

Barefoot not a division of O.M. Scott & Sons

Five-year-old, Columbus, Ohio-based Barefoot Grass Lawn Service, Inc., which is pumping big advertising dollars into Midwest markets, is not a division of O.M. Scott & Sons, as many competing lawn care companies believe.

What probably has led many in the industry to believe that Barefoot is affiliated with Scott's is the fact that company trucks and literature advertise the fact that it uses only Scott's dry, granular fertilizer.

Company brochures also advertise the fact that "the Barefoot Grass lawn specialist who will treat your lawn is a graduate of Scott's Professional Turf Institute."

Company president is 43-year-old Marvin Williams. He was a Scott's employee for 17 years before starting Barefoot in 1974.

Williams told LAWN CARE INDUSTRY:

"We use Scott's products because of my knowledge of the products.

He notes that although his

REGULATION

Maryland decides that seeding not licensable

The state of Maryland's Home Improvement Commission has ruled that lawn care businessmen who apply seed to home lawns as part of their lawn care programs do not have to be licensed by that regulatory agency.

Previous to the recent decision, the Commission, headed by Thomas Emenizer, had taken the stance that since seeding adds value to a property, it came under the jurisdiction of the Commission. Also, lawn care businessmen who applied seed previously had to be licensed by the Commission.

The decision was reached after meetings between Emenizer

company uses dry, granular fertilizers, it treats weeds with a spray formulation.

The company has been advertising on prime television stations in Midwest markets, typically before the nightly news programs. The company has also been advertising in regional editions of major national magazines.

Barefoot Grass' mailer is an attractive green and yellow fold over with coupon. The piece tells how Scotts granular fertilizers, "the same used on championship golf courses", and Scott's trained technicians make the difference between other lawn services. Individually tailored programs for home lawns as opposed to the sameness of liquid programs are stressed in the Barefoot Grass mailer.

MARKETING

Sears bows out of Chicago, but enters Cleveland market

Citing lack of a "viable source arrangement," Sears, Roebuck & Co. has dropped out of the lawn care market in Chicago, leaving an estimated 10,000 to 15,000 lawn care customers up for grabs in that market.

At the same time, Sears has entered in a concession agreement with Horton's Nursery in Cleveland to provide lawn care to homeowners in that market.

A Sears spokesman at the company's headquarters in downtown Chicago told LAWN CARE INDUSTRY:

"Chicago is a very viable lawn care market, but we did not have a viable source arrangement with the people who held our concession license here. Thus, we are no longer in the lawn care market in Chicago. We are interested in expansion, and are always looking, but we have no plans for expansion past the Cleveland market at present."

Sears this spring sent its customers a letter that began:

"We regret to advise that due to circumstances beyond our control, we have discontinued our lawn care service for the 1979 season."

Sears Lawn & Leaf, as the concession licensed to an outside firm was called during its brief existence, began operations in early 1977. Sears spokesmen at that time explained that Chicago was to be the test market from which services in such cities as St. Louis, Milwaukee and Detroit would bloom.

Sears officials would not go into detail on the demise of Sears Lawn & Leaf, but other lawn care businessmen in the Chicago area say that Sears was unhappy with management of the concession.

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals.

JUNE 1979 • VOL. 3, NO. 6 • A Harvest Publication

LCI SURVEY

4 chemical applications is lawn industry average

Almost 40 percent of lawn care companies that offer chemical applications as part of their customer program make four visits to a typical lawn each year.

A survey conducted by LAWN CARE INDUSTRY also showed that 19.3 percent of lawn care companies offer five chemical applications per lawn care season; 14.1 percent offer three chemical applications per season; and 12.6 percent offer six chemical applications per season.

Other numbers of applications and percentages include: two applications, 9.4 percent; one application, 1.9 percent;

seven applications, 1.9 percent; eight applications, 1.0 percent; and nine applications, 1.8 percent. All of the above figures include both chemical lawn care company and mowing/maintenance company figures.

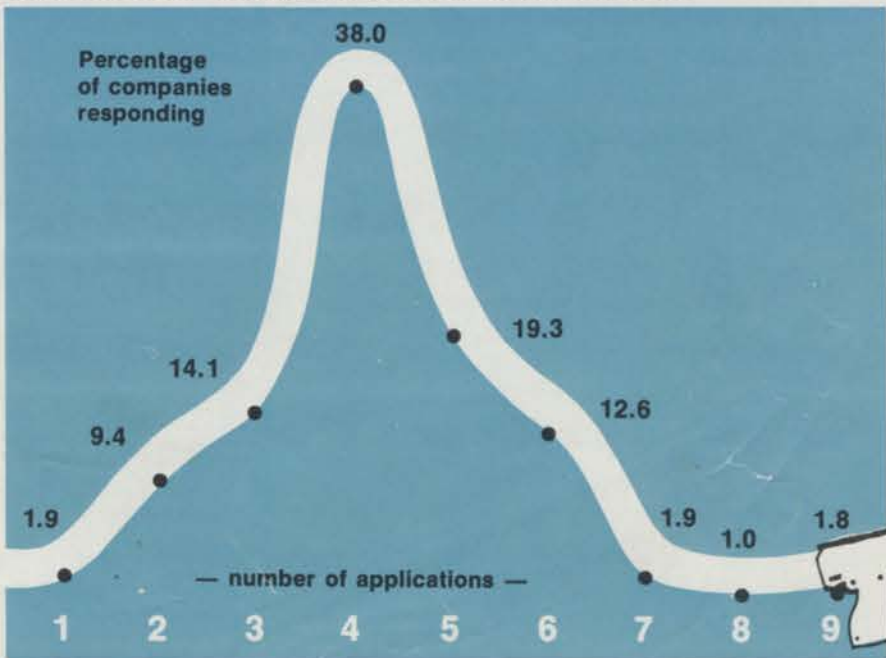
For chemical application-only firms, numbers of applications and percentages were: four applications, 39.5 percent; five applications, 21.7 percent; six applications, 14.7 percent; and three applications, 13.9 percent. Other numbers of applications received lesser percentages.

More than 16 percent of mowing/maintenance companies in the survey said they did no chemical application. Other numbers of applications and percentages were: four applications, 30 percent; two applications, 15 percent; five applications, 13 percent; and three applications, 12 percent.

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number chemical applications annually per customer



are industry in Washington, part of a continuing series of here the lawn care business he city, potential lawn care rate there and how they go about getting and keeping customers.



When they bag more,

When there's no compromise in performance, they're worth even more.

Introducing Toro Front Runner rotaries.

They're self-contained vacuum grass collecting systems designed specifically to bag and carry heavy loads without penalizing performance.

Result? They stop, start, steer and maneuver as well loaded as many mowers with add-on bag systems do empty.

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repairs and down time.

What's more, Front Runners offer the largest grass collection capacities available. The GMT (left) handles up to 20 bushels and mows 48" or 60" wide.

The Turf Truck, with hydraulic dump system, handles up to 50 bushels and mows 60" wide. Benefit: More mowing between grass dumpings.

Or, for wide mowing without bagging, choose the giant 80" batwing deck on either unit. Outer wings follow contour of ground to eliminate scalping.

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Toro Red Wagon Service is one more reason your Toro is worth more. Every Red Wagon mobile van comes with a trained pro and the equipment and parts he needs to perform most maintenance on the spot.

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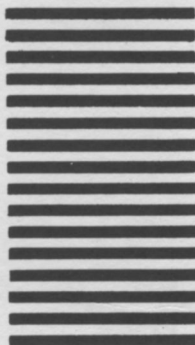
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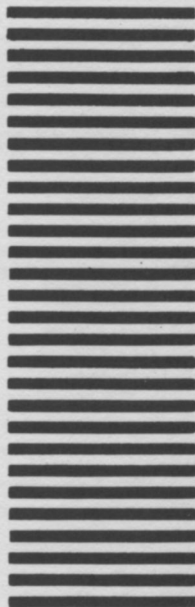
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The editors of LAWN CARE INDUSTRY would appreciate your comments on the magazine's contents. Please write your message below, tear out the card, and mail. Postage is prepaid.

Which article in this issue did you find the most interesting and/or helpful? _____

What subjects would you like us to cover in future issues of LAWN CARE INDUSTRY?

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LCI survey charts February purchases

Respondents to a recent survey conducted by LAWN CARE INDUSTRY said they purchased an average of \$1,055 worth of turf fertilizer in the month of February.

These figures are the first to come out of a new series of surveys charting product movement and purchases by lawn care businessmen. LAWN CARE INDUSTRY will publish figures for March, and then on a quarterly basis from that point on. These surveys will be called "pulse reports."

Results for the initial survey are based upon figures submitted anonymously by 90 respondents. This represents a 33 percent response for the 270 questionnaires mailed to readers of LAWN CARE INDUSTRY, according to market research manager Clarence Arnold.

For the February survey, 59 respondents said they purchased \$94,950 worth of turf fertilizer. Once "zero" responses are added, the average figure of \$1,055 is arrived at:

Twenty-one respondents said they purchased \$9,900 worth of tree fertilizer. Adding in "zero" responses, the average purchase was \$110 for the month of February.

For pre-emergence herbicides, 34 respondents said they purchased \$50,310 worth of product, for a \$559 average with "zero" responses added in. For post-emergence herbicides, 27 respondents said they purchased \$22,320 worth of product, with an average purchase of \$248 for the month of February.

For fungicides, 17 respondents said they purchased \$13,590 worth of product, for an average purchase of \$151. For turf insecticides, 20 respondents said they purchased \$10,350 worth of product, for an average purchase of \$117. For tree insecticides, 28 respondents said they purchased \$11,610 in the month of February, for an average purchase of \$129.

Thirty respondents said they purchased \$27,990 worth of seed in February, for an average purchase of \$311. Eight respondents said they purchased \$32,670 worth of sod, for an average purchase of \$363 in the month of February. Eighteen respondents said they purchased \$65,880 worth of trees in February, for an average purchase of \$732. Twenty-eight respondents purchased \$151,650 worth of ornamentals, for an average February purchase of \$1,685. Twenty respondents purchased \$20,610 worth of soil amendments, for an average February purchase of \$229.

Further information is available from LAWN CARE INDUSTRY's Arnold.

MEMOS

Overzealous EPA investigators: A fertilizer supplier told LAWN CARE INDUSTRY that one of his lawn care accounts recently spent an hour on the phone answering questions put to him by an investigator for the Environmental Protection Agency (EPA) about a "typical lawn care program." The reason for the questioning turned out to be that a series of illnesses had occurred in one of that Midwestern state's middle-population communities, and the investigator had started his search with the idea that a lawn care company might have caused the problem. The fertilizer supplier's advice to the lawn care businessman was to not answer any questions over the phone from what could be an overzealous EPA investigator. Advice well taken.

We goofed: In the April issue of LAWN CARE INDUSTRY, we published an article entitled "Liquid/Dry: Pros/Cons" based on a presentation given by Dr. Robert N. Carrow at last year's Nebraska Turfgrass Conference. Dr. Carrow, assistant professor of Turfgrass Science at Kansas State University, writes:

"The original article was not written specifically for the lawn care industry but for a broad audience of turf managers. In it I discussed traditional fertilizer application procedures (granular, foliar, soil drench). However, I did not discuss the most common practices used by the lawn care industry — namely, that of applying 0.5-1.5 lb. N/1,000 square feet in 4-6 gallons of water/1,000 square feet. This practice is neither a foliar nor true soil drench.

"Thus, I believe the article may lead to confusion as people read that 25 gallons/1,000 square feet is 'commonly' used. By definition, about 20 to 30 gallons/1,000 square feet would be commonly required for a true soil drench application. In the original talk I gave at the conference, some lawn care personnel were present, and I carefully pointed out that they used neither foliar or soil drench application procedures." LAWN CARE INDUSTRY regrets any confusion the article may have caused.

Computer update: In the April issue of LAWN CARE INDUSTRY, Tom Brune, owner of Atwood Lawn Spray, Sterling Heights, Mich. recounted his experiences with going to a computer system of handling his customer accounts. Brune writes to bring us up to date a bit:

"The computer that we started out with (a Burroughs L-5) has now been traded in for a larger and faster model, the Burroughs L-9900. We now have not only accounts receivable in the machine but also the payroll, general ledger and journal. While we are still in the process of getting acquainted with the new baby, we really love it, and are happy we made the move up."

Along with the larger, faster and more expensive computer, Brune has also installed a new loading system in his yard this lawn care season. He now has a facility for pre-mixing both liquid and dry materials in a "batch tank" and keeping them in concentrated, blended form until his trucks come in at the end of the day. He then puts measured amounts of concentrate in each compartment, tops off with water and he's ready for the next day.

Pesticide poisoning: A 75-page booklet is available from the federal Environmental Protection Agency, which lawn care businessmen should have in their library. It is titled *Recognition and Management of Pesticide Poisonings*, and contains information about organophosphate cholinesterase-inhibiting pesticides, carbamate cholinesterase-inhibiting pesticides, and much other data. It's available by writing: U.S. Environmental Protection Agency, Office of Pesticide Programs, Washington, DC 20460.

Davey ups ad budgets: Davey Lawnscape Service, based in Kent, Ohio has increased its ad budget to \$25,000 in each of its 10 Midwest markets, including Cleveland, Pittsburgh, Milwaukee, and other cities. Meldrum & Fewsmith, Cleveland ad agency, handles Davey's creative and production needs.

Small companies popular takeover targets: Companies with sales of \$25 million or less accounted for more than half of all companies acquired last year, according to figures released by W.T. Grimm & Co., Chicago merger specialist firm. The largest block of acquired firms — 26 percent of them — had annual sales of under \$5 million; 16 percent had sales between \$5 million and \$10 million. Together, firms with sales of less than \$25 million accounted for 59 percent of 1978 takeovers. Some major American companies have shown an interest in the lawn care industry, and are quietly gathering data on some of the larger firms in the industry.

LAWN CARE INDUSTRY

Editor: **ROBERT EARLEY**
Associate Editor: **BRUCE SHANK**
Technical Editor: **RON MORRIS**
Assistant Editor: **DAN MORELAND**
Graphic Director: **RAYMOND GIBSON**
Publishing Director: **RICHARD J. W. FOSTER**
Executive Editor: **DAVID J. SLAYBAUGH**
Research Services: **CLARENCE ARNOLD**
Advertising Production: **CHRIS SIMKO**

MARKETING/SALES

Circulation & List Rental: **TERRI HUTSENPILLER** (216) 651-5500
Marketing & Merchandising Services: **FRAN FRANZAK** (216) 651-5500
New York Office: **BRIAN HARRIS** (212) 421-1350
757 Third Avenue, New York, N.Y. 10017
Midwest Office: **JOE GUARISE, JEFF DREAZEN** (312) 236-9425
333 N. Michigan Ave., Chicago, Illinois 60601
Southern Office: **DICK GORE** (404) 233-1817
3091 Maple Dr., Atlanta, Ga. 30305
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1333 N.W. Norcross, Seattle, WA 98177
Classified: **DOROTHY LOWE** (216) 651-5500
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MEETING DATES

Michigan Turfgrass Field Day, Crops Barn, Michigan State University, East Lansing, July 10. Contact: Dr. John K. Kaufmann, 322 Agriculture Hall, MSU, East Lansing, Mich. 48824.

American Sod Producers Association Summer Convention and Field Days, Hilton Inn Eat, Columbus, Ohio, July 18-20. Contact: Bob Garey, ASPA, Association Building, 9th and Minnesota, Hastings, Neb. 68901, 402-463-5691.

Penn Allied Nursery Trade Show, Hershey Convention Center, July 24-26. Contact: S. Howard Davis, 169 W. High St., Carlisle, Pa. 17013, 717-243-1786.

Massachusetts Turf Field Day, South Deerfield Turf Plots, July 25. Contact: Dr. Joseph Troll, Stockbridge Hall, University of Massachusetts, Amherst, Mass. 01003, 413-545-2353.

Illinois Landscape Contractors Association Annual Summer Field Day, Kankakee Nursery, Aroma Park, Illinois, August 8. Contact: Carole Rachesky, 665 Forest Ave., Glen Ellyn, Ill. 60137, 312-858-8574.

34th Annual National Hardware Show, McCormick Place, Chicago, August 13-16. Contact: Samuel Black, 535 N. 5th St., Reading, Pa. 19601, 215-373-4267.

Iowa Turfgrass Field Day, Iowa State University, Ames, August 14.

Central Plains Turfgrass Foundation, Turfgrass Field Day, Kansas State University Turf & Research Plots, Manhattan, August 15. Contact: Dr. Robert Carrow, Department of Horticulture, Waters Hall, Manhattan, Kan. 66506, 913-532-6170.

USDA Turfgrass Field Day, Beltsville Agricultural Research Center-West, Beltsville, Md., Aug. 22. Contact: Jack Murray, Beltsville Agricultural Research Center, Beltsville, MD 20705.

Rhode Island Turfgrass Field Day, University of Rhode Island, Kingston, August 22. Contact: Dr. C. R. Skogley, Department of Plant & Soil Science, University of Rhode Island, Kingston, R.I. 022881.

The Fertilizer Institute Trade Fair, Stouffer's Riverfront Towers, Sheraton St. Louis and Mayfair Hotel, St. Louis, Mo., Aug. 22-23. Contact: Doug Culkin, TFI, 1015 18th St., N.W., Washington, D.C. 20036, 202-466-2700.

Illinois Turfgrass Field Day, University of Illinois, Champaign-Urbana, Ill., September 11. Contact: Dr. John Street, 106D Horticulture Field Lab, University of Illinois, Champaign-Urbana, Ill. 61801, 217-333-2123.

Garden Industries of America Conference and Trade Show, Convention and Exposition Center, Cincinnati, Ohio, Sept. 14-16. Contact: Paul Anderson, Box 1092, Minneapolis, Minn. 55440, 612-374-5200.

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

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

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

Central Plains Turfgrass Foundation Annual Meeting, K-State Union, Kansas State University, Manhattan, Oct. 3-5. Contact: Dr. Robert Carrow, Waters Hall, Manhattan, Kan. 66506, 913-532-6170.

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

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

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

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

Professional Grounds Maintenance Society Annual Meeting, Baltimore Hilton, Oct. 21-24. Contact: Allan Shulder, 19 Hawthorne Ave., Pikesville, Md. 212068, 301-653-2742.

Michigan Green Industry Seminar and Trade Show, Davisburg, Mich., Oct. 23-24.

Contact: Gregory Patcham, Michigan State University, Cooperative Extension Service, North Office Building, Pontiac, Mich. 48053, 313-858-0887.

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

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

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

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

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

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

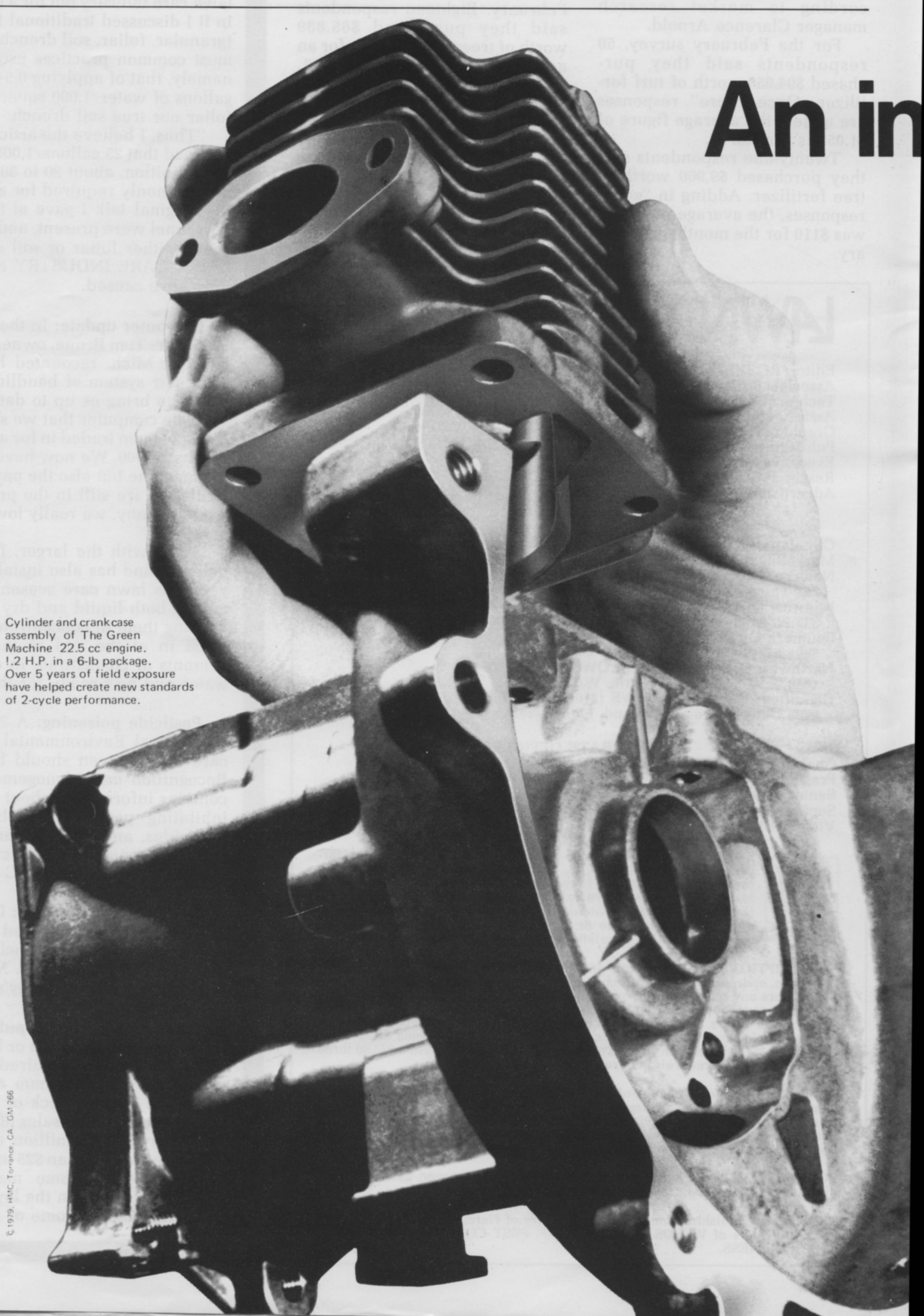
Texas Turfgrass Conference, Texas A & M Conference Center, College Station, Texas, Dec. 3-5. Contact: Dr. Richard Dubble, Department of Soil and Crop Science, Texas A & M University, College Station, Texas, 77843, 713-845-1551.

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

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

Oklahoma Turfgrass Research Foundation Annual Meeting, Lincoln Plaza, Oklahoma City, Okla., Dec. 6-8. Contact: Dr. R. V. Sturgeon, 115 Life Science East, Oklahoma State University, Stillwater, Okla. 74074.

Illinois Turfgrass Conference, Ramada Inn Convention Center, Champaign, Ill., Dec. 11-13. Contact: Dr. John Street, 106D Horticulture Field Lab, University of Illinois, Champaign-Urbana, Ill. 61801, 217-333-2123.



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An in

NEWSMAKERS

Floyd Franklin, former division operations manager for **Rollins Lawn Care**, Atlanta, has left that company to manage a resort lodge in Chatsworth, Ga. Company president Fred Rowley expects to fill the vacancy soon.

Floyd R. Mann is manager of the **ChemLawn Corp.** branch based in Lansing, Mich. ChemLawn's home offices are in Columbus, Ohio.

Redd Pest Control Co., Jackson, Miss. has begun a new chemical lawn care operation — **Redd Man Lawn Care**. Tim Lacey is manager of the liquid chemical application division.

Don D. Bartolomeo, owner of **King Green, Inc.**, has moved his base of operations from Euclid to Mentor, Ohio. Both cities are Cleveland suburbs.

Joe Smith is owner of **Lawn**

Doctor of Boulder/Broomfield, a lawn care franchise operation based in Broomfield, Colo. Lawn Doctor home offices are in Matawan, N.J.

Neal Mahler is owner of **Neal's Lawn Fertilizing**, a lawn care company based in Denver, Colo.

Dale T. Lindgren, a horticulturalist with the **University of Nebraska**, based at the North Platte Station, is working with that university's turf specialist Dr. Robert Shearman in evaluating turfgrass cultivars for use in western Nebraska.

Edward A. Sherman owns a **Lawn-A-Mat** franchise in Niantic, Conn. Lawn-A-Mat's home offices are in Westbury, N.Y.

Glenn Adams is part-owner of an **A-Perm-o-Green Lawn, Inc.**

franchise based in Corpus Christi, Texas, according to company general manager Rick Eldred. A-Perm-o-Green Lawn, Inc. is based in Austin, Texas.

Eli Strauss, a former **Lawn-A-Mat** franchisee, has begun **Lawn Man and the Squirt**, a lawn and tree care firm based in Lakewood, N.J.



Kelsick



Hamman

FMC Sidwinder, Minden, La. has appointed two district sales managers. John Kelsick for central and eastern Iowa, and Gene

Hamman for Indiana and Michigan. **FMC Corp.** is headquartered in Chicago.

CLC Labs, a division of **ChemLawn Corp.**, Columbus, has named Jeff McKenney as new lab manager. The lab, located in the Busch Corporate Center, does extensive testing work for the lawn care industry. McKenney is a 1974 graduate of **Ohio State University** with a B.S. degree in agriculture, specializing in turf management. He has previously worked for **O. M. Scott & Sons** as a seminar instructor and a sales representative. He most recently worked as a regional agronomist for ChemLawn in Detroit. He will be responsible for the day-to-day management of the lab, sales and maintaining good communications and service to all CLC Labs customers.

Carl Clifton, owner of a pool cleaning business in Pomona, Calif., is setting up a liquid fertilization business to be run in conjunction with his pool cleaning business. The company is not yet named.

Dr. James B. Beard, **Texas A & M University** agronomist, his wife, Harriet, and **Ohio State University** turf professor Dr. David P. Martin have been selected as recipients of the 1979 Oberly Award for Bibliography in the Agricultural Sciences. This biennial award with a monetary prize is sponsored by the Association of College and Research Libraries of the American Library Association. The award will be given at the American Library Association's annual



Beard



Allmon

convention in June. The Oberly Award recognizes superior achievement in compiling and publishing **Turfgrass Bibliography — 1672-1972**. The 730-page bibliography was published by **Michigan State University Press** in 1977. It contains over 16,000 references listed alphabetically by author. These references are cross-indexed on a subject basis containing more than 40,000 entries. The bibliography contains a compilation of scientific, semi-technical and popular writings covering all phases of turfgrass science, culture and management.

That joint venture between **Hercules, Inc.** and England's **The Boots Co., Ltd.** is now official. **Boots Hercules Agrochemicals Co.** began operations March 1. Headquarters of the new firm, which will develop, manufacture and sell agricultural chemicals in North America, is Wilmington, Del. Ian F. Kent, from Boots, has been named president. Other officers are H. F. Pierce, executive vice president; Ross H. Allmon, vice president, sales; G. W. Pfautz, vice president, finance; and I. H. MacKinnon, vice president, marketing.

The Green Machine trimmer-pruner-cutter.

side look at a classic.

In 1972, The Green Machine introduced a gas-powered string trimmer employing a new concept — extreme light weight combined with amazing torque. It proved the ideal tool for high production weed and grass trimming, as well as brush cutting and tree pruning. From the start, Green Machines set new industry standards for quality—and new records for time-saving and money-making. The reasons are basic: ingenious design and a fanatic devotion to excellence.

For instance, The Green Machine



model 3000 engines have been dynamometer tested — at full throttle and full load — for 200 hours. That's equal to 600 hours of field operation. Actual field operation of 1000 to 1500 hours is common-place.

Chrome and hone

To understand what's behind Green Machine performance, just take a look inside a model 3000 engine.

You'll see a precision die-cast cylinder with polished chrome-plated bore—plus such refinements as piston-ported fuel timing and almost five square inches of scavenge porting. Running inside that chrome-protected cylinder, you'll see a precision die-cast aluminum piston, micro-honed and fitted with double,

positively-located rings.

You'll also see a crankshaft and rod assembly of high-carbon steel, precision-machined, and aligned to $\pm .001$ -inch tolerances, running with high-speed ball-type main bearings and needle-type rod journal bearings.

Easy starting with P.F.S.

Long engine life is a recognized Green Machine virtue. So is easy starting. Thanks to a proven, reliable fuel pump and carburetor design. Plus an important Green Machine exclusive: Positive Fuel Shut-off. Engine "kill" is accomplished by stopping the fuel supply to the engine, rather than by cutting the ignition. This means that all of the fuel in the carburetor and combustion chamber is burned off after each running.



Fresh fuel is used for each start. Conventional "ignition kill" allows the fuel and oil mixture to remain in the chamber and carburetor where it can become

stale and even, with time, create a residue that prevents starting.

Nine heads and blades

Green Machine introduced the first professional-quality Tap-For-Cord automatic string-feed head. A total of five different string trimmer heads are now offered as well as four quick-change blades.

A string trimmer...and more

The Green Machine is a great string trimmer—and a great brush cutter, and tree pruner. With accessory metal blades, one man can clear up to an acre of brush a day, cutting easily through vines up to 3/4-inch thick. Tree branches up to three inches thick can be sliced through easily—in a single stroke.

See what's in it for you

The Green Machine is saving time and making money for thousands of users in every field: park and municipal, high-way, cemetery, estate, golf course, institution, landscape, farm, school, rental yard. Crews equipped with little more than mowers and Green Machines are completing massive grounds-keeping chores in hours, instead of days. See what The Green Machine can do for your business. Contact your dealer or write for our new, colorful brochures. Take time now to look into a classic.

HMC, 22133 S. Vermont, Torrance, CA 90502



The Green Machine®

A yard-care classic.

Circle 117 on free information card

MONEYWISE

Test your business management skills

How much do you know about running a business? Probably a lot less than you think you do, says Richard A. Vinet, president of Donahue-Vinet Institute, Inc., a small business consulting firm in Newtown, Pa. To prove the point, Vinet composed the following management quiz. The answers are at the end.

1. What is gross profit?
a. profit after taxes, b. profit after payroll and cost of goods expenses, c. profit before expenses, d. all of the above.
2. What is net profit?
a. profit left after costs of goods and expenses are paid, b. profit after owner's draw, c. differences between sales and cost of goods, d. none of the above.
3. Your accountant tells you that you are losing money. What steps should you take immediately?
a. fire the accountant, b. borrow money, c. increase sales, d. determine break-even point, e. reduce expenses, f. look for a job.
4. At 10 percent net profit (10 cents per \$1 in sales), how many dollars worth of sales will it take to replace a \$10 theft of parts of materials?

a. \$10, b. \$20, c. \$100, d. \$110.

5. What expenses are paid from net profit in a proprietorship?

a. on owner's draw, b. owner's personal taxes, c. bank payment for equipment loans, d. all of these.

6. The federal minimum wage (covering almost all workers) as of January 1979 is:

a. \$2.65, b. \$2.85, c. \$2.75, d. \$2.60, e. \$2.90, f. \$3.

7. Under ERISA, an individual retirement account (IRA) can allow you to defer taxes on the principal and interest of funds set aside for your retirement; you cannot, however, establish an IRA unless:

a. you are self-employed, b. your company has no existing pension plan, c. you have at least four employees, d. you earn less than \$20,000.

8. If you qualify under the Keogh Plan, you can establish a retirement fund similar to an IRA except that:

a. you must contribute more money, b. you cannot claim Social Security benefits, c. you must buy federal IRB's (individual retirement bonds) paying only six percent, d. you can accumulate up to \$7,500 a year.

9. When a business owner or manager makes the decision to lease rather than buy equipment, the following advantages should always accrue, except:

a. loss and risk of obsolescence, b. greater hedge against inflation, c. faster tax write-off, d. longer term financing available.

CONTROVERSY

Lawn businessmen say some lawn problems caused by poor sod

Many lawn care businessmen have responded to a news story in last month's *LAWN CARE INDUSTRY* (see "Lawn Salesmen Too Aggressive? Chicago Sod Producers Say Yes," page 1), and not all of them were from Chicago.

Jim Sackett, of Leisure Lawn, Troy, Ohio said:

"This type of thing really disturbs me. You talk about sod producers saying the lawn care industry is being too aggressive in its sales techniques, it is about time somebody got on the sod producers.

"I've run into the same situation so many times where they are putting down sod that has clover, timothy and fescue in it. Just putting it down to fill a contract and not worrying about the quality of the sod.

"Homeowners pay 10 cents a square foot for poor-quality sod, and then it becomes our problem to take care of it for a few cents a square foot. And it is our fault if the lawn looks bad.

"We can't get by doing this kind of work, but it seems like the sod producers can get by with putting down anything they please on a lawn."

"I'm really surprised that you are writing about lawn care businessmen being too aggressive and saying that lawns are diseased because of the sod. We have to say this in many cases to protect ourselves when we take on a customer's lawn that has poor-quality sod in it."

Art Brown, president of Great Lakes Spray, Farmington Hills, Mich., and secretary of the Lawn Sprayers Association of Michigan, said: "To this day, there are no means or methods for pre-testing a turfgrass to measure its susceptibility to *Fusarium* blight. As an unhappy consequence, millions of homeowners' lawns became the ultimate and collective guinea pig for such unpleasant discoveries."

Your Trimec® Distributor



Your real competition in the lawn care industry is the quality of your work and the efficiency of your management. Read how we can help you, regardless of your present size.

Your lawn customer judges your work every time he sees his yard. He looks for weeds; he expects to see no dandelions, no chickweed, no weeds whatever.

If he finds his lawn immaculate, he'll tell his friends (your free salesman)! And your own sales will improve because you'll know with conviction that you are doing truly superior work.

Acceptable profit requires that you excel the first time around. Your profit margin has little room for mistakes. Your phone is for sales — not for complaints, call-backs and retreatments. What's the answer?

First, know the Problems

The most persistent bugaboos are weed

control and customer relations. The Gordon Turf Team can help you with both.

Being trained and experienced, you understand that weeds do not magically disappear with the touch of a spray wand. Good, systemic herbicides are slow. But if your customer doesn't understand that — expect a problem.

Trimec Can Solve It

Trimec is not a herbicide newcomer; it has been a leader for years. Repeated tests have proved it's the most effective, most cost-efficient, widest-spectrum broadleaf herbicide on the market. Yet it contains absolutely no Silvex. It never did.

Trimec is a unique, patented formulation of 2,4-D, Mecoprop and



Your Authorized Trimec Distributor:

ALABAMA

Birmingham
• Norita Company, Inc. • Tico, Inc.
Gadsden • Marker's of Clubview
Montgomery • CASSCO • Tico, Inc.
Semmes • Al Tex Nursery

ALASKA

Palmer • Alamasu, Inc.

ARIZONA

Phoenix
• Arizona Agrochemical Co.
• Capitol Nursery Supply
Tucson
• Copper State Chemical Company

ARKANSAS

Alexander
• Capital Equipment Company

CALIFORNIA

Anaheim • Eagle Chemical Company
Bakersfield
• Abate-A-Weed Company
• Cerritos • Target Chemical Company
Chula Vista • Wilbur-Ellis Company
Coachella • Foster-Gardner, Inc.
Gilroy • El Camino Crop Supply, Inc.
Manteca • L & A Enterprises
Orange • Robinson Fertilizer Company
Oxnard • Coastal Ag Chemicals
Sacramento
• Orchard Supply Company
San Diego • Butler's Mill, Inc.
San Gabriel
• J. Harold Mitchell Company
San Jose
• Moyer Chemical Company
• Northern California Fertilizer Company
• Plant Gro • Target Chemical Company
San Leandro • Custom Chemilene
Santa Ana • Moyer Chemical Company
Santa Barbara
• Agri-Turf Supplies, Inc.
Santa Clara
• Eagle Chemical Company
Santa Rosa
• Purity Chemical Products Co.
South Gate
• Los Angeles Chemical Co.

COLORADO

Colorado Springs • Gorby, Inc.
Pueblo • Pueblo Chemical & Supply
Westminster
• S.A.J. Turf Products

CONNECTICUT

Devon • Somers Turf Supplies
Greenwich
• Emanuel Shemin Greenhouses & Nurs.
Hazardville
• Old Fox Chemical, Inc.
South Windsor • Turf Products Corp.

FLORIDA

Homestead
• Atlantic Fertilizer & Chemical
Jacksonville
• Bingham Seed Company
Pompano Beach
• Swift Agricultural Chemical Corp.
Pensacola • Tico Gulf Coast
Sanford
• Chase & Company • Southern Chemical Co.
Winterhaven
• Swift Agricultural Chemical Corp.

GEORGIA

Atlanta • Regal Chemical Company
College Park
• Stephenson Chemical Co.
Conyers • Lawn & Turf, Inc.
Doraville
• Georgia Golf & Garden
Ft. Valley
• Woolfolk Chemical Works, Inc.

HAWAII

Hilo • Occidental Chemical Company
Honolulu • Occidental Chemical Company
Kahului • Occidental Chemical Company
Lihue • Occidental Chemical Company

IDAHO

Boise • Steve Regan Company

ILLINOIS

Barrington
• Olsen Distributing Company
Chicago • George A. Davis, Inc.
W. Chicago • Turf Products, Ltd.
Decatur
• Drake-Scruggs Equipment, Inc.

E. Peoria • Leon Short & Sons, Inc.
Geneseo • C. D. Ford & Sons
Morton Grove • V-G Supply Company
Normal
• Professional Turf Specialty
Rockton • Turf Management Supply
Wheeling • Arthur Clesen, Inc.

INDIANA

Indianapolis
• Desco Chemical, Inc.
• Cory Orchard Supply Company
Nappanee • Desco Chemical, Inc.

IOWA

Davenport • Tri-State Toro Company
Des Moines • Toro Service Center
W. Des Moines
• Big Bear Turf Co. • Resthaven Turf Service
Elkhart • Meyer Equipment Company
Iowa City • Little Wheels, Ltd.
Sioux City
• W. R. Anderson Dist. Co.
Waterloo • Foster's Inc.
Waukegan • Baer Ag Supply

KANSAS

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

KENTUCKY

Florence
• George W. Hill & Co., Inc.
Lexington • Fayette Seed Company
Louisville
• Bunton Seed Co., Inc.
• Ky-Inna Turf Supply Co., Inc.

LOUISIANA

Baton Rouge
• Gulfshore Turf Supply
• Wycbe's Golf Course Specialties, Inc.
Covington
• Tammany Turf & Supply, Inc.
New Orleans
• Southern Specialty Sales Co., Inc.

Plain Dealing
• Wycbe's Golf Course Specialties, Inc.

MAINE

South Portland • Yerxa's, Inc.

MARYLAND

Baltimore
• Cornell Chemical & Equip. Co., Inc.
• Miller Chemical & Fertilizer
Landover
• Vaughan Seed Company • Lofts/Maryland

MASSACHUSETTS

Arlington • Lofts/New England
Natick • Richey & Clapper, Inc.
Newton Center
• Grounds Equipment Co., Inc.
West Newton • The Clapper Company
West Wareham
• R. F. Morse & Son, Inc.

MICHIGAN

Birmingham • W. F. Miller Company
Detroit
• Terminal Sales Corporation
• Turf Supplies, Inc.
Grand Rapids

• Mollema & Son, Inc. • Parmenter & Andre
Hartford • Desco Chemical, Inc.
Kalamazoo • J. J. Dill Company
Royal Oak • Lawn Equipment
Saginaw • Burdick's Seed Company

MINNESOTA

Eagan
• Tesson Seed and Chemical Co.
Minneapolis
• The Castle Chemical Co., Inc.
• Minnesota Toro, Inc.
St. Paul
• R. L. Gould & Company
• Turf Supply Company

MISSISSIPPI

Jackson
• Southern Seed Company, Inc.

MISSOURI

Chesterfield
• Beckman Turf & Irrigation
Grandview
• The Landsco Corporation
• Robison's Lawn & Golf Supply

10. The discounted-cash-flow method applies to:

a. methods of journal entry in accounting, b. evaluation of alternative capital projects, c. determination of depreciation and depletion allowances, d. management of cash and working capital.

11. You have just been informed that an IRS audit is to be performed on your company. You may:

a. send a lawyer or accountant in your place, b. appeal additional tax assessments, c. ask that the examiner be replaced if you feel he is not objective, d. be furnished with a copy of the agent's report, e. all of the above, f. none of the above.

12. A company is said to be highly leveraged when:

a. total debts exceed total assets, b. total sales exceed total assets, c. total assets exceed total debts, d. net worth exceeds total debts.

13. In compliance with the Fair Collection Practices Act and subsequent FTC regulations, which of the following actions may you not take in trying to collect a consumer debt?

a. mailing correspondence in an envelope that contains no return address, b. threatening to take legal action, c. designing collections notices to look like official or legal documents, d. suggesting that the debtor's credit rating may be harmed by non-payment, e. making any contact whatever with the debtor's employer.

Answers. 1. c; 2. a; 3. d; 4. c; 5. d; 6. f; 7. b; 8. d; 9. c; 10. b; 11. e; 12. a; 13. c.

ALCA**Maintenance symposium set for Milwaukee**

The popular Maintenance Symposium sponsored by the Associated Landscape Contractors of America (ALCA) has been set for Nov. 6-9 at the Red Carpet Inn, Milwaukee, Wis.

Ron Kujawa, president of Kujawa Enterprises, Inc., Cudahy, Wis. is program chairman. He told LAWN CARE INDUSTRY:

"The programs and speakers will be concentrated. We plan on session for mechanics and service managers of firms that are doing landscape maintenance. We are also planning on seminars on advanced engine repair, and with our location being so close to many of the major engine manufacturers, we should have plenty of representation from these manufacturers."

Kujawa also said that there

will be sessions on whether a landscape maintenance businessman should buy, rent, or lease equipment. He said there will also be seminars on justifying purchases, seminars emphasizing marketing and sales of maintenance, and seminars on monitoring maintenance work for profit.

For further information on the Maintenance Symposium, contact: John Shaw, executive director, ALCA, 1750 Old Meadow Road, McLean, VA 22102, 703-821-8611.

PGMS**Maintenance estimating guide is published**

The Professional Grounds Man Maintenance Society (PGMS) announces publication of its Guide to Grounds Maintenance Estimating.

The guide is available for \$3. To obtain a copy contact: Allan Shulder, executive director, PGMS, 19 Hawthorne Ave., Pikesville, MD 21208, 301-653-2742.

MEETINGS**Kentucky conference is Oct. 9-10 in Owensboro**

A special lawn care session on the second day of the conference is scheduled for the Kentucky Turfgrass Conference Oct. 9-10 at the Executive Inn in Owensboro.

For further information on the conference, contact: Dr. A.J. Powell, Jr., N-222G Agricultural Science North, University of Kentucky, Lexington, KY 40506, 606-258-5606.

RESEARCH**Ohio field day is July 31 in Columbus**

The Ohio Turfgrass Research Field Day will be held July 31 at the Ohio State Turfgrass Research Facility in Columbus.

One of the main points of interest will be the newly completed turfgrass rhizotron/lysimeter. This facility allows researchers to observe root responses through transparent observation windows beneath the soil surface. The lysimeter portion permits the determination of turfgrass water use rates under field conditions. Three studies are currently underway involving fertilization, water use and root nematodes.

Other areas of research to be discussed include: shade adaptation, the evaluation of Kentucky bluegrass cultivars and commercial mixes and blends, a comparison of drop-type spreaders and greenbug aphid studies.

For further information contact: Dr. Keith Karnok, 1827 Neil Ave., Columbus, Ohio 43210, 614-422-2591.

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Dicamba — a systemic that kills root and all. Active synergism gives it power greater than the sum of its components (it can kill actively growing weeds even in temperatures as cool as 50° F), yet it is very gentle.

Trimec's root absorption is minimal, posing little threat to ornamentals and grasses. Drift hazard is negligible. Its chemicals are biodegradable. And it kills virtually all weeds with one application, costing less per acre than any other herbicide.

Weed Control and More

We are totally committed to product development and field assistance. Your Trimec distributor also has a complete family of products for fungus control, soil problems, and more. A specialist himself,

he has a direct line to our Technical Department, our Lawn Care Division and its field manager.

Even if yours is a one- or two-man lawn service, your Trimec Distributor wants to help you. For starters, he'll sell you as little as a gallon of Trimec to test. And include a complimentary supply of Trimec door-hangers with important weed-kill information for your customers. Many lawn care operators have told us that this literature stops many complaints and call-backs, while enhancing their own image as a first-class service.

Make Your Move Today

Now that Silvex is suspended, this is the perfect time to make the switch to Trimec; to discover the many other superior products and the technical assistance available at your Gordon distributor. Give him a call... let him help you grow.

• Estes Chemical, Inc.
• Thompson-Hayward Chemical Co.
Tulsa
• All Best, Inc.
• Thompson-Hayward Chemical Co.
• Wait Mfg. & Sales Co.

OREGON

Albany • Great Western Seed Co.
Portland
• The Charles H. Lilly Co.
• Van Waters & Rogers
• Wilbur-Ellis Company
Salem • Western Farmers Association

PENNSYLVANIA

Doylestown • Philadelphia Toro
Hanover
• Miller Chemical & Fert. Corp.
Harleysville • Geiger Corporation
Horsham • Pocahontas Supply Company
Lebanon
• Lebanon Chemical Corporation
Malvern • Fisher & Son Co., Inc.
Philadelphia
• Farm & Golf Course Supply Co., Inc.
Phoenixville • Lawn & Golf Supply
Pittsburgh
• E. H. Griffith, Inc.
• Krigger & Company
Reading • Reading Bone Fertilizer
Wycombe • Hixson Supply

RHODE ISLAND

E. Providence
• Old Fox Chemical, Inc.
SOUTH CAROLINA
Inman
• Woolfolk Chemical Works, Inc.
SOUTH DAKOTA
Sioux Falls
• Dakota Turf Supply, Inc.
TENNESSEE
Knoxville
• Regal Chemical Company

Memphis
• Axon Corporation
• Oldham Chemical Co., Inc.
Nashville
• Central South Turf Dist.
• Tico, Inc.
TEXAS

Dallas
• Chemical & Turf Specialty Co.
• Van Waters & Rogers
El Paso • El Paso Turf Supply
Paris • Estes Chemical, Inc.
Waco • Estes Chemical, Inc.
Wichita Falls • Estes Chemical, Inc.

UTAH

Salt Lake City
• Morgro Chemical Corp.
VIRGINIA
Chesapeake • Turf & Garden Div.
Harrisonburg • Wetzel Seed Company
Richmond • Wilson Feed Company, Inc.
Roanoke
• Agri-Turf Products Co., Inc.
• Miller Chemical & Fertilizer

WASHINGTON

Pasco • Western Farmers Association
Renton • Pacific Agro Company
Seattle
• The Charles H. Lilly Co.
• Western Farmers Association
Tacoma • NuLife Fertilizer
WASHINGTON, D.C.
• Lea's Green Meadows, Inc.
WEST VIRGINIA
Charleston • Youngs, Inc.
WISCONSIN
Chilton • Horst Distributing Co.
Elm Grove
• Reinder Bros. Turf Equipment
Milwaukee
• Loft-Kellogg Seed, Inc.
Sun Prairie
• Turf Management Supply

Kansas City
• Bartels & Shores Chemical Co.
• Champion Turf Equipment, Inc.
• Pest Control Supplies
• Standard Seed Company
Maryland Heights
• Outdoor Equipment Co.
St. Louis
• Crown Chemical Company • Kitten & Bear
Springfield
• Champion Turf Equipment, Inc.

MONTANA

Billings • Turf Aid Dist. Company
Helena • Mr. Turf

NEBRASKA

Morrill
• Jordon Agri Chemicals, Inc.
Omaha
• Big Bear Equipment, Inc.
• Midwest Toro • The Yard Company
Waterloo • Simplot Soil Builders

NEVADA

Las Vegas
• Clark County Whol. Merc. Co.
North Las Vegas
• Lay Vegas Fertilizer Co., Inc.

NEW HAMPSHIRE

Hooksett • Turf Specialty, Inc.

NEW JERSEY

Boundbrook
• Loft Seed Company
• Vaughan Seed Company
Freehold • Green Hills Turf Supply
Maplewood • Pierson's Mill Company
Mountainside • Andrew Wilson, Inc.
Rahway • Ferti-Soil Company
Saddle Brook • The Terre Company
West Caldwell
• Rockland Chemical Company
Westfield • Storr Tractor Company
Yardville • Jap Sales, Inc.

NEW MEXICO

Albuquerque
• Albuquerque Chemical Co., Inc.
Roswell • Roswell Seed Company, Inc.

NEW YORK

Cambridge • Lofts/New York

Dix Hills • Island Golf & Turf
Farmingdale • Wagner Seed Company
Hamburg • Eaton Equipment Company
Hawthorne • Metro Milorgante
Hauppauge • Maxwell Turf, Inc.
Jamaica • J. I. Adikes, Inc.
Bergen • Lawn Medic
Latham
• Grassland Irrigation & Equip. Corp.
Rexford • S. V. Moffett, Inc.
South Hampton • James H. Lynch, Inc.
Portchester
• Westchester Turf Supply Company
Syracuse
• Agway, Inc. • Eaton Golf & Tractor
W. Henrietta • S. V. Moffett, Inc.

NORTH CAROLINA

Charlotte
• Seedmen, Inc. • E. J. Smith & Sons
Fayetteville • Eastern Turf
Shelby • Porter Brothers, Inc.
Winston Salem • Goltra, Inc.

NORTH DAKOTA

Fargo • Tessman Chemical Northwest

OHIO

Canton • Letherman Seed Company
Cincinnati
• Century Toro Dist., Inc.
• Thornton-Wilson, Inc.
Cleveland
• Sidney L. Dryloos Company
• U. S. Garden Sales, Inc.
Columbus
• Century Toro Dist., Inc.
• W. R. Grace & Company
Dayton • Century Toro Dist., Inc.
Elyria
• Lakeshore Equipment & Supply Co.
Findlay • Desco Chemical, Inc.
Mantua • John R. Skinner Company
Piqua
• Midwest Burlap & Grower's Supply Co.
Tiffin • Earl J. Crane, Inc.
Toledo • Century Toro Dist., Inc.

OKLAHOMA

McAlester • Tony's Chemical House
Oklahoma City



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MARKETING IDEA FILE



Al Dall, owner of Cleveland's Lawnco, Inc., uses a customer information marketing technique similar to a system used by many lawn care businessmen across the country. He gathers information about specific insect, weed and disease problems from state extension and other sources. He then has these reprinted and has them filed in the route operator's room, and the operators distribute them to customers at times of the year when those certain problems are likely to develop.



Chevron's new Specialty Sales Group: From left to right, Mike Jones, Area Manager, Tucker, Georgia; Bill Zawicki, area manager, Perth Amboy, New Jersey; Ron Gras, advertising, San Francisco; Dr. Mike Danley, research specialist, Dallas Center, Iowa; Dick Foell, manager specialty sales, San Francisco; Dr. Boykin Witherspoon, research director, Richmond, California; Dale Cooper, research specialist, Baton Rouge, Louisiana; Dr. Mike Bledsoe, Tucker, Georgia; Creig Manson, sales representative, Rolling Meadows, Illinois; Dr. Dennis Murphy, research specialist, Greenville, Mississippi; Cheri Cooledge, research specialist, Perth Amboy, New Jersey; Mel Brewer, area manager, La Habra, California.

Five new compact diesels!

It's a new kind of Ford!
13 to 30-hp. Big-tractor features include optional 4-wheel drive

Take a look at something new and different from Ford. Five compact new diesel tractors, each offered with optional 4-wheel drive. They're built like the big ones, but sized from 13 to 30-horsepower.

Look at the big-tractor features! The efficiency and stamina of a liquid-cooled diesel engine . . . an all-gear power train with 10 to 12 forward

speeds to let you choose the right speed for most any job . . . built-in hydraulics and three-point hitch to lift and lower implements at a finger's touch . . . 540 rpm PTO . . . and diff-lock. Optional front-wheel drive gives you four-wheel traction.

There's a full line of implements and attachments to match the power of the model you choose.

The 1000 Series Fords . . . five small and versatile tractors with a combination of size, strength and power that makes them the "just right" choice for a wide variety of jobs.

Come in and see the compact Ford diesels . . . a new kind of Ford, at a compact price.

It's a new kind of Ford!

FORD TRACTORS



COMPANIES

Chevron's Ortho to serve lawn market

The Ortho Division of Chevron Chemical Co., San Francisco, has formed a Specialty Sales Group. The new organization consists of both a sales arm and a product development task force.

The objective of the Specialty Sales Group is to sell Ortho agricultural chemicals to non-agricultural markets in the U.S., according to E.L. Stripling, Jr., sales manager for Ortho's Agricultural Chemicals Division. R.H. "Dick" Foell has been named manager of specialty sales for the group.

"Specifically," Stripling said, "the new organization will allow Chevron to make a concerted, well-organized move into markets such as lawn care, tree and ornamental care, pest control operators, forests and railroad and highway weed control."

Stripling explained that Ortho products are already widely used in many of these markets, but traditionally have been serviced by the company's Agricultural or Garden and Home Divisions.

"The new organization will allow us to focus exclusively on the needs of specialty product customers," he said.

A major responsibility of the Specialty Sales group will be to develop a number of new products. Dr. Boykin Witherspoon at Chevron's Research Center in Richmond, Calif. has been named supervisor of this research and development effort.

While the company is looking at specialty uses for a number of its pesticides, it is targeting especially on its new Orthene insecticide. Ortho products which now have specialty uses include Ortho Paraquat and Ortho Diquat herbicides, Dibrom insecticide and Orthocide and Triforine fungicides.

"With each product," Foell said, "we are working both to expand existing specialty markets and develop new ones."



DERBY

Turf-Type Perennial Ryegrass

Setting a New Standard of Excellence

Derby is the dark green beauty which joined Manhattan and Pennfine on the "highly preferred list of ryegrasses." That was last year. Now Derby is setting a new standard of excellence.

In the eyes of many Golf Superintendents it reigns supreme among the turf-type ryegrasses today. Why? Because it performs! And a Superintendent knows that claims are great, but performance counts.

- Consistently performs better than other leading varieties from California to Florida
- Durable, dark green and has excellent mowing qualities
- Tolerates a variety of soils & responds rapidly to fertilization
- Germinates in a week (or even less) under ideal conditions
- Better-than-average heat and drought tolerance
- An adaptable and disease resistant cool-season turf grass
- An excellent record as a Southern winter grass
- Thrives when close-cut



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Diversity of service key to lawn care operator's success

James R. Ely, owner of A-1 Spray Service, Tacoma, Wash. feels that his company is one of the most diversified in the nation. It handles everything from bird control to aquatics. One of the reasons for this diversity is that he is continually searching for new ways to expand his business. Yet this growth is kept profitable only through a corresponding emphasis on finding new and more effective cost-cutting techniques.

In terms of growth, Ely bought his first spray service company in 1972. He had one truck. Since then he's bought out three competitors, and has 28 trucks.

Currently the business encompasses three main divisions:

structural pest control and shade tree and ornamental spraying; aquatic weed or algae control; and industrial weed control, aerifying, and lawn fertilization.

Richard Campbell, foreman of the first division, says that the charge for structural pesticides runs from \$20 to \$45. "What we do is extremely thorough," he says. He has 6,000 to 7,000 accounts. For ornamentals and green shrubbery, the charge was \$22.50 which was raised to \$27.50 minimum. Ely says, "we had more business than we could handle so we raised the minimum to \$35.00. Still no drop in demand so we raised it to \$50.00 minimum, and then business dropped off 50%. However, I felt

that \$50.00 was too high, that we were gouging, so I dropped back down to \$35.00."

This division is projected to do \$600,000 worth of business this year, while the two others will average \$150,000 each. The overall gross for '77 was \$780,000.

Doug Dorling is the biologist in charge of aquatics. He manages about 2,000 acres of lakes within a 60 mile radius. This business is not solicited. Rather, an association of lake-side homeowners will petition for help for a problem like Eurasian water milfoil, which can grow at the rate of an inch a day. The homeowners vote to tax themselves, and, if legally approved, the tax censor adds the required amount to the tax, which is the way A-1 gets paid. But the process needs legal approval.

Larry Morrison, in charge of lawn fertilization and weed control says that he charges \$7.50 per 1000 sq. ft., dropping to \$6.50 af-

ter 10,000 sq. ft. Minimum charge is \$27.50. He fertilizes five times a year, at six-week intervals, and works closely with the University of Washington extension service on these matters.

Other services include pruning, tree surgery, consulting, and termite and wood destroying organism inspections.

In expanding into these many diversified areas, Ely has found it necessary to keep a close eye on all aspects of his budget. He cut his staff from 54 employees last year to his present 27, and found that he's maintaining the same sales volume.

Ely says he was able to accomplish this by retaining with his personnel who were most motivated, and letting the others go. "We've found that the percentage of the payroll can't exceed 25 percent of the sales. If we find we're paying someone 30 percent of sales, then we're in trouble and we have to do something." He adds, that, "we're not

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FROM PEOPLE
YOU KNOW.



24 hp. loader backhoe.

what makes a Bolens Diesel tick. And the parts are in-stock. Or available within 24-hours. And that minimizes downtime.

There are 4 Bolens Diesels ranging from 15 to 24 hp. All with proven technology from Iseki, Japan's largest maker of farm equipment. Each is water-cooled, has multi-speed PTO, a 3-point hitch, and a choice of 2 or 4-wheel drive. Plus a variety of custom-matched, quick-change attachments, from mowers to snowthrowers and backhoes to front-end loaders. Or anything in-between.

The Bolens Diesel and the Bolens dealer. Equally capable. Equally dependable. See them today. For the name of the Bolens Diesel dealer nearest you, call 800-447-4700 toll-free anytime (in Illinois, call 800-322-4400). Or write the FMC Corporation, Port Washington, Wisconsin 53074.

FMC

Match the work that you need done with the right Bolens Diesel, and you'll have a tractor that works when and where you need it.

To get the right Bolens Diesel, see your Bolens dealer. He'll suggest one that has the maneuverability and versatility that you need to get the job done. Day after day. Year after year. And if after all that dependable service something should go wrong, just give him a call. He's been factory-trained so he knows

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"We scrutinize everything and if a service we're offering is not making a profit, we drop it. For instance, we no longer do hydroseeding."

ruthless. We first look at the situation, maybe the techniques utilized are not right, or we need more expensive machinery — which we'll get — or maybe the routineness of the job has simply made the person bored. In this case we can shift him around. That's what's neat about having so much diversity, and most of our people are licensed in several areas."



Jim Ely, owner of A-1 Spray Service, checks on order on an incoming call.

Sometimes he says it's necessary to drop an entire division. "We scrutinize everything, and if a service we're offering is not making a profit, we drop it. For instance, we no longer do hydroseeding. We got some good jobs, but mainly for the government, where we weren't able to get paid for 90 days. It wasn't worth it."

Another efficiency measure has to do with routing. Ely says

they can get 500 calls a day and do 200 to 300 jobs a day. Their office staff is crowded in their 4,800 square-foot facility on their two-acre lot, but there are plans to double the size of the facility in the next 18 months. In order to minimize time loss in travel time the service area (a 60 mile radius, with most jobs within 20 miles), a booklet is kept with maps and customers are listed first by zip codes, then by sequential addresses. Trucks are therefore dispatched to service one area at a time, and are not simply sent to and fro.

Ely says that his use of computer services has been a great help in cost control. "No one here can take money in and send money out unless there's a place for it on the computer," he says. He uses a bank computer for accounts receivable and another service for accounts payable and general ledger. He plans to purchase his own computer, not



Ely purchased A-1 Spray Service in 1927 and he currently operates 28 trucks.

so much to save on costs, as to have more immediate access to information. He also hopes to utilize his own computer for data on chemical mixtures, applications, and the most effective use of labels.

Ely states that he takes in \$1,000,000 in checks a year, and has never received a bad one. "This is mainly because of the people we service, who either run a

Ely hopes to purchase his own computer someday, not so much to save on costs, but to have more immediate access to information.

business or own a home." For apartment dwellers he requires a credit card, and prefers being paid by the manager. His collection due was less than \$6,000. He received \$1,600 of this through a single letter which threatened to turn the matter over to his lawyers.

In terms of advertising, Ely says newspapers are not effective unless used all the time. "We ran a special 10 percent discount for six weeks and received no response," he says. He does a little billboard promotion, but finds Yellow Pages to be very helpful in all service areas. "We don't do large display ads," he



Richard Campbell, foreman of the Structural Pest Control Division, applies a pesticide treatment. His division services 6,000-7,000 accounts.

says. "Bold print is effective. We're in 20 different directories and this costs us \$3,000 a month."

His most successful promotion activity is a four-to-six page newspaper, 6000 of which are sent out quarterly. The paper is titled, "The A-1 Gar-

dener, Worry-Free Gardening." The paper doesn't contain conventional ads. Rather it conveys news items about the company and information releases about various pest and gardening problems, with solutions available from A-1. Also included are

vegetable garden and flower garden tips. A coupon is enclosed offering a free rhododendron to any customer who obtains a new account for A-1. Ely says that the newspaper is such an effective promotion because, "our problem in this business is a lack of communication, and the public's problem is a lack of education. The newspaper helps bridge this gap." The newspaper goes out through direct mail.

Also helpful is attending various home shows. In a display booth he has set up glass cases showing a wide variety of insects and pests, with appropriate literature. "Hundreds of people stop at the booth," Ely says, "and it's resulted in a lot of business." He's also found it beneficial to belong to the Tacoma Home Builders association, through which he is able to maintain direct contact with homebuilders. — Story and photos by Mike Major

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



Take a good look at this good-looking fairway.

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

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

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

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

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

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

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

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

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

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There's never been a herbicide like this before.

ALWAYS READ AND FOLLOW THE LABEL DIRECTIONS FOR ROUNDUP.
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800 North Lindbergh Blvd., C3NF St. Louis, Mo. 63166 (314) 694-1000. RF-01D

New lawngrass cultivars available

by Dr. Robert W. Schery, Director
The Lawn Institute, Marysville, Ohio

A wealth of new lawngrass cultivars has been released in recent years, with implications for lawn care. For one thing, most have been bred and selected under a regime of ample fertility — they are at their best only when regularly fertilized.

A second implication is that as usage of newer cultivars expands, lawns should acquire greater disease tolerance (especially towards leafspot, *Helminthosporium* or *Drechslera*). Leafspot, and several other diseases prevalent with common grass, is intensified by fertilization in warming weather.

Listing the Lawn Institute's Variety Review Board acceptances provides a panorama of

what confronts a lawn care businessman. Only cool-season species are listed. Significant development has come rather recently with the leading lawngrass species. Only a few decades ago, there were almost no improved varieties, and perennial ryegrass had a second-class image (although today the new polycrosses make it one of the leading lawn species, regarded almost on a par with Kentucky bluegrass).

Merion Kentucky bluegrass showed the way. Merion was a chance find on a Philadelphia golf course just before World War II. Jacklin Seed Company sponsored Merion at a time when others still felt that the

public would not pay a premium for a superior cultivar. Because of low seed yields, Merion had to sell at as much as tenfold the price of common Kentucky bluegrass. The rest is history, and Merion is still making some of the finest turfs where diseases such as stripe smut and *Fusarium* are not too much of a problem.

Somewhat later Jacklin Seed also introduced Fylking Kentucky bluegrass, the basic strain of which was developed in Sweden. The new cultivar competition had begun in earnest. Fylking still enjoys a strong market, and is a peer of the many other, mostly newer bluegrasses in the listing. A number of fine European originations will be

noted. European breeders got the jump on American ones because government "approved lists" (tantamount to patent protection) were widely accepted in Europe. Plants reproduced from seed did not enjoy "breeders rights" protection in the USA until the 1972 crop year.

Meanwhile some selection and part-time breeding work was carried on at American Universities, notably Pennsylvania State and Rhode Island. But it remained for Dr. Funk at Rutgers University to devote full time to the gathering of lawngrass germplasm, destined to yield so many of the hybrids and polycrosses which now dominate the fine cultivar listings. Nature has not been overlooked; such excellent cultivars as Glade, Plush, Ram I, and Touchdown were screened at Rutgers from accessions discovered quite by chance. On the other hand cultivars such as Adelphi, Bonnieblue, Galaxy and Majestic are progeny from the deliberate crossing of select bloodlines.

Almost all of the leading perennial ryegrasses and fine fescues are now polycrosses, — separate clonal selections let cross at random by interplanting in the seed fields. On the other hand the newer bentgrasses and rough bluegrasses are mostly pure-line inbreds or isolated ecotypes.

Because of its complex polyploid nature, Kentucky bluegrass has built-in heterogeneity, one reason why it is such an outstanding turfgrass. Yet it comes true-to-type because of



Some Folks Like Their Citation Mixed While Others Prefer it Straight.

Citation is mighty popular around these parts, but there's no need for a shoot-out. Fact is, Citation has a great reputation for fast germination, outstanding heat tolerance, disease resistance, and packs a dark green color. Try it on an area you want to dress up and we think you'll check in your guns and notice an improvement in your disposition.



There may be a little room for argument here. CBS is a mixture of Citation, Birdie and Omega fine leafed perennial ryegrasses, blended especially for overseeding for use as winter turf in the south. Each variety used in the blend has a different genetic background to improve overall performance. CBS blend is mighty fast too, so the whole shootin' match could be a stand-off.

CBS



Turf-Seed, Inc.

P.O. Box 250, Hubbard, OR 97032

503/981-9571 TWX 510-590-0957

The RESEARCH*PRODUCTION*MARKETING people

There's Room in This Town for BOTH!

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Merion Kentucky bluegrass was a chance find on a Philadelphia golf course just before World War II.

the high incidence of apomixis (development of seed with mother plant's heredity only). The polycross technique provides a similar degree of genetic variability bred into most perennial ryegrasses and fine fescue. This helps avoid the hazards of monoculture that often befall inbreds. All in all a solid lawngrass base, offering wide choice, has now become reality. Skilled maintenance should be able to deliver nonpareil results utilizing it well.

Of course biological systems are dynamic, constantly responding to environmental change. New races of disease may come along, turning not-so-serious afflictions into epidemics. So there is still merit in "planting insurance" by utilizing blends of cultivars and mixtures of species. This diversifies a bit beyond the allowable genetic extent.

We note, too, a change in the attitude of pathologists. Attempts to eradicate disease are giving ground to the idea of living with

low levels of infection. So long as fungi and microorganisms are in balance, a fairly stable situation exists. It behooves lawn services not to disrupt such a balance, as perhaps by overriding natural checks. In several instances a pesticide has triggered side-effects more serious than the trouble treated for. Other pests, fungi, insects, or weeds, — are "released" as newly induced stress curbs their natural control.

No doubt the lawngrass breeders will continue to come up with new cultivars even more tolerant of disease, even lower-growing, denser, more weed-free, with a longer season, of richer color, adapted to special situations, and so on. In the meanwhile let's take best advantage of the advances so far achieved by providing considerate maintenance for leading cultivars such as are exemplified by the listing.

**Lawn Institute
Variety Review Board
Cultivar acceptances**

Chief Species

KENTUCKY BLUEGRASS, *Poa pratensis* — makes great sod from spreading rhizomes; tenacious, easily maintained, but somewhat slow to establish. **Adelphi** — Like most Rutgers hybrids has good quality, habit, and winter performance; resists *Fusarium* and other diseases; reasonably tolerant of drought. **Arboretum** — Selection from stressful Missouri habitat; persistent under minimum care; ecotype in the common mold best mowed fairly tall.

Baron Kentucky bluegrass is an all-around good performer that wears well and is only slightly susceptible to disease.

Baron — Selection carefully screened in Holland; appearance not distinctive, but an all-around good performer that wears well, even under moderate maintenance; seed-heads in late spring may show; only slight susceptibility to most diseases.

Birka — Selection from Sweden, noted for tolerance of low maintenance; winter color not up to Rutgers hybrids, but does well generally; among top ratings in Northeast.

Bonnieblue — Another hybrid beauty from Rutgers, decumbent, with good winter color and a long season; has the usual disease tolerance expected of a Rutgers release.

Enmundi — Selection from Holland, diligently screened for quality; low, leafy, with winter color best suited to European-type climate.

Fylking — Swedish selection, elegant, decumbent, adapted to low mowing; some disease under high fertility, but usually not too serious; has shown good salinity

There is no doubt the lawngrass breeders will continue to come up with new cultivars which are even more disease resistant, more weed free, and better adapted to special situations, but let's take advantage of the advances achieved thus far by providing considerate maintenance.

tolerance in California; compatible in seed blends; seed of high quality readily available.

Glade — Selection picked up in New York, tested at Rutgers; low, dark, slow-growing (but quick starting); good in shade because of resistance to mildew; dependable, compatible in blends.

Majestic — Handsome Rutgers hybrid, dense, dainty and strongly rhizomatous; excellent general qualities characteristic of these crosses.

Merion — The "cadillac" of the bluegrasses, discovered on a Philadelphia golf course; exceptionally dense and aggressive,

wearing well; suffers from various diseases these days, but has excellent resistance to leafspot; needs generous fertilization; drought tolerance is good but salinity tolerance is low.

Nugget — Pan-boreal selection from Alaska, especially neat, dense, darkgreen; gives great summer performance, wearing well, but greens late; best adapted northward; suffers somewhat from dollarspot and *Fusarium*; good in shade because of mildew tolerance.

Plush — Selection from New Jersey that has rated well at

Rutgers; competitive and seems widely adapted; dwarfish habit, with a prominent leaf.

Ram I — Discovery on a Maine golf course, endures low mowing and acid soils; especially good in blends; spreads quickly to make stout sod.

Sydsport — Vigorous Swedish introduction with excellent general qualities, only mildly susceptible to most diseases; much recommended for sports-turf.

Touchdown Selection from Long Island, N.Y. golf fairway, dense and strong with only moderate

to page 19

THE PROVEN PERFORMER



TURF BLAZER 72"

Time tested, field tested, this rugged front mounted 72" mower is built for high capacity mowing, day in and day out, and with our "O" turning radius, you have the trimming capabilities of a small push-mower in congested or confined areas. A commercially constructed hydrostatic transmission enables the operator to establish a

ground speed conducive to his varied mowing conditions.

Other sizes manufactured are 48", 60", 82" and 180" plus a full line of attachments. Are you looking to get the most for your mowing dollar? Call your local Turf Blazer distributor and ask for a demonstration.

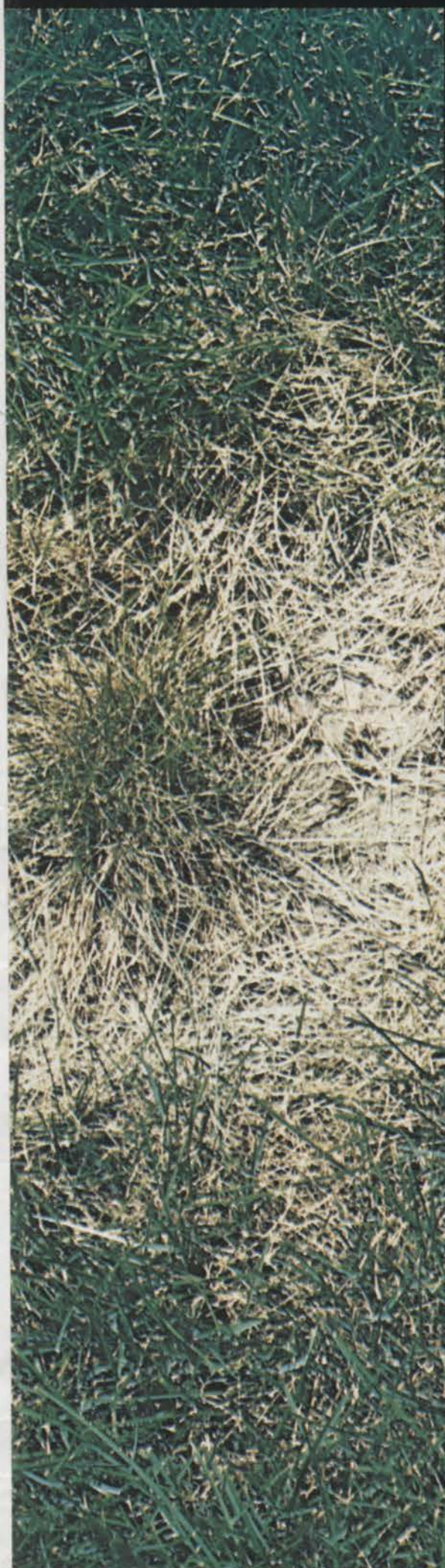
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Manufactured by



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**Your best sales opportunities
are ugly, but very profitable**



are rotten Cash in with



TERSAN[®] fungicides

When you know and show these lawn diseases to your customers, you sell a new service and make new profit with the TERSAN disease control program.

Learn to recognize these five sales tools (from left to right): fusarium blight, leaf spot, stripe smut, dollar spot, pythium blight. Every time one of these shows up on a customer's lawn, you've got a great opportunity to sell an additional service, right on top of your basic lawn-care programs.

To cash in on this high-margin opportunity, you've got to spot the disease early and identify it correctly—then tell your customer what it can do to his lawn, and how you can prevent it.

And the TERSAN program is the key, with four different TERSAN fungicides, each one a proven, effective control for each disease that's likely to show up.

For more profits, put these five sales tools to work for you. Start by mailing in the coupon for more facts on identifying and controlling lawn diseases.

E. I. du Pont de Nemours & Co. (Inc.)
TERSAN Lawn Products—Room N-2533
Wilmington, Delaware 19898

Please send me your literature on lawn disease control.

Name _____ Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Services Offered _____

No. of present accounts: _____ No. of employees: _____

With any chemical, follow labeling instructions and warnings carefully.



Lawn Products

Circle 115 on free information card

Getting results from your salesmen

There are many ways for a lawn care businessman to waste his time during the working day, but none comes easier than in contacts with salesmen. It is an area which the businessman seldom realizes how much of his time is being expended needlessly and could be put to better use.

Naturally, it is impossible to do away with those contacts. They are most important to the continued smooth operation and success of the business. Just a little attention to how they are handled can not only produce more results but become more meaningful as well.

LAWN CARE INDUSTRY contacted a number of business consultants, and based on these interviews, have compiled a list of ways to produce more results in contacts with chemical, equipment salesmen and other salesmen.

- **Reach an understanding** with every salesman whom you have regular contact about this element of time utilization in your relationships. It is almost as important to that salesman as it is to yourself. Have a rule, and stick with it, which specifies that you will have nothing to do with the salesman who indulges in time wasting tactics.

- **Prepare yourself** in advance of his calls by having a solid idea of just what you need and will order from each salesman who

Have a rule which specifies that you will have nothing to do with a salesman who indulges in time-wasting tactics.

makes regular calls. He will, of course, have additional ideas for you. But if all the indecisions can be taken out of your ordering of routine items in advance of the contact as much as half the former time spent will be saved.

- **Teach someone** on your staff the art of separating the unimportant and unneeded items which salesmen are seeking to sell you from those which offer what could be of value to the business. Give him or her the authority to turn down those which obviously have small value. It can save you an enormous amount of time previously wasted with salesmen selling such items or services.

- **Have those salesmen** with whom you have not had previous contacts, and who are offering something he or she believes could be of value to the firm, leave information about those offerings for study. Then select those you think could have possible value and have them make appointments for these particular salespeople to call again.

- **Save time** for both yourself and your regular supplier salesmen by directly contacting their firms on matters over which the salesmen have no jurisdiction or authority. It is something they will have to do anyway. The time thus spent with the salesman on the matter can be saved.

- **Keep a "want list"** handy where everyone on the staff can get at it quickly and see to it that everyone, including yourself, uses it. That avoids overlooking something important as well as the need for checking up each time a salesman calls.

- **Budget the time** that you allot to each salesman according to the capability of his firm at supplying the needs of your business. Giving the man who will walk away with a \$200 order the same time as the one from whom you buy \$2,000 worth of goods is definitely a waste of your time.

- **Make all of your contacts** with salesmen in an area of the business where you are least likely to be interrupted. That cuts down on the time you will spend with each salesman and

you. An occasional one has value but doing so with four out of five salesmen does nothing to put time spent to best use.

- **Spend a spare moment** or two, when available, looking

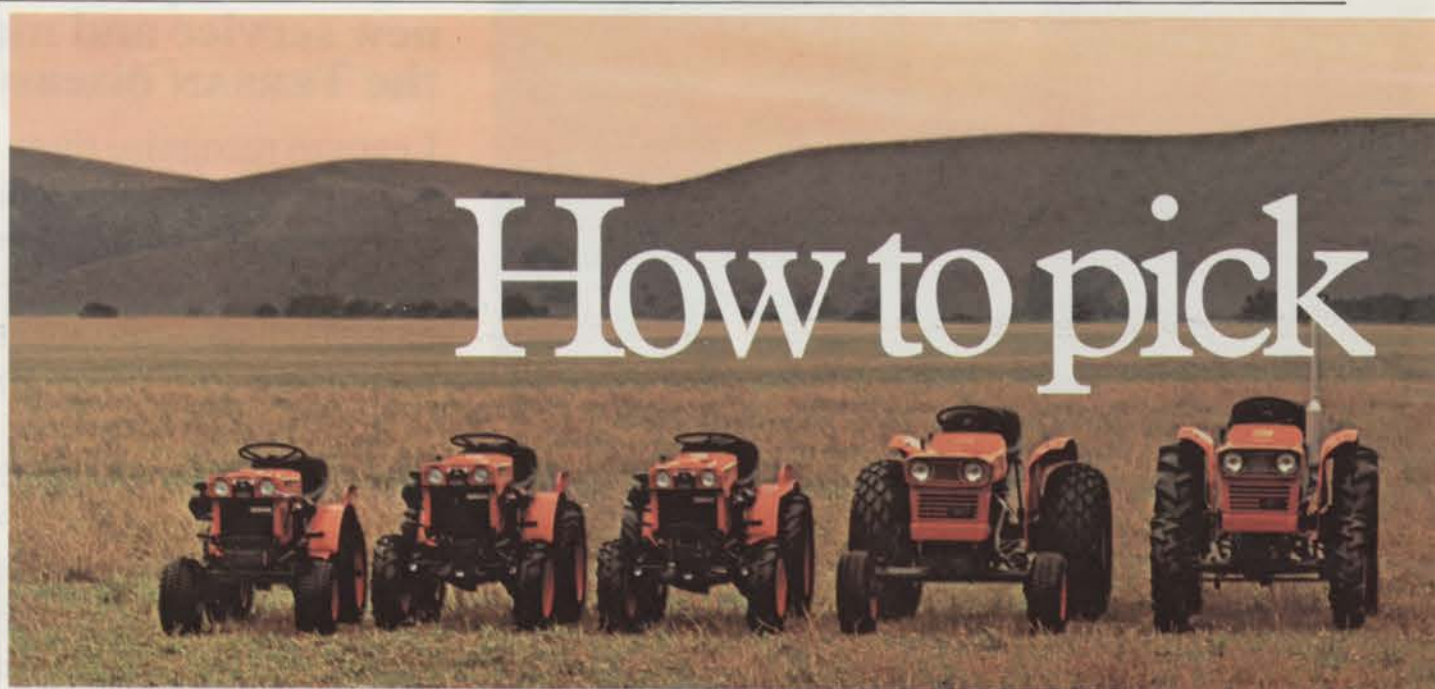
Teach someone on your staff the art of separating the unimportant and unneeded items which salesmen are seeking to sell you from those which offer what could be of value to the business. Give him or her the authority to turn down those which obviously have small value.

adds up to a worthwhile total over the year.

- **Keep your "cup of coffee"** contacts with salesmen to the minimum number each day. That type of informal contact wastes a lot of time for both of

over sales literature and business magazine advertisements. Doing so can reduce the time needed during each sales call in seeking the same information.

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B5100

2- or 4-wheel drive.
12 hp. 2 cyl.

Designed for grass cutting, vegetable gardens, and general estate maintenance. For home owners, this tractor is a step up from riding mowers. Can use mid-mount or rear-mount mower, rotary tiller, plow, disc harrow, rear blade.

B6100

2- or 4-wheel drive.
14 hp. 3 cyl.

Similar to B5100, but bigger engine offers more pulling power. Can handle all the same implements as the B7100DT. Good tractor for landscapers, nurserymen, and other commercial users requiring a tractor to handle variety of materials.

B7100DT

4-wheel drive.
16 hp. 3 cyl.

Our biggest selling tractor. Small enough for grass cutting and general work around private homes. Strong enough for a wide variety of commercial applications, especially park maintenance, nurseries, landscape contractors. Implements include post hole digger, front blade, trencher, front-end loader, backhoe, snow-blower, as well as all those listed under B5100.

L185

2- or 4-wheel drive.
17 hp. 2 cyl.

Works as mowing tractor with turf tires. With 2-wheel drive it is versatile chore tractor on large farms. For farm or industrial use where ground is soggy, we recommend 4-wheel drive for maximum traction. Category 1 3-point hitch can handle plow, cultivator, disc harrow, rotary tiller. Also a wide range of earth moving and excavating implements. Rental operators will find this model in great demand.

L245

2- or 4-wheel drive.
25 hp. 3 cyl.

This model has many crop applications, especially vegetable growing and orchard work. A wide range of implements is available, including backhoe, front-end loader, post hole digger, front blade, box scraper.

L245HC (not shown)

2-wheel drive.
25 hp. 3 cyl.
New high-clearance tractor, ideal for specialty crops such as vegetables and tobacco. Provides ample 22" ground clearance plus an uncluttered, off-set operator's platform for excellent visibility.

Have you noticed the color of our Kubota tractors? Orange. Every one of them. It's our way of making it easy for you to choose a good tractor. Now all you have to do is pick an orange. That way you won't get a lemon.

In the 12 to 55.5 hp range, no one offers as many models as Kubota. And all our mid-size Kubotas give you the qualities that separate real tractors from the lightweight garden variety.

All Kubotas have water-cooled diesel engines, which are designed with more cylinders than many competitive models. Standard equipment on all models includes rear PTO and a 3-point hydraulic hitch that accommodates a variety of implements.

For more information, write or call us. Better yet, see your Kubota dealer. He knows more about how to

fertilization, so may thatch a bit; tolerates heat and resists disease well.

PERENNIAL RYEGRASS, *Lolium perenne* — ryegrasses in extreme climates.

Blazer — An excellent polycross from Rutgers, utilizing 33 clones; low dense, rich green and winter-hardy.

Citation — A fine three-clone Rutgers polycross, resistant to brown patch (summer) and brown blight (winter); companionable for mixtures.

Derby — Widely useful 12-clone polycross by International Seeds, generally showing superior performance; tolerates brown patch and brown blight.

Diplomat — Beauteous multi-clone polycross from Rutgers, rating highly there and elsewhere; exceptionally fine foliage.

Fiesta — A 30-clone synthetic from Rutgers, moderately-low,

medium-dark, withstanding both summer and winter stress.

Manhattan — The definitive Rutgers polycross, utilizing 16 bloodlines mostly from Central Park, N.Y.; good winter hardiness; national acclaim.

NK-200 — Attractive Minnesota selection by Northrup-King, noted for winter hardiness (may be weaker in hot weather); roots deeply and thrives under modest maintenance.

Omega — Another excellent Rutgers 32-clone polycross, attractive summer and winter; wears well.

Pennfine — A splendid three-clone polycross from Penn State, competitive, especially strong in summer; rates well consistently in national tests, mows neatly and provides high quality turf; a leading cultivar nationally.

Regal — A recent three-clone polycross, the parent clones representing crosses that include some relationship with Pennfine, Manhattan and coded

Rutgers clones; progeny selection in Indiana and Oregon; has attributes of other fine ryegrasses such as Derby.

Yorktown II — One of the best rating multi-clone polycrosses from Rutgers, showing excellent summer performance; mows neatly and is durable; resists brown patch.

FINE FESCUE, *Festuca rubra* — well adapted to dry, infertile soil and shaded locations; often suffers stress from summer humidity, so that permanency is better in northern than southern climates.

Banner — Rutgers 45-clone Chewings polycross, doing especially well under coastal conditions.

Ensylva — A spreading polycross from Holland, well adapted to mixtures.

Highlight — Handsome Chewings introduction from Holland, one of the most brilliant of the fescues; excellent color.

Koket — A Chewings five-clone polycross from Holland, strong, attractive, generally untouched by disease.

Ruby — A spreading fescue from Holland, from intercrossed clones; most used in mixtures and for special purposes (such as roadside seeding).

Specialty grasses

COLONIAL BENTGRASS, *Agrostis tenuis* — **Highland** is a natural ecotype readily available as seed of high quality; persists well under minimum maintenance.

CREeping BENTGRASS, *Agrostis palustris* — **Emerald** is an excellent pureline out of Congressional, well-liked and not too demanding; one of the top 6 (out of 160) in Washington tests.

ROUGH BLUEGRASS, *Poa trivialis* — **Sabre** selected at Rutgers, is perhaps the best southern golf green winter-seeding species once established; elegant and durable under play; a species adapted to moist shade in the North.

MANAGEMENT from page 18

• **Be the type** of businessman about whom supplier salesmen quickly learn must be sold on a basis of facts alone. That automatically discourages time wasting strategy that any salesman might seek to use in an attempt to sell you something.

• **Save that joke telling** and experience narration for contacts with your friends after business hours. The chances are enormous that each salesman has heard them all before and is only being courteous in listening to you tell them.

• **Make a real effort** to understand each salesman's problems in his contacts with yourself. The better that you understand them the easier it is to develop smoother and more profitable contacts with him each time.

• **Discourage any salesman** who wastes the time of people on your staff with needless verbal exchanges. He is costing you money by keeping them away from their regular duties.

• **Turn over those salesmen** who sell only routine supply items to someone on your staff for handling. Give that individual an inventory of what is to be kept in stock and leave it to him or her to handle such items on that basis.

• **Learn something** about the personality traits of those salesmen who call you regularly. Handle the man who understands only a tough and decisive approach accordingly. Be considerate and pleasant with the salesman who merits that attitude and will never abuse it.

• **Do away** with the practice of saving up complaints, arguments, matters which need correction, etc., for that salesman's next appearance. Make a contact with the firm by telephone or letter as each such incident happens. In nine out of 10 cases you will wind up doing that anyway.

an orange.



L285

2-wheel drive.
30 hp. 4 cyl.

4-cylinder diesel engine provides lots of smooth power. Built to accommodate a long list of implements, including rotary rear-mount mower, tillers, disc harrows, box scraper, front blade, front loader, backhoe, plow. Good main tractor on small farm. Also wide application for institutional or governmental grounds maintenance. With front loader, it is excellent machine for dairy farmer.

L2950T

4-wheel drive.
30 hp. 3 cyl.

Will outpull many larger farm tractors that only have 2-wheel drive. Can handle most medium-sized Category 1 farm implements. Also, earth moving capability makes it suitable for general building contractors. Outstanding fuel economy for its size. Draft and position control is standard.

L345

2-wheel drive. 34 hp. 4 cyl.

Brand-new model designed to fit into popular horsepower range. 4 cylinders let it run more smoothly than many competing models. Fine all-round performer as chore tractor on large farm. Handy for general contractor because it doesn't require a heavy-duty trailer to haul it to construction site. Live rear PTO, draft and position control, power steering are standard on this model and all larger tractors.

M4500DT

4-wheel drive. 55.5 hp. 6 cyl.

Our big brute. Tremendous pulling power for its size and weight. Works beautifully as primary tractor on smaller farms. Fine for land where traction is critical. Ideal for building contractors who start work in the North as soon as frost is out of the ground.

M4000 (not shown)

2-wheel drive. 47.5 hp. 6 cyl.

Good number one tractor for small farms, especially vegetable crops. Also excellent for many types of small to medium excavating work. 6 cylinders provide smooth torque. Quiet running. Economical to operate. 16 forward gears supply wide range of ground speeds to match many different implement uses.

pick an orange than anybody.

For specific information about any Kubota tractor, call 1-800-241-8444.

(In Georgia 1-800-282-1333.) Ask for Operator 63.

We're looking for work.



HELP! To help me pick an orange, please send free spec sheets on the following Kubota models:

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2. (Model No.)

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Kubota Tractor Corporation, 550 W. Artesia Blvd.
P.O. Box 7020, Compton, CA 90224

NAME

ADDRESS

CITY

COUNTY

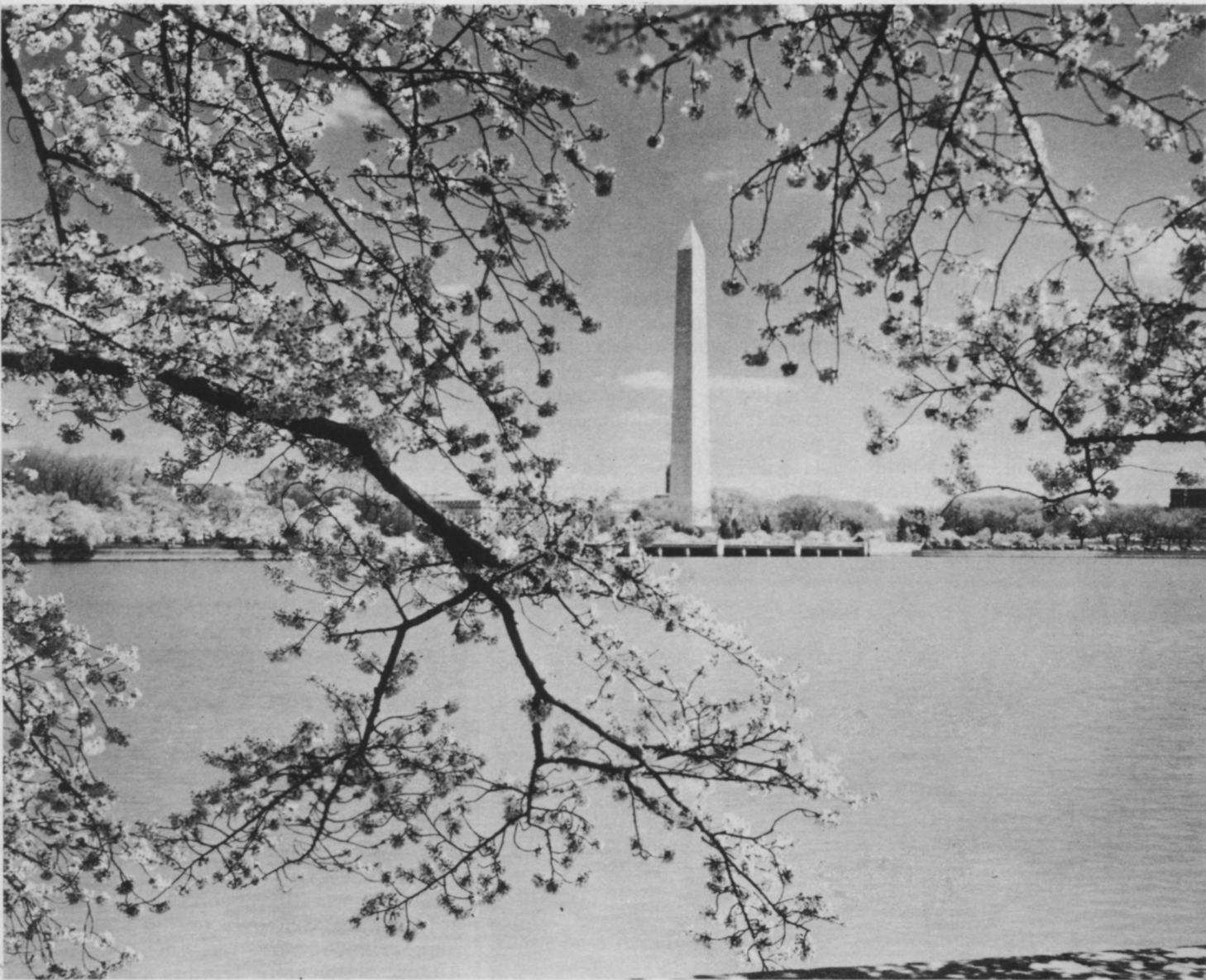
STATE

ZIP

AREA CODE

TELEPHONE NUMBER

LCI-6



Washington

Stanley Gordon is no shrinking violet. You pull up to his offices just off the Beltway in Silver Spring, Md., and he's out to your car to shake your hand before you've got the door open. He's wearing topsiders with no socks, a gauzy shirt with the top few buttons undone. He looks like a bartender in a summer resort-type restaurant — which he tells you later in the interview is what he *really* wants to be.

That may be what he looks like when you first meet him, but there aren't too many bartender-types that can boast his track record in the lawn care industry.

He started his **Lawn-A-Mat of Metro Washington** in 1965. He tells you that he put out his advertising in March of that year, and followed up 35 leads the first Sunday. He and his people serviced 18 lawns on Easter Sunday that year with the Lawn-A-Mat combine. He finished his first year in business with 100 accounts.

He was also a Lawn-A-Mat distributor for the D.C. market, and by 1974 had signed up 15 dealers that were collectively grossing \$2 million on lawn care business to 7,000 customers.

The parent company has had Chapter 11 bankruptcy problems since those heady days, and there are now only six or seven Lawn-A-Mat dealers working the D.C. area. Gordon is one of them, in addition to owning seven per-

cent of two million Lawn-A-Mat stock shares, he says.

Gordon now has 500 customers on the books and says he will gross \$150,000 this year.

For Mike Cust, it all comes back to his people.

"I have the best employes in the country," says the 38-year-old owner of **Cust Maintenance Co., Inc.**, Oxon Hill, Md.

During peak times of the year, he has 35 employes on the payroll, working in five-man crews. He carries about 10 employes full-time over the winter. His crew foremen, most of them in their late 20's, earn in the \$15,000 to \$18,000 range. In addition to this, his employes carry life insurance (\$10,000 for foremen) and a solid hospitalization program through the American Association of Nurserymen. Employes also receive two weeks earned vacation and one week earned sick leave each year. And this year Cust has instituted a profit-sharing plan.

"For too long, people have looked down their noses at people in service industries, particularly the lawn maintenance industry," he said. "I think it is important for the industry to be upgraded."

Cust started the business in 1972 with John Howell. He had previously been personnel manager dealing with 600 people for Washington's largest downtown parking-facility network.

The company projected \$25,000 in billings that first year, but ended up grossing \$75,000. The business has grown steadily since then, to the point where it will gross close to \$600,000 this year.

Cust's gross was about \$250,000 for a number of years, but then he realized he had to take on more business so that he could provide better opportunities for the top-level people he was developing. Foreman Lee Howell has been with him five years; Harold Thompson has been with him five years; and Ed Robinson and Charles Arnold have been with him four years each.

"Every service industry is seeking an identity," Cust says, "and the lawn care industry is no different. We've got the service aspect of our business down, and I really believe that I could take these 35 people with me into just about any service business and make money at it. That is how much confidence I have in my people."

Cust's maintenance work is divided equally — about one-third is commercial/industrial work (such as the 110-acre IBM office complex north of Washington); about one-third government work (including one 2,600-acre Navy project); and about one-third residential.

"I don't believe in putting all of my eggs in one basket," he said. "Government work can change hands fast with low the low-bidding process."

He sends out about 75 bills a month, and most of his accounts are on 10-month contracts. Most

of his work is what he calls full-service, but he also has some liquid-application jobs, and some jobs that he just provides maintenance for. The company does no tree work that can't be reached from the ground.

A computer service has entered into his business this year. His secretary codes all bills and receivables, and they are fed into the computer. In addition to obvious billing advantages, the computer read-outs he receives allow him to pinpoint costs for each crew and the jobs they work on. When he bids jobs, he estimates that he needs between \$18 and \$22 per man with equipment per hour to do well on the job, and admits that \$18 is cutting it pretty thin at times.

Although he bids landscape installation work, he subcontracts it out to other firms. He marks up the subcontractors price between 10 and 20 percent, and then bills the amount to the customer. He only handles this type of work for known accounts, and estimates he grossed \$75,000 in this aspect of his business last year.

He also says that he looks for a minimum of 10 percent net profit on his work, and usually tries to keep it over this figure.

Cust said that 95 percent of the lawns he handles are a mixture of bluegrass and fine fescue. He also says that K-31 tall fescue, although it is a coarse grass, can look very good with the correct maintenance. And he says that O.M. Scott & Sons' Vantage Kentucky bluegrass is well-adapted for the Washington area because it has good tolerance to drought, and it has good resistance to *Fusarium* blight.

To control *Fusarium* blight on his disease-prone lawns, he uses Tersan 1991, marketed by Du Pont Co., Wilmington, Del. He provides four applications at two ounces per 1,000 square feet June 15, July 1, July 15 and in August, and says he has "had some luck" with the program. Last year, he had to go back and apply another application, because the month of September was so hot.

For his spray jobs he uses 150-gallon tanks and assemblies manufactured by F. E. Myers Co., Ashland, Ohio, and Deere & Co., Moline, Ill. He mounts them in small pick-up trucks, and sprays herbicides from one, and fungicides from the other.

For mowing, he uses 25 two-cycle hand mowers manufactured by Jacobsen Div. of Textron, Inc., Racine, Wis. He also has six 60-inch riding mowers manufactured by Yazoo Mfg. Co., Jackson, Miss. He owns a 72-inch Hustler riding mower manufactured by Excel Industries, Inc., Hesston, Ks., and likes it particularly for slope work. He also uses units manufactured by Howard Price Turf Equipment, Inc., Chesterfield, Mo.

He owns four tractors manufactured by Deere, two 30-horsepower diesels, and two 40-horsepower diesels. He uses a 25-horsepower tractor manufac-

tured by Kubota Tractor Corp., Compton, Calif., with a Woods mower, manufactured by Hesston Corp., Oregon, Ill. for light-duty fine mowing. He also has units manufactured by Ford Tractor Operations, Troy, Mich., and an F-10 unit manufactured by Jacobsen for large-acreage mowing.

"Just about everything we own is diesel," Cust said. "We have found that you get three or four more times worth of wear from a diesel unit over gas-powered." He also says that when he purchases mowing equipment, he is often more interested in how well the dealer will be able to service him rather than how good the equipment is itself.

Other equipment Cust uses heavily includes a TS-30 tree spade manufactured by Vermeer Mfg. Co., Pella, Iowa; Rogers seeders marketed by Jacobsen; brush chippers manufactured by Olather Mfg., Inc., Industrial Airport, Kan.; Jacobsen leaf blowers; and a Giant-Vac truck loader for leaf and debris



Cust

Fillah

removal, manufactured by Giant-Vac Mfg., Inc., South Windham, Conn. "Debris disposal is getting to be a problem," he says, "and with one of these units and a one-ton dump truck, we can handle 200 acres worth of debris before we have to make a trip to the dump."

Cust starts his workers out at \$3.25 an hour, works them up to \$3.50 after about a month on the job, and then up from there to the point where his more skilled people who stay with him can earn anywhere between \$5 and \$6. He gives his foremen flexibility in handling crews. During some summer months a few crews work four 10-hour days rather than the typical week, and Cust says he gets more production this way.

"We do our own preventive maintenance on our equipment on rainy days," he said. "but we rely mostly on dealers for our major repairs. I expect this from dealers. I let them charge me a fair price for the equipment. If you push a man to cut his price he is going to have to cut his service to make up for it. I would rather pay the full price and get good service, and I do."

Ed Birch and Chuck Fillah are men in motion. In the course of about an hour on a sunny, 80-degree Washington spring day made to get the kinks out of any lawn maintenance operation, the phones ring off the hook: One call every four minutes to be exact.

And most of the calls have to do with the two things Birch and

Fillah say are the biggest problems their **Columbia Maintenance Services Corp.** in Alexandria, Va. have. As 48-year-old Birch puts it:

"Training and keeping good people, and keeping the equipment running for the people to work with."

If you have got a couple of free hours on your hands, the two will sit down with you and recount their equipment problems for you. Things like being three days late on a job because a brand new one-ton pickup with only 1,100 miles on it has broken down twice in two days. Things like having a pump broken down for the lack of a \$1.50 part that only a company in North Carolina manufactures. Things like having five 52-inch mowers on inventory, but never being able to keep more than four on the job because the fifth is constantly needed for parts.

The two run a \$450,000 business, and employ five full-time mechanics. One mechanic works during the day, two work evenings and two work nights. That is a lot of manpower, but of course there are some benefits. Blades and oil filters are changed every day on their mowers.

And although there are always problems, as Fillah says: "One breakdown can't kill us, we've got backup equipment to handle just about anything that is really necessary."

The company has been in business 12 years, starting out largely with janitorial services. The company is owned by Skip, Ken and Josh Schatz. In 1973, Birch was put in charge of an outdoor maintenance division as an accommodation to a customer, and the business has grown since then. Fillah, 25, a University of Maryland turf grad, started in 1974.

The company has 36 projects on the books, 34 of them are apartment complexes. They also count the well-known Goddard Space Center among their accounts.

They have 15 trucks on the road. This includes seven mowing crews, one pruning crew, one edging crew, one spray crew and a crew that handles weeding and mulching in beds. They employ 55 to 60 persons at peak times of the year. They start laborers at \$3 to \$3.25 an hour, and a pay operators \$3.75 to \$4.50 an hour.

For mowing, they use 35 Jacobsen commercial 20-inch hand mowers; five 52-inch Groundsmasters, manufactured by Toro Co., Minneapolis, Minn; five 60-inch units manufactured by Howard Price Turf Equipment, Inc.; a five-year-old, 72-inch Hustler mower manufactured by Excel Industries.

Also, a 24-horsepower tractor manufactured by Kubota Tractor Corp; and a 40-horsepower tractor manufactured by Ford Tractor Operations. They rear-mount 60-inch Woods mowers, manufactured by Hesston Corp., on these units. They use 15 Green

Machine string trimmers and seven Green Machine backpack blowers manufactured by HMC, Torrance, Calif. They also own two 60-inch commercial units manufactured by Jacobsen.

When bidding maintenance jobs, Birch and Fillah estimate about \$10-12 an hour for mowing work, and about \$15 an hour for special work. They take a pre-bidding sheet and walk the job, checking off the amount of minutes it will take an average crew to handle each job that needs to be done. They estimate about 80 percent efficiency on man-hours, then price out the labor portion of the bid. Then they estimate costs for foremen, operators and other workers, add in estimated gas, oil costs and travel time. Then they compute about a 15 percent overhead cost, and about 10 percent profit cost, and submit the bid based on these figures.

For accounting purposes, any equipment under \$500 original purchase price they expense the day they buy it. The rest of the equipment is amortized usually over a five-to six-year period. Their riding mowers are amortized over a longer period of time than even their trucks.

Their average apartment complex brings in about \$10,000 a year on nine or 10 monthly contract billings. They usually work through four or five property management firms, and two firms handle 15 of their accounts.

Most of the lawns Columbia cares for are of seeded bluegrass and fescue. For crabgrass control they use Dacthal, manufactured by Diamond Shamrock Corp., Cleveland; and Balan, manufactured by Elanco Products Co., Indianapolis. They use spray equipment manufactured by



Birch

Blust

Smithco, Inc., Wayne, Pa., and a boom unit mounted on a Cushman Truckster, manufactured by Cushman-Ryan, Div. of Outboard Marine Corp., Lincoln, Neb.

Because we are in the janitorial business," Birch said, "we have contacts with just about all of the major management firms and large projects in the Washington area. Of the 1,000 or so top property managers, we already know perhaps 800 of them. And in many cases, we have already walked the job at one time or another, and probably have a folder on file on the project."

Birch and Fillah hope to get into more design work in the future, and are adding the necessary staffing to handle it. One of the reasons for this is that it is a higher-margin business than commercial/industrial landscape maintenance often is. As Birch says:



Cruse

Graham

"Sometimes it can get tight. We figure that it costs us \$30 a day to own a Hustler mower for example. That is \$15 to pay for it, and \$15 to handle repairs, gas, oil and a little put aside to purchase the next one. And that is assuming that we get 210 cutting days a year. A lot of things can go wrong on keeping that machine on the job, and when they do, it can throw our budgeting and profit structure out the window."

George Graham says that when he got into the lawn care business seven years ago, he didn't realize he would be getting involved in sales. Anyone involved in chemical lawn care might find that hard to imagine.

"It's true," the 45-year-old owner of Lawn King of Mount Vernon recently told **LAWN CARE INDUSTRY**. "If anybody had told me that I would be knocking on doors, I would never have gotten involved in it in the first place."

Seven years ago, Graham had recently retired from handling Army computer work, and was looking for something to devote his time to after 20 years in the service. Despite his aversion to sales at the time, as he recalls:

"I had already laid my money on the line, and was sitting in the Lawn King training session, just madder than hell because I was beginning to realize that I would indeed really have to sell."

He didn't have much time to ponder his situation. "I put out the advertising, just like the Lawn King people said, and the leads started coming in. Before I knew it, I was out making sales calls, and bang-bang-bang, I had my first three accounts on the books," he said.

Of course, he doesn't like to admit that he overcharged his first sale by 4,000 square feet because he didn't quite know how to measure a lawn, and charged the account for the square footage of his entire lot.

Despite getting off on the wrong foot, he wrote \$8,000 worth of business his first two weeks pounding the pavement. He grossed \$78,000 his first year in the business. Since then, he has added two more dealership areas, and this year will service 1,500 accounts and approach a gross of \$400,000.

"I enjoy sales now," Graham says.

He believes that the way a lawn care businessman "develops" his customers can save him a lot of servicing headaches later on in the contract.

"You have to sell very negative, just promise the customer that you will service



Trucks of four Washinton-area lawn care companies.

their lawn and do your best," he says. "Don't promise them grass." In spite of this warning, he does tell his customers that if he can't produce a good stand of grass after two years (although this is rare) then that is simply the best he can do.

After three years in business, Graham began to realize that 90 percent of his phone and callback time was being spent on the same relatively few troublesome lawns. These were lawns that were severely sloped, lawns that had poor aeration, and sometimes, lawns owned by simply troublesome customers. He discussed these troublesome lawns with the owners during the fourth year in business. By the end of the season, the customers that had not already dropped his services received a letter explaining that Graham could no longer service their lawn. He lost 20 percent of his business, but it was also the least profitable percentage of his business.

Graham believed in advertising. Oh, how he believed in advertising. Up until this year, he was spending 20 percent of his gross on advertising and promotion. To bring that a little closer to home, consider the fact that he spent \$49,000 on advertising and promotion in 1977, \$32,000 in 1976, \$38,000 in 1975 and \$22,000 in 1974.

He only spent \$9,000 last year, but says that his past substantial advertising outlay is "coming back to me now. I now have to marry up quality work with the image and name I have built for myself over the years."

And when it comes to selling lawn care accounts, Graham has changed his philosophy a bit in the last few years.

And when it comes to selling lawn care accounts, Graham has changed his philosophy a bit in the last few years.

"We used to sell accounts on the basis of insisting that both the husband and wife be present," he said. "It was almost a sure sale, but you just can't do it in this day and age, with both husband and wife working and involved in so many other activities."

This attitude has cut down on Graham's night sales work, but it has also reduced his percentage of leads closed.

"It used to be between 80 and 90 percent, but now it is closer to 40 percent," he said. "You just can't convey your message to the husband if you have to work through the wife. It becomes a simple numbers game. He wants to know the price, the bottom line, and of course you don't have a chance to convey to him what the lawn needs and what you are going to do for it."

His sales people work on an eight percent commission basis. The salesman also pays all of his own expenses for sales work.

First-year salesmen also receive a salary.

When one of Graham's service men generate a lead, they are paid a bonus of one percent of the actual sale generated. They receive this bonus only the first year the account is on the books.

The service men are paid a basic salary plus an incentive bonus. Trainees are paid a weekly salary of \$130, even if rain delays work. After about 30 days on the job, the salary goes up to \$145. This is also when the bonus clause kicks in. The service men are paid 10 percent of any revenues produced on



Quay



Faulring

square footage they service in excess of 40,000 square feet weekly. Bonuses are paid in the twice-monthly payrolls.

But there is also a quality control check. Any lawn that has to be retreated is subtracted two times what the service man's bonus would be. The service men are also in charge of their own equipment repairs.

Mike Blust is a fast learner. He's had to be. A little over two years ago, he was working for the Oakland County Parks Department in Michigan, fresh out of Michigan State University with a degree in parks management. Then the 24-year-old signed on with the national lawn care chain **Tru-Green Corp.**, and the company promptly sent him to Washington, D.C. to help open up the market.

After some time back in Tru-Green's Michigan offices, he is back in D.C. as regional manager for the company's branches in D.C., Cleveland, Pittsburgh and Virginia Beach, Va.

The company runs two 1,200 spray tank units and a pickup spray unit out of its Rockville, Md. offices. The basic program it offers calls for five applications a year, four of them with fertilizer included. One summer application usually only includes an insecticide. Minimum charge is \$18 per application for a 5,000-square-foot lawn. Blust says that the average lawn his company handles is 8,000 square feet, with a charge of \$25.20. After a soil test determines if lime is necessary on a lawn, it is applied in pelletized form in the fall applications at no extra charge.

Blust says that direct mail has not worked successfully for the company in the D.C. area in the past, and that this year they are

relying on hand distribution and what he calls "neighbor letters."

Robert DeKraft, co-owner of **Lawn Doctor of Fairfax**, attributes his company's success in acquiring 900 new customers in 1979 directly to television advertising. "Television really had an impact on our sales this spring," he said.

Lawn Doctor of Fairfax initially started utilizing television in 1977 and the advertising campaign has resulted in increased customer recognition of their product. "We spent a lot of money getting the image of our 'green thumb' logo out to the public," he said. "When the public sees the logo we want them to think of Lawn Doctor."

Because of the sheer numbers of people television reaches, the campaign has already had a significant impact on Lawn Doctor's sales for 1979, but DeKraft is quick to add that referrals, through word-of-mouth advertising, are also a traditional tool in securing new customers.

"We have quite a good reputation in northern Virginia and our referrals have helped us," he said. "Once we go into an area and give the people results than we get the neighbors. I can't stress enough how much that has added to our business."

"We also do a lot of lawn evaluation-type advertising where we go through a neighborhood, evaluate the lawns, and leave something on the homeowner's door," he said. Other advertising methods used by Lawn Doctor of Fairfax include radio spots, ads in the *Washington Post* and other local newspapers, and some telephone solicitation. "We don't use any high pressure tactics in any of our advertising," DeKraft added.

Lawn Doctor of Fairfax was established in 1969 and currently services about 2,700 customers in Fairfax County, about 18 miles southwest of Washington, D.C. The company grosses about \$450,000 annually and DeKraft said he expects the company to top \$1 million in business within a "few years."

Lawn Doctor of Fairfax currently employs 13 full-time workers and an additional 12 part-time workers, along with one full-time salesman and five or six part-time salesmen.

According to DeKraft, the key to retaining quality employees involves taking "good care" of them. "You can't treat them like part-time people," he said. "That's why I have so many full-time people who I carry during the winter months." He guarantees a 40-hour work week at a pay rate of \$3.75 to \$4.75 per hour throughout the year.

During the winter months DeKraft's full-time employees clean the trucks, maintain the machinery, and prepare for the

coming season. "It's expensive to carry the people, but this way I don't have to retrain new people every year," he said.

Lawn Doctor of Fairfax's program is granular and consists of fertilization, pre-emergence crabgrass control in the spring, and weed and insect control. "We also offer dethatching, seeding with aeration, and milky spore disease for grub control if the customers want it," DeKraft said. "The only thing we don't do is cut and water the lawn."

Come June, however, it's possible that DeKraft would like to make watering a part of Lawn Doctor's service. As a result of Washington's scorching summers water is generally in short supply and the water that is available is expensive.

"It's hard to get the customers to get out there two or three times a week and soak the lawns," he said. "Because of that you get into a browning situation in the middle of June and the lawns pretty much stay that way throughout the summer."

"You have to make your customers understand that it's not a matter of putting more fertilizer down to make their lawns green," DeKraft said, "but that we either need rain or for them to water the lawns."

The troublesome water situation is further aggravated by the heavy concentration of clay soils in the Washington area. "You hardly penetrate the surface of this clay soil even after an hour of heavy watering," he said. "The water keeps running off so it doesn't get down to the root system where it's really needed."



Maurer



Gordon

Water is not the only problem for lawn care operators in the Washington area. A preponderance of disease and insects, hot/dry summers, and the fact that Washington is in the transition zone adds to the lawn care professional's woes. "Washington is too far south for the northern grasses and too far north for the southern grasses," DeKraft said. So what can the lawn care professional do? DeKraft recommends doing something a little less drastic. Simply plant Kentucky 31 fescue. "Kentucky 31 fescue is a hardy grass," he said. "We have found that although it's a little on the coarse side it withstands the problems we have here better than any other grass."

Regarding competition,

DeKraft said, it is probably greater in Washington than anywhere else in the country. "If it ever got to the point that the area was so saturated that you would have to cut each other's throats than that would be bad," he added, "but overall I think competition is healthy."

Unlike many lawn care businessmen, Bill Pearson, owner of **National Turf Service of Prince Georges County**, has few employee-related problems. Workers are never late, they don't complain about their pay or benefit packages, and they always apply the correct amounts of fertilizers and insecticides. How has Pearson developed this "personnel paradise?" The answer is simple.



Miller

Miller

He has no employees. Pearson works alone.

"I'd be glad to get someone I could teach the business to, but it's hard to find someone dependable," he said. "Good help is very hard to get. I sometimes pick up part-time help in the summer to help me with followup insect control, but I don't have any full-time people."

"The reason I haven't hired anyone else is I'm as big as I want to be," he added. Pearson said his "personalized service" has attracted more than enough customers each year to keep him plenty busy. "Doing the work myself has brought me a lot of new customers," he said. "It means an awful lot to the customer to know that I'm going to be taking care of their lawn myself."

Pearson, 50, established National Turf in 1974 and he currently grosses about \$45,000 annually from about 150 residential accounts. Pearson said he tried utilizing the "economy program" instituted by ChemLawn Corp. and other companies, but was unhappy with the results. "I tried the economy thing which is doing without seeding, aerating, and fungus control, but we've gotten away from that," he said.

"My program is primarily granular although I do have some liquid insect and weed control," he added. His main program costs four cents per square foot and includes fertilization, insect and weed control, aeration, reseeding in the fall, and pre-emergence crabgrass control in the spring. "That is our most popular program," Pearson said.

He also offers a less expensive program for two-and-a-half cents per square foot which includes insect control, fertilization, and weed control. A dethatching service for an additional one or two cents per square foot is also available.

Pearson applies all of his services with a 1,200-pound, hydraulic tractor which has the capability of laying down four different granular products at

the same time. It also contains an aerator and spray unit.

Regarding the future, Pearson said, "I don't see the market slowing down at all. There's a demand for lawn services in the Washington area because in a lot of situations both parties work and they don't have the time to do it themselves," he added. "I don't see how anybody could go wrong in this market, especially if they were willing to hustle."

The lawn care industry has developed slower in the Washington area than in other regions of the country, according to Gary Mack, president of **American Lawn of Maryland, Inc.** "Growth is a little slower in Washington because there is less disposable income here," he said. "The average income in Washington is high, but housing costs and the overall cost of living are among the highest in the country."

"Growth is also slow because there is a greater turnover of homeowners here," Mack said. "Washington is basically a government town so we don't have an industrial base to maintain a steady population of homeowners."

Mack added that the transient nature of the Washington homeowner also adversely affects the lawn care professional's ability to retain customers. "There are a lot of service personnel here who only stay in the area for four to six years," he said. "Even though they are well incomeed they don't maintain their properties as well as if they were going to stay in the area for a lifetime."

Mack, 36, is a former Davey Tree Expert Co. employee who established American Lawn in 1975. The company grosses approximately \$400,000 annually and services about 3,500 accounts in northern Virginia, parts of Maryland, and the Washington, D.C. metropolitan area.

According to Mack, the Washington market poses a number of difficult lawn care problems, the most severe being disease. "We have four primary diseases in

this area: leaf spot, brown patch, *Pythium* blight, and *Fusarium* blight."

"We also have a very severe Japanese beetle and grub problem," he added. "We recommend milky spore disease as the number one cure for the problem and we will also sell insecticides



Kibler

Frost

as a preventive measure if the homeowner can water the lawn properly. However, if he can't water the lawn properly we won't even sell it to him."

These troublesome turf problems are further compounded by the high cost of water in the Washington area. "It's very difficult to get the people to water because the water is so expensive here," Mack said. "The result is in July and August the lawns just go to hell."

Even with all its problems, the Washington marketplace has continued to develop. However, Mack foresees a general curtailment in the popularity of spray operations in the Washington area. "The mystique of the liquid application is pretty much gone and I think the transition is going the other way now," he said. "People just want a green lawn and they really don't care how they get it."

"I also think that as the competition grows there is going to have to be more diversification within the industry," Mack added. "The guys that are going to continue to grow are going to be the guys that can expand their services into mowing, shrub and tree care, and other areas."

Ron Miller doesn't mince words, and he has opinions about the lawn care industry honed from being with three of the major franchise lawn care com-

panies in the country since he started in 1967.

He now runs **Super Lawns, Inc.**, Rockville, Md., with a number of franchisees in Maryland, Virginia and New Jersey. Previously he was with Lawn-A-Mat Chemical & Equipment Corp., Westbury, N.Y., and Lawn King, Fairfield, N.J. Susan Miller is president of the company and Cheryl Kibler is office manager.

Miller started Super Lawns in 1976 and grossed \$253,000 the first year. Last year the company grossed \$352,000 out of the home unit, and \$70,000 worth of business was sold off to one of the franchisees. Miller expects to do about the same amount of business this year, with between 1,700 and 2,000 customers projected by the end of this lawn care season.

His outlet has five combines on the road, with operators handling about 10-12 lawns a day, or about \$70,000 a year for each combine. The basic Super Lawns program calls for five visits a year with two seedings. Charge is \$220 for a minimum 6,000-square-foot-lawn. The company also has a full-time mechanic and a warehouse with a \$25,000 part inventory, and a lawn mower repair shop called Mighty Mowers. Miller told **LAWN CARE INDUSTRY** he hopes to be grossing \$5 million annually off his total operation in five years.

The Millers on promotion: "We spend between 10 and 12 percent of our gross on advertising and promotion . . . we mail between 350,000 and 400,000 brochures a year (there are perhaps 500,000 single-family homes in the Washington area) . . . we spend very little on newspapers anymore, there is just so much waste. Much of it goes to apartment and condominium owners, people that would never be customers. Also, a newspaper is only around for one day, a brochure will be in a person's house longer . . . But we did go with a big newspaper campaign when we first started, full pages. We got over the hump

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of people asking 'how long have you been in business?' real quick. We figure that it costs us about \$60 to put a new customer on the first year."

The Millers on sales: "We close 60 to 70 percent of our leads. We have a renewal rate of about 70 percent. We feel that this is partly because we try to keep one man working the same customer lawn all season long. We have a cancellation rate — not a non-renewable rate — of only five percent. We of course lose many people because they move and for other reasons. All of our men have pest control licenses and we teach them how to sell. If a man cannot sell, he does not stay with us long. We pay between 7½ and 10 percent commission on the total value of a sale. We pay 2½ percent for renewals, but we don't pay for the renewal if it comes in the form of a letter. The guy has to

work at reselling it before we give another commission."

The Millers sound very cut-and-dried in their approach to the lawn care industry, but there are some in the industry that feel they are going about franchising lawn care in a very sound way. For the most part, they hire on people, train them for a year or two in their own outlet, and then set the worker up as a franchisee.

"I've spent a lot of money on advertising these last few years," Ron Miller said, "probably more than I really should have. But I am getting all of my advertising dollars back when I set my people up in a franchise in a territory where the Super Lawns name is already known. I'm not going to take a guy's money if he is not interested in this business. We are in it for the long haul."

ChemLawn Corp., Columbus, Ohio, moved into the Washington market in 1975 with two branches

and is presently up to four branches in the area. As Vienna, Va. branch manager Pat Cruse says: "We are well past the point of trying to break open the market."

Rod Moffitt is manager of the Gaithersburg, Md. branch, which is probably the largest in the D.C. area for ChemLawn. Gary Lascalia is manager of the Upper Marlboro, Md., branch, and Mike Kaiser is manager of the Alexandria, Va. branch. The company also offers the ChemScape tree and ornamental spray service in the D.C. area.

The basic ChemLawn program in the Washington area is five applications. In the complete annual cycle the lawn receives: preemergent crabgrass and foxtail control in spring; slow-release nitrogen when the lawn will benefit most from it; three applications of a completely balanced fertilizer at proper intervals; late fall application of a high nitrogen fertilizer;

lime applied at no additional charge if soil pH is low; insecticide for surface-feeding insects; and broadleaf weed control when the weather permits the weeds to be killed without damage to turfgrass.

Disease control is not part of the ChemLawn program, although the company recommends fungicides and proper management practices to help control these problems. ChemLawn applies fungicides at an extra cost but offers no guarantee. The company also recommends seeding where necessary, but does not perform the actual seeding.

ChemLawn cost is \$21 per application for any lawn 5,000 square feet or less. For an average lawn of 7,500 square feet, the cost per application is \$27.50.

Even the best lawn care program means little if a lawn care company does not keep service uppermost in its mind, Cruse says. And sometimes, that even includes sodding part of a lawn that has been lost, even if it is not really the fault of the company. One afternoon recently, Cruse was scheduled to do just that, as he called it "a little public relations work." It is all part of ChemLawn's service concept.

"You can't lose site of the fact that our industry has to be service-oriented," Cruse said. The company has a 48-hour policy on new customer leads, and also on service calls.

Cruse stresses that it is important not to mislead the customer as to what a lawn care service can provide for their lawn. And he says it is also important to educate the customer as to what part he must play in the proper care of a lawn.

"We are a convenience-oriented society; and many customers would be happy to think that just spraying chemicals on a lawn will take care of all the problems," Cruse said. "The customer has a responsibility to mow and water his lawn properly, and also to have the proper grasses in his lawn to take best advantage of the Washington weather and climate."

"Chemicals are not the total answer, proper cultural practices are," Cruse said, "and that is what we try to stress with the customer."

At times of the year, sprinkling bans are in effect for such a long period of time, that customers have to get special permission slips from the city to water in insecticide applications. For this reason, and because of high water costs, the 25-year-old Cruse points out that his branch has a water recycling system for water use. Water costs are about two-thirds cheaper if there is no sewerage charge.

Bill Frost, 29, is one of the technicians that works out of the ChemLawn Vienna branch. He says that in the spring of the year, about 30 percent of his time is spent on production, and about 70 percent on sales and service. As the summer season comes, Frost said that his time is split about 50-50. Late in the year, just about all of his time is spent on production.

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ChemLawn trucks are out spraying lawns often before 7 a.m. on weekdays and by 8 a.m. on weekends.

"Our policy is to knock on all doors after an application," Frost said. "This gives us a chance to explain to the customer what we have applied to the lawn, and to answer any questions they might have. We try to stay ahead of all potential problems."

Jerry Faulring and Bill Quay started **Hydro Lawn** in the early '70's. By 1975, the company was grossing \$178,000, with about \$10,000 profit. By 1976, they were running 700 customers out of each 1,300-gallon spray tank, and had 3,000 customers and grossed \$443,000. In that same year, they built the first of their batch tanks — a 5,000-gallon unit — for \$10,000.

"It surprised us when it worked," Faulring told **LAWN CARE INDUSTRY** over a Heineken's beer recently. The company now has two 8,000-gallon batch tanks, one 6,000-gallon unit, and one 5,000-gallon unit. Faulring estimates that the batching system saves his company about 20 percent on materials each year, because he is able to buy them separately, and cheaper. They can fill about five spray trucks with the typical batch, and one employee is responsible for mixing at both branches the company operates in Gaithersburg, Md., and Springfield, Va. Faulring says

that the batching units have paid for themselves already.

By 1977, the company was up to 5,100 accounts, and grossed \$870,000 with a small profit. The following year, they realized that they were losing money because of driving times, and they opened the Springfield branch to complement the Gaithersburg branch. They also decided to sell two programs to the customer, one with seed, and one without seed offered.

The company now has 37 employees, eighteen 1,300-gallon spray units, one 3,000-gallon Finn hydroseeder, and 11 other trucks. The company will gross close to \$1.5 million this year with well over 10,000 customers on the books.

Hydro Lawn offers a number of basic programs: a bluegrass/fescue program; and zoysia/bermudagrass program; and hydroseeding lawn restoration program; and a special estate care program. This year it is also offering a horticultural care program available only to present lawn customers, and also a dethatching program available only to lawn customers.

The typical lawn program includes maintenance level of lime, in all-five applications. Dethatching costs are between 2.6 and 3.6 cents per square foot, depending upon the amount of thatch buildup. The estate care program is offered for very large lawns or commercial sites at a minimum of 40,000 square feet. It offers three treatments with a

basic program of fertilization and weed control.

Faulring said: "I believe that we as an industry are currently in error for the some of the overall strategies we have developed. I feel that many of us have actually specialized too far to the extent that we are not serving the full scope of the consumer's needs and expectations. We are missing an opportunity to increase our sales volume without increasing our client list and at the same time serve the market better."

Last year, Hydro Lawn did an extensive survey of its customers to determine weaknesses, and to learn how it could better serve its customers. Almost 50 percent of the customers said they would pay for mechanical thatch removal; 32 percent said they wanted Hydro Lawn to provide chemical pest control for trees and shrubs; 36 percent said they wanted root zone fertilization for trees and shrubs; and 14 percent said they wanted a mowing service.

"Additionally," Faulring said, "our customers have always expected such services as non-selective weed control, fungicide applications and overseeding. With a little quick math, it is very conceivable that a strictly chemical lawn care company could double its sales volume without adding any new customers. Again with regard to our survey, 32 percent of the respondents cited as one reason for employing Hydro Lawn was due to the variety of services we offer."

Faulring said that also said that only 36 percent of the customers in the survey said they were dramatically influenced by low price.

"We have become a very price-competitive industry, and yet 64 percent of my customers indicated that price was not their number one concern," he said. "It is my impression that although price definitely influences buying decisions, it is not as important as overall results."

Faulring said that most of his

lawn sprayers handle between 650 and 750 customers off of their spray rigs, and that they sell between 30 and 100 new customers in the course of a season. He has some operators that produce more than \$100,000 worth of revenues out of their 1,300 gallon rig.

Theodore Hadeed, 37, president of **Lawn-A-Mat** of Prince Georges County, said the Washington lawn care market is highly competitive and he likes it that way. "Competition doesn't bother us because none of the other companies do what we do. Most of our competition are liquid applicators and other companies who don't seed or treat for diseases" he said. "They can only maintain a good lawn."

"Our company can establish a nice lawn and after it's established we can maintain it," he added. "Of course it costs more to establish a good lawn, but once it's established we do have a low cost program to maintain it."

Hadeed purchased the franchise in 1967 and he currently services 700 accounts and grosses about \$150,000 per year. "Most of our business is from residential accounts," he said, "but we also do some commercial business. We stay away from most commercial accounts because they want ... the lowest price possible and we're not in business to compete with really low prices. We would rather not do the job if we're not going to make a profit."

Lawn-A-Mat of Prince Georges County's complete five application program includes fertilization, weed and insect control, seeding, aeration, rolling, and dethatching. "Our services run from two cents a square foot (maintenance program) and up depending on the program," he said. "Our complete program runs four cents a square foot."

Hadeed currently employs five full-time workers who are all turf management graduates. He said the average employee

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AN OPEN MESSAGE TO LAWN AND GARDEN MANUFACTURERS

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



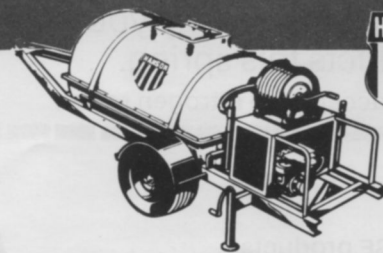
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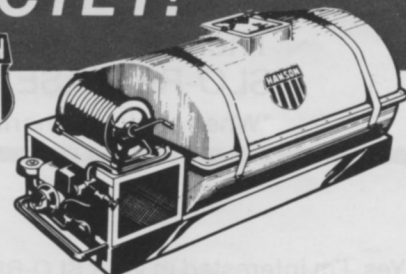
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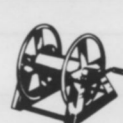


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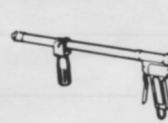
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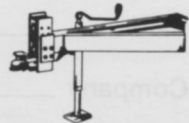
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TOOLS, TIPS & TECHNIQUES

How to choose a laboratory service

In choosing a laboratory service, the lawn care businessman should consider several questions, according to Bob Coury, lab manager for CLC Labs, Columbus, Ohio. These questions include:

- How do I best develop a fertility program?
- How can I solve this problem with testing?
- How can I run a better day-to-day operation by using a laboratory?

Almost every lawn care businessman is concerned with establishing the best fertility program, Coury says. It is accepted that soil testing is the place to start. For maximum effect, an overall soil survey is best. It is important to define the area in which you wish to determine a fertility program and take a statistically significant number of samples from it. A common mistake can be taking too few samples, which leads to a biased recommendation. Your lab, if experienced in turf, can help you decide what is an appropriate area to sample.

"For lawn care companies, soil surveys can more than pay for the cost of the sample through better utilization of phosphorus and potassium," Coury told LAWN CARE INDUSTRY. Areas of a market can be treated at lower than standard rates if the soil type is unusually high in P or K."

This information cannot be obtained from present public information because it either does not exist, is not specific enough, or the samples used for analysis are not specific to home lawns. Many public laboratories lump all turf samples together, giving information that is not for either golf courses or home lawns. Variation in sampling techniques in home lawn data render the data highly questionable.

Secondly, a laboratory provides several ways to help a lawn care businessman solve problems. These include soil testing for deficiencies, toxicities or imbalances; fertilizer and chemical testing in locating compatibility problems with new mixes; and chemical residue analysis for ornamental damage claims.

"The most common of these is soil testing for deficiencies," Coury said. "In turf, many chemical problems are associated with pH. Both low and high pH's can cause nutrient tie-up situations that your lab can explain to you."

Coury said companies who prepare their own tank mixes may need to check out the compatibility of their components. An example is the use of high pH tank mixes with certain insecticides. This practice can cause breakdown of the insecticide.

A problem also often occurs when there is damage to ornamentals. When herbicides are used, the question of liability is likely to surface, he said. The proper procedure is to first document the details of the problem. Next, a qualified plant pathologist should look for non-herbicide related problems. If the herbicide is suspect, then a laboratory can determine the content of the compound in the soil or plant material.

The last area to consider is the role that a lab can play in your day-to-day operation. The monitoring of operations can be very important to lawn care businessmen in several ways.

"Quality control can yield both better turf results and possible dollar savings," Coury said. "Routine analysis of incoming purchased chemicals is helpful to assure you are getting what you pay for. This information allows purchasing people to find the highest quality supplier."

"For those who are mixing their own tanks, a random check of ability to accurately follow fill charts is important," he said. "Both operator and equipment can be checked."

Finally, for lawn service companies which utilize organophosphate insecticides, a cholinesterase testing program adds an aspect of employee safety to day-to-day operations. Cholinesterase is an enzyme essential to the proper function of the nervous system and over-exposure to organophosphate insecticides will inhibit cholinesterase product.

"A practical, simple way to insure that an operator is not being over-exposed is to test the cholinesterase levels in the blood plasma and red blood cells," Coury said. "The results of the cholinesterase test provide a tool for determining whether proper procedures and precautions are being observed in handling insecticides and for preventing over-exposures."

Coury stresses that a lab handling cholinesterase testing for a lawn care firm should be able to help interpret results, provide rapid turn-around time and be aware of the problems of the lawn care industry.

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makes about \$15,000 per year from a salary plus a sales commission. "When you work a person 60 hours a week on a straight salary he doesn't feel he's getting paid enough," he said. "That's why we give a commission for sales and we also pay for overtime over 40 hours."

The intrusion of "budget-oriented" lawn care companies into the Washington, D.C. marketplace was the best thing that could happen to full-service companies in the area, according to Tom Speirs, president of **Lawn-A-Mat of Reston and Manassas.**

"With our difficult soil and climate the budget programs have not been successful here," he said. "Consequently, that puts us in a good position."

"Experience has taught us that the lawn here are under a lot

of stress all the time and the best maintenance program is to annually overseed established lawns," he added. Because of the obvious cost factors budget lawn care companies are unable to provide overseeding service, according to Speirs.

ChemLawn Corp., which entered the Washington market in 1975, is Speirs' primary budget-oriented competition, but they have failed to dominate the market as they have in other regions of the country.

"We lost a lot of business to ChemLawn when they first entered the market because they were so much cheaper than we were," he said, "but their program has not proven to be satisfactory in this market and we've gotten a lot of those customers back."

Speirs' first experience with lawn care was in the early 1970's when he entered the residential

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WASHINGTON from page 27

mowing maintenance business with a partner. After the partnership dissolved, Speirs purchased a Lawn-A-Mat franchise in 1975. That first year he had 96 customers and grossed about \$28,000. Today, he services four franchise areas and grosses between \$350,000 and \$400,000 annually.

Speirs currently employs 12 full-time workers who earn about \$225 per week. "Labor is my greatest growth limitation," he said. "My concept of lawn care is predicated on quality service and if you don't have trained employees ... then you don't have quality service."

Lawn-A-Mat of Reston and Manassas, located about 15 miles west of Washington, offers a number of complete lawn service programs including:

- Phase One: This program includes fertilization, pest control, weed control, aeration,

rolling in the spring and fall, and complete overseeding in the spring and fall.

- Phase Two: This is the most popular program and it includes fertilization, pest control, weed control, aeration, rolling in the spring and fall, spot seeding in the spring, and complete overseeding in the fall.

- Phase Three: This program is designed for well established lawns and includes fertilization, pest control, weed control, aeration, rolling in the spring and fall, and spot seeding as necessary.

Lawn-A-Mat of Reston and Manassas also offers a budget program entitled "Econo-Lawn," but Speirs is quick to add that they don't stress it in their advertising.

There are undoubtedly a number of environmental conditions which are detrimental to the lawn care industry in the Washington area, but the Washington customer can also be a troublesome problem, according to Speirs. One of the biggest problems he has encountered has been a lack of patience among many of his customers. "Most of our customers are not very patient," he said. "Particularly the youthful clients who are used to an instant society. It's tough to convince them that it takes time to build a good lawn."

The public's changing attitude towards lawn care has also affected the lawn care operator, Speir said. "Ten years ago if there were no weeds in a lawn the customer was satisfied," he said, "but today it has gotten to the point where the customer is unhappy if it's not a putting green."

Douglas O. Bottamiller, owner of **Contented Lawns Landscaping Inc.**, Colesville, Md., sees a bright future for lawn care in the Washington, D.C. area, but he forsees an even brighter future for the establishment of a commercial lawn mower repair shop in the nation's capitol. Therefore, Bottamiller has decided to cut down

on the number of lawn maintenance accounts he services and concentrate on building a 4,000-square-foot repair shop in Gaithersburg, Md., just outside of Washington.

"This area is hurting very badly for a commercial lawn mower repair shop," he said. "That's why I wanted to build a new parts, service, and sales store ... which would cater to the commercial operator."

Bottamiller said most distributors are unable to meet the customer demand for commercial lawn mower repairs and consequently the lawn care operator is penalized in the form of lost revenues and down-time. "If you try to get your commercial mowers repaired at an area distributor or dealer he can't take you because he is four weeks behind," he said. "The commercial operator then tries to fix it himself and he soon discovers that he's not adept in the area of mechanics and he gets further behind."

Bottamiller plans to carry seven different lines of commer-

cial mowers at the shop which he plans to open in early August or September. "I'm going to slowly phase out of commercial lawn care over the next five years," he said. "I'll still be involved with some commercial accounts, but not on such a large scale."

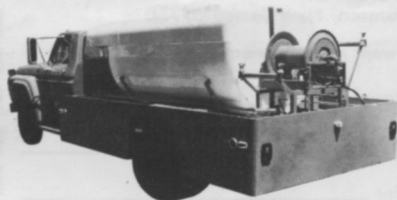
When Contented Lawns was formed in 1971 Bottamiller primarily involved in the residential market, but he left that field after he discovered that the commercial market posed fewer problems.

"For the first three or four years we were doing residential accounts, but we eventually worked our way into the commercial projects in 1975 because there was less of a hassle with recouping your money with commercial accounts," he said. "There was also less bookwork."

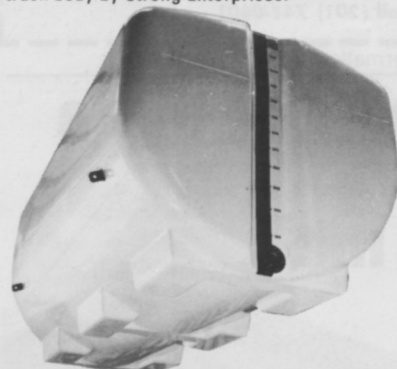
Bottamiller also discovered that commercial accounts were more profitable for his type of business. "I was having to cut 60 or more residential lawns to equal my gross for 17 or 18 commercial accounts," he added.



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Model #PC 1200 fiberglass tank equipped with fiberglass pump cover, Model #D 200 gallon mixing tank shown mounted on a custom truck body by Strong Enterprises.



Bottom view of the Model #PC 1200 tank showing to best advantage the integral molded mounting base and steel hold-down lugs designed for ease in mounting on your truck and eliminating costly installation.

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COST CUTTINGS

Selling maintenance jobs with referrals

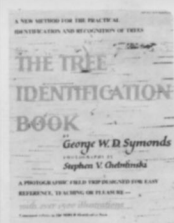
Clarence Davids, owner of Clarence Davids & Sons, landscape maintenance firm based in Blue Island, Ill. says that his firm has had great success in using current customers to sell potential purchasers of his landscape maintenance services.

Speaking on a panel entitled "Making Money in Lawn Maintenance" at the Mid-Am Trade Show earlier this year in Chicago, Davids emphasized the importance of obtaining the approval of current customers before using them as a reference.

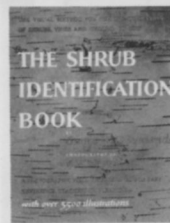
His company uses a formal presentation booklet to solicit potential accounts. The booklet includes: Background on the firm's management team, organizations to which the company belongs and participates, company service contract samples, a list of awards and accounts, a copy of the firm's certificate of insurance and a copy of its state license for pesticide handling.

Davids feels that this booklet, a technique used by many landscape maintenance firms, has done a great deal to enhance the image of his company and increase sales to "high-class" customers, it was reported in *American Nurseryman*.

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by Donald Wyman
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Provides design examples, and current innovations and refinements to older traditional designs. Covers all aspects of residential landscape design. \$13.00



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 - ☐ 500-1,000
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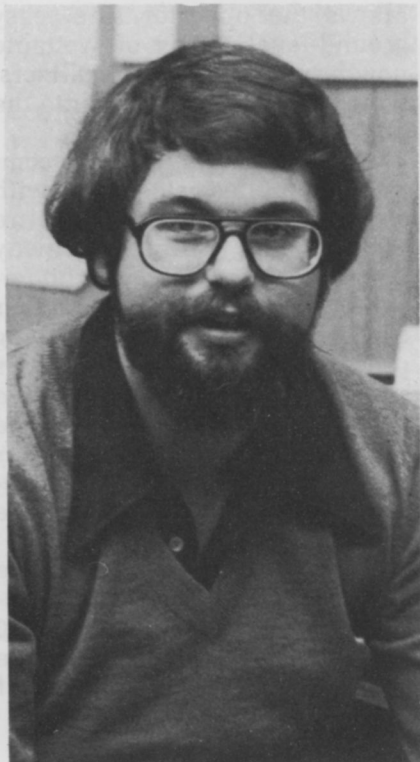
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BEHIND THIS ISSUE



We received a note recently from a lawn care businessman who we think has a pretty good idea. He is Jim Mello, and he is manager/turf specialist for Nice 'n Green, a Division of Keller-Heartt Co., Inc. in Downers Grove, Ill., a suburb of Chicago. He writes:

"I have just finished my last semester at Purdue University and have returned to Chicago to manage a chemical lawn care service. I originally co-oped with this company last year and found it an excellent opportunity to learn this new industry while still attending college. Too many turf students do not acquire the practical experience needed while still in school. I have found that the experience made my curriculum more meaningful and interesting.

"This year I have opened our company to co-op students. I have two working for me now, with four other applicators covering about 3,000 accounts. Because the students are here only five months, I have rented a furnished apartment for them and pay their rent, utilities and traveling expense to and from school. In addition they receive a monthly salary and make bonus money on work above their daily quota. I put them through a training program and teach them not only turf but try to

bring across the problems and needs of our industry.

"They sit in on meetings with sales representatives who call on me and I feel they are getting a broad education of the industry to take back with them to the university. I feel that no longer is summer golf course work the only experience turf students should be exposed to.

"I have two more students interested in the program beginning in August when the students I now have will be leaving. I would like to operate my business with a good percentage of co-op students some day. I am even willing to establish a \$500 scholarship at the end of each co-op period to the most productive and competent student.

"I have written to over 50 universities and colleges explaining this opportunity and unfortunately I have received acknowledgements only from 15.

"I was hoping that we may have the opportunity some day to have a short article in LAWN CARE INDUSTRY to help create more interest in this excellent learning opportunity."

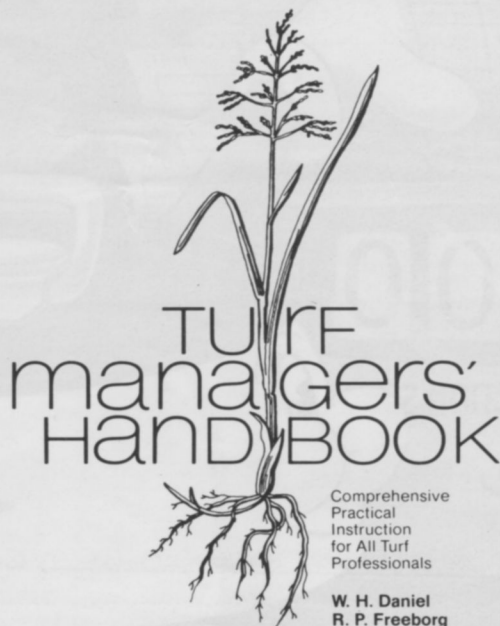
Consider it done, Jim.

Bob Earley

Managers, Instructors, Librarians

Finally, An Aid For Teaching Turfgrass

Purdue University's turf experts, Dr. William H. Daniel and Dr. Ray P. Freeborg, have coauthored a comprehensive, organized approach to learning turfgrass science and care. Based upon years of teaching experience at Purdue, Drs. Daniel and Freeborg cover management of all major turf uses today. The book, a valuable reference, includes specifications for planting, fertilizing, regulating growth, mowing, and other maintenance practices. Whether for quick reference or as a basis for all turf knowledge, the book will be among books by Couch and Beard on the reference shelf. The book is 420 pages and contains 16 pages of color illustrations.



Harvest Publishing Company, 1979

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When answering ads where box number only is given, please address as follows: Box number, c/o LAWN CARE INDUSTRY, Dorothy Lowe, Box 6951 Cleveland, Ohio 44101.
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HELP WANTED

MANAGER and applicator position open at new chemical lawn care division of established landscape maintenance company in fast-growing Houston, Texas. Tremendous opportunity for those having experience with national or regional lawn care companies, knowledge of St. Augustine lawns and marketing capabilities. The right people will have unlimited advancement potential. Send complete resume including education, experience and salary history to: Environmental, 7544 Harwin, Houston, Texas 77036 or call collect 713-784-1750.

WANTED TO BUY

WANTED TO BUY used 1 or 2 lawn spray trucks. 1,000 gallon divided tank, mechanical agitation, P.T.O. pump and dual reels. Please call 215 536-8956.

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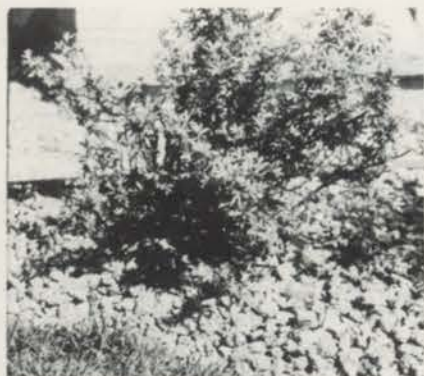
Circle 113 on free information card

PRODUCTS

Service industry business forms catalog

New England Business Service, Inc. offers a free, 56-page catalog featuring more than 250 business forms and related products designed for service industries such as lawn care. A quick thumb through of the catalog may give the lawn care businessman some new ideas about handling his invoicing, statements, collections and mailings. There is also information on job folders and posting files used by many lawn care businessmen across the country. Products are offered in small quantities, most imprinted with firm name and address.

Circle 203 on free information card



Stonescaping brochure

Stone Bark is a new natural stone with an earth-tone brown color having the texture of bark. The material, from Old Dutch Materials Co., will not rot, fade, blow, wash away, deteriorate or attract insects like other conventional mulches. A free, six-page, color brochure is available.

Circle 201 on free information card

Sprinkler catalog

Greenlawn Sprinkler Co. offers a free, 24-page catalog on its sprinkler products. Information is included on sprinkler valves, adjustable risers, sprinkler heads, pop-up nozzles, plant and shrubber nozzles, valve tester kits and accessories.

Circle 204 on free information card

3008, 500-, 1000-gallon spray unit can use both boom and hose reel

Lawn Pro Spraying Systems is now offering a versatile sprayer available in 300-, 500- and 1000-gallon capacities, that has the versatility of using a spray boom or a hose reel, according to company vice president of marketing Arlan K. Rust. Operation of the sprayer is completely hydraulic. The hydraulic reservoir and pump are mounted under the hood with the pump drive "live" under the independent control of the operator from the cab of the truck. This unit is also compatible with automatic transmissions, because no power take-off is required. A 25-foot spring-loaded, break-away, controlled



from the cab, is utilized for spraying larger acreage such as commercial/industrial lots. The boom is capable of spraying both soluble and insoluble materials, including IBDU fertilizer. The exclusive patented Venturi suck-back system means that solution stops flowing immediately when you turn the system off. No dripping nozzles; no risk of burning or killing grass when you stop. The 300-degree rotating electric rewind hose reel also

allows the operator to easily get into the tightest spot. A second high-pressure supercharge pump is activated when spraying with the hose. The purpose of the second pump is to increase the pressure at the tank to provide the proper spraying pressure at the end of 300 feet of hose through the hand gun (additional hose can be added as required).

No more climbing onto the back of the pick-up box, over the

wheel well and standing on your toes to pour chemicals into the tank. The chemical inductor allows the operator safe, easy ground-level filling of wettable powders, liquids and fertilizers, which are then inducted into the tank via the pump.

The 500-gallon, baffled, completely stainless steel tank with stainless steel sparge line agitator and 16-inch manway permits versatility of boom-spraying efficiency with tanker truck capacity. With spraying pressure set at 40 pounds per square inch, you apply five gallons of water per 1,000 square feet, allowing you to spray 2½ acres or eleven 10,000-square-foot residential lawns, before refill.

Parking stands permit the operator to quickly remove or install the sprayer unit in about 10 minutes, thus allowing use of the pick-up truck for other uses, if necessary.

Circle 207 on free information card



Turfgrass supplement aids against compaction

Lawn care businessmen who have trouble with soil compaction on their residential or commercial/industrial customer lawns will be interested in Pan-asea, a multi-purpose turfgrass supplement from Emerald Isle, Ltd.

The product counteracts compaction by promoting crumb structures in the soil which absorb and retain moisture. This prevents erosion and improves aeration, the company said.

The product helps root systems expand, increasing the area available for nutritional uptake. It is a readily absorbed foliar spray. Further information is available.

Circle 202 on free information card



New grader tractor

Hefty Tractor Co. announces the introduction of a new compact grader, the Hefty Grade-All. Its size and power range makes it ideal for landscaping, the company said. It features an economical 27-horsepower gasoline or optional diesel engine, and an all-gear transmission with six speeds forward and one reverse. Standard

equipment includes a hydraulically controlled grader blade, power steering and front weights. Options available include: front-mounted dozer blade; rear-mounted blade with angle, tilt and offset capacity; snow plow; and mid-mounted rotary and flail mowers.

Circle 205 on free information card

Soil analysis equipment catalog

A 16-page, illustrated catalog featuring a broad line of professional turf testing equipment is available from LaMotte Chemical Products Co. Products range from battery-powered solid state meters for electronic soil analysis to quick field tests for all types of soils. Test methods are described in detail. Outfits for hydroponics, plant tissue testing, and soil science education are also described.

Further, the catalog provides background information on plant nutrition factors and their measurement. A series of soil science educational handbooks are also offered. The catalog is available free of charge from LaMotte Chemical Products Co.

Circle 208 on free information card

HIRE THE INSECTICIDE THAT LIKES TO WORK OVERTIME.

DURSBAN* brand insecticides provide unsurpassed residual control of cutworms, chinch bugs, sod webworms, and a dozen other turf pests. Both DURSBAN 2E Insecticide and double-strength DURSBAN 4E Insecticide keep working a lot longer than other turf insecticides. This residual action saves you time, trips, and labor. It also saves you money. In fact,



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Ask your supplier for the turf insecticide that works overtime for you. Get

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

Circle 112 on free information card



*Trademark of The Dow Chemical Company



DOW CHEMICAL U.S.A.



Backpack power blower

A 40cc engine powers the new PB-400 backpack power blower now being introduced by Echo, Inc. The unit weighs 22½ pounds, and can be used by lawn care businessmen for leaf removal or debris clean-up. The unit is designed with a diaphragm carburetor to provide continuous performance in almost all operating positions. Additional information is available.

Circle 206 on free information card

Plastic lawn edging directs turf growth

Arco Polymers, Inc. offers durethene plastic lawn edging, an easily installed, maintenance-free product which provides a professionally landscaped look to lawns, according to the manufacturer. Durethene edging controls the direction of grass growth because it sinks below the root level and forms a protective barrier so grass can't spill onto sidewalks.

One of the primary advantages of durethene edging over conventional aluminum products is its exclusive V-grip bottom which hooks into the ground so turf can't push up and out, even during winter frost.

Further, durethene edging won't rot, rust, crack or mildew. Sections fit together to any desired length and each carton contains 20 feet of edging, along with support stakes and connector corners. For further information contact Arco Polymers, Inc.

Circle 209 on free information card



Don Burton,
President,
LAWN MEDIC,
Rochester, New York

"baron KENTUCKY BLUEGRASS is one helluva good bluegrass."

"I put Baron in practically every pound of seed I use. With good reason. Baron gives our customers the quick germination, dark green color and dense professional turf they're looking for.

"But Baron is good for us in other ways too. It has a broader spectrum of disease resistance. That means less chemical application. It requires less fertilizer. It's a strong, vigorous grass that can take the abuse of Mother Nature and our customers too.

"I can sum it up by saying Baron works well for us in over 30 states. Our 40,000 customers are happy. I intend to keep them that way."

baron
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