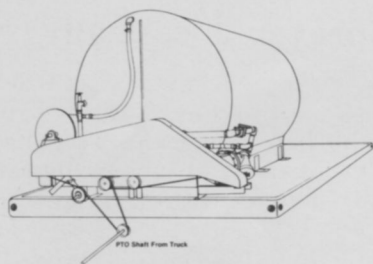
Charge a minimum and build on it

When a customer or potential customer calls up Eastside Spraying Service, Inc., Kirkland, Wash. for an estimate, the person handling the phone can give the customer a pretty good idea what the service is going to cost by referring to a big board on the wall near the bank of Eastside phones.

John Behey and Bill Harlan have established a minimum charge for their most common jobs, and have a built-in price jump for each increment over the minimum. Here is what the company charges for some of its typical jobs:

- **Trees, shrubs/insect, disease spray** — \$21 minimum charge for the first 30 gallons of material sprayed, 70 cents for each gallon over the minimum.
- **Pruning, tree work and labor** — \$78 minimum charge, three men at \$26 an hour; \$52, two men at \$26 an hour.
- **Soil sterilization** — \$35 minimum charge for first 2,000 square feet, \$17.50 per 1,000 square feet after that.
- **Consultation** — \$30 minimum charge, \$30 per half hour.

- **Aerification** — \$30 minimum charge for first 1,000 square feet, \$7 per 1,000 square feet after that.
- **Verticutting** — \$40 minimum charge for first 1,000 square feet, \$30 per 1,000 square feet after that.
- **Lawn fertilization and beds** — \$22.50 minimum charge for first 3,000 square feet, \$7.50 per 1,000 square feet after that.
- **Lawn moth control** — \$22.50 minimum charge for first 3,000 square feet, \$7.50 per 1,000 square feet after that.
- **Moss control** — \$22.50 minimum charge for first 3,000 square feet, \$7.50 per 1,000 square feet after that.
- **Lawn weed control** — \$30 minimum charge for first 4,000 square feet, \$7.50 per 1,000 square feet after that, including two applications if necessary.
- **Blackberry tree spraying** — \$45 minimum charge, \$1 per gallon of material after that.
- **Bed weed control** — \$30 minimum charge for first 1,000 square feet, \$10 per 1,000 square feet after that.
- **Lawn seeding** — \$10 minimum charge for 1,000 square feet, \$10 per 1,000 square feet after that.
- **Cleanup and labor** — \$26 minimum charge, \$26 per man hour.
- **Tree drilling and feeding** — \$5 minimum charge, \$5 after that per inch diameter of trunk.
- **Veronica and Poa annua control** — \$40 minimum charge for first 4,000 square feet, \$10 per 1,000 square feet after that.



Liquid chemical tank

A liquid chemical tank for use on flat bed trucks has been developed by Consolidated Sales and Services, Inc., Piqua, Ohio. Two models are available, a 650-gallon capacity (Model CS-650S) and a 1,200-gallon capacity (Model CS-12—S). Both models are made of 10-gauge steel tanks and feature two heavy-duty baffles with a solid steel shaft. Standard features include hydra-cell pump, a no-drag hose reel, and a cash relief valve.

Circle 239 on free information card

Storage and nurse tanks

Snyder Industries, Inc. offer a number of different models of bulk storage and nurse tanks. Snyder tanks are available in sizes from 25 to 5600 gallon capacities. They also provide a complete line of universal mountings, skids, and cradles for their tanks.

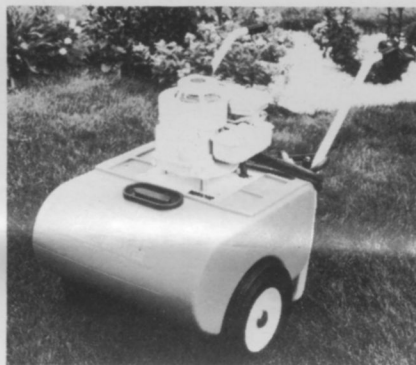
Circle 236 on free information card

300-gallon tank

Consolidated Sales and Services, Inc., Piqua, Ohio, offers a portable chemical tank especially for mounting on the bed of pick-up trucks. The Model CS-300 tank is made for easy on, easy off mounting. Further, the 10-gauge steel tank features a solid steel shaft and two heavy-duty baffles. Tank and baffles are also available in aluminum, stainless steel, or fiberglass, with or without

mechanical agitation. Standard equipment includes a five horsepower, recoil start engine and optional features include a no-drag hose reel, sparge line agitation, and a hydra-cell pump.

Circle 237 on free information card

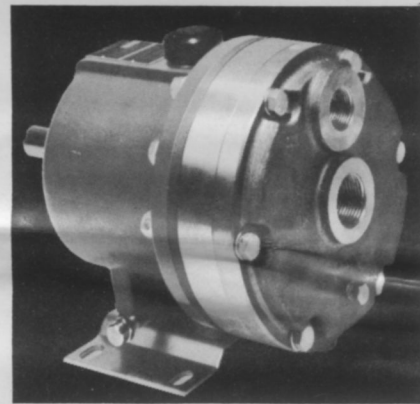


Tank power sprayers

From Master Mfg. Co. comes two new Dobbins brand polyethylene tank power

sprayers. The units are for use on lawns, shrubs and trees. The tank is non-corrosive. There is only one moving part in the pump which can deliver a 20-foot verticle stream at 65 psi. The pistol grip spray gun adjusts from fine mist to solid stream.

Circle 229 on free information card



High pressure pump

Wanner Engineering, Inc. introduces Hydra-cell, a high-pressure, low-volume pump. The pump is capable of handling all types of solutions including fertilizers, wettable powders, herbicides, and insecticides.

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Free from Hypro

Sprayer Pump Handbook



8 pages of helpful information to help you select and use your pumps better. Hookup diagrams for piston, roller and centrifugal pumps. Graphs of pump outputs, flow through spray nozzles. Data on pump and sprayer component selection plus much more. Send for your free copy now.

When you need pumps for sprayers or pressure wash systems, make your choice Hypro.

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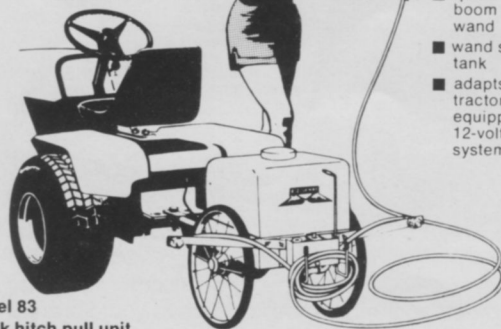
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"OPERATION E-Z SPRAY"

Now ... Profit in Sprayers —

The E-Z WAY ... with Model 83 LAWN & GARDEN SPRAYER!

featuring Remote Wand for E-Z SPRAYING of TREES and SHRUBS—spray reaches to 20' height —12' flexible hose



Model 83 Quick hitch pull unit —also available as Model 82 tractor mount

Makers of fine power products for lawn care



E-Z RAKE, INC./LEBANON, IN 46052

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EQUIPMENT from page 18

Superior Sprayer
14718 Keswick St.
Van Nuys, CA 91405
213-781-4300

Graham Lawn Care Equipment
6460 Osceola Way
Douglasville, GA 30134

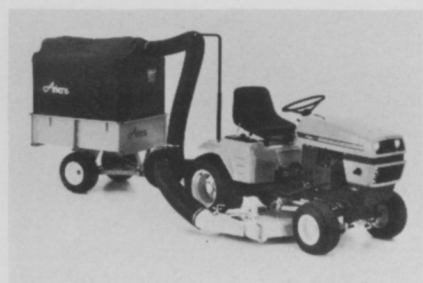
Alfred A. Rudolph & Sons
26 Evelyn Ave.
Vineland, NJ 08360
609-691-4027

Maruyama
P.O. Box 669
Escondido, CA 92025
714-745-0669

Agricultural Rubber Products Corp.
155 W. Broadway
New York, NY 10013

Amerind MacKissic, Inc.
Box 111
Parker Ford, PA 19457

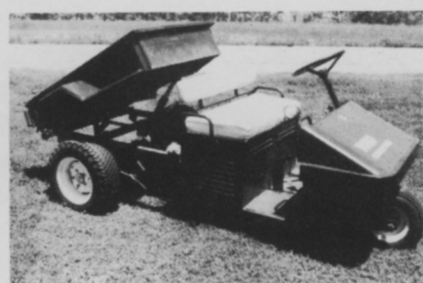
PRODUCTS



Tractor attachment

Trailer Vac, a garden tractor attachment which picks up grass clippings, leaves, and debris, is available from Ariens Co. Mounted on top of Ariens' multi-purpose dump cart, Trailer Vac features a metal frame with durable cloth cover. Load capacity is about 22 bushels.

Circle 209 on free information card



Hydraulic dump box

Dedoes Industries, Inc. offers a hydraulic dump box for the Toro Workmaster utility vehicle.

Weighing 1,000 pounds, the dump box features the same hydraulic motor and cylinder being used on the Dedoes aerator.

Circle 215 on free information card

Riding mowers

Excel Hustler 275 and 285 mowers feature direct drive-wheel steering that allows zero radius maneuvering. Optional equipment includes 60-inch dozer blade, 54- and 72-inch rotary mower decks, and cultivator. A hydraulic-controlled edger which allows the operator to edge sidewalks and curbs is also available.

Circle 213 on free information card

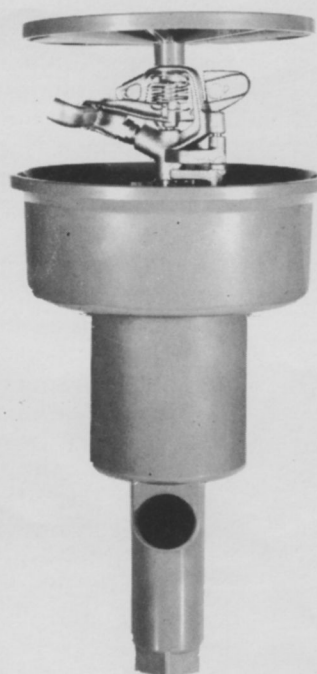


Lawn sweeper

A lawn sweeper featuring an exclusive gear drive that whips two leaf-grabbing brushes through the toughest clean-up jobs is available from J I Case. Made to be towed behind a lawn or garden tractor, the Case M-90 sweeps a 38-inch swath. Other features include solid steel skid

pan, extra wide discharge chute, single-lever height adjustment, and rot-resistant hopper.

Circle 207 on free information card



Pop-up sprinkler

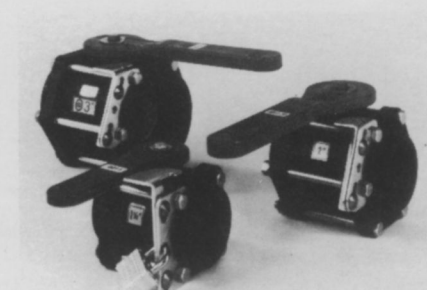
Champion Brass Manufacturing Co. offers an impulse pop-up sprinkler which features a precision arm which prevents the side splash of water and produces a more precise spray pattern. The Model U61-AP sprinkler also features a field-adjustable spray collar.

Circle 214 on free information card

Power washers

Broyhill's 2210 series power washers feature a 1,000 pound-per-square-inch pistol grip spray gun for improved performance. The spray gun's "trigger off" attachment helps prevent accidental discharge of high pressure spray and an unloader valve provides simple pressure adjustment. The power washers also feature detergent injector, hose storage rack, and wheels for easy mobility.

Circle 210 on free information card



Fertilizer tank locks

4011-K Series lock hasps, from the OPW Division of Dover Corp., protects liquid fertilizer tanks against theft and vandalism. The fasteners secure valves in the closed or open position with a padlock. Made of plated steel, the hasps can be mounted on all OPW polypropylene ball valves.

Circle 211 on free information card

Finally, An Aid For Teaching Turfgrass

Superintendents, Contractors, Lawn Care Managers, New, On-the-Job Reference. The Turf Managers' Handbook is a comprehensive, organized approach to turfgrass science and care. It has been designed and written by leading turf specialists from Purdue, Dr. William Daniel and Dr. Ray Freeborg, for on-the-job reference and as a text for students. The book contains 150 illustrations and 96 color photographs. Data includes 240 tables and forms. Included are specifications for rootzones, employment, calculations for

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

Turf managers' Handbook

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Please send _____ copies of the hardback (\$18.95 ea.)
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A shipping charge of \$1.25 per book must be added.

A check or money order for _____ is enclosed.

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Cleveland, OH 44102



AN OPEN MESSAGE TO LAWN AND GARDEN MANUFACTURERS

From C. Edward Scofield, Executive Vice President, RA-PID-GRO Corporation



"I've helped the lawn and garden industry to grow to an \$11 billion giant! It has been my privilege to frequently be a part of some of the great new changes and developments. I've also experienced my share of disappointments and mistakes. Without strong trade organizations, dedicated pioneers and competent leaders our industry would only be a fraction of what it is today. Your business would still be struggling, your outlook uncertain, were it not for the great work done by many trade organizations. Now we need one strong, overall lawn and garden association to knit manufacturers, producers and growers into a cohesive group. As President of LAGMA, I promise any time and money you invest in this association will pay off handsomely."

Help develop and support a strong, effective trade association. For information on membership and benefits for your firm, ask Ed Scofield or contact:



THE LAWN AND GARDEN MANUFACTURERS ASSOCIATION
111 East Wacker Drive, Chicago, Illinois 60601 Telephone: 312/644-6610

BEHIND THIS ISSUE



If you haven't read our front page story about a recent letter sent to 150 newspaper garden editors from the Sod Growers Association of Mid America (see "Sod Growers Fire Salvo in Continuing Battle with Lawn Care Businessmen") please do so.

It is absolutely the worst piece of "journalism" (and we use that term lightly) we have ever seen. It piles up inuendo upon inuendo, makes false statements and offers no documentation for any of its charges. It is hard to believe any self-respecting public relations man would see fit to put something like this in the mails. On what may be the good side of this whole situation, it is also hard to believe that any garden editor for any level of newspaper would print the release. We'll see.

The release puts a black mark on the lawn care industry. After you finish reading our page one story, it might behoove you to take some type of action in your local area to negate any effects the release might have had on your local media, and more

importantly, your customers and potential customers.

But it is very hard for one man or one company to offset this type of publicity. That is one reason why you might also give special attention to the full tabloid-size ad on page four of this magazine. It was put together by the recently formed Professional Lawn Care Association of America, and explains some of the background and purposes of the PLCAA.

The PLCAA was formed by a cross-section of lawn care businessmen from across the country in part because of just such things as this recent news release. The combined muscle of hundreds of companies working together can do an efficient job in educating the consumer as to what he can expect from a reputable lawn care firm, and can also work towards weeding out the few "fly-by-night" operators that are still in business.

We think you owe it to yourself to check out the PLCAA. "Stethoscopes" and "white smocks" and "hanky panky." Indeed.

LAWN CARE INDUSTRY's new monthly feature — **INSIDE THE INDUSTRY** — debuts in this issue. See page 14 for assistant editor Dan Moreland's report on advertising in the lawn care industry.

The feature topics each month are based on correspondence we have received from you — our readers. A sampling of some of those requests, which also give you a sampling of a cross-section of the kind of people that read **LAWN CARE INDUSTRY**, are printed on pages 12 and 13.

Finally, as you can see from the news item on page two of this issue, I have been named associate publisher of **LAWN CARE INDUSTRY**. I will of course continue to edit the magazine, but now also have responsibilities to direct sales, promotion and general direction of the magazine. That means I will be working more closely with our salesmen Brian Harris in New York, Dick Gore in Atlanta, Joe Guarise and Jeff Dreazen in Chicago and Bob Mierow in Seattle. And that also means you will be seeing more of assistant editor Dan Moreland in the field, and more of his work in the Pages of upcoming issues of **LAWN CARE INDUSTRY**.

Bob Earley

ADVERTISERS

American Pelletizing Corp.	16
Aquatrols Corp. of America	9
Big Trees Today	9
Consolidated Services	17
E-Z Rake	24
Hanson Equipment Co.	5
Hypro, Div. of Lear Siegler	24
Jacklin Seed Co.	7, 22
L & M Lawncare	16
Lawn & Garden Manufacturers Assn.	25
Lakeshore Eqpt. & Supply Co.	cover III
Liqui-System	20
Lofts Pedigreed Seed, Inc.	cover IV
Finn Equipment Co.	10
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Perf-A-Lawn Corp.	12
Professional Lawn Care Assn. of America	4
Professional Turf Specialties	6
Pro-Lawn Products	17
Rainbird Sprinkler Mfg. Corp.	5
Strong Enterprises, Inc.	3
Summertime Lawn Care Products	13
Torco Equipment Co.	11
The Toro Co.	8
Tuflex Mfg.	23
Velsicol Chemical Corp.	19
Wanner Engineering	20
Westheffer Co.	16
Yard Mate Mfg. Co.	23

CLASSIFIED

FOR SALE

MINI COMPUTERS FOR SALE: 1—Olivetti A5, 2 years old. 1—Olivetti A6, 3 years old. Price: F.O.B. Washington, D.C. A5—\$8,500.00; A6—\$9,000.00. Included: All software and forms with custom designed programs for a lawn care company. These machines are ready to use immediately upon receipt with all of the program and form "bugs" eliminated. Account capacity: Maximum is 6000 accounts each. Ideal is 4500 accounts or less. Available January 1, 1980. Contact: William W. Quay, Jr., Professional Turf Corporation/Hydro Lawn, 656 Quince Orchard Road, Gaithersburg, Maryland 20760. 301 948-5252.

NURSERY, LANDSCAPE contracting, lawn sprinkler installation business, Huntington, L.I., N.Y. Large beautiful home, lathe house, 1½ acres, established 1945, selling due to retirement. Excellent reputation and location. Two trucks, miscellaneous tools and equipment, rototiller, pied piper pipe puller, sprayer, etc. Phone 516 692-5084. Bellini Nursery, 327 Deer Park Rd., Dix Hills, N.Y. 11746.

LAWN CARE COMPANY five treatment plan, app. 700 customers. Best offer write: P.O. Box 332, Xenia, Ohio 45385 or call 513 426-6052.

WANT TO SELL lawn applying business, Long Island, New York. Established 16 years. Over 1000 premium accounts. Owner wishes to retire. Tremendous growth potential. Will accept working partner with eventual sale. Box 13, Lawn Care Industry, Box 6951, Cleveland, OH 44101.

USED EQUIPMENT

ONE SIDE BY SIDE Twin 500 Gals. each ½" thick stainless steel tanks. Also have 1969 Chevrolet C50, 1600 (4 compartment) gal. tank truck. Has

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

FOR SALE — One trailer 3,000 lbs. Trailevator by Magline. Hydraulic elevating used less than 100 miles. Save \$500.00. Picture can be furnished. Wells Lawn and Tree Service, 271 4th St. N. E., Wells, Mn. Call 507 553-3532.

HOWARD PRICE HYDRO-POWER 180. 15' width of cut with 3 independent rotary cutting units. Mowing capacity up to 11 acres per hour. Only 350 hours. Call 301 328-2474.

700 GALLON Root-Lowell spray tank, 10 GPM pump with boom sprayer, both \$925.00. 312 799-3594.

CUSTOM LAWN maintenance unit. Tractor (14 HP), combine and tandem wheel trailer. Unit aerates, rolls, seeds and fertilizes in one operation. Tractor and combine \$3100.00. Trailer \$1600.00. 314 355-1515.

FOR SALE 200 gallon Tuflex spray tank, one year old, dual jet agitation, Hypro pump and B & S engine, \$650.00. 312 799-3594.

FOR SALE: 1978 Ford 350 completely equipped with 700 gal. steel tank, pump, Hannay electric reel, hose, etc. Complete unit, excellent condition, ready for immediate use. Phone 301 473-8777 9 A.M. to 3 P.M.

WANTED TO BUY

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

MISCELLANEOUS

KELWAY SOIL pH TESTER, used by professionals everywhere. Direct reading, longlasting, portable, lightweight, no power source. Model HB-2 reads moisture too. Available through local distributors or contact Kel Instruments Co., Inc., P.O. Box 1869, Clifton, N.J. 07015. 201 471-3954.



RON GIFFEN

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Call Barb on our
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"baron

KENTUCKY BLUEGRASS

is the most 'customer-proof' grass seed I can buy"



Alan Maged

Alan Maged,
Lawn-A-Mat dealer, Garden City Park, Long Island, New York. . .
one of the largest independent lawn care dealers, servicing over 2000 lawns.

"I make sure Baron is in every pound of grass seed we use. Last year it amounted to 80,000 pounds of Lofts special lawn seed mixtures. If all goes well, I'll order even more this year.

"Why do I insist on Baron? Because my customers expect me to compensate for everything, from the weather to their own mistakes. Some homeowners may let their lawn grow to six or eight inches, then cut it to three-quarters of an inch! Or they'll forget to water their grass during a drought, or

use their lawn for a baseball field. With all that abuse, they still expect a good lawn.

"I need a 'customer-proof' grass seed mixture. So I specify Baron, Yorktown and other top quality Lofts grasses in my special mixture. I get a lush, green color, an excellent root system and the best resistance to leaf spot I've ever seen. Guess that's why I get better than 85% renewals every year.

"One last thing, I really depend on my suppliers for delivery and service. I've dealt with the Lofts people for 15 years and they haven't failed me yet. That's very important to me."



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