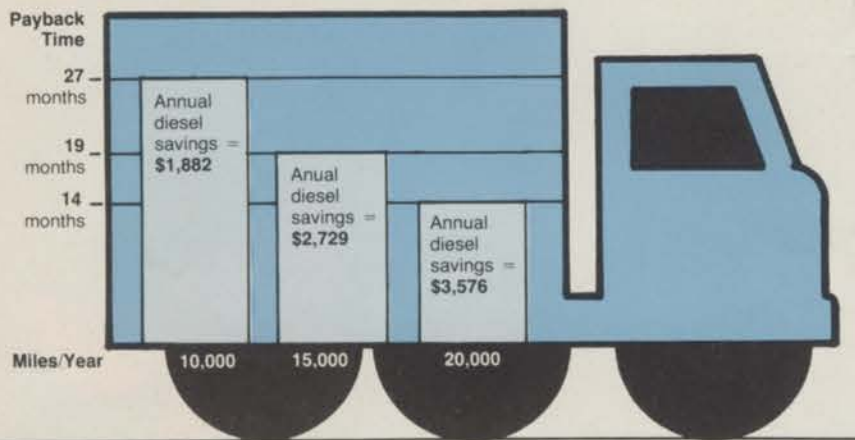


## GAS VS. DIESEL TRUCK COSTS

Cost premium for diesel = \$4,131



## MEDIUM-DUTY

# Should you convert your trucks from gas to diesel?

Rising energy costs. Fuel shortages. Tight economy.

For a lot of reasons, you may have wondered whether the time has come to switch your lawn care fleet from gas-engine power to diesel.

Which engine is the most economical? That depends on how much you pay for it and how far you drive it, say medium-duty

truck experts at International Harvester Co., a major supplier of trucks to the lawn care industry.

The more miles (or hours) you operate your truck, the more likely it is that you'll save money with diesel. But there are a lot of factors involved, such as maintenance, special equipment required, and so forth.

Gas, in most cases, costs less to

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HBJ A Harcourt Brace Jovanovich Publication

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Volume 5, Number 9

SEPTEMBER 1981

# LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

EXPLOSION ROCKS DIAMOND SHAMROCK PLANT

# No Dacthal this spring

Lawn care businessmen across the country have been on the phone to alternate suppliers following the recent news that Dacthal will not be available for the 1982 lawn care season due to a production plant explosion.

Dacthal, a pre-emergence herbicide manufactured and marketed by Diamond Shamrock Corp., Cleveland, Ohio, is one of two such products used in great quantities by lawn care businessmen in their spring appli-

cations. The other major pre-emergence herbicide is Betasan, manufactured by Stauffer Chemical Co., Westport, Conn., and marketed by Stauffer and other companies under various trade names.

An explosion in late July at

Diamond Shamrock's Greens Bayou plant in Houston caused extensive damage to the Dacthal production unit, a company spokesman told LAWN CARE INDUSTRY.

"Greens Bayou is the only

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NOV. 18-20

SEED OUTLOOK '82

## PLCAA set for Louisville

An attendance of more than 1,000 lawn care businessmen and 125 exhibit booths are expected for the Second Annual Professional Lawn Care Association of America (PLCAA) Conference and Trade Show to be held Nov. 18-20 at the

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# Harvest off slightly; pricing competitive; tall fescues up

I have seen the future and it is tall fescue.

And any lawn care businessman who does as I have done will agree.

by Bob Earley  
Editor/Publisher

Recently, I visited turf plots in the grass-seed-growing areas of Oregon and elsewhere. As soon as you approach the turf plots, it is obvious which ones have withstood summer stresses the best — tall fescue.

And I say: If you are a lawn care businessman and you haven't heard of or don't understand tall fescues, within the next year or two you are going to be in the minority — and losing customers to the members of your profession

who do understand tall fescues.

That's the big news. Oh, I'm going to spend some time telling you about the 1981 grass seed harvest and seed availability and prices for the 1982 lawn care season. But if you don't read any further, please remember this next sentence:

Tall fescues are the coming thing in grass seed. In the 1950's and earlier it was Merion bluegrass. In the 1960's it was the improved Kentucky bluegrasses. In the 1970's it was the perennial ryegrasses. And in the 1980's it

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## QUICK STARTS

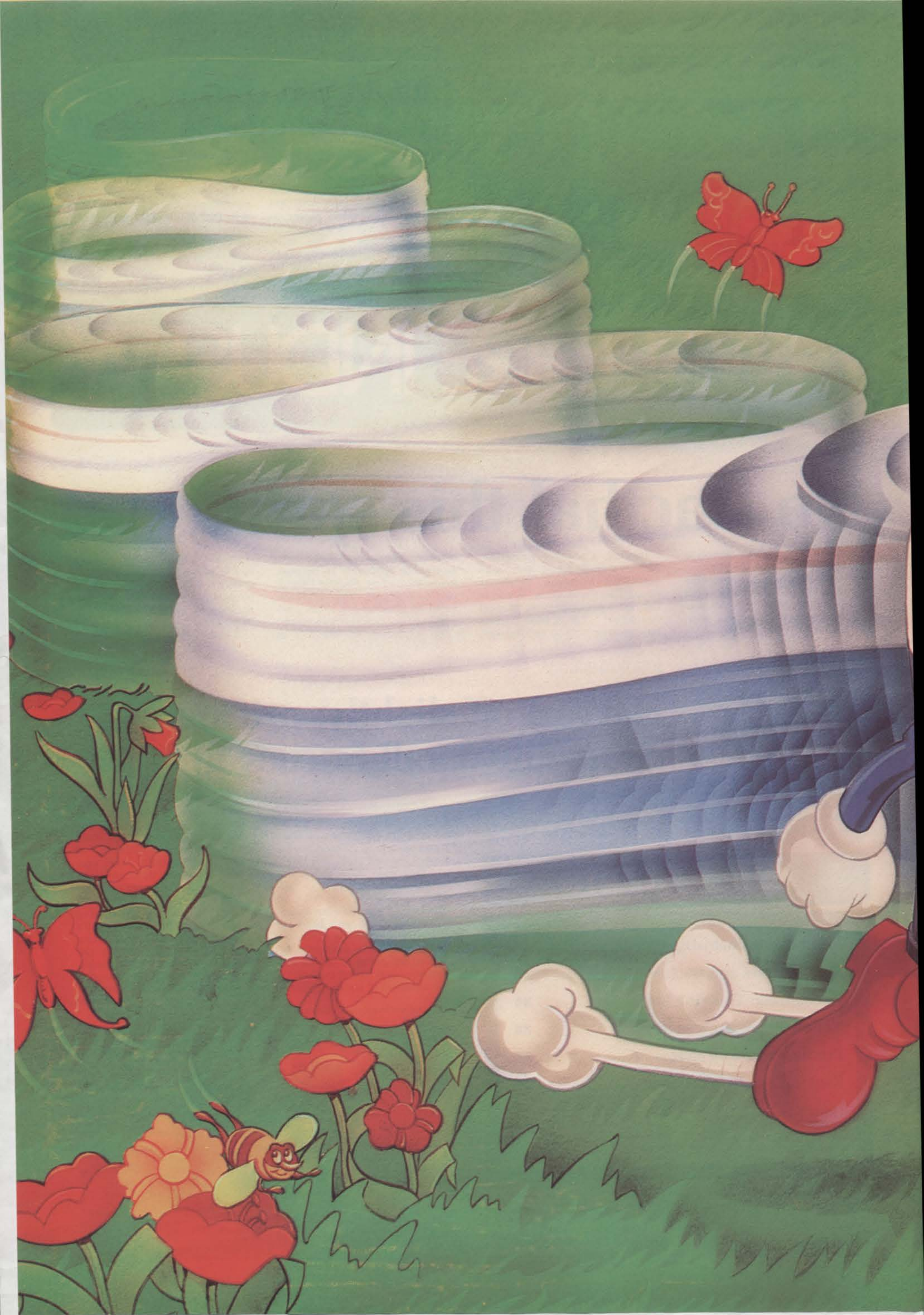
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**Next month:** Louisville PLCAA Show Preview  
**November:** Louisville PLCAA Show Issue  
**December:** Lawn Care Supplier Marketplace









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## UPFRONT



## Seed country postscript

If you read my page one story on the seed harvest, you know that I am not kidding about the turf-type tall fescues. They are going to play a very important part of the grass

seed industry in the 1980's, and you as a lawn care businessman better find out as much about them as you can.

And the major seed companies aren't kidding either. Lofts Seed Inc. was the first on the market with Rebel, and everybody else is not far behind. One major reason for the great interest is shown quite clearly in the upper right picture on this page, and that is the fact that the new tall fescues have a much finer leaf blade than what



Lofts Seed Inc.'s Rebel tall fescue (left) compared with Kentucky 31 tall fescue: The new tall fescues have a much finer leaf blade.



Palleted seed ready for shipment

has been available in the past. And people like Turf-Seed's Bill Meyer, and International Seeds' Gerry Pepin and Kevin McVeigh and Lofts' Rich Hurley and others are already at work on the second generation of tall fescues, which promise to be even better than what is available now.



Turf-Seed's Bill Meyer on his turf plots: Along with researchers for other major seed companies, he is already selecting for a second generation of tall fescues.



International Seed's Harry Stalford checking the seed crop for excess moisture.

As LAWN CARE INDUSTRY Northwest marketing representative Bob Mierow and I traveled seed country in late July at harvest time, we heard the praises of tall fescue sung by everybody we talked to. We also found out that competition among the seed companies is heating up more than ever before. And that means nothing but better and better seed for you and your lawn care customers. Burning restrictions have been eased somewhat (seed farmers burn fields after harvest to get a better yield with the following season's crop) and that is good news too. There were some problems this year with excessive moisture on Oregon seed fields, which hampered harvesting somewhat, but hot weather in early August took care of those problems and a good burn is expected on the dry fields.

Enough on seed. At press time, the big news hit: No Dacthal this spring because of an explosion at Diamond Shamrock's Dacthal production plant in Houston. It is



LAWN CARE INDUSTRY'S Bob Mierow

doubtful that other pre-emergence herbicide manufacturers (Stauffer, Elanco, Du Pont and Rhone-Poulenc) will be able to pick up the slack. If you haven't already, you had better get on the phone and line up your pre-emergence supply pronto. We spoke with one lawn care businessman right after the news broke and he said: "I don't know what everybody else is going to do, but I am sure glad I ordered my bensulide (trade names Betasan, Lescosan, Trexan and others) last week."

*Bob Earley*

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## NEWSMAKERS

Roger J. Thomas has been named vice president, Turf Marketing for **Jacobsen Division of Textron Inc.**, Racine, Wis., according to John R. Dwyer, Jr., president.

The appointment is part of Textron's reorganizing Jacobsen as solely a turf products company, manufacturing and marketing grounds maintenance equipment used for grooming golf courses, parks, large industrial sites, recreational fields and similar areas.



Sollazzo



Thomas

Peter J. Sollazzo has been named technical sales representative for the **W. A. Cleary Chemical Corporation** of Somerset, New Jersey. Mr. Sollazzo will cover the golf course and professional lawn care market in the Mid-Atlantic and in the Mid-West states.

Mr. Sollazzo received an M.S. in weed science from Rutgers University and in 1979 obtained his B.S. in agronomy from Delaware Valley College of Science and Agriculture.

Al Varden, 41, of Oxnard, Calif., has been named vice president/general manager of **Davis Ranch** in Camarillo, including its orna-

mental horticulture subsidiary, **Pacific Green Sod**. He has held the same title for the past 12 years with Davis Cablevision, Inc., which was recently sold.

At his new post, Varden will be responsible for administrative duties for all operations on the ranch.

Dr. Sam Kumar has joined the technical society of the **W. A. Cleary Chemical Co.** in Somerset, New Jersey. Dr. Kumar, an organic chemist, received his Ph.D. from the University of Delhi, India and was a research associate in the department of chemistry at Yale University.

The **Toro Company** has assigned its corporate public relations account to the Minneapolis agency of **David L. Mona & Associates, Inc.**

**Banvel® + 2,4-D = Turf**  
(minus 29 of the toughest kinds of weeds)



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Sabre is also one of the prettiest turf grasses you've ever seen. Deep green, it is fine-bladed and its mowing qualities are truly superior.

As a shade tolerant variety, it should be sown only in shady areas. It may be mixed with the fine fescues such as Highlight, Ensylva or Pennlawn, or bluegrasses such as Baron, A-34, Glade, Merit or Nugget, or used in a mixture which includes 20% turf-type perennial ryegrass such as Derby, Yorktown or Pennfine, or it may be sown alone.

When mixed with other fine turf grasses in a winter overseeding mixture in the Southern U.S., it can dramatically cut seeding rates. The addition of 20% Sabre (by weight) will cut the seeding rate of a fine fescue or ryegrass mixture by 50%.

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Free of *Poa annua*, Sabre is also a disease-resistant turf grass.



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## DATES

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

**Annual Alabama Turfgrass Conference**, Auburn, AL, September 14, 15. Contact: K. M. Sheffer, Extension Hall, Auburn University, AL 36849, 205-826-4985.

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

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

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

**Atlantic Seedsmen's Association Convention**, Biltmore Plaza, Providence, R.I., November 4, 5, 6. Contact: Margaret Herbst, Executive Secretary, ASA, 230 Park Avenue, New York, N.Y. 10017.

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

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

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

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



# Franchising: The growing network of money-makers

The facts are impressive. Over \$333 billion in retail sales were garnered by franchises in 1980. This year's receipts are expected to push beyond \$377 billion, representing nearly one-third of all U.S. retail sales. Some call it a business marriage — but is the lawn care industry beckoning?

By most accounts the answer is yes. Lawn care franchisors have captured roughly eight percent of the chemical lawn care market nationwide, amassing receipts of close to \$100 million just last year. The income is split among roughly 10 of the industry's most potent franchising networks.

In addition, a survey by the International Franchise Association reported that only seven-tenths of one percent of franchised outlets closed as a result of business failure in 1980. The renewal rate for first year franchise owners was a robust 92 percent.

Most of today's lawn care franchisors manage what is known as a 'business format' system. It's an arrangement whereby the franchisor establishes an integrated bond with the franchisee. Provisions are made for governing the service, trademark, marketing strategy, operating standards, quality control and a communications system between the franchisor and the franchise owner.

Those are the guts of the system. But the lifeblood runs through what nearly all franchisors refer to as a set of "intangibles" — the residual value of the franchisor's experience, groundwork, and integrity. "The magic of the relationship is that it's not complicated, but it's not that obvious either," said Tony Giordano, president of Lawn Doctor in Matawan, N.J., and the leading lawn care franchisor with 291 franchises to date.

## Consumer psychology

That magic is consumer psychology. It's divided into two sometimes contradictory needs, says Giordano. "The first is that people want a national image to associate with. That's what they trust. The second is that they don't want to buy from someone who lives halfway around the world, they want him right in town."

But there are other intangibles. The one that has the highest potential value to the franchisee is equity. Depending on its success, a franchise may be worth many times over the initial investment value. And over the long run, this residual value can provide the franchise owner with enough se-

cure to multiply his investment.

Although equity is based on real value, it's also based on potential. And the keystone of that value is based on the royalty fee, in most cases between eight and 10 percent of the franchisee's gross sales. It's a mechanism whereby the franchisor grows, in turn providing better services to the franchise



Lawn Doctor president Tony Giordano, the leading franchisor with 291 outlets.

owner.

"The fixed fee system just doesn't work," said Giordano. "The value of a franchisor is based on how strong he is. The royalty goes back to support the system. That's how the franchise owner builds up that equity."

If equity is the key to the franchise relationship, concrete support is the means used to achieve it. Lawn Doctor provides their franchise owners with a full-scale equipment back-up, including their electronic "speed machine," spare parts, tools, a complete bookkeeping system, advertising and printing aids, training seminars, corporate bulletins, and complete sales and marketing support.

But if the franchising outlook is optimistic in Matawan, in Bergen, N.Y., where Don Burton is president of Lawn Medic, it's being plagued by federal regulations. The federal government requires all franchisors to submit a complete disclosure profile of all receipts and bookkeeping, a dossier of principles, and a balance sheet to be made public to any potential franchisee.

"It's put a real kink in franchising in our industry," says Burton. "For one thing, the bookkeeping costs alone are tremendous." Burton says that Lawn Medic does not subscribe to the federal disclosure laws on principle, believing they may be unconstitutional. "The accounting costs are very

high and punitive in nature," he said.

Lawn Medic stopped soliciting franchises in 1979 and instead is setting up partnership agreements whereby each dealer may have some equity participation. "We want to develop that group into a more nuclear, core group, one that is consolidated to some extent where all can benefit from profit sharing."

But no matter which franchising arrangement is developed, one of the cardinal rules of franchising in the industry today is uniformity. Marketing your service along many lines requires that parts, machinery, accounting, and application techniques all be standardized.

And the most standardized item in any company's inventory is its system of chemical application. If the system is unique, protected, and streamlined, communications between the franchisor and the franchise owner will have been enhanced. Your system must have rock-bottom sellability.

One of the more unique application processes in the industry is the property of L & M Lawncare, Cleveland, whose Joe Matulis and Nick Licursi preside over 13 franchises in the Midwest. They've patented a process that combines both liquid and granular fertilizer materials in one application.

## Levels of distribution

"What we've done is to distribute that same process on a number of different levels," said Matulis. "We sell it to the franchise owner, who in turn sells it to the customer. Now we're getting involved in area directorships and will have to sell that same process on an even higher level. But the process is the key."

Matulis is bullish on the promise of franchising. He says that it contains a built-in incentive for the investor. "I prefer the franchise owner to the branch manager," he said. "He's the guy that takes 100 percent of the responsibility for his business — the same as we have."

The franchise relationship also provides its own internal quality control says Matulis. Whereas the branch manager may cut back on his formulation to show the home office the money he's saved, the franchisee will always think twice. "If you've got a guy that's invested \$30,000 in a franchise, any skimping will be on his head. He won't want to cut his own throat. He'll want to cut costs around the

office instead to make his operation more cost efficient."

In order to ensure that his franchisees receive L & M's recommendations on formulations, Matulis sends each franchise owner technical recommendations by registered mail. That way everything is documented and up to date — communications have been nailed down.

But there are two chief problems that must be avoided at all costs before any franchise can get off the ground says Trent Laundre, L&M's southern marketing manager. "Undercapitalization and poor managerial capabilities will make any franchise go under."

Ron Miller of Superlawns in Washington, D.C. agrees. "The majority of failures in this business are undercapitalized," he said. "The big thing is start-up money." But Miller has a system that can help the franchisee in the critical first year. "Our royalty fee is 10 percent," he said. "But it's 10



Don Burton of Lawn Medic: "Regulations have put a real kink in franchising."

percent of their gross receipts, not the gross sales. That way they're not paying out before the books are balanced."

As the mature franchisor-franchisee relationship is called a marriage, so the initial one or two years in the business is the honeymoon period. "You have to hold their hand for the first year or so," said Matulis. "You have to be right there when they need you, whether it's for sales back-up or technical advice."

But the key to the relationship is trust. The franchisee has to have confidence that the parent company is not in the business to sell franchises, but in the business of selling lawn care service. "When I collect the initial franchise fee," said Matulis, "I'm not that much richer, I'm just that much less out



of debt. Understanding the difference is critical."

The concept is crucial to the understanding of the franchising idea. A sound franchisor will have invested thousands of dollars to set up his system. That system will include legal protection, advertising strategy, market research, and, most importantly, a standardized application system.

The start-up fee gives the franchisee the right to use what the franchisor's investment has built. The royalty, in turn, maintains that system. "You're not looking to save a buck putting the system together," said John J. Yagoda, L&M's franchise director. "The idea is to make your guy successful."



L & M Lawncare's Joe Matulis: "You have to be right there when they need you."

Any franchisor worth his salt will tell you that he's not in the business of selling franchises, but in the business of distributing lawn care service. Otherwise the system is a house of cards.

"Our success is based on our franchisees," says Bill Fischer, president of Spring-Green Lawn Care Corp., headquartered in Plainfield, IL. "We've got successful franchisees and that's why we're successful." Spring-Green has been franchising for five years, with a cluster of 35 franchises spread throughout Illinois, Indiana, and Wisconsin.

The Spring-Green management team that includes Fischer and vice presidents Rick Gretz and Tom Hofer is committed to the idea of franchise standardization. As such, communications is the key. They host monthly dealer meetings, and annual and semi-annual business projection meetings. "We use the projection as a goal setting device," said Fischer. "Without goals you're just a ship without a rudder."

In addition to the business meetings, Spring-Green sends out the 'Blade & Shade', a weekly newsletter and have also installed an 800 number for the franchisee to use for direct access. "It's been very worthwhile to us," said Gretz. "And it's obviously worth it to our franchisees. They really put it to use."

Spring-Green franchises both lawn care and tree care service, all of which is included in their franchise package. But they don't authorize any mechanical treework under the Spring-Green name. "We believe that diversity is contrary to the normal trend in the industry," said Fischer. "More and more the industry is becoming specialized."

In order to standardize the two different services, Spring-Green

has developed their system so that both services come off the same spray truck. "Everything is dual," said Tom Hofer. "There are some inherent drawbacks to doing both, but we've been very satisfied with the tree care end of it."

Spring-Green considers themselves a midwestern regional company. Their growth will eventually extend to Iowa, Minnesota and Michigan, with no immediate plans for further extension. But the midwestern zone is integral to their franchising concept. "There are not a whole lot of agronomic differences in our area," said Fischer. "Insect problems vary from state to state, but otherwise conditions are fairly uniform."

Spring-Green encourages their prospective franchisees to begin their business on a part-time basis the first year, preferably in the middle of the start-up year. That way he can retain his current position while establishing himself for full-scale operation the following season.

"We'll launch his sales with a direct mail package the first year," said Fischer, "a 40,000-piece drop. Then we'll coordinate additional mailings on a cooperative basis."

The royalty not only covers the cost of servicing the franchisee, says Fischer, but is also the basis for income for the franchisor in a particular market. "When a franchise is granted for a particular market, the franchisor has effectively agreed not to compete in that market."

"The royalty assures the franchisor an ongoing income from the markets that the franchisee purchased. It is critical to the long term success of the franchise relationship that the franchisee understand these two basic reasons for the royalty."

"Technical support is only part of the service we provide our franchisees. Of equal importance is marketing, budgeting, planning, and equipment development. We guard against our people becoming technical experts and business failures."

#### Umbrella coverage

The Spring-Green team believes that the franchise concept is dynamic, providing an umbrella under which the franchise owner can be creative. "It's somewhere in the middle of the risk syndrome," said Fischer, "and provides the small guy with the chance to compete with the bigger companies."

Among the various franchising philosophies, the one that sets the franchisor himself in the middle of the risk syndrome may be a mixture of corporate and franchisee-owned outlets. At least that's the arrangement at the Perf-A-Lawn Corporation in New Carlisle, Ohio, where Ron Wilson is vice president and franchise director of 27 franchises and eight corporately owned outlets in 11 states.

"We have a branch office within seven or eight driving hours from any one of our franchisees," said Wilson. "Because we're also a distributor we have a strong relationship with our franchisees. If the suppliers want a guaranteed volume of, say, 100 tons of material, they don't want to deal with any receivables problem from the smaller guy."

The result is that although Perf-A-Lawn doesn't have the problem of managing a big chain of corporate outlets, they do end with the burden of managing their receivables. "But we can afford to carry them," said Wilson. "It works both ways. A franchise program can bury a corporation unless the corporate office is big enough so that there isn't any significant receivables problem."

Perf-A-Lawn's regional offices also solve many of the problems of directing local turf management from a distant center of operations. "You've got to have someone who knows the conditions in their area inside and out," said Wilson. "Most franchisees don't have an agronomic background and they need an expert in their area."

Wilson believes the mixed system is also a spur for local competition among the franchisee and the corporate office. If the franchisee is successful the corporate office will be motivated — and vice versa. "But down the road we'd eventually like the branch office to get smaller and the franchisee to control the market and get stronger," said Wilson. "We want to take the weight off the company outlet."

Perf-A-Lawn uses the franchising system to penetrate markets which are not ready for corporate development. "We need our name in the smaller as well as the bigger markets," said Wilson. "But the corporate office has to be holding a strong position. If you're having trouble with your corporate office, you are going to have trouble with your franchisees."

The parent company can always help the franchisee with his initial investment, says Wilson. For in-



Spring-Green Corp's Bill Fischer: "We guard against business failures."

stance, Perf-A-Lawn counsels its franchisees to take out long term bank notes. "Capitalization is very important," he said. "We want our guys to take at least four year loans so they won't have the cash flow problems in their first years in business."

Barefoot Grass Lawn Service in Worthington, Ohio, also employs the 'feeler' approach to franchise distribution. "We try to target certain-sized cities," said Page Mays, director of regional operations. "If it's a small city that we wouldn't want to set a corporate outlet in, we'll try to franchise there."

If mixed corporate and individual franchising is one way of distributing the name and service of the parent company, co-oping is another. "We think of ourselves as licensees," said Joe DeSantis of his six Royal Lawns outlets in northern New Jersey. "One of the practical differences is that we have just

a three or four page agreement. It's very streamlined."

Each Royal Lawn licensee is an independent, says DeSantis. "It keeps me directly involved in the industry," he said. "That way I have as much to lose in the quality of my lawns as any other licensee does."



Perf-A-Lawn Corp's Ron Wilson: "Capitalization is very important at first."

The licensee arrangement allows a company to co-op costs of advertising and insurance, but is not geared toward market dominance. Rather, it's an arrangement whereby a group of committed licensees can help each other with common expenses.

Franchising comes under many different forms in the lawn care industry. Few are totally franchised companies. The majority have worked out arrangements for sharing the corporate name among both corporate and franchised outlets. Some are cooperatives of sorts, with profit and expense sharing systems worked out for the common good.

Although there have been some franchising catastrophies in the lawn care industry, it seems as if the industry is building the system back again under more sophisticated terms. Those that believe it can work are establishing its integrity again.

And there is no doubt that it is working in a number of areas. Developing a number of key elements is helping what seems to be a revival. The first element is an application system that's simple and standardized. Most agree that if you're going to distribute your concept along many lines, you have to keep it simple.

The second element is locating an investor who is well-capitalized. He may be a dynamic businessman, but without the financial resources, he may be a burden. Management is of paramount importance. As a partner in business, his company should be as sound as the franchisor's.

But efficient communications is the bottom line. It's the crux of the partnership. If the franchisee feels that the parent company is ignoring his needs, he'll feel the break-away urge. On the other hand, if the franchisee isn't supplying feedback, something is usually wrong.

Franchising seems to be a viable force in the industry according to active franchisors. It's a low risk entry into a national partnership. The success rate is staggering for all U.S. franchise operations. Why not lawn care?

—Paul McCloskey





Oregon seed on pallets waiting to be shipped around the country.

SEED from page 1

will be tall fescue. It is as simple as that.

But before we talk more about tall fescues, here is the scoop on availability of other varieties of grass seed for the coming lawn care season.

For the most part, the 1981 grass seed harvest is an average one. But that is a far cry from what the marketing managers of the major seed companies thought it would be even a few weeks before harvest in late July and early last month. They were rubbing their hands together in contemplation of what many of them were calling a "bumper" crop.

But it was not to be. The mild winter and wet spring had a lot to do with that. As one seed man told me: "The old timers in the industry say that a severe winter makes for the best seed crop." That was not the case this year in the Willamette Valley of Oregon

where a large percentage of the grass seed for the whole world is grown. It is because of the climate.

And while the climate was not the worst-ever this past growing season it was definitely not the best-ever either. Because the winter was mild in the Willamette Valley, disease organisms and insects were still alive rather than dormant.

And then the very wet spring caused some of the grass plants to fall down and lodge, which makes for bad pollination. This all works against good seed yields.

In the state of Washington, where another large percentage of grass seed is grown, particularly Kentucky bluegrass, the fungal disease "ergot" has been the problem this year. And make no mistake about it, ergot can be a big problem. The disease is a particularly bad problem in edible crops, but the main thing it does in turf seed is cut yields. Yields could be down as much as 40 or 50 percent



Lamb



McVeigh

this year in some fields, because of ergot.

Doyle Jacklin, of Jacklin Seed Co., Post Falls, Idaho told LAWN CARE INDUSTRY: "Although the overall quality for the Kentucky bluegrasses is outstanding, there are substantial ergot problems in some varieties, particularly the early-maturing varieties. The cool, moist spring made conditions perfect for ergot. Ergot is about the same size as the seed, and it makes it difficult to make a good cleaning separation."

If you have gotten this far, you are probably wondering specifically what the grass seed situation is this year for the lawn care businessman. Here it is.

Nothing is up, at least it was not at press time. One variety for sure is down, and that is fine fescues, off perhaps 20 to 30 percent. Scott Lamb, executive director of the Oregon Fine Fescue Commission, told LAWN CARE INDUSTRY: "The fine fescue crop is shorter than expected. It is an early maturing variety, and the spring rains during the pollination period seem to have hurt yields."

Another seedman said: "The fine fescues are down 30 percent. We are virtually cleaned out of fine fescue for next year. We may run out of seed in the spring." Another said: "Supply is tight. Prices for fine fescue will stay high, but they will not go up any further."

What about the perennial ryegrasses? Tom Stanley, sales manager of Agriculture Service Corp., Salem, Ore. said that the perennial ryegrasses seemed to be coming in slightly under average. "With the wet weather," he told LAWN CARE INDUSTRY, "the plants lie down early in the spring. When they are down they often do not pollinate correctly."

Lamb, who is also executive director of the Manhattan Ryegrass Growers Association, said that for the most part that much of the ryegrass was in good shape. He said that the certified Manhattan crop is low this year, and that a non-public Manhattan II should be ready for a substantial harvest by next year.

Mike Robinson, marketing manager of Pickseed West, Inc., Tangent, Ore., said in late July that some perennial ryegrass yields could be off as much as 20 percent. But he also said that some fields were coming in good, so the result should be an average harvest.

Another Willamette Valley seedman said that his company was still predicting a normal perennial ryegrass crop, and that it was all dependent on how successful the growers were in controlling rust in the fields. He also said that there was no carryover from last year going into this season.

Larry Vetter, of Northrup King Co., Minneapolis, said that the

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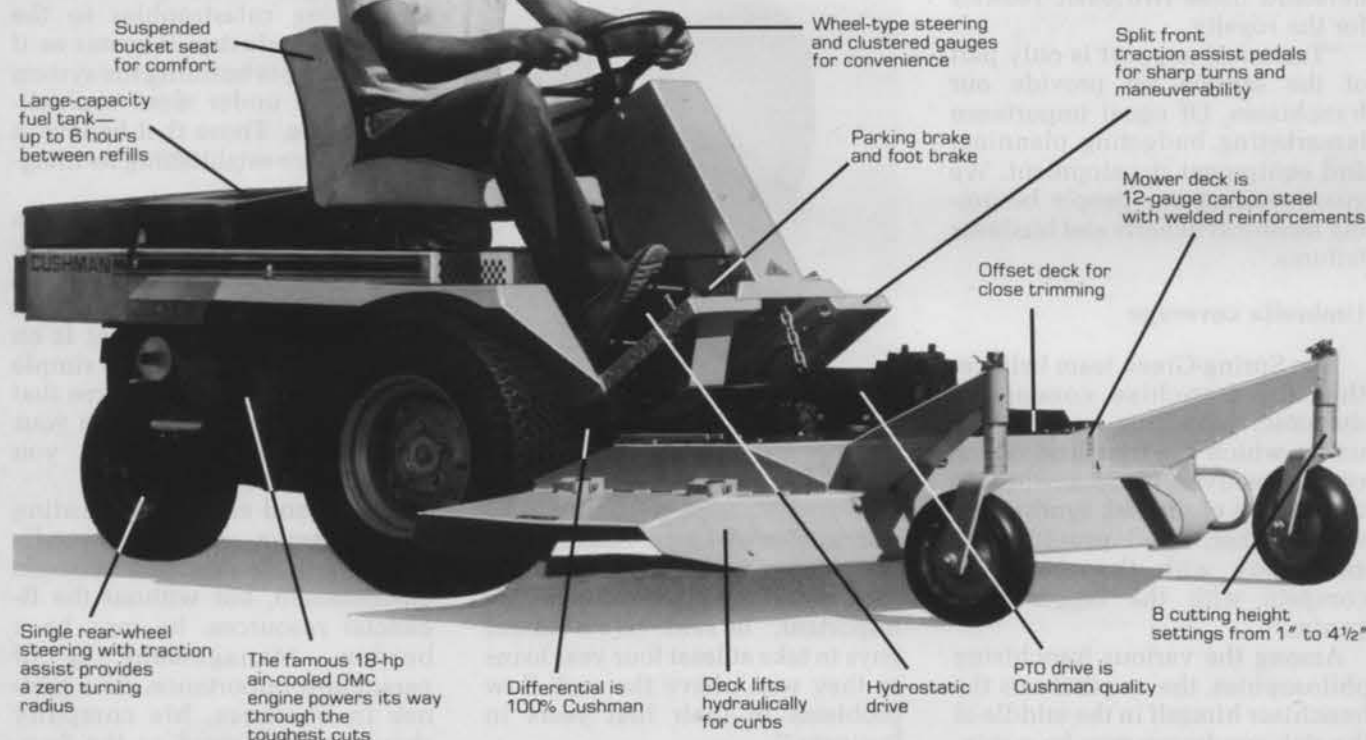
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## **FYLKING** **KENTUCKY BLUEGRASS**

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proprietary perennial ryegrasses were in average supply, and that prices would remain at the high level they are at now.

It is still a little early at press time to gauge the Kentucky bluegrass crop, but it seemed a safe bet that the yields were going to be down. Robinson said that some fields were coming in at one-half original estimates, and the ergot problem in Washington was also cutting yields. Jay Glatt, of Turf-Seed, Inc., Hubbard, Ore., said that crops were coming in "spotty," and while some fields were down as much as 20 percent, there were indications that there would be enough Kentucky bluegrass seed to meet demand.

Gene Mayer, of O. M. Scott & Sons, Marysville, Ohio agreed with Glatt, also saying that yields were down a bit, but that there



Vetter



Jacklin

would be ample supply. Bob Peterson, E. F. Burlingham & Sons, Forest Grove, Ore. said that most crops were lighter than expected, and that proprietary Kentucky bluegrasses were down an average of 15-20 percent.

As for pricing of Kentucky bluegrass seed, even with a less-than-bumper crop, because there are so many varieties being offered by so many companies, it seems unlikely that prices will go up substantially. As Rich Hurley, of Lofts Seed Inc., Bound Brook, N.J. told LAWN CARE INDUSTRY: "Grass seed is a true commodity. There is too much Kentucky bluegrass seed out there, and it is spread out, so it is unlikely that one company could drive up the price. The market adjusts itself accordingly."

One seedsman indicated that some growers were "bailing out"



Pickseed's Robinson (left) and Kent Wiley



of seed because of the high cost of money, and said that there could be some "spot price wars" with Kentucky bluegrass. He said this means that Kentucky bluegrass prices could even go down a bit in some instances.

Harry Stalford, of International Seeds, Inc., Albany, Ore., said: "There is a lot of competition in Kentucky bluegrass, and everybody wants to sell their seed. Prices might firm up, but they very well could be down."

For all types of grasses — but particularly for Kentucky bluegrass fields — growers "burn" their fields after harvest to get rid of contamination and to ready the field for the next crop. After a burn, the growers can go right back into

the field with the same crop they had the previous year; they don't have to rotate among other crops.

There is some good news and some bad news here. The good news is that burning restrictions have been eased by the state of Oregon. As Turf-Seed's Glatt said:

"This is the first state legislature in the past 10 or 12 years that has not had a burn issue on the docket for a vote. It has really been more of a compromise between the grass seed growers and the legislature — quotas on burning are now livable for both sides. Perhaps the downturn in the economy — unemployment is at nine percent — had something to do with it." The reason for anti-burning legislation in the past has been because residents of many areas of the state objected to the smoke.

That is the good news. The bad news is that because of the wet spring, there has been substantial regrowth of many of the fields. This makes the burn more dif-



International Seeds' Stalford (left) and Jim Carnes

ficult, and it could affect yields in next year's harvest. When grass seed prices went up substantially two years ago, it was because of the poor burn the previous fall that caused poor yields. This could be the case next year.

For the most part, tall fescue will not be in major production until next year's harvest, and as International Seeds' Stalford says, "The demand is already there for us to get production going; people are screaming for it." The reason for the demand is simple. The new improved tall fescues have been

performing extremely well in drought tolerance tests, low fertility tests, disease tests, and the texture and color of the varieties are much-improved compared to the common K-31 variety that is now being used in most parts of the country. Suppliers are claiming that the leaf blade and color is closer to a Kentucky bluegrass than that of K-31.

International Seeds' turf researchers Kevin McVeigh told LAWN CARE INDUSTRY: "The tall fescues are much darker than K-31 and this is important to homeowners with lawns. It is also a lot denser. And it needs less fertilizer, which is good because low maintenance is more important now than it was a few years ago. I think all of the seed companies who have a tall fescue are going to do pretty well. Everybody wants into the market, it is like the small car market."

McVeigh said that C. Reed Funk, the country's top turf seed breeder



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has been working on tall fescues for 15 to 18 years at the New Jersey Experiment Station. Interest stepped up a few years ago, and now a number of companies have varieties on the market: Lofts has Rebel, which is in the largest supply now, and also Clemfine; E. F. Burlingham & Sons has Falcon; Turf-Seed has Olympic; Northrup King has Shannon; and International Seeds has Houndog and Brookston, a variety it picked up when it acquired North American Plant Breeders earlier this year. Other major companies will have tall fescues on the market in the near future also.

Pickseed West is one of these companies, and Robinson says: "The tall fescue region is so vast and varied that the lawn care industry is going to need different varieties to meet all of the different needs." Most seed executives and researchers are pegging the transition zone — a belt roughly a few hundred miles wide from Virginia

and Maryland to Oklahoma — as the major market area for the new improved tall fescues. Areas such as Colorado and southern California are also prime markets.

Turf-Seed's plant breeder Bill Meyer says that the new tall fescues are definitely for home lawns, not golf courses where a lower height-of-cut is necessary. He says:

"The tall fescues will be a very exciting thing for the lawn care industry. Homeowners have given up on bluegrasses in areas like St. Louis and Kansas City because of watering requirements. Word-of-mouth is building, and lawn care businessmen are serving as a communicative force to the homeowners to get the news about tall fescues out."

In addition to the other qualities mentioned the new improved tall fescues offer good wear tolerance and do not have a major problem with thatch buildup. Tests have shown some brown patch disease



Harvesting Oregon seed

problems in summer but Meyer says that the tall fescues "pop right back."

Tests have also shown the tall fescues to have some winter-hardiness problems. Northrup King's Vetter says that his company's Shannon came out of the north, so it might offer more winter-hardiness. But he says that

Shannon will be positioned as a low-maintenance grass for the transition zone.

Some researchers wanted to hold back on production of tall fescue, but Lofts' Rich Hurley says: "In 1977, we decided to go after tall fescue in a big way, and we moved fast. It takes four years to get a grass seed on the market. We were the first to say 'let's take a gamble.' Our intuition told us the tall fescue market was going to be a good one."

Hurley said that there will be seven or eight times as much Rebel available this year compared to last year. Burlingham's Peterson said that there will be eight to 10 times as much Falcon this year compared to last, although yields were less than expected.

Hurley says that the tall fescues are going to be forced upon people because of their heat and drought-tolerant qualities. But he also says there might be some resistance from university people and extension agents. He says that tests have shown Rebel to be 30 percent finer than K-31, and also 170 to 180 percent more dense. He also says that the tall fescues have performed well in shade trials, particularly in Texas and the deep South, where it has not done well in open sun. "The shade aspect opens up a total new market," he said.



Meyer



Glatt

Hurley, Meyer and others are recommending that tall fescues be seeded at about 10 pounds per 1,000 square feet with 10 percent of a bluegrass by seed weight. Meyer recommends that the bluegrass be a relatively non-aggressive one, because tall fescue is not very aggressive.

Hurley doesn't think that an overseeding approach will be a good one for the lawn care businessman, but recommends that they sell the homeowner on a "total transformation" approach on a renovation basis. As for height-of-cut, he says that five-year trials at a 3/4-inch-cut have done well in experimental conditions. But he recommends a cut of 1 1/2 inches in areas such as New Jersey, 1 1/2 to 1 3/4 inches in areas such as Washington, D.C., 2 to 2 1/2 inches in areas such as Atlanta. "The hotter it is, the higher the cut," he said.

As the major seed companies are gearing up to supply the tall fescue needs with what they have to offer, they are still searching for even more improved tall fescues. Most agree that the second generation of tall fescues will offer substantial improvements, particularly in the fineness of leaf blades.

Some in the industry question if the tall fescue market is being oversold, and that remains to be seen. But as International Seeds' researcher Kevin McVeigh says of the time period when seed companies will be moving from research to production and selling of the tall fescues: "It should be an interesting five years."



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For more information on Rugby, write Rugby Kentucky Bluegrass, P.O. Box 923, Minneapolis, MN 55440.

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**DACTHAL** *from page 1*

Diamond Shamrock plant worldwide that manufactures Dacthal," the spokesman said. "As a result, Dacthal will not be available for the 1982 lawn care season."

The cause of the plant explosion was not known at press time, but the company said that further information on the availability of Dacthal in the future will be

forthcoming.

When contacted by LAWN CARE INDUSTRY, Herb Day of Stauffer indicated that Betasan production will be increased over last year, but that the increases may not be great enough to fulfill the anticipated demand by lawn care businessmen for this spring's use period. He also indicated that prices for Betasan will be in-

creased 10 to 15 percent.

Other pre-emergence herbicide suppliers are Elanco Products Co., Indianapolis, which manufactures Balan and markets it itself and through other companies; Du Pont Co., Wilmington, Del., which manufactures and markets Tuper-san; and Rhone-Poulenc, Inc., which manufactures and markets Ronstar.

**RESEARCH****Michigan dedication**

Dedication for Michigan State's Hancock Turfgrass Research Center will be September 10 at the university. For further information, contact: Dr. Paul Rieke, Dept. of Crop and Soil Sciences, Michigan State University, East Lansing, MI 48824, 517-355-0266.



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### New, small Hustler from Excel Industries

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The capability of counter-rotating the drive wheels permits the Hustler 275 to perform zero-radius turns. This feature, plus one-hand steering control, cuts mowing time around obstacles or contours while reducing operator fatigue.

Circle No. 133 on Reader Inquiry Card

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Circle No. 114 on Reader Inquiry Card →

## Advances in Turfgrass Pathology

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## Jake's Out Front 72 mows 30 acres a day

This rugged 72-inch rotary mows up to 30 acres per eight-hour day, trims around trees and overhanging branches and bushes and transports at a brisk 14 m.p.h.

Available with a 25.5-h.p. water-cooled engine, or a 19.9-h.p. air-cooled engine, the Out Front 72 is a solid and dependable mower that gives a smooth finish to rough as well as more formal turf areas. Equipped with hydrostatic drive and automotive-type steering, this mower offers high maneuverability and easy, accurate operation.



The large wheels and tires combine with a limited-slip differential to offer easier curb climbing, better traction on side slopes, and a smoother overall ride. The mower carrier wheels are in constant contact with the ground providing better stability during transport and the mower carrier is fully articulated for added stability on side slopes and a more even cut. The anti-scalp roller and casters are also important features that leave a smooth, even finish on different turfs.

Circle No. 134 on Reader Inquiry Card

## 14-h.p. diesel with three live PTO outlets

The second model in Kubota's easy-to-operate hydrostatic drive tractor line is being introduced at U.S. dealerships. The hydrostatic drive (HST) feature is now available on Kubota's B6100HST 14-h.p. diesel-powered model.



The unit features three live PTO outlets. These include the 540 and 850 revolution per minute rear PTO, the mid-PTO provision at 87.5 percent of engine speed, and the front PTO, which is equal to engine speed. The mid-PTO adapter is included with Kubota's mid-mount mower. The live PTO can operate even if the tractor is not moving.

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## MTD introduces three all-new lawn tractors

The MTD Products Inc. line for 1982 will be highlighted by three all-new 8 and 11-h.p. lawn tractors. Designed from the wheels up for efficiency and operator comfort, the new 600 Series tractors share these special features:



- Telescoping steering column that adjusts easily to any of three heights to accommodate operators who are short, tall or in-between.
- Spring-mounted, cushioned contour seat . . . adjustable to four positions.
- Hill-holder brake that enables smooth uphill starts — without rolling backward.
- Five-position, light-touch cutting height adjustment lever with memory setting.
- Easy-on/off mowing deck . . . removable without tools.
- Extra-wide fenders and anti-slip running boards.
- Reverse-gear cutout switch . . . prevents operation in reverse with blades engaged.
- Segment-and-pinion steering and short turning radius for easy maneuverability and close-in trimming.

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## 84-inch reel that mows on 83% grade

This 84-inch triplex mower from National Mower Co. operates efficiently and consistently on a 70 percent grade (35 degrees), outperforming any other unit made today, the company said. Its top limit is an 83 percent grade (40 degrees) which is almost the equal of a jeep.



The power-driven reels cut higher and thicker grass more easily than is normally expected of a reel-type mower. The three floating reels follow ground contour and cut without scalping or

tip burn. All cutting units can be disengaged and lifted into traveling position. Wings fold to an overall width of 62 inches for transport and storage.

The unit features a tubular steel frame along with an angular steel, floating front axle and extra-heavy tie rods that are designed for professional use. Further detailed information is available.

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## Ford's lawn tractor handles 50-inch cut

The 16-h.p. Ford 165 tractor offers hydrostatic drive, electric implement clutch, hydraulic implement lift and handles rotary mowers up to 50 inches.

Other features include: welded tubular, all-steel frame, Kohler engine, ease of servicing, heavy cast-iron front axle, sturdy rear axle and a convenient console-type control panel.

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to page 24



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## COST CUTTINGS

### Thinking big when it comes to accounting

If you're shopping around for an accounting firm and are thinking about retaining those guys working out of their mobile home, you may want to think again. *Venture* magazine reports that every one of the so-called Big Eight accounting firms has set up special units to solicit and serve small businesses. "The small business market has the highest growth potential," Ronald Cooper, a partner in charge of Ernst & Whinney's Privately Held Business Group told the magazine.

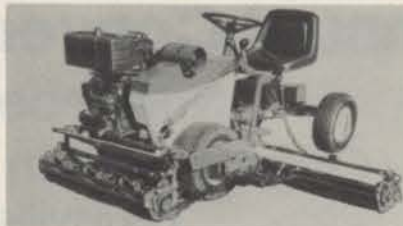
Specifically, the Big Eight are going after businesses that tend to be privately held, with revenues of zero to \$100 million and that require accounting services beyond the standard tax preparation and financial statements. Owner-managers, they report, may know their product and market, but often lack expertise in vital areas, such as capital formation, personnel and materials management, and computer systems.

The Big Eight are: Ernst & Whinney; Arthur Young & Co.; Touche Ross & Co.; Coopers & Lybrand; Arthur Anderson & Co.; Peat, Marwick & Mitchell; Deloitte, Haskins & Sells; and Price Waterhouse.

### PRODUCTS from page 21

#### 87-inch reel cut

The new features incorporated into the Mark-2 edition have made the MAXI II from Locke Mfg., Inc. an outstanding mower for fast, efficient, high-quality professional lawn maintenance.



A riding triplex with 87-inch mowing width, this model has a heavy-duty chassis featuring a fully welded frame, strong mounting bolts, control rods and linkages.

The MAXI II features direct reel drive and all reels are equipped with lip-blade bed knives. The smoother running hydrostat of the

unit continues to provide highly reliable hydrostatic traction with fully variable ground speed and instant reverse. The side cutting units lift to a nearly vertical position for ease of transportation and compact storage.

Circle No. 139 on Reader Inquiry Card

#### 72-inch diesel mows 3.7 acres per hour

The Turf Blazer 727 with its 27-h.p. Yanmar liquid-cooled diesel engine and 72-inch cutting head combines diesel lugging power, durability and fuel efficiency with the trimming capabilities of an out-front offset deck.



A foot-pedal controlled hydrostatic transmission provides speed variation from 0-10 m.p.h. forward and 0-5 m.p.h. reverse — a mowing capacity up to 3.7 acres per hour, depending on conditions.

Height-of-cut is adjustable from 1½ to 5½ inches, and mowing deck is offset for close trimming. Diesel is becoming more important to the lawn care industry, and further detailed information on this diesel unit is available from the manufacturer — Howard Price Turf Equipment.

Circle No. 140 on Reader Inquiry Card

#### Gear-driven rearmounts cut up to 6-foot swaths

Woods, Division of Hesston Corp., now offers three new gear-driven rearmount lawn mowers to provide a choice of four-, five- and six-foot cutting swaths.



The units have three blades and blade spindles with lubricated tapered roller bearings for longer, maintenance-free operation. They also feature a cast, heavy-duty gear box manufactured by Woods to assure rugged rotary mower use. Gears for the mowers are forged steel and heat-treated. The three high-speed, alloy-spring steel blades lift the grass for clean, even cutting.

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#### Rider cuts big 88-inch swath

The Heckendorn 88 handles both rough and finely groomed turf areas. It was created in 1954 for heavy-duty jobs requiring rugged durability. Featuring dual-hinged sidemounts that flex up and down to follow ground contour, the 88's foot-operated deck lift allows instant response to clear obstructions or ground irregularities. It has 24 inches of offset trim, and will make a zero turn both left and right.

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## Introducing Pel-Tech: Little benefin pellets that solve big turf problems.

### The Andersons, the professional's partner, has done it again.

After rigorous, on-the-job liquid spray testing, we proudly introduce Pel-Tech... the state-of-the-art in pelletized benefin, an industry acclaimed top choice for effective pre-emergence crabgrass control.

### We're gonna stir up some excitement.

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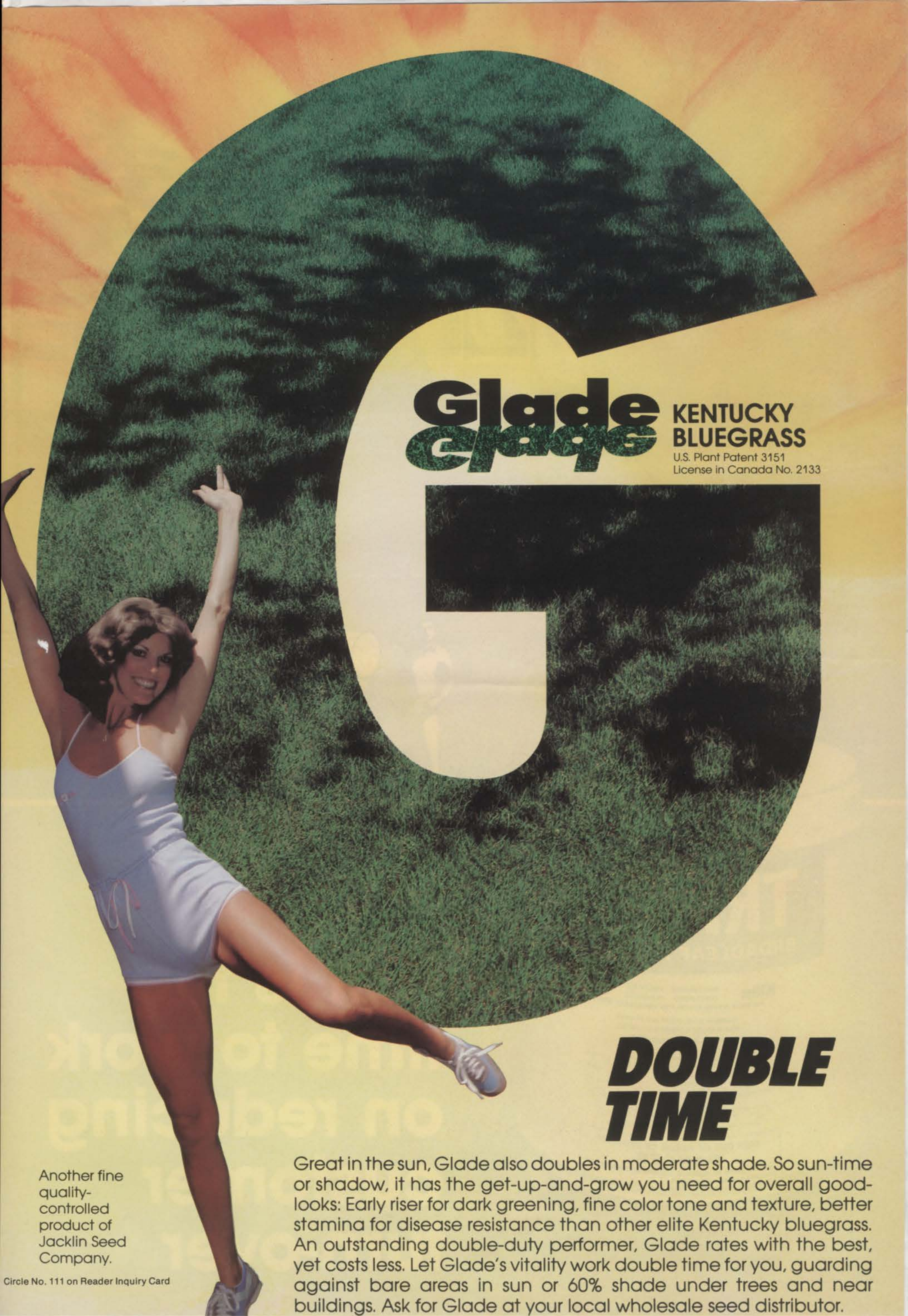
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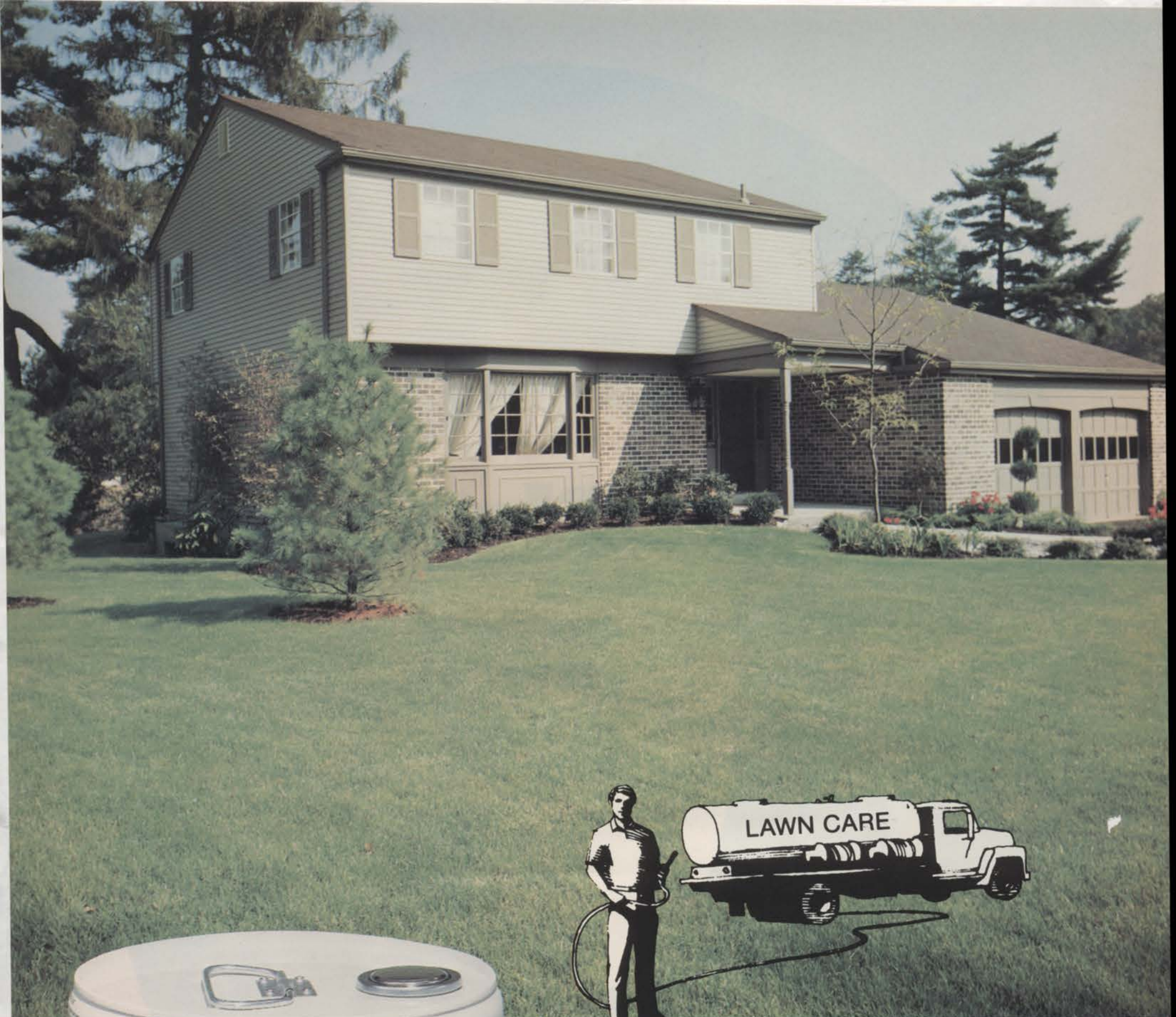
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Fall is the  
time to work  
on reducing  
customer  
turn-over



# Read how Trimec's® unmatched fall weed-killing power can help your long-range profits

Of course you know that many factors are involved in building a profitable lawn service business. But certainly one of the most important factors is reducing customer turn-over.

And many lawn care operators have found that merchandising Trimec's fall weed-killing power is an excellent tool to use in reducing this turn-over.

As you know, many homeowners start lawn service in the spring and, after the last treatment in the fall, decline to make a commitment for next year.

During this limbo period, any number of things can happen that might cause you to lose him as a customer. So, ideally, you'd like to sign him up again for next year when you give his lawn the fall treatment — or at least you'd like to immunize him against the temptation of succumbing to the sales pitch of one of your contemporaries — or, even worse, deciding that now that his lawn is looking pretty good he can handle it himself from here on out.

We can help you with this. Not only in the area of renewing your customers after the fall treatment, but also in the area of helping you get some new customers who will start with you this fall.

We've prepared a door hanger that is designed to be left with your present

customers after your fall treatment, as well as with prospective customers who you suspect have been doing their own work.

On one side it explains that, because you use Trimec in your fall treatment, there will be no dandelions next spring in the lawns you service... and that consequently you can focus your first treatment next spring on preventing crabgrass.

There's a place for your imprint, and hopefully these hangers will persuade your customers to renew your service for next year — or at least make it easier for you to call them on the phone and ask them to renew.

On the other side of the door hanger is a message which explains why fall is the ideal time to lay the foundation for next year's lawns.

It points out the role that Trimec plays... and that because you are able to use professional products like Trimec, you can provide your customers with an immaculate lawn more economically than they could do it themselves.



Only Trimec gives you all these benefits

- Controls the widest range of broad-leaf weeds.
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Pueblo • Pueblo Chemical & Supply  
Westminster • S.A.J. Turf Products

### CONNECTICUT

Devon • Somers Turf Supplies  
East Haven  
• East Haven Wholesale  
Landscape Supply  
Greenwich  
• Emanuel Shemin Horticulturist  
Hazardville • Old Fox Chemical, Inc.  
Wethersfield • Chas. Hart Seed Company

### FLORIDA

Homestead • Atlantic Fertilizer & Chemical  
Jacksonville • Bingham Seed Co.

Pensacola • Gulf Shore Turf Supply, Inc.  
• Tico Gulf Coast, Inc.  
Princeton • Woodbury Chemical Co.  
Sanford • Southern Chemical Company  
• Sunland Corporation  
Tampa  
• Southern Mill Creek Products Co., Inc.  
Winterhaven • Estech, Inc.

### GEORGIA

Alpharetta • Regal Chemical Company  
College Park  
• Stephenson Chemical Company  
Conyers • Lawn & Turf, Inc.  
Doraville • Georgia Golf & Garden Supply  
Fort Valley  
• Woolfolk Chemical Work, Inc.  
Madison • Pennington Seed, Inc.  
Norcross • Managed Environments, Inc.  
Swainsboro • GA AG Chemical, Inc.

### IDAHO

Caldwell • Good Day Distributors  
• Steven Regan Company

### ILLINOIS

Barrington • Olsen Distributing Co.  
• Rowlands Equipment  
Chicago • George A. Davis, Inc.  
Crystal Lake • Country Gas Company  
Danville • Bi-State Turf  
Decatur • Drake-Scruggs Equipment, Inc.  
Evanston • Permalawn, Inc.  
Geneseo • C. D. Ford & Sons  
Morton Grove • V-G Supply Company  
Normal • Professional Turf Specialty  
Peoria • Behm & Hagemann, Inc.  
Rockton • Turf Management Supply  
South Holland • Paarlberg Chemical  
West Chicago • Turf Products Ltd.  
Wheeling • Arthur Clesen, Inc.

### INDIANA

Ellettsville • Turf Specialties  
Indianapolis • Cory Orchard Supply  
• Desco Chemical Company  
• Indiana Turf  
Nappanee • Desco Chemical, Inc.  
New Albany • W. R. Grace & Company

### IOWA

Davenport • Big Bear Turf Equipment  
• Tri State Toro  
Elkader • Meyer Equipment Company  
Iowa City • Little Wheels, Inc.  
Sioux City  
• W. R. Anderson Distributing Co.  
Waterloo • Foster's, Inc.  
Waukegan • Baer Ag Supply  
W. Burlington • Brayton Chemical, Inc.  
W. Des Moines • Big Bear Turf Co.  
• Rest Haven Turf Service

### KANSAS

Garden City • Pueblo Chemical Co.  
Kansas City • Century Laboratories, Inc.  
• Rhodes Chemical Company  
Salina • Landsco Corporation  
Wichita  
• Bartels & Shores Chemical Company  
• Champion Turf Equipment, Inc.  
• Robert Wise Company

### KENTUCKY

Florence • George W. Hill Company  
Lexington • Kentucky Garden Company  
Louisville • Ky-Inna Turf Supply Company  
• Central South Turf Distributors  
• Tico

### LOUISIANA

Covington • Tammany Turf & Supply, Inc.  
New Orleans  
• Southern Specialty Sales Co., Inc.  
Plain Dealing  
• Wyche's Golf Course Specialties

### MAINE

South Portland • Yexxa's, Inc.

### MARYLAND

Baltimore • Pro-Lawn Products, Inc.  
Landover • Loft Seed Company  
• Vaughan Seed Company  
Linthicum Heights  
• Cornell Chemical & Equipment

### MASSACHUSETTS

Arlington • Lot's/New England  
Boston • Pro-Lawn Products, Inc.  
Burlington • Tom Irwin, Inc.  
Natick • Richey & Clapper, Inc.  
Newton Center  
• Grounds Equipment Company  
W. Newton • The Clapper Company  
W. Wareham • R. F. Morse & Son, Inc.

### MICHIGAN

Birmingham • W. F. Miller Company  
Detroit • Terminal Sales Corporation  
• Turf Supplies, Inc.  
Grand Rapids • Mollima & Son, Inc.  
• Parmenter & Andre  
Royal Oak • Lawn Equipment Company  
Saginaw • Burdick's Seed House  
Utica • Utica Distributors

### MINNESOTA

Eagan • Tessman Seed & Chemical  
Hopkins • Potter & Manthei Enterprises  
Minneapolis • Howe Chemical Company  
• Minnesota Toro, Inc.  
St. Paul • R. L. Gould & Company  
• Turf Supply Company  
Savage • The Castle Chemical Company

### MISSISSIPPI

Jackson  
• South Central Turf Equip. & Supply  
• Specialty Oil Company, Inc.  
Madison • MFC Services

### MISSOURI

Chesterfield • Beckman Turf & Irrigation  
Grandview • Landsco Corporation  
Kansas City • Robisons Lawn & Golf Course Supply  
Kansas City  
• Bartels & Shores Chemical Company  
• Champion Turf Equipment  
• Colony Chemicals  
• Pest Control Supply  
• Standard Seed Company  
• Tobin Seed  
Maryland Heights  
• Outdoor Equipment Company  
Springfield  
• Champion Turf Equipment, Inc.  
St. Louis • Crown Chemical Company  
• A. H. Hummert Seed Company  
• Link's Nursery, Inc.

### MONTANA

Billings • Turf Aid Distributing Company  
Helena • Mr. Turf

### NEBRASKA

Kearney • Centra Chemical Services  
Morrill • Jordon Agri Chemical, Inc.  
McCook • Cornbelt Chemicals  
Omaha • Big Bear Equipment, Inc.  
• Eagle Green Corporation  
• Midwest Toro

### NEVADA

Las Vegas  
• Clark County Wholesale Merc. Co.  
North Las Vegas  
• Las Vegas Fertilizer Company, Inc.

### NEW HAMPSHIRE

Hooksett • Turf Specialty, Inc.

### NEW JERSEY

Boundbrook • Loft Seed Company  
• Vaughan Seed Company  
Cranbury • Chamberlin & Barclay, Inc.  
Clifton • The Terre Company  
Dayton • Lebanon Chemical Corporation  
Freehold • Green Hills Turf Supply  
Hillsdale • L.S.T. Industries  
Maplewood • Pierson Mill Company  
Mountainside • Andrew Wilson, Inc.  
Paramus • Pro-Lawn Products, Inc.  
Rahway • Ferti-Soil Company  
Riverside • Meskers, Inc.  
Shrewsbury • Raycroft Distributors  
West Caldwell  
• Rockland Chemical Company  
Westfield • Storr Tractor Company  
Yardville • Jep Sales Company

### NEW MEXICO

Albuquerque  
• Albuquerque Chemical Co., Inc.  
Mesquite • Agricultural Products Company  
Roswell • Roswell Seed Company, Inc.

### NEW YORK

Bergen • Lawn Medic  
Brewster • Herbst Bros.  
Cambridge • Lofts/New York  
Cohoes • S. V. Moffett Co.

Dix Hills • Island Golf & Turf  
Farmingdale • Wagner Seed Company, Inc.  
Hamburg • Eaton Equipment Company  
Hauppauge • Maxwell Turf, Inc.  
Hawthorne • Metro Milorganite  
Jamaica • J & L Adikes, Inc.  
Latham  
• Grassland Irrigation & Equipment  
Portchester  
• Westchester Turf Supply Company  
Syracuse • Eaton Golf & Tractor  
• Pro-Lawn Products, Inc.  
South Hampton • James H. Lynch, Inc.  
West Henrietta • S. V. Moffett, Inc.

### NORTH CAROLINA

Charlotte • E. J. Smith & Sons  
• Forshaw Chemicals  
• Seedmen, Inc.  
Fayetteville • Eastern Turf  
Goldsboro • Jeffreys Seed Company  
Shelby • Porter Brothers, Inc.  
Winston-Salem • Goltra, Inc.

### NORTH DAKOTA

Fargo • Minnesota Toro  
• Tessman Chemical Northwest

### OHIO

Canton • Letherman Seed Company  
Cleveland • Larry's Garden Center  
• U. S. Garden Sales, Inc.  
Cincinnati • Century Toro Dist., Inc.  
• Thornton Environmental  
Dayton • G & S Supply Company  
Elyria  
• Lakeshore Equipment & Supply Co.  
Findlay • Desco Chemical Company  
Macedonia • Krigger & Company, Inc.  
Mantua • John R. Skinner Company  
Maumee • The Anderson's  
Piqua • Midwest Burlap & Growers Supply  
Solon • Sidney L. Dryfoos Company  
Tiffin • Earl J. Crane, Inc.  
Toledo • Century Toro Dist.

### OKLAHOMA

McAlester • Tony's Chemical House  
Oklahoma City • Paul Blakney Company  
• Estes Chemicals, Inc.  
Tulsa • T-E Agri Supply, Inc.  
• All Best, Inc.  
• Nick Knott Turf Equipment  
• South Central Vet Supply  
• Thompson-Hayward Chemical Company  
• Wait Mfg. & Sales Company

### OREGON

Portland • The Chas. H. Lilly Company  
• Van Waters & Rogers  
• Wilbur-Ellis Company

### PENNSYLVANIA

Doylstown • Philadelphia Toro  
Forty Fort • Penn State Seed Company  
Hanover  
• Miller Chemical & Fertilizer Corp.  
Harleysville • Geiger Corporation  
Horsesham • Pocono Turf Supply Company  
Lebanon • Lebanon Chemical Corporation  
Malvern • Fisher & Sons Company, Inc.  
Manheim • Pro-Lawn Products, Inc.  
Philadelphia  
• Farm & Golf Course Supply Co., Inc.  
• Pro-Lawn Products, Inc.

Phoenixville • Lawn & Golf Supply  
Pittsburgh • E. H. Griffith, Inc.  
• Krigger & Company  
• Pro-Lawn Products, Inc.  
Reading • Reading Bone Fertilizer  
Wycombe • Hstrand Supply

### RHODE ISLAND

E. Providence • Old Fox Chemical, Inc.

### SOUTH CAROLINA

Inman • Woolfolk Chemical Works, Inc.  
Orangeburg • Ramar Laboratories, Inc.

### SOUTH DAKOTA

Sioux Falls • C & R Supply • Dakota Turf

### TENNESSEE

Knoxville • Central South Turf Dist.  
Memphis • The January Company  
• Turf Aid, Inc.  
Nashville • Central South Turf Dist.  
• Ernest Hardison Seed Co., Inc.  
• Tico, Inc.

### TEXAS

Amarillo • T-E Agri Supply  
Dallas • Agricultural Chemicals of Dallas  
• Chemical & Turf Specialty Company  
• Nortex Wholesale Nursery  
• Van Waters & Rogers  
Houston • Watson's Distributing Company  
El Paso • El Paso Turf Supply  
Houston • Watson's Distributing Company  
Katy • Sigma Chemicals  
Waco • Estes Chemicals, Inc.  
Wichita Falls • Estes Chemicals, Inc.

### UTAH

Salt Lake City  
• Morgro Chemical Company  
• Steve Regan Company

### VIRGINIA

Chesapeake • Turf & Garden Division  
Harrisonburg • Wetsel Seed Company  
Richmond • Wilson Feed Company, Inc.  
Roanoke  
• Agri Turf Products Company, Inc.  
• Miller Chemical & Fertilizer Co.

### WASHINGTON

Renton • Pacific Agro Company  
Seattle • The Chas. H. Lilly Company  
• Western Farmers Association  
• Wilbur-Ellis Company  
Tacoma • NuLife Fertilizers

### WASHINGTON, D.C.

• Lea's Green Meadow, Inc.

### WEST VIRGINIA

Charleston • Young's, Inc.

### WISCONSIN

Chilton • Horst Distributing Company  
Elm Grove • Reinder Bros. Turf Equipment  
Janesville • Wisconsin Turf  
Milwaukee • Loft Kellogg Seed Company  
Sun Prairie • Turf Management Supply

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816/421-4070



### Self-propelled flail mower has 'fingertip control'

A new addition to the Vemco Corp. of America flail mower line is a 32-inch self-propelled model equipped with "fingertip control" turning brakes for ease of handling and "dead man" clutch for safety. Powered by a Briggs & Stratton 11 h.p. engine and five-speed gearbox, this machine can be used for any terrain or mowing condition.

Circle No. 143 on Reader Inquiry Card

### Honda's heavy-duty 21-inch rotary mower

American Honda has introduced the HR-21-5, its newest rotary mower designed to handle heavy-duty jobs for the mowing/maintenance lawn care businessman. This self-propelled mower

features design innovations to meet heavy work demands for durable and dependable equipment.

Honda's 5-h.p. GV-200 vertical engine delivers plenty of power to handle heavy-cutting jobs.

Circle No. 144 on Reader Inquiry Card

### Trims on both sides, no sharp-turn streaks

Gravely announces a new 40-inch rotary mower attachment for its two-wheel lawn tractors. The new mower attachments cut a smooth, even swath and has two staggered blades to help prevent streaking on sharp turns and trims on both sides.

Other features are a 10-gauge steel deck, easy height adjustment and external points for lubrication and belt adjustment.

Circle No. 145 on Reader Inquiry Card

to page 29

## Northrup King turf gets trampled, torn, squashed, and scuffed and it still looks great. But that's not news to you.

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

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

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

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

Or talk to someone with great looking turf.

Northrup King Co., P.O. Box 959  
Minneapolis, MN 55440



Circle No. 117 on Reader Inquiry Card

Circle No. 102 on Reader Inquiry Card →

## TOOLS, TIPS, TECHNIQUES

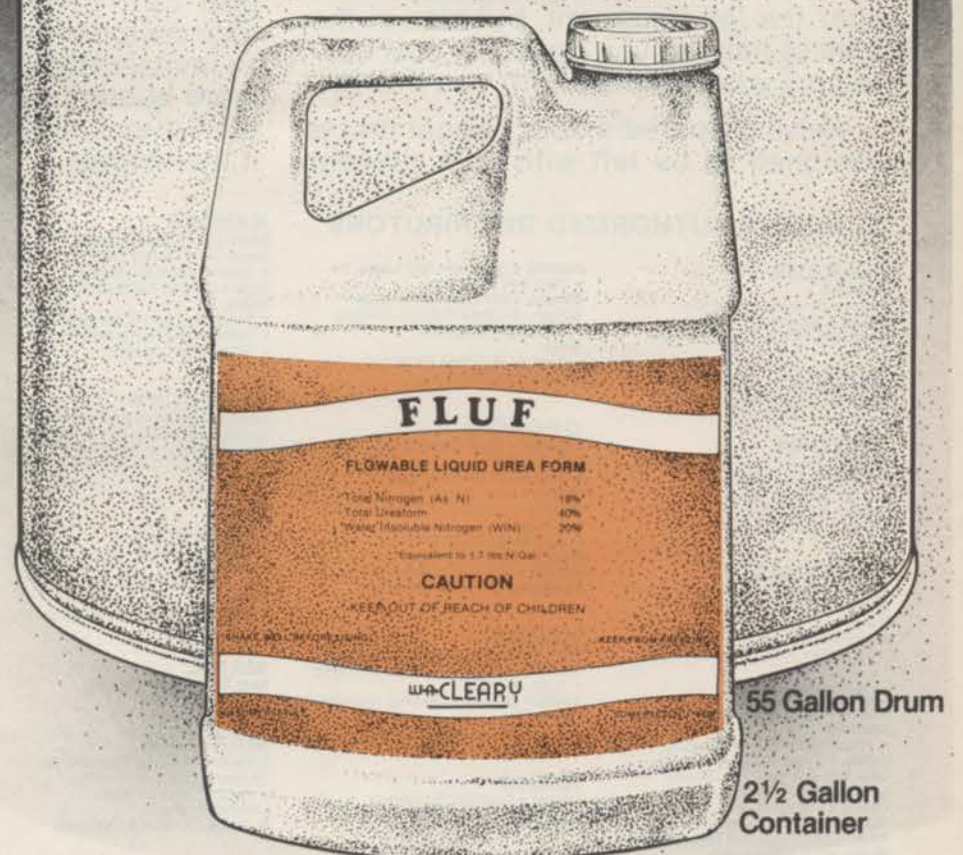
### Pruning: Some uses and abuses

Those of you involved in ornamental maintenance would be gratified to hear Jack Bracken, company horticulturist for Milliken and Company describe pruning as "an art, a craft, a science of removing a portion of a plant to achieve a desired purpose." No slap-dash cut and paint quackery here.

That desired purpose may be a number of things, says Bracken. Although many might think of pruning primarily as a means of obtaining the proper shape of a plant, pruning is in many cases vital to a plant's continued good health. Pruning for good plant health includes removal of dead wood, crossed branches, and infested areas to control disease and insects such as boxwood leaf miner, teas scale or Florida wax scale. Lawn care personnel who have this responsibility should be familiar with the characteristics of the particular plant and should know when to prune for best results.

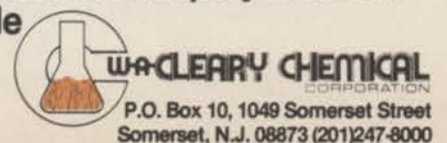
Proper timing of pruning depends on the type of plant and why it is being pruned. Many should be pruned only during colder months when sap is not running, especially if shaping is the purpose. However, says Bracken, when pruning for health purposes, a plant may be pruned when a dead limb or disease is discovered. The knowledge is necessary in order to avoid abusing certain plants, which, like a work of art, should be carefully tended.

## introducing Fluf®



## a true liquid suspension slow release nitrogen fertilizer.

FLUF is a very stable flowable urea form suspension formulation that provides a continuously uniform and moderately slow release of nitrogen - which means predictable performance and results. FLUF provides for an excellent summer time feeding program. When used in accordance with the label directions, it is non-burning and non-leaching. The clean, odorless and free flowing liquid FLUF provides for optimal ease in handling and application; utilizing any conventional spray method. FLUF is tank mix compatible with most fungicides and other fertilizer products.



P.O. Box 10, 1049 Somerset Street  
Somerset, N.J. 08873 (201) 247-8000



### 38-inch rear bagger

This John Deere 111 lawn tractor features a 38-inch mower as standard equipment. A four-bushel rear-mounted bagger is optional. This is the widest mower available that accommodates a rear bagger.

Circle No. 146 on Reader Inquiry Card

### Match tractor speed to the lawn care job

Two new models have been added to the Bolens line of lawn tractors — the H16XT and the G16XT, manufactured by FMC Corp.'s Outdoor Power Equipment Division.

Both models are powered by a 16-h.p., twin-cylinder Briggs & Stratton engine for powerful, extra-smooth operation. Other features include: PTO engaged electrically from switch on dash and wide rear flotation tires.

Circle No. 147 on Reader Inquiry Card

### Turns on a dime, cuts mowing time

"Turns on a dime, mows in half the time," is the way owners of Dixon ZTR riding mowers summarize the benefits of the fast-growing Zero Turning Radius mower line.

The mowers are available in several models with 42- and 30-inch cutting widths powered by 11-h.p. or 8-h.p. Briggs & Stratton engines.

Circle No. 148 on Reader Inquiry Card

### Hydrostatic drive with a "memory" pedal

The Snapper Lawn tractor 1855A from McDonough Power Equipment Co. features an 18-h.p. Onan twin-cylinder air-cooled engine, dealer- or factory-installed optional rear PTO, Category "O" three-point hitch, plus a hydrostatic transmission with a "memory."

Circle No. 149 on Reader Inquiry Card

### 60-inch Sidewinder

The Agricultural Machinery Division of FMC Corp. announces the introduction of the lightweight Sidewinder 60-inch lawn care cutter. The unit uses three overlapping, horizontally rotating blades, housed in welded-steel plate. The cutting height can be adjusted to four positions to cut grass either one, two, three or four inches high.

Circle No. 150 on Reader Inquiry Card

### Incline mowing with new tractor

Originally developed for use on ski slopes in Austria, the new Ram Tractor, just introduced by Lebara Mfg. Co., Inc., offers a practical answer to the problem of mowing on sloped areas and uneven terrain. According to the company, the flail mower attachment's exclusive front hydraulic flotation design allows the cutting surface to follow rough ground contours, even in muddy conditions. Overall width of the mower cut is more than 74 inches. Cutting height is adjustable from one to four inches.

Circle No. 151 on Reader Inquiry Card

### High wheel mowers

Sarlo Power Mowers, Inc. offers eight models of commercial-quality high wheel mowers. Sizes are 21-inch, 24-inch and 26-inch. Briggs & Stratton engines are used with four, five and eight h.p. Each size is available in push- and self-propelled types. Every model

is capable of mowing tall weeds or fine lawns. Because of the high wheel, they roll easily over any kind of turf and are nicely balanced for easy maneuverability.

Circle No. 152 on Reader Inquiry Card

### One-pass mow, sweep

The Lawn Genie from Mathews Co. is a versatile, work-saving

machine that handles big mowing, leaf-sweeping, thatching and mulching jobs with vacuum action that sweeps them into a large-capacity hopper for simple, single-lever disposal... without ever leaving the tractor seat.

Four cutting widths are available. Floating links in the Genie's three-point hitch permit free vertical movement enabling the machine to follow the contour of the ground.

Circle No. 153 on Reader Inquiry Card

### 61-inch riding mower

The all new 1820 Grasshopper riding mower is powered by an 18-h.p. Briggs & Stratton twin-cylinder engine for smooth, dependable operation. All 12-, 16- and 18-h.p. Grasshoppers utilize dual hydrostatic drives that eliminate forward/reverse shifting and provide fingertip steering control.

Circle No. 154 on Reader Inquiry Card



AS A PROFESSIONAL  
YOU NEED THE BEST  
SOIL SAMPLING EQUIPMENT  
WE MAKE THE BEST:

- No bending over.
- Push into ground with foot.
- Fertility sampling.
- Turf Profiling Equipment.
- Greens Sampler.

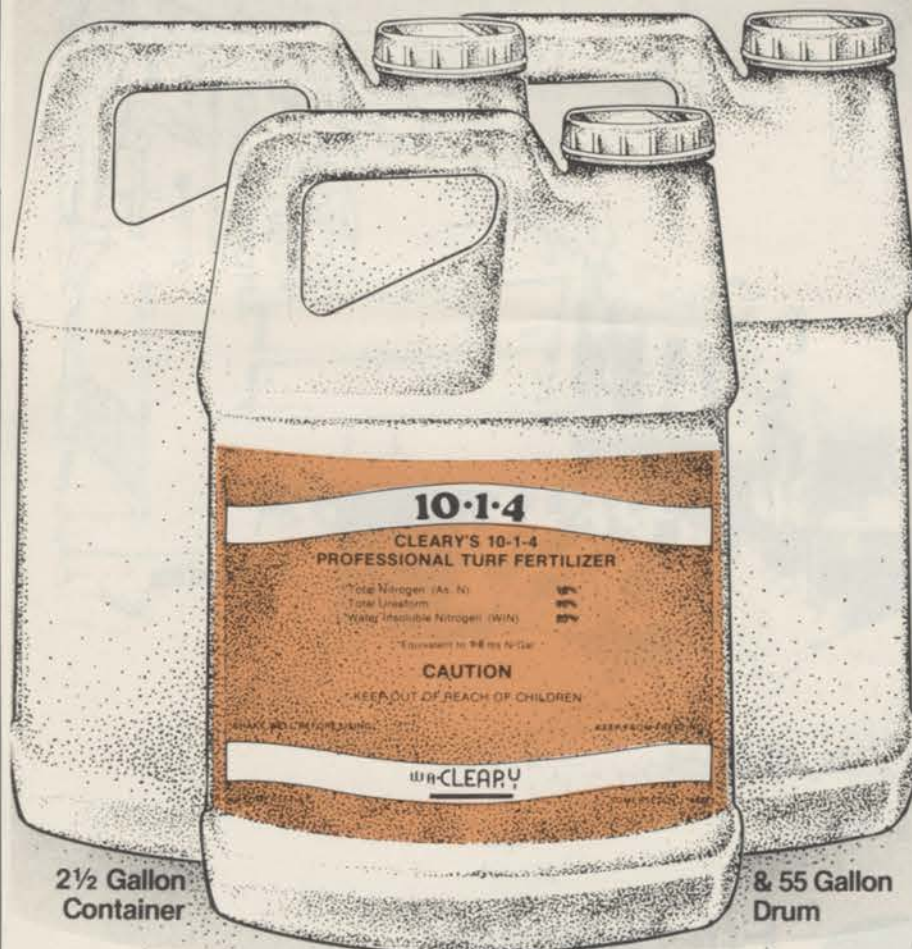
Write for more information:

Clements Associates, Inc. LC

RR No. 1 Box 162A  
Newton, Iowa 50208  
Phone: (515) 792-8285

Circle No. 103 on Reader Inquiry Card

## the systems concept...



## in fertilizer. for your specific turf care needs.

10-1-4 utilizes FLUF to provide the slow release nitrogen necessary for good turf growth and, in addition, contains a balanced ration of phosphorous and nitrogen. Now the knowledgeable turfgrass manager can create his own fertilizer system by using 10-1-4 with other fertilizer products. 10-1-4 is tank mix compatible with all of the Cleary fertilizers as well as many other fertilizer products providing an infinite number of fertilizer mix combinations.



WA-CLEARY CHEMICAL  
CORPORATION

P.O. Box 10, 1049 Somerset Street  
Somerset, N.J. 08873 (201) 247-8000

Circle No. 124 on Reader Inquiry Card

Get the right  
pressure at the  
nozzle...

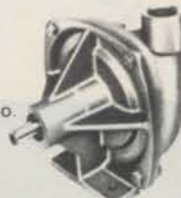
## Go Hypro all the way!



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

#### Hypro High Speed Centrifugal Pumps.

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



#### Hypro Piston Pumps.

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



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

Send for your free  
Hypro catalog now.

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Circle No. 108 on Reader Inquiry Card



buy. You will save \$3,000 to \$5,200 over a diesel with the same power output. You may even save more, because diesels sometimes require stronger drivetrain components (axles, differential, transmission, clutch), larger brakes, higher-output alternators and multiple batteries.

But that is only half the story. These heavy-duty components make diesel trucks stronger and able to take on more kinds of jobs — as well as last longer. Diesels can run economically and safely for long periods at close to maximum output, while gas engines should operate most of the time below maximum, to avoid excessive fuel use and possible breakdown.

Practically, this means switching from gas to diesel may allow you to specify a less powerful engine to do the job. And gas

engines need more frequent, more expensive service than diesel.

Then which costs less to run? Diesel — for several reasons. First, it uses cheaper fuel — from five to 10 cents per gallon cheaper than gasoline in most areas. Also, a diesel uses less fuel to do the same job. With its higher compression ratio, a diesel burns fuel more efficiently, more completely — actually converts more fuel to horsepower. Finally, diesels cost less to run because, with their stronger design and fewer parts, they require less maintenance.

Can a gas engine that uses more fuel ever save money? Sure, International Harvester says, if you just don't put in the kind of miles (or hours of operation) that can make a diesel pay off for you. But you may find that the break-even point is lower than you thought.

When does a diesel that costs more to buy cost less to own? Over the long haul — as any long-

**On the average a medium-duty diesel pays for itself after 32,000 miles of operation.**

distance trucker can tell you. But you don't have to go as far as they do to come out ahead with diesel power. Generally, if you drive 8,000 miles or more a year, you will save more on fuel and maintenance with a diesel than the extra you paid for it.

How long does it actually take a diesel to pay for itself? That depends on how much use you give it. On the average, a medium-duty diesel pays for itself after 32,000 miles of operation. At 8,000 miles per year, that is four years; after that, the diesel owner is money ahead. If he drives more than 8,000 miles annually, the payback comes just that much sooner.

How much higher is diesel resale value? Typically, after five

years of use, a medium-duty diesel will sell for \$1,900 to \$2,300 more than its gas-powered equivalent. In most cases, this means a diesel returns half its initial cost premium at trade-in time. It is also worth considering that a gas-powered truck may have to be traded sooner. That is because, with its faster-wearing engine, its trade-in value falls off sooner than a diesel's, according to figures printed in National Market Reports, Inc.'s *Truck Blue Book*.

Are there other cost considerations, such as tax breaks and hidden benefits? Yes, International Harvester says. First, you may pay more for diesel, but you get more back when you claim your 10 percent federal investment tax credit. Check with your tax expert or accountant and ask him at the same time about accelerated depreciation schedules that may allow diesel owners to depreciate the higher-priced diesel over the same period as a shorter-lived, less expensive gas engine.

#### Maintenance costs

How do maintenance costs figure in? A diesel engine has a stronger and simpler design than a gas engine. So, naturally a diesel calls for less maintenance and less frequent service. There's no carburetor, no electrical ignition, no points, plugs, coil or condenser in a diesel. And that means fewer parts to replace or repair, fewer service man-hours used, and less downtime too.

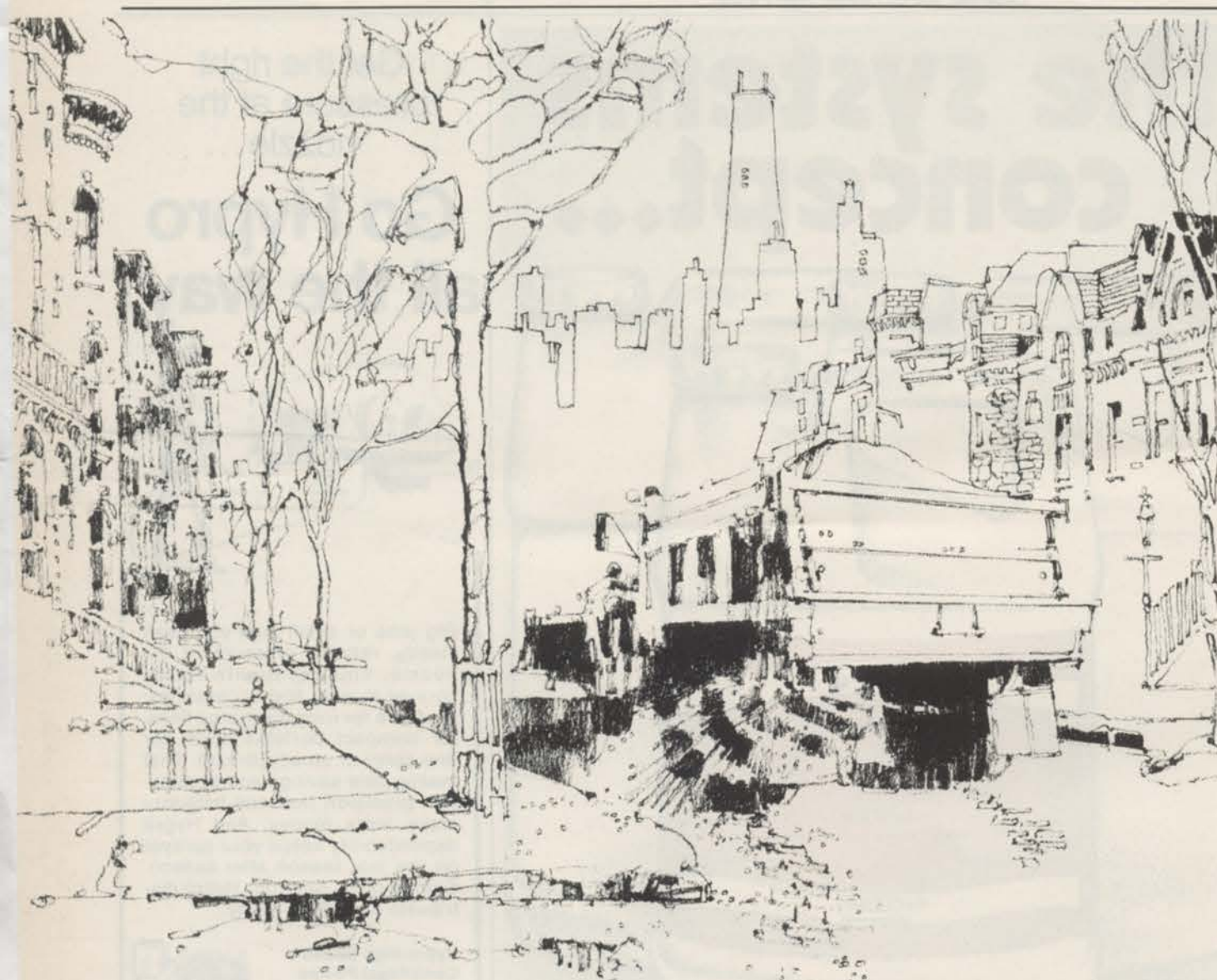
Exactly how much downtime is saved with a diesel? Industry figures show that a diesel saves an average of five days of downtime per year. This is due to the diesel's stronger, simpler design.

Which is easier to get serviced? Gas medium-duty truck engines can usually be serviced anywhere. Diesel parts and service availability may be limited in some areas. An important point the lawn care businessman should remember is that although many dealers can order a diesel truck to sell you, they may not always be trained or equipped to service it, and may not stock the necessary parts. Make sure beforehand that the dealer who sells you a diesel can service it as well.

#### Warranty differences

What is the difference between gas and diesel engine warranties? Plenty, International Harvester says. Diesel warranties run longer. The typical gas-engine warranty is 12 months or 12,000 miles. The typical diesel warranty: The first year or first 50,000 miles — 100 percent coverage on parts and labor; the second year or up to 100,000 miles — 50 percent coverage on labor, 100 percent on parts.

To compare gas and diesel costs in a medium-duty truck, International Harvester worked up a sample payback analysis based on typical costs over 10,000 miles, 15,000 miles and 20,000 miles annually. Medium-duty trucks with diesel engines, as pointed out earlier, are generally priced from \$3,000 to \$5,200 higher than com-



## Effective way to keep salt from browning parkway greenery!

Spread Sof'n-Soil™ Gypsum to counteract possible harmful effects of winter salt on grass, shrubs and trees growing along streets and roads. This highly versatile product replaces toxic sodium ions, improves drainage and root development.

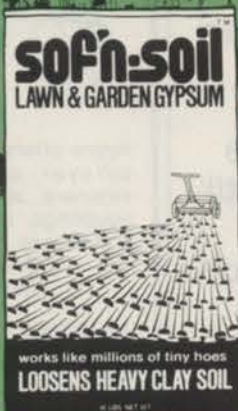
Sof'n-Soil gypsum loosens heavy clay soils, helps fertilizers work more effectively, supplies a bonus of essential calcium and sulfate sulfur.

Sof'n-Soil gypsum is a completely natural soil conditioner ( $\text{CaSO}_4 \cdot 2\text{H}_2\text{O}$ ) that's non-toxic, harmless to people, pets and plants. ■ Write to us for more information on the multiple low cost benefits of Sof'n-Soil Gypsum: 101 S. Wacker Dr., Chicago, Ill. 60606, Dept. LC1981

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parable gas-engine models, depending on manufacturer, engine features, size, quality, etc.

| ANNUAL MILES: 10,000                |          |                  |  |
|-------------------------------------|----------|------------------|--|
| Fuel Mileage                        |          |                  |  |
| Gas                                 | Diesel   |                  |  |
| 10,000                              | 10,000   | miles/year       |  |
| ÷ 4.78                              | ÷ 8.47   | miles/gallon     |  |
| 2,092                               | 1,181    | gallons/year     |  |
| × \$1.50                            | × \$1.50 | cost/gallon      |  |
| \$3,138                             | \$1,771  | annual fuel cost |  |
| Diesel yearly fuel savings: \$1,367 |          |                  |  |

| Maintenance                              |           |             |  |
|--|-----------|-------------|--|
| Gas                                      | Diesel    |             |  |
| 10,000                                   | 10,000    | miles/year  |  |
| × \$.0528                                | × \$.0201 | cost/mile   |  |
| \$528                                    | \$201     | annual cost |  |
| Diesel yearly maintenance savings: \$327 |           |             |  |

| Man-Hour Productivity                     |         |                   |  |
|---|---------|-------------------|--|
| Gas                                       | Diesel  |                   |  |
| 250                                       | 250     | work days/year    |  |
| ÷ 1                                       | ÷ 2     | days/fuel stop    |  |
| 250                                       | 125     | fuel stops/year   |  |
| × ¼                                       | × ¼     | hours/stop        |  |
| 62  | 31      | man-hours/year    |  |
| × \$.07                                   | × \$.07 | hourly labor cost |  |
| \$376                                     | \$188   | annual labor cost |  |
| Diesel yearly productivity savings: \$188 |         |                   |  |

|  |         |
|--|---------|
| Fuel savings:  | \$1,367 |
| Maintenance savings:   | 327     |
| Productivity savings:  | 188     |
| Annual diesel savings:   | \$1,882 |
| Conclusion: Diesel price difference (\$4,131) paid back in 2 years, 3 months |         |

Computations utilize cost and fuel-mileage figures established for International trucks, similarly equipped for choice of power. Gas figures are based on an International 1724 with MV-404/4 bbl. V8.

| ANNUAL MILES: 15,000                |          |                  |  |
|-------------------------------------|----------|------------------|--|
| Fuel Mileage                        |          |                  |  |
| Gas                                 | Diesel   |                  |  |
| 15,000                              | 15,000   | miles/year       |  |
| ÷ 4.78                              | ÷ 8.47   | miles/gallon     |  |
| 3,138                               | 1,771    | gallons/year     |  |
| × \$1.50                            | × \$1.50 | cost/gallon      |  |
| \$4,707                             | \$2,656  | annual fuel cost |  |
| Diesel yearly fuel savings: \$2,051 |          |                  |  |

| Maintenance                              |           |             |  |
|--|-----------|-------------|--|
| Gas                                      | Diesel    |             |  |
| 15,000                                   | 15,000    | miles/year  |  |
| × \$.0528                                | × \$.0201 | cost/mile   |  |
| \$792                                    | \$302     | annual cost |  |
| Diesel yearly maintenance savings: \$490 |           |             |  |

| Man-Hour Productivity                     |         |                   |  |
|---|---------|-------------------|--|
| Gas                                       | Diesel  |                   |  |
| 250                                       | 250     | work days/year    |  |
| ÷ 1                                       | ÷ 2     | days/fuel stop    |  |
| 250                                       | 125     | fuel stops/year   |  |
| × ¼                                       | × ¼     | hours/stop        |  |
| 62  | 31      | man-hours/year    |  |
| × \$.07                                   | × \$.07 | hourly labor cost |  |
| \$376                                     | \$188   | annual labor cost |  |
| Diesel yearly productivity savings: \$188 |         |                   |  |

|   |         |
|---|---------|
| Fuel savings:   | \$2,051 |
| Maintenance savings:  | 490     |
| Productivity savings:   | 188     |
| Annual diesel savings:  | \$2,729 |
| Conclusion: Diesel price difference (\$4,131) paid back in 1 year, 7 months |         |

Diesel figures are based on an International 1754 with 9.0-Liter/165 h.p. V8.

Although specifications of the trucks chosen may differ from your own requirements, particularly on

| ANNUAL MILES: 20,000                |          |                  |  |
|-------------------------------------|----------|------------------|--|
| Fuel Mileage                        |          |                  |  |
| Gas                                 | Diesel   |                  |  |
| 20,000                              | 20,000   | miles/year       |  |
| ÷ 4.78                              | ÷ 8.47   | miles/gallon     |  |
| 4,184                               | 2,361    | gallons/year     |  |
| × \$1.50                            | × \$1.50 | cost/gallon      |  |
| \$6,276                             | \$3,542  | annual fuel cost |  |
| Diesel yearly fuel savings: \$2,734 |          |                  |  |

| Maintenance                              |           |             |  |
|--|-----------|-------------|--|
| Gas                                      | Diesel    |             |  |
| 20,000                                   | 20,000    | miles/year  |  |
| × \$.0528                                | × \$.0201 | cost/mile   |  |
| \$1,056                                  | \$402     | annual cost |  |
| Diesel yearly maintenance savings: \$654 |           |             |  |

| Man-Hour Productivity                     |         |                   |  |
|---|---------|-------------------|--|
| Gas                                       | Diesel  |                   |  |
| 250                                       | 250     | work days/year    |  |
| ÷ 1                                       | ÷ 2     | days/fuel stop    |  |
| 250                                       | 125     | fuel stops/year   |  |
| × ¼                                       | × ¼     | hours/stop        |  |
| 62  | 31      | man-hours/year    |  |
| × \$.07                                   | × \$.07 | hourly labor cost |  |
| \$376                                     | \$188   | annual labor cost |  |
| Diesel yearly productivity savings: \$188 |         |                   |  |

|   |         |
|---|---------|
| Fuel savings:   | \$2,734 |
| Maintenance savings:  | 654     |
| Productivity savings:   | 188     |
| Annual diesel savings:  | \$3,576 |
| Conclusion: Diesel price difference (\$4,131) paid back in 1 year, 2 months |         |

number of working days per year, they do provide a relative basis for comparison.

PLCAA from page 1

Commonwealth Convention Center in Louisville, Ky.

This represents more than a 40 percent increase in attendance and almost an 80 percent increase in exhibit spaces over last year's show, also held in Louisville.

For information about attending or exhibiting, contact: Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611, (312) 644-0828.

Theme of the show is "Managing Your Resources . . . Money, People, Products and Time." In response to last year's evaluations, the program this year is more balanced between business and technical sessions. There will also be ample time for exhibit visitation to view the latest developments in products, equipment and service.

Headquarters hotel will be the Galt House overlooking the scenic Ohio River and just two blocks

from the convention center. A special feature will be an Early Bird Reception Tuesday evening, Nov. 17.

Keynote speaker is Ralph Lewis, vice president of Gulf Oil Corp., who will speak on "Energy Yesterday, Today and Tomorrow." Topics on the Wednesday program include Ornamental Programs in the Lawn Care Industry, Toxic Waste, Operating Lawn Care Equipment for Maximum Efficiency and Advertising.

Topics on the Thursday morning program include Office Management, Profit and Loss Analysis, Accounting and Personnel Management, Liquid and Dry Lawn Care Programs, Insects and Insecticide Update, Pathology Update and Employee Health Programs.

Topics on Friday's program include The 2,4-D Situation, Handling and Disposal of Pesticides and Management Stress. There will be more than 16 hours of exhibit visitation time.

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## MEMOS



## What's in the warehouse?

In a time when big business is taking it on the chin, the lawn care industry seems to be raising its fists. The industry is young, it's strong, and it's growing.

But it's also changing in a vast number of ways. Franchising is just one of them. Is it a force to reckon with? Or is it a sputtering monster? Nobody knows for sure, but there are a number of dynamic young companies out there pumping new blood into what was an ailing system of lawn care development.

The federal disclosure laws had a lot to do with making the system air-tight. But successful franchisors all know that the system has to be that way. If not, money, anger, and frustrations will seep through the cracks — the center will not hold.

There doesn't seem to be any reason why lawn care franchising can't succeed in the 1980's. The advantages to both the franchisee and the parent company are obvious. A small independent can join a successful team of working partners.

But the system must be controlled. All good franchisors will tell you that. Growth must be based on the strength of the support capability — it's the clutch of the entire system. If it's weak

because of overextension, no power will be delivered to the organization.

The danger lies in what the International Franchise Association calls "pyramiding," or selling franchises in order to sell more and more of them. It's a little like selling empty warehouses. The buyer expects a house of furs, but all he sees are a lot of skylights and dangling cables. The guts have been ripped out.

Today's lawn care franchisors seem to be avoiding that temptation. The clean operations are the ones that have no desire to sell an outlet until they're absolutely confident in it's long-term value. The front money buys the rights, the rights secure the profits.

*Paul Shee-Closhey*

## CLASSIFIED

**RATES:** 50¢ per word (minimum charge, \$20). Bold face words or words in all capital letters charged at 75¢ per word. Boxed or display ads charged at \$50 per column inch (one inch minimum). Agency commissions will be given only when camera-ready art is provided by agency. For ads using blind box number, add \$5 to total cost of ad. Send ad copy with payment to Dawn Anderson, LAWN CARE INDUSTRY, 1 East First Street, Duluth, MN 55802. **BOX NUMBER REPLIES:** Mail box number replies to: LAWN CARE INDUSTRY, Classified Ad Department, 120 W. 2nd St., Duluth, MN 55802. Please include box number in address.

## FOR SALE

**LAWN — TREE — SHRUB NUTRIENTS.** Now you can get superior **LAWN FOOD** in bulk — as little as 300 gallons — at substantial savings. Delivered within 250 miles of Long Island, NY. Also 55 gallon drums. Delivery to other areas easily arranged. Root food for trees and shrubs in 5-gallon pails shipped continental U.S. Highest quality long-lasting, low, low, chlorides. Not using liquids? ... Phone or write for the reasons why the largest operations do. Bulk tanks available, sale or lease. For quick ordering — **GRASSROOTS**, 380 S. Franklin St., Hempstead, NY 11550 (516) 538-6444. 10/81

**FOR SALE** — Grounds maintenance business with excellent staff, modern equipment, and prestigious accounts. Plenty of opportunity to expand into a rapidly growing resort market. Located on the beautiful Grand Strand of the S.C. coast. \$145,000. Yearly in contract work at present. Price of \$50,000 buys 100% of corporate stock and assets of about \$20,000. Owner will stay to train purchaser for up to 6 months if needed. Owner must sell due to personal considerations. Mail inquiries to U.P. Business Marketing, P.O. Box 842, Myrtle Beach, S.C. 29577. 9/81

**For Sale** — Complete Landscape and Lawn Maintenance Co. located in beautiful Hudson Valley area in New York state. Excellent equipment and customers. A real beautiful business in a growing area. Call 914-469-9526.

**A GUIDE FOR EVALUATING LANDSCAPE CONSTRUCTION COSTS** "The 1981 edition for landscape architects" site development and landscape contractors is ready for you! Send check for: \$12.00 (\$10.95 plus \$1.05 postage) payable to: Louis DeVirgilio, Loualco Corp., 17 Berwick Place, Norwood, MA 02062. 9/81

Send all Blind  
Box Number  
Replies to  
LCI 120 West  
2nd Street  
Duluth, MN 55802

Electric Auger. Excellent for loading spray trucks with dry material. \$250. 216-357-8400. 9/81

1980 1½ ton Chevy truck. (less than 3000 miles), 350 V8 Engine W/4 speed. 875 gallon tufflex tank w/heavy duty agitator. 10 G.P.M. Beam pump. All run off of Electric start Briggs & Stratton 8 hp engine. Plus electric Haney Hose Reel w/475 ft. of ½" hose. 850 gal. poly storage tank w/hoses and 3 hp transfer pump. Send replies to: Greenway Lawn Care, 42 W. 722 Meadowsweet Dr., Elburn, Illinois 60119. 312-365-9575. 9/81

Lawn company has 1979 C-30 1-ton trucks with spray units for sale. Call (513) 845-0517, Brenda Deering. 9/81

Grasshopper 60" front running mower 1 year old, electric start, hydrostatic drive. Excellent condition \$2200. Yazoo 60" mower, good condition \$2100. 216-357-8400. 9/81

**FOR SALE:** Equipment no longer needed in our operations: 1978 Toro 7-gang Parkmaster, spartan reels, \$15,000.00; 1978 Toro 9-gang Parkmaster, spartan reels, \$17,500.00; 1977 Howard mower, 60" deck w/vacuum attachment, completely rebuilt, primed & painted, \$3,500.00; 1980 Bowie Windsor Hydro-mulcher, \$12,600.00; Scriptomatic model 29-12 addressing machine w/stand, used less than 20 hours, \$1,500.00; 1976 Ford 532 diesel tractor w/front end loader, 1,730 hours, turf and lug tires, Howard E60 rotovator, Gannon box scrapper w/ripper teeth, \$10,000.00; Heston model 180 w/48" & 60" decks, vacuum attachment & snow blade, completely rebuilt, primed & painted, \$3,000.00. Maintain, Inc., P.O. Box 1711, Beaverton, OR 97075, (503)642-2574. 9/81

**1979 CHEVY LAWN SPRAY TRUCK** 750 gallon compartmented tank (250 gallon and 500 gallon) Electric hose reel w/500 foot hose and gun. Ideal production or service sprayer. 25000 miles. Excellent condition. Call (216) 357-8400. 9/81

**FOR SALE** Mist Blower L-80 Hardie \$700.00; Soil shredder 18 HP - THD engine on wheels 30/yds./hr. \$1,200.00; 2-1961 Dodge 1 ton flatbed trucks - low mileage \$1,500.00 each. 312-438-4770. 9/81

1200 gal. Tufflex fiberglass tank, mechanical agitation, brand new—never mounted. \$2,950. (815) 436-8777. 10/81

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## WANTED TO BUY

Wanted: Used Stainless Steel Combines, that aerates, rolls, sprays liquid, as formerly used by Lawn-A-Mat dealers. Write: Conestogo Golf & Country Club, Ontario, Canada NOB 1N0 or call 1-519-664-2234. 9/81

## HELP WANTED

**BRANCH MANAGER** Chemical Lawn Care firm is accepting applications for Managerial position. Must be experienced in route and service type business, responsible for sales personnel and administration. Must be willing to relocate in Ohio, Indiana or Kentucky areas. Write LCI Box 52. 11/81

**CAREER OPPORTUNITY** — Landscape and Grounds Maintenance Foreperson. Year round employment with benefits. Must be a creative and innovative individual, experience in Agronomy and Horticulture. Send resume to: Shearon-Higham Landscaping Co., Inc., RD #1, Cooper Road, Marlton, NJ 08053, or call 609-424-1727. 9/81

## CORPORATE FIELD REPRESENTATIVE

Responsibilities center around servicing and advising our lawn and tree care franchises in Northern Illinois and Indiana. Within a year or two, there is a possibility of transferring to another city to manage the servicing of our franchises in that area. The ideal candidate will have at least Assistant Branch Manager experience and a good working knowledge of lawn care. A personable manner and well developed communication skills are a must. This is an exceptional opportunity with a young, but prominent, lawn and tree care company which is expanding and growing tremendously. Competitive salary and benefits. Send resume and salary history/requirements to:



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Lawn Care Corp.**  
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## BUSINESS OPPORTUNITY

For those involved in Grounds Maintenance, Lawn/Tree/Shrub Care, or Landscaping. **GARDEN TIPS:** The proven **BUSINESS BUILDER — PROFIT MAKER** for everyone serving the homeowner market. **IT'S YOUR MONTHLY NEWSLETTER TO YOUR CUSTOMERS.** It says "Hello" to your customers each month for you — because **you** don't have the time! And it **SELLS**. It sells you as a **PROFESSIONAL**. It sells your service. "Garden Tips" is sent to you ready to mail. A first-class piece — items of interest include lawn care, shrub and tree care, vegetable and flower planting, and houseplant care. Written for quick, entertaining and compact nuggets of information. Our present subscribers report back 95-98% readership (by their own surveys) and substantial sales and new business directly attributable to "Garden Tips." Best of all — it's low in cost. Call or write (516) 483-0100 "Garden Tips", Box 117, Garden City, NY 11530 for more information. (See the Green Pro Workshops we sponsor to help you get more out of "GARDEN TIPS" and more profits out of your effort and time during October to December of each year. Filled with ideas. Challenging. Informative. See Page 14.) 10/81

**DEALER/REPRESENTATIVES NEEDED** for Specialized Horticultural Products and Marketing Programs for the following areas: Boston, Springfield, Ma.; Hartford; Rochester; Buffalo area; Scranton — Binghamton area; Pittsburgh — Erie area; Northern New Jersey; Long Island; Northern New England; Virginia; Washington, D.C. — Maryland — Delaware. These new horticultural products and marketing techniques are supported by National and Local Advertising — Mailings and Local Seminars. Call (516) 538-6444 or write **GRASSROOTS**, 380 S. Franklin St., Hempstead, New York 11550. **PLEASE CALL** if you are interested in other areas which we are opening up soon. 10/81

Do you have 150 customers — or maybe only 25 — who are interested in quality service, and depend upon **you** to meet their lawn/tree/shrub needs? Then we'll show you how to make **thousands!** of extra dollars during October/ November/ December of **THIS YEAR**. This is what our **FALL PROFIT WORKSHOPS** are all about. **YOU** making more money with less effort while performing and supplying services **EVERY ONE OF YOUR CUSTOMERS NEEDS!** See our Green Pro Workshops ad on Page 14 for dates and places or call (516) 483-0100. 10/81

**INTERESTED** in expanding into **SHRUB & TREE CARE** (insect/disease control and feeding)? 1) Attend our Introductory All-Day Workshop/Seminar, Monday, Sept. 28, Hempstead, LI, NY (\$65 fee) and/or 2) Attend our unique four-day **ACADEMY** Dec. 16-19, 1981. Prepares you — just as if you bought into a franchise — to take advantage of big profits waiting for you. Tuition \$425, includes **EVERYTHING YOU NEED** to get started, including advertising, promotional pieces, specialized forms, and of course **BASIC KNOWLEDGE** from several teachers with specialized experience you'll find invaluable. Call Green Pro Executive Academies (516) 483-0100 or write to 380 S. Franklin Street, Hempstead, NY 11550. Remember, on-the-job tuition is the most expensive kind. Get it for a very small fee **before** you get on the job. We've already paid for the mistakes. 9/81

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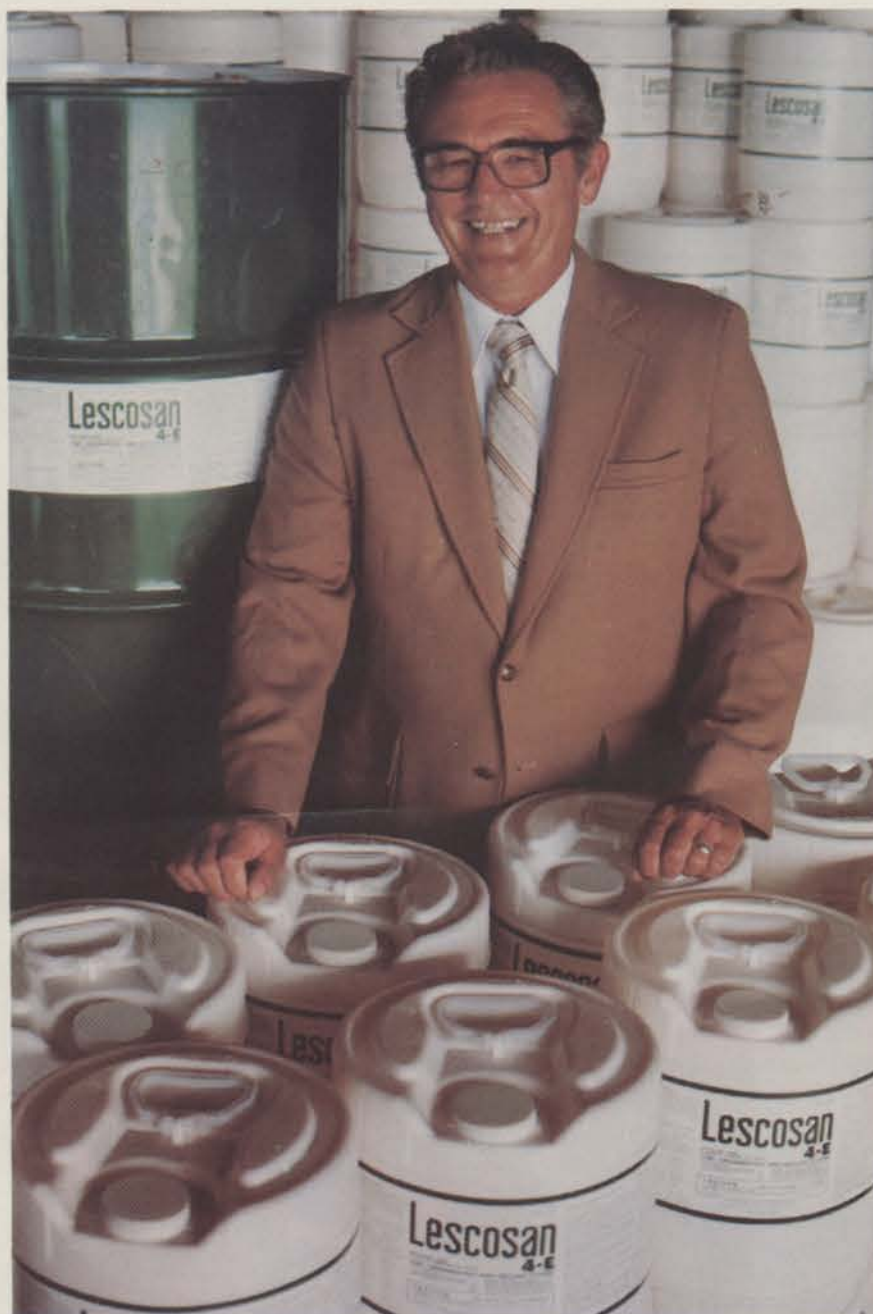
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