

**Boston lawn company institutes IPM program**

Lawns are a non-essential crop that the majority of the population comes into contact with every day.

With the federal Environmental Protection Agency (EPA) keeping a closer eye on the use of pesticides, it won't be long before the lawn care industry feels the hand of regulation on its shoulder.

That is the feeling of Jim Fothergill, fulfillment manager for Techniturf, Inc., South Berlin, Mass., outside of Boston.

And with this in mind, the 22-year-old company has instituted a basic integrated pest management (IPM) program within the last year. Fothergill, 26, explains IPM basically as total management of lawns as individual ecosystems, not just "blasting them with a pesticide four or five times a year. IPM is keeping a close eye on the lawn, and only using a spray if it needs it.

"We are only following the lead — or push — of others," Fothergill told LAWN CARE INDUSTRY recently. "The EPA is already encouraging and coercing farmers in certain areas of the country into the use of IPM." Techniturf, Inc. at present has 6,000 customers in the Boston area, and is the largest and oldest lawn care firm in the area. Dean Squier, 55, is president. Fothergill's duties are management and training of the lawn care field men.

Alan Bebka is logistics manager, in charge of design and construction of lawn care application equipment.

"The basis of IPM is that a lawn is an individual eco-system that should be treated as such," Fothergill said. "Along with this, the 'shot gun' method of treating lawns with the same battery of chemicals is poor horticultural management."

He said an area of concern in the 'shot gun' approach is that there is too much dependence on the anticipated actions of the chemicals, and thus human con-

to page 11

**Lawn King out of Chapter 11; appealing anti-trust action**

Lawn King, Inc. — the New Jersey-based lawn care company with more than 120 franchises across the country — emerged from Chapter 11 bankruptcy status earlier this year after paying off all of its creditors.

In other court action, the company is presently appealing an anti-trust action against it in the New Jersey State Superior Court.

The company entered Chapter 11 in October of 1975, company president Joseph Sandler told LAWN CARE INDUSTRY, due in part to the stiff legal fees his company has faced because of the anti-trust action. He said

he has paid over \$500,000 in legal fees thus far in the case. The company emerged from Chapter 11 status March 28, Sandler said.

In the anti-trust suit, Lawn King was fined \$120,000, and Sandler was personally fined \$43,120 — his average salary for the past five years — and two concurrent six month jail terms.

Sandler's conviction is based upon four points. The New Jersey attorney general said that Lawn King forced its franchisees to: (1) buy chemicals and equipment from Lawn King or approved companies; (2) use advertising designed by Lawn

King; (3) charge the same price in every location; and (4) work within exclusive territories.

Sandler said that they supplied franchisees with chemicals, equipment and advertising, but that franchisees were not forced to buy the materials or use the advertising. He says that Lawn King recommended that its franchisees charge three cents a square foot for lawn work, but that it was only a guideline. And he defends the company's right to exclusive territories to protect the franchisees.

Lawn King filed an 194-page appeal with a 100-page appendix with the New Jersey State Appellate Court in late spring. The state's brief in answer to the appeal was due July 26, but it was estimated at press time that an extension would be granted.

Sandler says that he is willing to take the case to the New Jersey State Supreme Court, and to the U.S. Supreme Court if necessary.

Lawn-A-Mat Chemical & Equipment Corp., Mineola, N.Y., another lawn care company unrelated to Lawn King, still remains in Chapter 11 status, although the company has well over a 100 franchises operating successfully across the country.

MILESTONES

**Lawn manufacturers hold first meeting**

More than 70 persons gathered in Chicago recently for the first meeting of the Lawn and Garden Manufacturers Association (LAGMA). The group's first president called the meeting a "milestone in the industry."

Objectives of the Association discussed included conducting surveys of the industry, develop-

to page 2

LCI SURVEY

**Consumers say direct mail is best way to reach them**

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

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

Also, eight percent cited a home and garden show display as best; six percent cited a television ad; one percent cited a radio ad; and even though it was listed as one of the choices on the survey, none of the respondents cited a phone solicitation as a good method of advertising to reach them.

Other questions asked in the survey included: lawn care services homeowners feel would be useful to them, and what they would consider a fair price for various lawn care services.

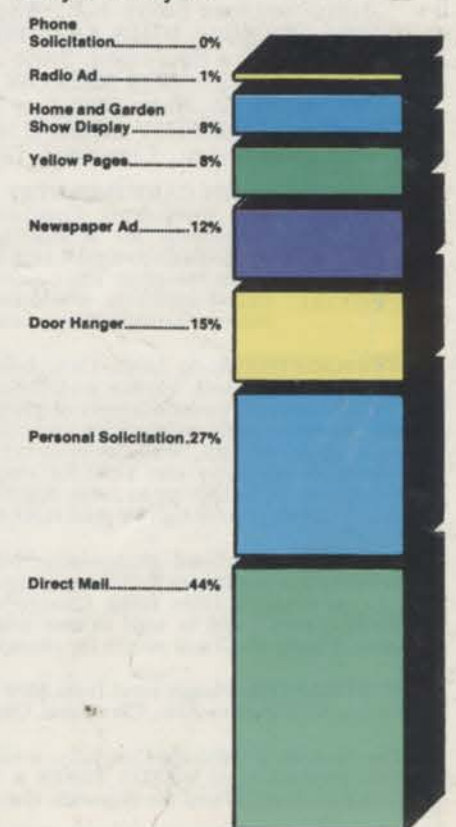
Of the total number of respondents, 87 percent said that disease control would be useful to them; 83 percent said that insect control would be useful to them; 83 percent said that fertilization would be useful to

them; 70 percent said that weed control would be useful to them.

Also, 63 percent said that dethatching would be useful to them; 45 percent said that aera-

to page 2

As a homeowner, which lawn care advertising medium would be most likely to reach you?



**QUICK STARTS**

- Using your customer to sell ..... page 5
- New perennial ryes available ..... page 5
- Texas A & M, Toro finance water use study ..... page 5
- Lower Proxol rates approved ..... page 6
- Zoysia, bermudagrass need high P,K levels..... page 10
- Going commercial? Check your liability ..... page 19
- MEMOS ..... 2
- MARKETING IDEA FILE ..... 5
- TOOLS, TIPS & TECHNIQUES ..... 6
- NEWSMAKERS ..... 7
- MEETING DATES ..... 10
- MONEYWISE ..... 11
- COST CUTTINGS ..... 19
- PRODUCTS ..... 22

UNIV2889100-NS- RE EDIT-578- -DH PAULA DIETZ TRFGRSS ASSC MI STATE UNIVERSITY SOIL SCIENCE BLDG EAST LANSING MI 48824

industry in Minneapolis is part of a continuous country where the lawn profile of the city, potentially that operate there and s.



tion would be useful to them; 43 percent said that seeding would be useful to them; 37 percent listed lawn mowing; and 30 percent listed liming.

The respondents were asked to quote a fair monthly price for three basic lawn care services. The average price listed for lawn mowing was \$27.20 a month. The average price listed for fertilization was \$14.00 a month. The average price for weed control listed was \$11.60 a month.

Questionnaires were mailed in early June to 1,000 homeowners in the Midwest with median family incomes of \$15,000 or more. The survey was based on 86 responses, or more than an eight percent return.

**As a homeowner, which lawn care services would you find most useful.**

Disease Control.....87%  
Insect Control.....83%  
Fertilization.....83%  
Weed Control.....70%  
Dethatching.....63%  
Aeration.....45%  
Seeding.....43%  
Mowing.....37%  
Liming.....30%



ing standardization projects in the industry and cooperating with government officials.

In his first official speech president C. Edward Scofield said that the purpose of LAGMA — which is open to all companies who manufacture, grow or produce lawn, garden, home horticulture or similar products — is to serve the growing lawn and garden industry. Scofield is executive vice president of RAPID-GRO Corp., Dansville, N.Y.

The Association was formed on April 11. At the June 20 meeting, most of the 24 charter members, representatives from the trade press — including LAWN CARE INDUSTRY — and prospective members were in attendance.

Applauding the formation of LAGMA were representatives of the trade press who spoke on the need of the association. Richard Morey, editor of *Nursery Business* and *Landscape Industry* called the formation of LAGMA a "good one" and added that it was long overdue.

Emmet J. Hoffman, editor of *Home and Garden Supply Merchandiser*, supported Morey's remarks and added, "It's an important step in maturity taken by the lawn and garden industry. Wendall Burns, editor of *Lawn and Garden Marketing*, said: "I know that the founders of this association are well aware of the need for a better and more unified voice to communicate with the public and to communicate

with other segments of society — government, academia, voluntary consumerist and civic groups, bankers, financiers and others."

Association vice president, Eugene Olshansky, president of Science Products Co., Inc., Chicago, gave a historical perspective of the industry. "We are a multi-billion dollar industry in our own right," he said. "We have joined together in LAGMA because we have many common interests and needs which can be served by this association."

The Association's immediate goals are to increase membership and design the strongest possible program for its members. A three-year plan for an Association activities and programs was outlined by Sanford J. Hill, LAGMA's executive director.

Recent activities begun include a credit interchange program, membership drive and a newsletter. Industry and association promotion is being accomplished by developing channels of communication with trade

press and other trade groups.

Other objectives, for which appropriate programs are still to be developed, were reviewed by bylaw committee chairman Donald Newhart, Science Products Co., Inc. These objectives include:

- To collect and conduct studies, surveys and related products projects designed to increase the use of markets for products of the industry.

- To develop voluntary standardization projects in cooperation with members of the industry and with the government.

- To cooperate with government officials in furtherance of the national welfare.

Also in attendance were LAGMA's treasurer, Willis R. Barrett, general manager of Phillips Products Co., Inc., Streamwood, Ill.; and secretary Jane McAlpine, national sales manager, Carefree Garden Products, West Chicago, Ill.

Headquarters are One Illinois Center, 111 E. Wacker Dr., Chicago, Ill. 60601. Phone is (312) 644-6610.

## LAWN CARE INDUSTRY

Publisher: **HUGH CHRONISTER**  
General Manager: **RICHARD J. W. FOSTER**  
Executive and editorial offices: 9800 Detroit Ave., Cleveland, Ohio 44102  
Editor: **ROBERT EARLEY** Executive Editor: **DAVID SLAYBAUGH**  
Associate Editor: **BRUCE SHANK**  
Technical Editor: **RON MORRIS**  
Assistant Editors: **SCOTT SCREDON, MIKE CASEY**  
Graphic Director: **RAYMOND GIBSON**  
Circulation Manager: **JACK SCHABEL**  
Research Services: **CLARENCE ARNOLD**  
Advertising Production Manager: **PATRICIA KELLEY**

### MARKETING/SALES

Advertising Director: **STEVE STONE** (212) 421-1350  
757 Third Avenue, New York, N.Y. 10017  
Circulation & List Rental: **TERRI HUTSENPILLER** (216) 651-5500  
Marketing & Merchandising Services: **FRAN FRANZAK** (216) 651-5500  
Midwest Office: **JOE GUARISE** (312) 236-9425  
333 N. Michigan Ave., Chicago, Illinois 60601  
Southern Office: **DICK GORE** (404) 252-4311  
3186 Frontenac Court, N.E., Atlanta, Ga. 30319  
Southwest Office: **JOHN SANDFORD** (213) 933-8408  
5455 Wilshire Boulevard, Suite 1107, Los Angeles, Ca. 90036  
Northwest Office: **BOB MIEROW** (415) 982-0110  
582 Market St., Suite 1904, San Francisco, Ca. 94104  
Classified: **DOROTHY LOWE** (216) 651-5500  
9800 Detroit Ave., Cleveland, Ohio 44102



LAWN CARE INDUSTRY is published every month by The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc. at 9800 Detroit Ave., Cleveland, Ohio 44102 (216) 651-5500. Copyright © 1978 by The Harvest Publishing Company, all rights reserved. The contents of this publication may not be reproduced either in whole or in part without consent of copyright owner. Controlled circulation postage paid at Cleveland, Ohio.

**SUBSCRIPTIONS:** to Lawn Care Industry are solicited only from owners, managers, operators, buyers, merchandisers, agronomists, technicians, dealers, distributors and manufacturers of products associated with the lawn care and maintenance business. Position and company connection must be indicated on subscription orders. Publisher reserves the right to approve all subscription requests. Single copy cost \$1.00 for current issue. All back issues \$1.25 each. Foreign \$1.25. Subscription rates: \$10.00 one year, \$18.00 two years, \$23.00 three years. Group and foreign air mail rates available on request.

**SUBSCRIBERS:** Send change-of-address notices, correspondence regarding subscription service to Fulfillment Manager, Lawn Care Industry, 9800 Detroit Ave., Cleveland, Ohio 44102. Change of Address notices should be sent promptly, provide old as well as new address, attach address label from recent issue. Please allow one month for change of address to become effective.

**POSTMASTER:** Please send form 3579 to Fulfillment Manager, Lawn Care Industry, 9800 Detroit Ave., Cleveland, Ohio 44102.

The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc., publishers of WEEDS TREES & TURF, PEST CONTROL, NPCA Extra, GOLF BUSINESS and the Scientific Guide to Pest Control Operations.

## MEMOS

**New crabgrass control?** Elanco Products Co., Indianapolis, has been issued on experimental permit by the federal Environmental Protection Agency allowing use of the herbicide Sward on turfgrasses to evaluate control of crabgrass in 34 states.

**First-class lawn care promotion:** Whether it is a major trend or not, there is no doubt that lawn care companies are coming out of the dark ages in terms of promoting themselves.

Most major companies are turning to professional advertising/public relations/promotions agencies to handle brochures, advertising and basic marketing. ChemLawn Corp. in Columbus has been going this route for years, the same for Leisure Lawn and Perf-A-Lawn in Dayton, Ohio, Tru-Green in Lansing, Mich., Thornton's Spray-A-Lawn in Cincinnati, and many, many others. The latest addition to the ranks is Rollins Lawn Care in Atlanta, who recently signed on Cargill, Wilson & Acree Advertising Inc.

**Sprinkler media blitz:** The ads have appeared in *Business Week* and other mass media, and unless you watch educational television exclusively, you've seen the ads on television.

Toro Co., with main offices in Minneapolis and Irrigation Division offices in Irvine, Calif., is hitting the consumer market hard with advertising explaining all of the benefits of automatic sprinkler systems. It should make the job of selling residential irrigation contracting customers a lot easier in the future.

**Move over crabgrass, here comes poa annua:** Don't be surprised if your lawn care customers start acting like experts on the subject of *Poa annua*.

A story last month in the esteemed and highly read *Wall Street Journal* under the headline "Gardeners Beware: Lawn Menace Puts Crabgrass To Shame", reporter Gregg Fields explained how *Poa annua* hits "overly babied turf" the hardest and that "there is no cure in sight." Among turf experts quoted were Dr. Ralph Engel of Rutgers University, Dr. William H. Daniel of Purdue University, and officials at O.M. Scott & Sons, Marysville, Ohio.

**OSHA inspections:** Readers across the country have reported to LAWN CARE INDUSTRY that they have been visited by inspectors for the Occupational Safety and Health Administration searching for violations in the workplace.

But due to a recent Supreme Court ruling, any employer may refuse OSHA inspection without a search warrant. However, inspectors may obtain warrants by simply showing that a specific site was selected for inspection on the basis of a general enforcement plan. Also, OSHA can obtain warrants prior to inspection without notifying an employer, thus protecting the "surprise element" of inspection.





## Short story of great beauty.

This little bluegrass came to market from Sweden and became a best seller. Fylking Kentucky bluegrass forms a luxurious, low-growing, fine-textured thick turf. It establishes fast, develops a greater density of rhizomes and roots. Fylking is tough, with improved resistance to many diseases, and better tolerates drought, heat, cold, smog and foot traffic. Greens up early, stays green through summer and late into fall. Great as the backbone bargain for lawn turf seed mixes.

Fylking performs well when cut low (even low as one-half inch).

Fylking Kentucky bluegrass costs less than most other elite blues. In short, insist that this best seller be included in every lawn seed mix. Fylking Kentucky bluegrass.

**FYLKING KENTUCKY**  
**BLUEGRASS** U.S. Plant  
Patent 2887

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



# Debris never had it so bad.

Beer cans, cigarette butts, twigs, bottles, matted grass clippings and rocks look pretty ugly on a beautiful turf.

But picking them up hasn't been all that easy. (Ever try to get hold of wet leaves in wet grass?)

Then along came Jacobsen's unique rubber finger pick-up system. You'll find it used on all six of our Sweeper models. They pick up just about everything that you'd call debris, including branches up to 3" in diameter.



*Patented rubber pick-up fingers are the worst thing that can happen to turf debris.*

Even wet leaves in wet turf.

Besides having incredible rubber fingers, our big 700 Series models sweep a 5-foot swath, and have hoppers with a hefty 5-cubic-yard capacity.

Our models 720 and 730HL are PTO driven. The 730HL has a hydraulic dumping system that saves labor and time by dumping directly into a truck instead of on the ground.

Our models 720E and 720E-HL come with 12 HP or optional 14 HP engines, and can be pulled by any vehicle. The 720E-HL also has a hydraulic dumping system.

Then, our smaller 154 Riding Sweeper and 154T Towed Sweeper both sweep a 48" swath, and dump manually.

Five sweepers have the optional Curb Broom that cleans up parking lots fast. And all models offer the Thatcher Thinner

attachment that lets you thatch and thin turf while sweeping. Plus other options you might want.

To find out about the most complete line of Turf Sweepers



*Hydraulic dumping feature of HL models can dump at any height up to 8½'.*

being made by anyone, ask your Jacobsen distributor for details. What he has to say is bad for debris.

And that's good for you.

Jacobsen Manufacturing Company, Racine, Wisconsin 53403

**JACOBSEN**  
An Allegheny Ludlum Industries Company



**Take a look at leadership.**





The importance of winter overseeding was the featured topic of discussion at a recent meeting held in Boca Raton, Fla. The meeting was sponsored by Pennsylvania State University and Seed Production and Introduction Corp., who markets Pennfine perennial ryegrass nationwide. Pictured from left are: Dr. Guy McKee, professor of agronomy; Dr. Henry Fortman, professor and assistant director of agriculture administration; Dr. James Starling, professor and head of agronomy; Dr. Joseph Duich, professor of turfgrass science, all of Penn State University; Swede Townsend, Whitney-Dickinson Seeds, Buffalo, N.Y.; and Dr. Walter Thomas, associate dean and associate director of agriculture administration, Penn State University.

## VARIETIES

### New perennial ryes available this year

Two new turf-type perennial ryegrasses—Fiesta and Blazer—will be available for distributor sales this year, according to Mike Robinson, marketing manager for Pickseed West, Tangent, Ore.

Robinson said Fiesta is earlier in maturity and a medium dark green color, while Blazer is the later variety with a truly dark green appearance. Both varieties are characterized by fine texture, low growth, rapid germination, excellent seedling vigor, disease resistance and winter hardiness, he said.

Fiesta and Blazer will perform well in the overseeding of bermudagrass, in turf mixtures, or in monoculture seeding. They are also available in Pickseed's new turfgrass mixture—Futura.

The varieties will be marketed by Pickseed West and by Otto Pick and Sons Seeds, Ltd., Richmond Hill, Ontario.

## EDUCATION

### Florida Turf Show set for October in Orlando

More than 1,000 lawn care businessmen and other turf professionals will attend the annual Florida Turf-Grass Association Conference and Show Oct. 15-18 in Orlando.

For the fourth year in a row the Sheraton Towers Hotel and Convention Center will host the show.

The theme of the educational program is "A One Stop Education Shop for the Turf Professional." Feature topics include "Turfgrass Selection and Adaptation", "RPAR's and Turf Pesticides — The Present Situation and Anticipated Future Developments", "Irrigation Heads — A Cross-Section Product Rundown on What's Available for Large and Small Areas", a panel on "Water Regulations and the Turf Industry", "Personnel Management and Worker Motivation", and a pre-conference seminar on ornamentals for turf profes-

sionals who have responsibilities in that area.

Over 70 exhibitors will be in attendance. For further information, contact the Florida Turf-Grass Association at 1520 Edgewater Dr., Suite E, Orlando, Fla. 32804, or call (305) 425-1581.

## IRRIGATION

### Toro, Texas A & M study water use rates

Toro Co., Minneapolis, and Texas A & M University have entered into a contract to finance a four-year study of a water use rates for turfgrasses.

David T. McLaughlin, Toro's chairman and chief executive officer, said his company will contribute \$17,000 to the study, which will develop a method for predicting water requirements for turfgrasses under a wide range of growth conditions. Texas A & M will contribute \$29,000 to the project.

The study will be directed by Dr. James B. Beard at the Texas Agricultural Experiment Station,

College Station, Texas. The university is building — especially for the study — a water stress simulation chamber and a high light intensity preconditioning growth chamber.

The study was designed by Don Johns, a graduate student, Dr. Beard and Dr. James R. Watson, Toro vice president and chief agronomist.

Watson said knowledge of water use rates for turfgrasses, along with reliable models for predicting specific water use rates, could be of immense value in determining overall water requirements of a particular region.

Such information also would

be important, he said, to a lawn care businessman seeking grass species/cultivars with lower water requirements.

Additionally, Watson said, data on water use rates of turfgrasses will aid in improving irrigation efficiency. "It will help to make it possible to design irrigation systems capable of delivering the precise precipitation requirements anticipated under varying environmental conditions."

McLaughlin said a major corporate objective of Toro is to accelerate development of irrigation systems for lawn grasses which will utilize water with maximum efficiency.

## MARKETING IDEA FILE

### Using your customer to sell



Ask just about any lawn care businessman who has been in business awhile how he gets most of his customers, and he'll probably say, "By word of mouth — referrals." Don Ridgway, president of Spra-Gro, Inc. in Bedford, Ohio just outside of Cleveland has a sure-fire way of making sure his happy customers tell their neighbors.

Rebates.

The two-year-old company offers a \$5 referral fee to customers who refer them to other potential customers. "They pay the full fee for their spray," Ridgway told LAWN CARE INDUSTRY, "and then we reimburse them later. He said his company paid out almost \$900 last year in this way, but feels that it is worth it.

When Spra-Gro started out, the company officials decided on a simple pricing scheme — they decided to make it the cheapest in the city. The company charges \$16 for its minimum of 4,000 square feet of lawn. The charge is \$2 per 1,000 square feet after that. Their average lawns are between 8,000 and 9,000 square feet.

With their business off to a successful start, they are not now so sure if they should be charging the lowest prices in town. As with many new lawn care businesses, Ridgway says: "We are not sure if we are making money or not. The money we made last year went into equipment and paying off our start-up loans. But working for nothing wears thin pretty fast. We are going to have to start figuring in our time too." They have about more than 1,000 customers at present and hope to have 3,500 in the next few years.

## Free from Hypro

### Sprayer Pump Handbook



New Edition!

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

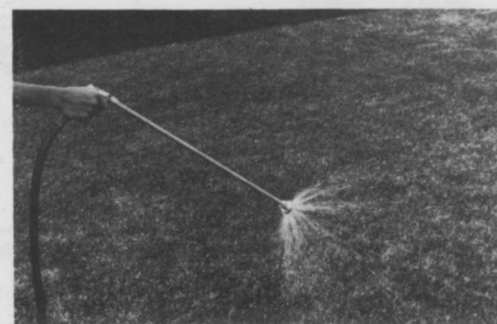
When you need pumps for sprayers or pressure wash systems, make your choice Hypro.



**Hypro**  
A DIVISION OF LEAR SIEGLER, INC.  
319 Fifth Ave NW, St. Paul, MN 55112 • (612) 633-9300

Circle 109 on free information card

### The LAWN PRIDE 500 ... developed by lawn care pros just for lawn care pros



- sprays low and wide to eliminate drift problems
- finger tip flow control gives versatility
- cover wide turf areas AND go low under shrubs, etc.
- Viton O-rings — lasting performance
- corrosion resistant — easy maintenance

PRICE: \$47.95  
includes gun, extension & exclusive nozzle

For further information contact:  
Norm Hays, Turf Consultant  
Lawn Pride  
223 Big Run Road  
Lexington, Kentucky 40503



## Slide program offered on sulfur-coated fertilizers

An educational program dealing with the development and use of sulfur-coated fertilizers is being offered at no cost to professional associations of turf managers, landscapers, nurserymen and other fertilizer users across the nation by Lakeshore Equipment & Supply Co., Elyria, Ohio.

The non-commercial slide program deals with the entire history to date of the development of sulfur-coated fertilizers by the Tennessee Valley Authority (TVA) and ranges from the earliest research to the present stage of full-scale production at TVA's National Fertilizer

Development Center.

Organizations interested in this educational program should contact: John H. Horvath, 300 S. Abbe Rd., Elyria, Ohio 44035.

## IRRIGATION

### Florida firm named Rain Bird distributor

Florida Irrigation Supply Co. Fort Myers, Fla. has been named a full-line franchised turf distributor for Rain Bird Sprinkler Manufacturing Corp., Flendora, Calif.

The distributor is owned by Fred Tannler and managed by Chuck Garrett.

It sells irrigation equipment for residential, industrial and golf course use and carries the full Rain Bird line, including sprinklers, valves, controllers and accessories.

## INSECTICIDES

### Lower rate for Proxol receives label approval

TUCO, Division of The Upjohn Co., Kalamazoo, Mich., has received label approval for reduced rates of Proxol 80 SP in the control of cutworms, sod webworms and armyworms.

The new low application rate is 1½ ounces of the insecticide per 1,000 square feet.

The company told LAWN CARE INDUSTRY that the reduced rate offers the flexibility of adjusting the dosage to insect population pressures.

For lawn areas, the insecticide should be mixed in five to 10 gallons of water for uniform application to 1,000 square feet.

The insecticide can be used at higher rates in the control of white grubs, as well as cutworms, sod webworm and armyworms.



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

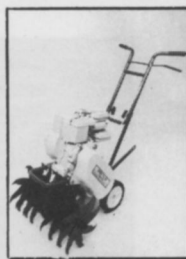
**REVEILLE**  
LIMESTONE & GYPSUM PELLETS  
American Pelletizing Corp. • P.O. Box 3628 • Des Moines, Iowa 50322  
Circle 102 on free information card

## DERBY POWERED AERATOR



Aerates 18 inches wide

Weights 51 lbs. ... aerates ¾ to 1½ inches deep ... can be operated very effectively by young inexperienced help.



Weights 51 lbs.



Very easy to use

Remarkable new machine will add thousands to your profits each year.

Not found in stores, sold factory direct to save you money. Good engineering + simple design = low price. Powered by 2 hp Briggs Stratton engine ... aerates ¾ to 1½ inches deep ... Very easy to control ... Works in hard to get at places ... Safe and easy to operate. Engine warranted for 90 days ... Gear train & tines carry 1 full year warranty ... try one for 15 days ... your money back if not fully satisfied.

Can be used as a tiller to weed beds and shrubs from 6 to 18 inches in width. One of the most versatile lawn-garden machines money can buy ... Built by Company with 30 yrs. experience in the manufacture of tough dependable tools. For full information write to:

**DERBY TILLER COMPANY**  
P.O. Box 21  
Rumson, New Jersey 07760

I want more information

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Visa-Bank Americard & Master Charge orders accepted by phone Mon-Sat 9-5. Call (201) 741-0601

Circle 111 on free information card

# TOOLS, TIPS & TECHNIQUES

## How to control sod webworm

The sod webworm is one of the most destructive insect pests of bluegrass, according to Dr. Richard L. Miller, extension entomologist at Ohio State University. Damage to the grass plant is caused by the feeding of the larval or worm stage.

He said the damage caused by the webworms first appears in the early spring as small dead patches among the normal growing grass. By mid-summer a large share of the lawn may be dead patches. Sunny acres are preferred by the webworms and steep slopes and banks where it is hot and dry are favorite places for the larvae. Heavily shaded places are seldom attacked by the larvae.

"The most severe damage usually shows up in July and August when the temperature is hot and the grass is not growing vigorously," Dr. Miller told LAWN CARE INDUSTRY. "Sod webworm-damaged lawns do not recover rapidly, weeds generally move into the dead patches and the lawn becomes unsightly."

Dr. Miller said that sod webworm larvae live on the surface of the soil in small silken tunnels in the thatch layer of the grass. The larvae chew grass blades off just above the

*Ohio State University's Dr. Richard Miller recommends treating in late July or August with one of a number of insecticides.*

thatch line, pull the blades into their silken tunnels, and eat them. Injury, therefore, appears as small brown patches about the size of a softball of closely clipped grass. When many larvae are present, the small brown patches run together and form large, irregular dead patches.

"The surest way to tell if you have sod webworms is to find a suspected area of infestation," Dr. Miller said. "Get down on your hands and knees, take your two index fingers and part the grass blades in the area between dead and live grass and look for an area with small green pellets. The pellets are the excrement of the larvae and are a dead give-away that a larva is close by."

He said the larvae are generally about one inch long when full-grown by ¼-inch of an inch in diameter. They are a dirty, yellowish-white color with a light brown head and have at least four parallel rows of small dark spots running from head to tail. The larvae are often found in a curled position. Sod webworm adults are about ¾-inch long, cigar-shaped and buff-colored. There may be a small, darker line on the top of each wing-cover. Adult moths can usually be kicked up when walking through or mowing the grass.

He said the sod webworm spends the winter as a partially grown larva several inches deep in the soil. At the approach of warm weather in the spring the larvae move upward and begin feeding on the lush spring growth of grass. During June some of the larvae complete their development and change to the pupal or resting stage. By late June and early July adult moths emerge from the pupae, pair up, mate and soon begin laying eggs at random in the bluegrass for another generation. At least two generations and possibly three are produced in one year. The second generation which appears in late July and August may cause the most damage.

"Since we are directing our control efforts at the larvae, the best time to treat is when the majority of the eggs have hatched and small larvae are present, but before excessive damage occurs," Dr. Miller said. "Most people want to do something when they see the moths flying at night or kick them up in the daytime. But when many moths are seen, the larvae have already completed their development and have left the lawn."

He recommends treating about two weeks after a sharp decline in the number of moths seen. At this time, the eggs that were laid by the flying moths should have hatched and a new batch of larvae is present. Generations will overlap, so some adults and larvae will be present nearly all summer long. In Ohio, he recommends treating the first week in June and again in a late July or August with one of a number of insecticides:

Sevin, marketed by Union Carbide Corp., Jacksonville, Fla.; Diazinon, marketed by Ciba-Geigy Corp., Greensboro, N.C.; Spectracide, marketed by Ciba-Geigy Corp.; Dylox, marketed by Chemagro, Kansas City, Mo.; Baygon, marketed by Chemagro; Dursban, marketed by Dow Chemical Co., Midland, Mich.; Ethion, marketed FMC Corp., Philadelphia; and Aspon, marketed by Stauffer Chemical Co., Westport, Conn.



## NEWSMAKERS

Bill Smith is lead foreman for **Keller's Turf & Shrub Care**, Independence, Mo., according to company owner Don Keller. Also, Steve Kusky is a foreman trainee, as is Bill Smith.

Gary Peterson is a lawn applicator/salesman for **Green Valley Co.**, Shawnee Mission, Kan. Also, Gary Bailey and Conrad Kraft are lawn applicator/salesmen.

Sharon Clay, former lawn technician for **Lawns, Inc.**, Milwaukee, has been named county weed control supervisor for Idaho County, based in Grangeville, Idaho, according to Robert Pendzick, president of Lawns, Inc. The company recently completed a median strip weed control contract with the city of Cudahy, Wis.

es, with 20,000 square feet of space under one roof, 16 vehicles and close to 18,000 parts in inventory.

The name of **Brady-Holmes Co.**, Sacramento, Calif., a full-line distributor for **Toro Co.** in central California and western Nevada, has been changed to **Duke Equipment & Irrigation, Inc.** The distributorship was purchased late last year by E. S. "Duke" Newton, Toro's former director of marketing for turf products.

Anthony J. Saiia has been named chief product engineer of the Turf Products Div. of **Jacobsen Manufacturing Co.**, Racine, Wis. Also, William Douglass has been named manager of the personnel department of the company's Consumer Products Div.

Gary G. Giltner has joined **Toro Co.**, Minneapolis, as national sales manager for its commercial products division. He was formerly product manager for AstroTurf, a division of **Monsanto Co.**, St. Louis, Mo.



Giltner



Scuglik

Richard J. Scuglik has joined the Turf Products Div. of **Jacobsen Manufacturing Co.**, Racine, Wis., as manager of systems and programming, a newly created position.

**Kohler Co.**, Kohler, Wis., has announced a number of appointments: Alfred E. Strege is supervisor of technical publica-

tions; Douglas G. S. Cook is manager of market planning in the customer service department; Richard Vernon-Dier is area manager for northwestern U.S. and western Canada; Dale Ten-Pas is area manager for Wisconsin, Minnesota, upper Michigan and the Dakotas; and John O. Kohl is director of marketing for national accounts.

John Van Dam, **University of California** Cooperative Extension Farm Advisor for Los Angeles and San Bernardino counties has received the Distinguished Service Award from the **Southern California Turf-grass Council**.

Tim Martin has been named sales manager for **Ramsey Seed, Inc.**, Manteca, Calif.

George Schreck has been named sales manager for **Locke Power Mowers**. He was previously district sales manager for **Wheel Horse Products, Inc.**, in Connecticut and New York.



Reeve



Cooper

John W. Reeve has been named Canadian sales manager for the Outdoor Power Equipment Division of **FMC Corp.**, Port Washington, Wis., manufacturers of **Bolens** lawn and garden equipment.

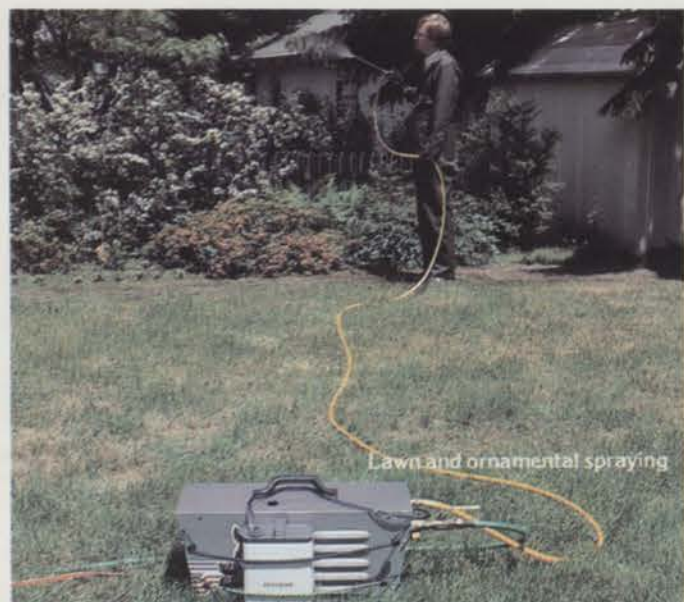
Howard Cooper has been appointed manager of product planning and research for the Turf Products Division of **Jacobsen Manufacturing Co.**, Racine, Wis., according to Howard McPherson, vice president and general manager.

Richard L. Colman has joined **Ag Industries Mfg. Corp.** of Columbia, Ala. To serve as plant manager in charge of production and process engineering at the company's sulfur-coated fertilizer facility. The company is affiliated with **Lakeshore Equipment & Supply Co.**, Elyria, Ohio.

Joseph M. Porter, president of **Porter Brothers, Inc.**, Shelby, N.C., has announced a number of executive changes: Robert B. Hamrick is general manager of the company's Turf Division; Haskell Bell is manager of operations; and Mary Anne Harrill is executive assistant to the president and assistant secretary of the company.

**Little Wheels Turf & Equipment, Inc.**, Iowa City, Iowa, has established a branch facility in Peoria, Ill. to serve the central part of the state. William F. Short, company president, says that Thomas Skinner is operations manager for the new branch, while Gregory Vogel is service manager, Kerry Passick is parts manager and William Short, Jr. is sales manager. The new branch is responsible for distribution, service and replacement parts of **Jacobsen Manufacturing Co.**'s turf maintenance equipment in 29 Illinois counties. Little Wheels has been in business 10 years, has expanded to more than 30 employ-

## TANKS FOR THE MEMORY!



Lawn and ornamental spraying



The complete unit with its accessories



Complete portability



Termite control

For the first time in pesticide history, "The Silver Skunk" gives you the convenience and precision required for urban and industrial spray operations. It is a revolutionary new portable high-pressure pesticide sprayer. Utilizing the exclusive Micro-Injection System, "The Silver Skunk" accurately meters small amounts of pesticide concentrate directly into the high-pressure water flow. You may eliminate bulky mixing tanks, for "The Silver Skunk" allows you to couple

directly to a garden hose for a water source. "The Silver Skunk" features portability, simple calibration, allows the operator to easily switch from one concentrate to another, records total gallons used on each job and is designed for extended service life. The unit comes complete with 100 feet of high-pressure spray hose, a wand, three nozzles and adapters. You're ready to go to work the moment "The Silver Skunk" walks through the door.

See me at your nearest dealer!



**Power Spray Technology, Inc.**

Suite 8, Township Square Building  
Hook and Calcon Hook Roads  
Sharon Hill, PA 19079

Phone: (215) 461-6331

Circle 138 on free information card





# 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.

Since they're designed for big grass loads, strain on engines, transmissions and other components is cut way down. Which cuts way down on

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.

To make your GMT worth even more, choose a snow plow, snow blower or sprayer.

Increase the worth of your Turf Truck with all season cab.

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.

Call 800-328-2858 toll-free for the name of your nearest Toro distributor and a demonstration.





they're worth more.



Even fully loaded, Front Runners maneuver as well as most riding mowers, thanks to "bend in the middle" articulated steering.



Wide track design, long wheel base and flotation tires provide excellent stability, even when capacity loads are carried.



**Worth more.**

Circle 112 on free information card



## MEETING DATES

**Ohio Turf and Landscape Day**, Ohio Agricultural Research and Development Center, Wooster, Ohio, Sept. 12. Contact: Edward H. Roche, OARDC, Wooster, Ohio 44691, 216-264-1021.

**Virginia Turfgrass Field Days and Trade Show**, Virginia Polytechnic Institute and State University, Blacksburg, Va., Sept. 12-14. Contact: Dr. John F. Shoulders, Department of Agronomy, 419 Smyth Hall, VPI Blacksburg, Va. 24061, 703-951-5797.

**Illinois Turfgrass Field Day**, Ornamental Horticulture Research Center, Champaign, Ill., Sept. 12. Contact: Dr. John R. Street, 106D Horticulture Field Lab, University of Illinois, Champaign, Ill. 61801, 217-333-2123.

**Michigan State University/North Michigan Turfgrass Field Day**, Traverse City, Mich., Sept. 13. Contact: Dr. John E. Kaufmann, 101 Soil Science Building, Michigan State University, East Lansing, Mich. 48824.

**International Pesticide Applicators Association Annual Convention**, Sea-Tac Motor Inn, 18740 Pacific Highway South, Seattle, Wash., Sept. 13-15. Contact: Ed Walters, 20057 Ballinger Rd., N.E., Seattle, Wash. 98155, 206-362-9100.

**Pacific Horticultural Trade Show**, Anaheim Convention Center, Anaheim, Calif., Sept. 20-22. Contact: Richard Staples, 1005 8th St., Suite 303, Sacramento, Calif. 95814, 916-443-7373.

**Midwest Turf Field Day**, Purdue University, West Lafayette, Ind., Sept. 25. Contact: Dr. William H. Daniel, Department of Agronomy, Purdue University, 2-443 Lilly Hall, West Lafayette, Ind. 47907, 317-749-2891.

**Northwest Turfgrass Conference**, Holiday Inn, Richland, Wash., Sept. 25-28. Contact: Dr. Roy L. Goss, Western Washington Research and Extension Center, Puyallup, Wash. 98371, 206-845-6613.

**Turf Irrigation Short Course**, Calgary, Alberta, Canada, Sept. 26-28. Contact: Irrigation Association, 13975 Connecticut Ave., Silver Spring, MD 20906, 301-871-8188.

**Fourth Annual Garden Industry of America Conference and Trade Show**, Cincinnati Convention and Exposition Center, Sept. 29-Oct. 1. Contact: Paul Anderson GIA, Box 1092, Minneapolis, Minn. 55440, 612-374-5200.

**Northern California Turfgrass Council Irrigation Seminar**, Goodman Hall, Jack London Square, Oakland, Calif., Oct. 4. Contact: Richard Harrison, Room 201, City Hall, Alameda, Calif. 94501.

**Central Plains Turfgrass Conference**, Kansas State University, Manhattan, Kan., Oct. 4-6. Contact: Dr. Robert N. Carrow, Horticulture Department, Kansas State University, Manhattan, Kan. 66506, 913-532-6170.

**Professional Grounds Management Society Conference and Trade Show**, Atkinson Hotel, Indianapolis, Ind., Oct. 8-11. Contact: Allan Shulder, 19 Hawthorne Ave., Pikesville, Md. 21208, 301-653-2742.

**Florida Turf-Grass Association Annual Conference**, Orlando, Fla., Oct. 15-18. Contact: Nona Murphy, 1520 Edgewater Dr., Suite E, Orlando, Fla. 32804, 305-425-1581.

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

## 1977 WORLD SERIES. YANKEE STADIUM.



When the best met  
to decide the winner,  
there was no deciding about  
what kind of turf they were to play on.

THE WINNER WAS ALREADY CHOSEN.

It was... **Adelphi**  
KENTUCKY BLUEGRASS

(U.S. Plant Patent No. 3150)

FOR INFORMATION, CONTACT:

**J & L ADIKES, Inc.**  
Jamaica, N.Y. 11423

**JONATHAN GREEN & SONS**  
Farmingdale, N.J. 07727

**NORTHROP KING CO.**  
Minneapolis, Minn. 55413

**VAUGHAN-JACKLIN CORP.**  
Bound Brook, N.J. 08805 • Downers Grove, Ill. 60515  
Post Falls, Idaho 83854

Canadian Inquiries: **Rothwell Seeds Ltd.**, Box 511, Lindsay, Ont.  
Other International Inquiries: **Northrup King Co.**, Minneapolis, Minn. 55413

## FERTILITY

### Zoysia, bermudagrass need high P,K levels

Providing adequate levels of phosphorus and potassium are important to maintaining warm season grasses in the transition zone and other areas, according to University of Maryland extension turf specialist Dr. Charles H. Darrah.

These major plant food elements—especially potassium—are very important in winter hardiness, he said.

"Research data and observations over the last two winters have shown that winter damage to bermudagrass was greatest where low levels of phosphorus or potassium were present," he told LAWN CARE INDUSTRY.

Phosphorus and potassium needs are best determined with a soil test taken in spring. If soil test levels for these nutrients are low, corrective fertility practices should be followed over the summer months. If test levels are medium or high, use a nitrogen source during the summer and then use a complete fertilizer in mid-August to correct any deficiencies, he said.

He said both bermudagrass and zoysiagrass need adequate fertility for optimum growth and survival. However, bermudagrass is a heavy feeder of nitrogen relative to zoysiagrass. Optimum growth rates of bermudagrass are attained when four to six pounds per 1,000 square feet of nitrogen are used during the growing season, usually May to August in the transition zone.

Zoysiagrass, on the other hand, grows well with one to two pounds per 1,000 square feet of nitrogen applied during the growing season. He said bermudagrass and zoysiagrass can persist at even lower nitrogen fertility levels, but color and vigor will be lacking and the ability to heal traffic or insect damage scars will be much slower.

"High nitrogen fertilizers should not be used on bermudagrass after mid-August and on zoysiagrass after the last of August in the transition zone, since decreased winter hardiness may result," he said.



control over management of the individual lawn is reduced. Pesticide resistance is now a major concern in the development of spray programs, Fothergill feels. Insects are able to adapt — at times rapidly — to changes in their environment. Any time pesticides are applied following a schedule, especially when the same pesticide is used constantly, resistance usually develops, he said.

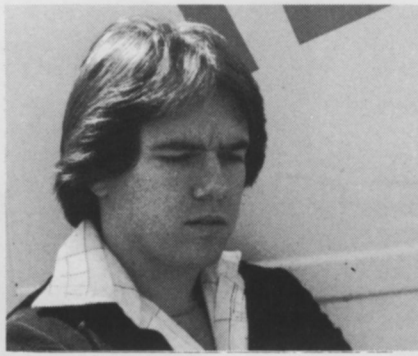
Another basis of IPM is that a

lawn care businessman tries to consider all of the effects — both good and bad — of any treatment, taking full advantage of and using natural controls whenever possible.

He said IPM requires a greater understanding of the particular eco-system and its constituents, encouraging a more efficient use of the tools available, greater flexibility in dealing with change, and greater human control over management of the particular situation.

"It should be stressed that the

human control factor is a major risk as well as a benefit," Fothergill said. "If a problem goes unnoticed the results could be unsatisfactory. On the other hand, the close scrutiny necessary with



Techniturf's Fothergill: "With this much control over the management of the lawn, we have found that we can afford to take full responsibility for any damage which occurs — even vandalism."

IPM leads to the early detection of new and unusual problems not being coped with by a routine spray program."

Techniturf's service operation is set up so that the technician will visit each lawn a minimum of seven times during a season. The equipment is designed so that fertilizer, insecticides, herbicides and other pesticides can be applied separately. On each visit the technician will fertilize lightly, using a fertilizer which is mostly readily soluble, applying as much as needed.

"He now has good control over how much and when the fertilizer is being released to the lawn," Fothergill said. "If he feels that a particular lawn is a 'heavy feeder' he has the capacity to apply a heavier dosage. In this way he is able to minimize the amount of stress due to over or under-fertilization." Techniturf uses mostly dry fertilizer and insecticides, and liquid herbicides.

Diseases such as *Fusarium*, stripe smut and red thread are 'fertilizer-sensitive,' Fothergill said. If good records are kept, lawns prone to any of these diseases can be treated quickly with

the proper amount of nitrogen. As an example: If the Techniturf technician comes across a lawn infected with red thread which is associated with a nitrogen deficiency, he can increase the amount of nitrogen applied. If a fungicide is the only viable alternative, he will apply one.

Concerning the IPM approach to insect control, Fothergill says: "On one occasion this spring, a lawn being serviced by our company had a severe infestation of greenbug. The weather forecast was for high temperatures and high humidity. We decided to test the prediction that these conditions would encourage the development of a disease that would reduce the green bug population. No insecticides were applied. Almost complete eradication occurred within 48 hours."

He said that chinch bugs have at least two very common natural controls. One is a close relative — what he calls the big-eyed bug. The other is a disease which occurs during extended periods of humid weather.

"Chinch bugs have been very active in central New England for the past few years, and damage can occur from mid-April to the end of November when natural controls are not working," he said. "A trained observer can recognize these controls. The presence of either of these conditions is a signal not to spray."

Fothergill and Squier feel that IPM allows the technician to be more selective in his spraying. The technician may now choose the appropriate insecticide, apply it at the most opportune time, and hopefully avoid killing beneficial insects. Moreover, the risk of exposure to the pesticides by the technician has been reduced because he is handling them less.

"With this much control over the management of the lawn, we have found that we can afford to take full responsibility for any damage which occurs, even vandalism," Fothergill said. "We will reseed any damage at no additional cost."

## MONEYWISE

### What to look for when buying seed

Being aware of the key things to look for on a grass seed label can mean the difference between putting in a fine, thick lawn for your customer that lasts year after year or a poor quality one that may include some problems you cannot get rid of.

So says Dale Kern, president of Seed Technology, Inc., one of the country's major independent seed testing organizations, located in Marysville, Ohio.

He recommends keeping two things in mind when looking at the label. First, the regulations governing seed labels were set down largely with the farmer's needs in mind, not the lawn care businessman's. Second, the quantities listed on the label are specified in terms of weight rather than volume. Some seeds are many times larger than others, so the size of the box or bag itself does not indicate the quantity of seed in it. For instance, it takes at least five seeds of Kentucky bluegrass to weigh as much as a single seed of ryegrass.

But Kern says the label does give a basis for comparison, since every package of seed must include the same basic information. At the top, every label must tell you the percentage of the pure seed — the type of grass or mixture of grasses that you are buying. But it is important to not stop reading there, he says. If you do, you may end up with an assortment of undesirable plants in your customer's lawn — much more troublesome than just getting a poor value for your money.

The next heading of the label is "other ingredients," and first under that is "crop." Legally, crop is anything that is grown commercially, usually by a farmer. But often the seed classed as crop is not anything you would want growing in your lawn. This type of seed offers an even greater potential for trouble in the lawn than weed seeds. Crop might be something like timothy or brome — plants that you will not be able to get rid of with chemicals without killing your grass, too.

Crop could also be other turf grasses, and they, too, may cause trouble. If bentgrass is added into a bluegrass lawn, for instance, it will grow into distinctive patches that have an entirely different color and texture, and standard weed controls will not eradicate them.

The ideal is to have no crop seed at all in your grass seed, since there is no way to be sure you are not adding undesirable plant seeds.

The next heading is "inert matter." That simply means filler — chaff, ground corn cobs, leaves, or even sand. Remember that it is listed by weight. If the label says 10 percent inert matter, that could be about 20 percent of the volume you are buying. So any amount greater than a few percent is worth taking into account.

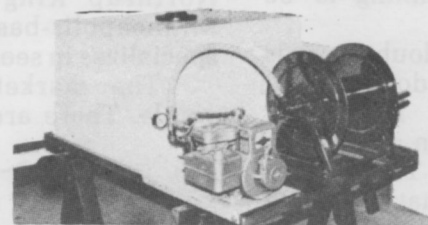
Another fact that must be given on every seed label is the percent by weight of weeds. Obviously the lower, the better. Look for a fraction of one percent. Every grower's grass seed inevitably contains at least a small percentage of weed seeds, but the quality growers make sure that problem weeds are not among them.

In the production fields of Washington and Oregon, where much of U.S. grass seed is grown, there are weeds that grow tall along with the grasses that are to be harvested. But many of these weeds, if they grew in a lawn, wouldn't last long because they could not tolerate mowing — just as most garden flowers would not survive if cut short. These weeds might be called the non-problem type. A reputable manufacturer will make sure that any weed seeds that are included in his grass seed are this non-problem type.

A poor quality grass seed is likely to include both weed and crop seeds that, once started in a lawn, will be very difficult to eliminate. Crop seeds especially may include plants that are coarse, clumpy or otherwise unsuitable in a lawn. For this reason, the percentage of crop seed listed should be zero or very close to it.

**essco**  
Mfg. Company

### SPRAYERS



Whether your needs are for weed control, lawn insect or fungicide spraying, ornamental and shade tree spraying, or any general outdoor work, we have the exact sprayer you require.

Our reinforced fiberglass low profile tanks are available in the following sizes: 50, 100, split 100 (2 x 50), 200 and split 200 (2 x 100) gallon sizes.

The reinforced fiberglass tanks are a low profile square design to minimize space, look attractive, and reduce chemical sloshing that you get in higher round style tanks.

These tank sizes can be incorporated into many varieties of sprayers using Hypro, Bean, Cat or Sherwood pumps, either electric or gasoline powered.

All our spray units come complete with tank, pump unit, welded steel chassis and hose reel, either skid or trailer mount.

P.O. BOX 124

AMITYVILLE,  
NEW YORK 11701  
516-799-7805

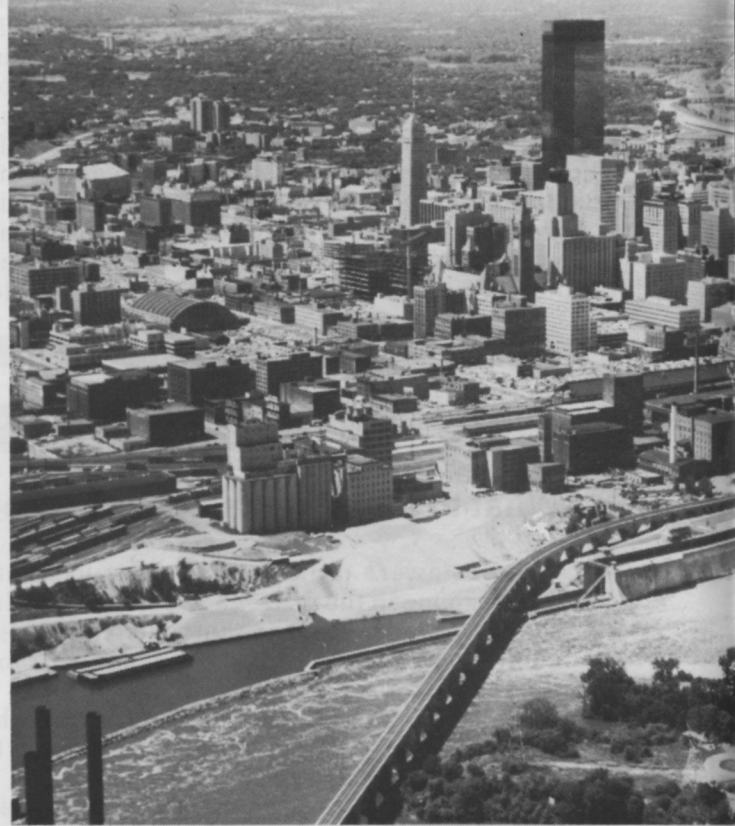
**essco**  
Mfg. Company



# LAWN CARE INDUSTRY *Marketplace*



**Top:** Lake of the Isles, one of the 22 Lakes and lagoons in Minneapolis, offers scenic beauty and recreational enjoyment within minutes of Downtown. **Right:** View of Downtown Minneapolis looking south over the Mississippi River.



The Minneapolis/St. Paul lawn care market has a short season. At certain times of the year, one day can be equal to three in other parts of the country. Overall, there is a good six to eight weeks less than other northern lawn care markets.

The successful lawn care companies have mastered the short season. They get the same amount of money out of their accounts as they would in a longer season, and know how to juggle their time and manpower when the going gets hectic at the peak of the season. And this gives them plenty of time to relax or do a little snow pushing or removal when the white stuff starts to fall.

The unsuccessful lawn care companies — and there are quite a few, to hear the owners of the better companies talk — never get their act together and are gone in about one or two years. "But they make for cutthroat competition along the way," one lawn care businessman told *LAWN CARE INDUSTRY*, although, as he continues, "the situation is getting better, and good work is beginning to be rewarded."

And there is no doubt there is a lot of work to be done around the Twin Cities. Plenty of residential and even more commercial/industrial. There have always been firms that specialize in total maintenance on a contract basis, and the chemical application business was handled by companies like Sprayrite until Lawn Doctor in the early 70's, and ChemLawn Corp., who entered the market in 1975.

Leisure Lawn, Dayton, Ohio entered the market the next year and spent two years until it sold out to Tru-Green Corp., Lansing, Mich. over the winter. Many in the market feel that Leisure Lawn left just about the time the chemical application potential was really beginning to pick up. Evergreen Lawns, already operating in St. Louis, Kansas City and Denver, came in this

year, put a big advertising push on, and is beginning to pick up on that potential. Although these are only estimates, ChemLawn is reported to have about 30 lawn care trucks on the road, and observers say that if Evergreen keeps up its growth, it will be pushing them before too long.

But as we said, total maintenance is still king in the Twin Cities. Lawn care businessmen like to talk about mowers, and this is a subject close to the heart of Steve Williams. He is the mower product manager for Minneapolis' Toro Co., and says:

"There has been a lot of construction in our area in recent years, and the lawn care business potential is growing. More homeowners are reaching the income level where they can afford a lawn care service, and there is an increased awareness in landscaping and design. We of course pay more attention to mowing, and expect a 15 percent growth rate in the amount of business these people are doing."

Larry Vetter, manager of Professional Turf Products for Northrup King Co., another Minneapolis-based firm that specializes in seed says:

"The market is obviously viable. There are a lot of small

firms, and then there are companies like ChemLawn who have increased market awareness. And we know that the business has not peaked out yet."

Indeed. A survey of most of the successful lawn care businessmen in the city indicates that they expect three to four more years of substantial growth in the lawn care market. Almost every lawn care businessman interviewed says that his business has increased anywhere from 25 to 200 percent. And while Minneapolis/St. Paul was the third fastest growing area metropolitan area in the nation during the 1960-1970 decade, present population of 1.9 million is expected to be almost 2.1 million by 1980 and 2.5 million by the year 2000, according to figures released by the Minneapolis Metropolitan Council. Add to this the fact that in 1976, 37.5 of the homes in the seven-county area had a household income of between \$15,000 and \$25,000, and that 12.3 percent more than \$25,000, and that spells

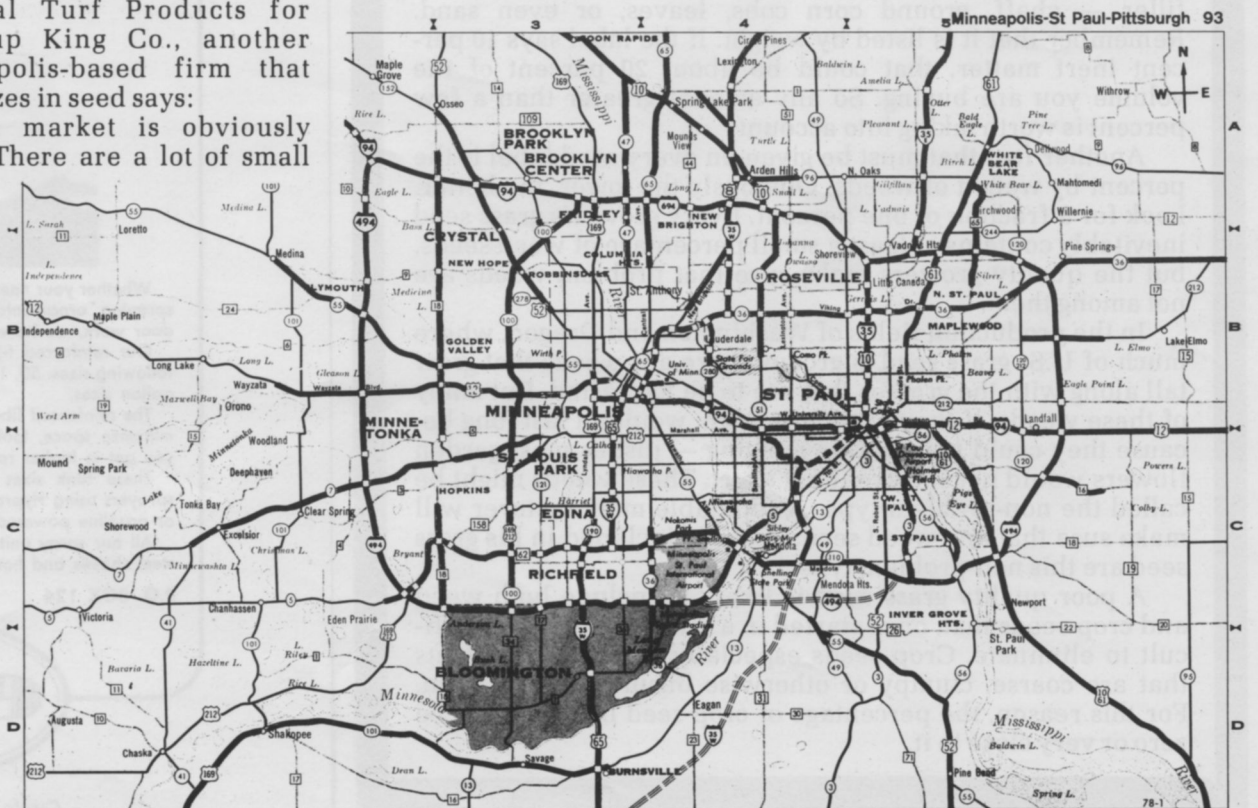
potential.

Not to say that there aren't problems. There have been complaints to the Better Business Bureau — as is the case in other U.S. cities — and one lawn care businessman said:

"Many of the spray companies working in our area have no respect for weather wind, neighbor's shrubs and most drastic of all, the attitude they have about it. The complaint calls to the Department of Agriculture are unbelievable. This is facts, not a cry story."

But lawn care businessmen in the Twin Cities say that the industry is getting more professionalized, and say that this is due in part to the more strict pesticide spraying laws, which "make it hard for a fly-by-nighter to get into the business."

As another lawn care businessman said, "the potential is damn near unlimited," and you can look for substantial growth in the Minneapolis/St. Paul lawn care market for well into the 1980's.





by Bob Earley, editor



MINNEAPOLIS/ST. PAUL

# Twin Cities

Paul Comstock, 45, owner of **Comstock Spray Service**, St. Paul has been in the lawn care business for 19 years, and there are at least three tips he would pass on to other lawn care businessmen:

(1) "Your poorest job is your best advertising."

(2) "I have always made money on complaint calls."

(3) "Make sure that you charge enough to deliver quality work. All a customer cares about when he is looking at his bill is that the work was done right."

Comstock handles about 350 residential customers, and also sprays about 2,000 acres of parks in the course of a year. He handles fertilization, weed control, insect control and disease control, in addition to doing some sod repair. He retained 85 percent of his accounts from last year, and grosses about \$100,000 yearly.

"You just can't emphasize to your employees enough that they have to do good work," he says. "We don't have time for sloppy work. If we get a call to go back on a job, I am the one that goes back and does it. And my time is expensive. I charge \$25 an hour for resprays, and it comes out of their next check."

One thing that Comstock feels is different about his business is that he is available 24 hours a day by phone.

"When the complaint calls come in, they are talking to the boss," he told **LAWN CARE INDUSTRY**. "Most of the time, they are just looking for information, and as I said, I have always made money on complaint calls. Usually they are complaining about something that they did not order in the first place, and I sell it to them on the spot. A flunkie or secretary or answering service cannot do this."

Comstock emphasizes quality work, and also emphasizes charging enough so that you can provide quality work. "Just make sure that the quality is there when the guy is looking at his

*Lawn care, Twin Cities-style: A lawn care season six to eight weeks shorter than other northern markets . . . characterized by strong, independent operators who rely heavily on commercial/industrial maintenance dollars to meet the payroll, along with a lot of one- and two-year wonders.*

bill. After quality comes speed, trying to do a good job quickly."

Comstock uses Ortho 20-10-10 fertilizer manufactured by Chevron Chemical Co., San Francisco. "I like the slower release and I like the other nutrients it provides," he says. "Using straight urea is like handing a kid a candy bar to grow on. You are going to have lawn problems in three years if you don't use enough potassium and phosphate." He charges \$3.75 per 1,000 square feet each for three applications a year. He says most of his lawns are between 10,000 and 16,000 square feet, with about an average of 11,500 square feet.

He has seven trailers with 500-gallon tanks, and has fabricated booms on wheels for spraying. He uses Hypro pumps, manufactured in St. Paul, and 300-foot hoses Hannay reels manufactured by Clifford B. Hannay & Son, Inc., Westerlo, N.Y.

Other equipment includes 14-horsepower tractors manufactured by Deere & Co., Moline, Ill.; and 25-horsepower tractors with a loader and landscape rake for repair work, manufactured by Allis-Chalmers Corp., Milwaukee.

He said the growth in the area will be in the north and south suburbs of St. Paul, where many \$70,000 to \$100,000 homes are presently being built, and where both the man and wife work. "As long as a company keeps up with government licensing, it is going to grow," he said. "Licensing is good. It makes it harder for the fly-by-night operator to get into business."

Pat Betz, 30, holds the distinction of being branch manager for two of the major lawn care chains in the course of two years. In 1976, he came to town and helped open a branch office for **Leisure Lawn**, based in Dayton, Ohio. He ran that for two years, and when **Tru-Green Corp.**, Lansing, Mich., bought the company out, he was asked to stay on and manage the branch.

The Tru-Green program is a mixture of the dry program utilized by Leisure Lawn and standard liquid programs. Betz uses dry applications in spring and fall, and liquid in the two summer applications.

Basic charge is \$10 per 1,000 square feet for a total of four applications. The average lawn Tru-Green services is 9,650 square feet, he told **LAWN CARE INDUSTRY**. The company at present has 1,250 customers, up 40 percent from last year — with no advertising.

Betz said there is virtually no insect or disease problems that normal applications cannot handle. For liquid weed control, the company utilizes Dacthal, manufactured by Diamond Shamrock Corp., Cleveland. For dry applications of weed control, the company uses Balan, manufactured by Elanco Products Co., Indianapolis.

Betz said that Leisure Lawn may have made a mistake in not concentrating in certain affluent areas of the Twin Cities, rather than accepting customers from all over the area. He said the company spent \$33,000 for advertising the first year and \$14,000 the next. Many lawn care businessmen in the area feel that

Leisure Lawn should have waited a year or two more to carry through and pick up its rightful amount of the lawn care business based on their preliminary groundwork.

Betz characterizes the market as still young and with a need to be educated. He also says that "there is a lot of turnover, they take you until their lawn looks good and then they drop you." But he also says that Tru-Green is now getting a lot of "reinstates," people who have dropped the service but are now picking it up again. He feels this shows a more mature market, rather than one of strictly "first-users."

He sees the market growing 30 to 40 percent for the next three to four years, and sees his company's gross growing about the same percentage from its present \$100,000 volume.

Dwayne Albrecht, 36, is owner of **Albrecht Landscape** in Roseville, one the largest irrigation contractors in the five-state area including Minnesota, North and South Dakota, Iowa and Wisconsin. He installs about 100 residential irrigation systems in the course of a year and has about 200 residences he provides lawn care for and about 60 to 70 commercial/industrial accounts. He employs about 30 persons.

He minces no words when he characterizes the Minneapolis/St. Paul lawn care market.

"It is absolutely primitive here," he told **LAWN CARE INDUSTRY**. "The quality of the workmanship is lousy, the quality of the companies doing business



## Twin Cities from page 13

for the most part is worse. And the homeowner's taste is the same. This is one of the few parts of the country where nobody includes the landscaping in their mortgage."

He said that 80 percent of the work is done by post office employees, firemen, tool and die makers and others working part-time. "It is difficult to exist competing with these kinds of operations," he said. So he doesn't compete. He chooses only clients who want "professional service and know-how."

For irrigation work his equipment includes trenchers manufactured by Davis Manufacturing Co., Wichita, Kan. He uses tractors ("nothing less than 20 horsepower") manufactured by Hesston Div. of Toro Co., Indianapolis. He utilizes Lawn-Boy walk-behind mowers, manu-

*"We don't have time for sloppy work . . . my time is expensive, I charge \$25 an hour for resprays, and it comes out of the employe's next check."*

**Paul Comstock  
Comstock Spray Service**

factured by OMC-Lincoln, Lincoln, Neb. He uses skid loaders manufactured by Melroe Div. of Clarke Equipment Co., Fargo, N.D.

For irrigation installation, he depends almost exclusively on equipment manufactured by the Irrigation Division of Toro Co., Irvine, Calif. He says that the company's plastic equipment, "costs less, and stays right along with brass, and gives the customer more than any other brand for the money."

Paul McGuire, 50, owner of the 12-year-old **McGuire Lawn Care**, St. Paul, says he may be the only union operation in the Twin Cities' lawn care market. Judging from LAWN CARE INDUSTRY conversations with lawn care businessmen across the country, it may be one of the few, or at least in the minority in the country, excluding California.

"Being union has solved a lot of problems for us," he said. "First, they send us people, and it works a lot better than 'help wanted' ads in the paper. It is quick and the potential employes are screened to a certain extent."

The second point is that since 80 percent of his \$400,000 annual gross volume is commercial and industrial, he receives less problems when he handles maintenance at a plant where the employes are organized. He works through the Laborer's District Council. Present wage scale is \$5.80 an hour with 21 cents an hour of benefits.

He has about 200 accounts on the books at present, and employs about 16 men at peak season. Some of his work is annual — including snow plowing — but most of it is on seasonal contracts, usually from March through November.

Although he has about 40 residential accounts, he prefers commercial/industrial work because "supervision is a lot easier when your men are

spending 1½ to two days at a particular site. Also, there is less wear and tear on the trucks, and the dollar volume is simply larger."

He also says that the homeowner inevitably wants extra work done that he or she is usually not willing to pay for, such as hauling away garbage. He prefers dealing with purchasing agents to housewives.

His typical job includes cleanup in spring, fertilization two to three times a year, pesticide spraying when it is needed, mowing every six to 10 days, shrub trimming as it is needed. Tree trimming is extra. He bills monthly for most of his customers, and feels that they appreciate his service because "we keep their grounds looking nice with no hassles, they don't have to chase their inside maintenance help out of the back room to do the outside work, they don't have to pay benefits and insurance for maintenance employes for outdoors, and they always know exactly what it is costing them. These are the points I bring up when I am selling an account."

His equipment includes 60-inch mowers manufactured by Hesston Lawn Equipment Div. of Toro Co.; 21-inch Lawn-Boy hand mowers; blowers manufactured by Echo Chain Saw, Northbrook, Ill.

Also, 58-inch reel mowers manufactured by National Mower Co., St. Paul. He says: "Reel mowers are good but they of course have limitations. But what they do, they do well, and I like the ease of maintenance."

He uses 52-inch mowers manufactured by Bunton Co., Louisville, Ky. He says he likes the equipment because it has a low center of gravity, a very wide deck and it has excellent balance for slope work. He also utilizes 18-horsepower tractors manufactured by Simplicity Manufacturing Co., Port Washington, Wis. and 12-horsepower tractors manufactured by Toro Co., Minneapolis. He uses 60-inch mower decks on each, and says that he may be going to larger-horsepower units in the future.

"The lawn care potential in this area is damn near unlimited," he says. He says he has doubled his business in the last three years, and looks to increase 20 to 25 percent for the next few years, and says that figure can be common for hard-working companies. He says there are 12 to 14 new companies in the Yellow Pages every spring, and that about one or two of them are around the next year.

Ed Boden, 31, is branch manager of the **ChemLawn Corp.** branch based in Brooklyn Center. He has been with the company eight years, working in both the Toledo, Ohio and Indianapolis lawn care markets. His assistant is Jon Custer.

"The difference up here is just that the season is a lot shorter," he says, "and it puts pressure on a lawn care company and its management to be well-organized and aware of scheduling." He said it takes a special kind of person to handle the pressures of being a lawn specialist in the Minneapolis/St. Paul climate, and he spent time

interviewing 50 applicants for five jobs they added this spring. They have between 12 and 15 lawn specialists.

"You have to have people who are willing to work hard because during the season we average a lot of hours to get all of our work done," he said. "The rounds are shorter, and we just don't have that much slack in case we have weather problems or other kinds of problems." He said the season is between six and eight weeks shorter than other northern lawn care markets, and runs from about late March or early April through late September or early October.

Boden calls the Minneapolis/St. Paul lawn care market a "typical northern bluegrass" market, with lawns about 9,500 square-feet average. ChemLawn's basic charge is \$20 per 5,000 square feet. The average charge is about \$31.25 per application for each of four applications a year.

"Most of the homeowners are very conscious of their lawns, perhaps because of the short growing season," Boden said. "They are more particular, but they are also more aware of cultural problems a lawn care company might have because of the short season."

Michael Mallory, 30, is branch manager of the Burnsville branch operation of **ChemLawn Corp.** He has been with the company for six years, also working in Indianapolis and Anderson, Ind., just outside of Muncie. Marty Bennett is his assistant branch manager.

He echoes Boden's sentiments on the shortness of the Minneapolis/St. Paul lawn care season, and stresses the fact "that you have to have good men because of the shortness of the season. You might be able to experiment with new employes a little more in other markets, but here you don't have time to wait around to see if things are going to work out." All in all, he says management decision making has to be quicker, because "one day is equivalent to three days in some markets. If you

*"Now we are starting to get a lot of reinstates, people who dropped the service, but are picking it up again. This shows a more mature market, rather than just first-users."*

**Pat Betz  
Tru-Green Corp.**

have a truck down, you get behind very quickly on production."

They hired a number of new employes this March to bring their totals to 15-plus lawn field men. After the employes are hired, they go through 10 days of formal classroom training — three days with regional St. Louis-based regional agronomist Rich Anda, and seven days with branch personnel. The new employes deal with simple sales techniques, lawn measuring, using the telephone, filling tanks on trucks, reading charts, etc. Then the new employes spend a certain amount of time riding with experienced employes before they begin servicing lawn themselves.

Mallory says that because of low summer humidity as a rule, there is not too much of a problem with turf diseases. He also said there is not much problem with insect and weeds, but did mention chickweed, plantain, dandelions, knotweed, oxalis and quackgrass as weeds which are in the Minneapolis/St. Paul area, but are not difficult to control.

A big problem in the five-county area, however, is the incidence of Dutch elm disease, which is taking its toll on the

*"It is absolutely primitive here. The workmanship is lousy, the quality of the companies doing business is worse. And the homeowner's taste is the same."*

**Dwayne Albrecht  
Albrecht Landscape**

beautiful tree-lined streets in the area. Besides the obvious problems this is causing homeowners, Mallory said that the trees are creating sun areas in lawns that previously had been shaded. These areas that were previously bentgrass or fine fescue, are now receiving more sunlight, and ChemLawn has made available two programs for these lawns and other bentgrass and fine fescue lawns. Mallory says that about 70 percent of the lawns ChemLawn services are bluegrass.

He said the company has not used television or radio advertising recently in the Twin Cities area (1975 was the last time), and he feels that the more traditional print advertising is less costly and more productive.

Keith Anderson, 23, owner of **Keith's Professional Lawn Service**, Minneapolis, says that most lawn care businessmen are happy with a 10 percent profit, but he does not feel that is good business, because "you have to wait an eternity to realize anything out of what you are putting into it."

He thinks that any lawn care business can shoot for profits in the area of 15 to 25 percent, depending on the time of the year, and says that 18 to 22 percent is good.

His business grossed about \$120,000 last year handling liquid lawn care and other maintenance services for residential customers and commercial/industrial customers. The bulk of his work is residential.

For three applications of fertilizer and pesticides a year, he charges a base price of \$74 for 5,000 square feet. His prices jump \$10 for every 1,000 square feet after that for the total three applications. He charges \$17 to mow a typical residential lawn. He employs about 15 persons during peak times of the year.

"ChemLawn pioneered the lawn care market up here, made homeowners aware," he said. "All other companies that are in liquid lawn care now feed off of that."

He says that ChemLawn "put a touch of professionalism into the industry, made the homeowners set their sights a little bit higher," and that now "good work is beginning to be rewar-



ded." He said that he expects about three to four years of substantial growth in chemical lawn care. He expects the business to double in that time.

For mowing, he uses reel mowers manufactured by Toro Co., National Mower Co. and Jacobsen Manufacturing Co., Racine, Wis. He uses walk-behind mowers manufactured by Lawn Boy. He also uses 10 to 12 horsepower Gravely tractors, manufactured in Clemmons, N.C. He says that he uses reel mowers because he "likes the quality of cut over rotaries." The smallest job he uses reel mower on is 6,000 to 9,000 square feet, depending on the layout of the area to be cut.

For his spray work he utilizes a 1,200-gallon tank with a PTO system which he feels is "the only way to go for residential work." He says it gives a more consistent pump flow, lasts longer, is quieter and requires less maintenance.

James Davis, 32, bought **Property Maintenance Co.** in St. Paul three years ago, and has gotten to the point where he can be "picky" about the kinds of accounts he takes on.

He is a full-service maintenance company, and handles everything from mowing to small tree work, including fertilization weed control, shrub trimming and light landscaping. He does not do watering — as many of his commercial accounts would like — and is even thinking about only taking on accounts that have automatic or manual irrigation systems.

"Although there is not a large percentage of homes with irrigation systems now, the sprinkler installation people are very busy in the Minneapolis/St. Paul area at present" Davis said. "It is so important in having a good lawn,

izer spreaders, and 21-inch, rear-bagging Lawn Boy mowers.

Bruce Dellwo, 28, is in his fourth year with **Dell's Maintenance Service**, based in Apple Valley. At present, he is primarily handling full-service maintenance of townhouse developments, and feels that the residential market would not be profitable for him the way his business is structured now.

"You have to gear your business all different to make a profit in residential maintenance," he said. "You spend a lot of time traveling, less time on each job, and have more headaches." Also, he said he works primarily on the south side of Minneapolis, where medium-priced homes prevail and feels that "people will not pay a minimum of even \$60 a month, no matter what you offer them."

But he admits that he would not mind more residential business than he has at present,

and is attempting to add a few accounts at a time to determine a basic price structure for fertilization, weed, insect and disease control.

"ChemLawn has carved out a market for themselves here in residential work, which proves

*"Management decision making has to be quicker, because one day here can be equivalent to three days in another market."*

**Mike Mallory**  
**ChemLawn Corp.**

that the business is there," he said. "They got here at just the right time, did the right amount of advertising, and their trucks continue to advertise for them as they drive around the city from job to job."

He believes there is a lot of potential in the city for more lawn care business, whether it

be residential, commercial or industrial.

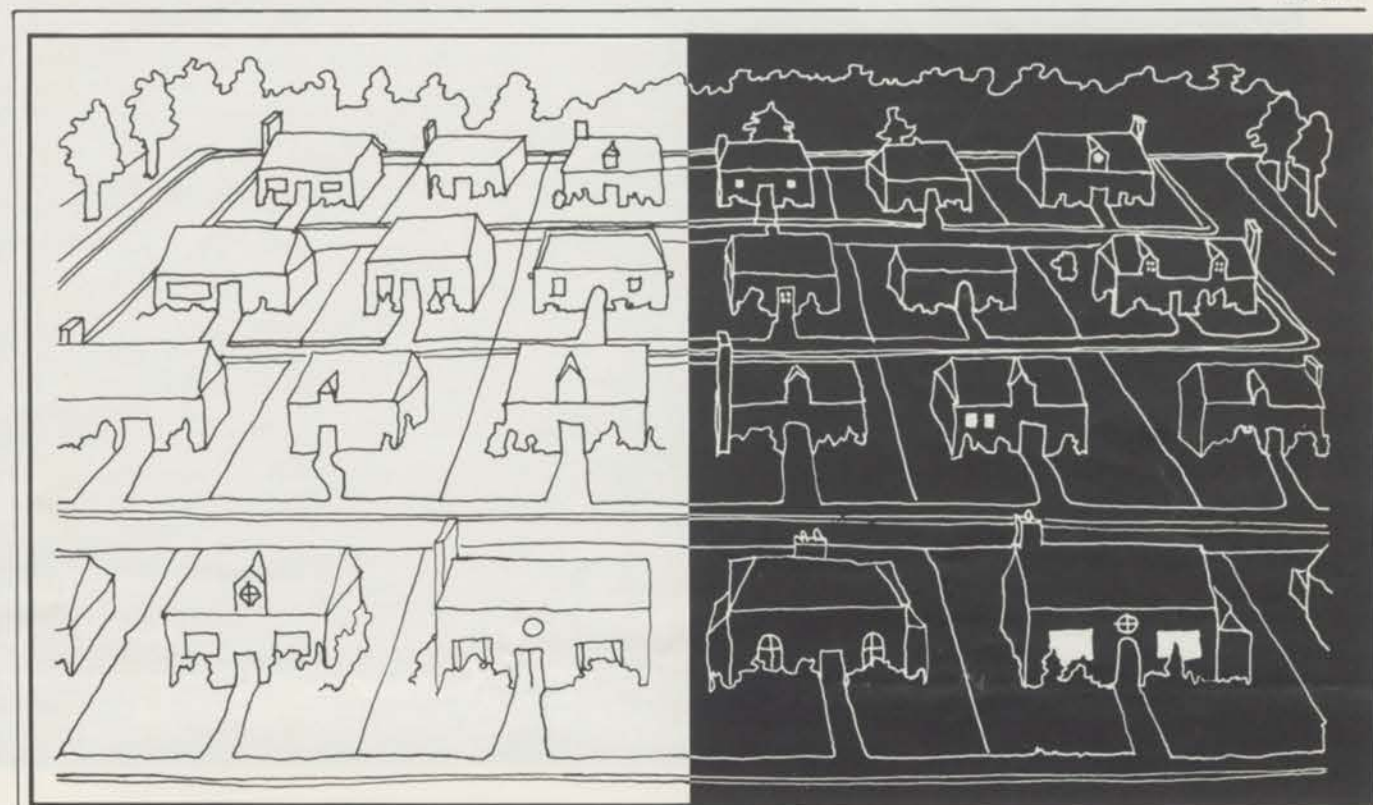
"I really believe if I had the time, with the correct advertising, and another man to sell along with me, I feel we could go from \$50,000 to \$200,000 in one year," he said. "Our hourly rate of profit might not be as great, and we would really have to hustle, but I think we could do it."

He also says that to make an additional \$25,000 gross he would have to invest in \$12,000 worth of good equipment. He feels that "it is tough to expand fast and be financially stable at the same time," and cites the example that one of the biggest townhouse management firms in the city recently went under due to these types of problems.

When he speaks about this subject, he echoes the words of many lawn care businessmen **LAWN CARE INDUSTRY** has interviewed across the country:

"When you get too big too

to page 19



## Nitroform® works 'round the clock to keep lawns greener longer.

While others sleep, you can be providing lawn care service to satisfied customers. The secret is Nitroform® slow-release nitrogen. It works around the clock to give green, healthy lawns.

Keeping grass greener between visits is the best way to hold customers, while attracting new ones. Home owners will readily see that your lawn care service does the job with dependable results . . . at less cost than they can do it themselves.

Nitroform is the best way to apply long-lasting nitrogen . . . whether you have equipment for liquid or dry application. You can use Nitroform as granular BLUE CHIP® or as POWDER BLUE™ sprayable slow-release nitrogen. Nitroform gives uniform coverage, and is compatible with most lawn care materials, including pesticides.

**Nitroform is the quality slow-release nitrogen.** It's nonleaching. It keeps feeding long after your crew

has moved on to other jobs. Because it's nonburning, even inexperienced labor can apply it.

With Nitroform, benefits are always predictable performance, easy application, dependable results. What else could you want, except possibly more information?

For that, write Agricultural Chemicals, Hercules Incorporated, Wilmington, Delaware 19899. Phone: 302/575-5000.



**HERCULES INCORPORATED**

®Registered Trademark of Hercules Incorporated/™Trademark of Hercules Incorporated

ST11-78-6

Circle 105 on free information card

*"Being union has solved a lot of problems for us. They send us people, and it works a lot better than ads in the paper."*

**Paul McGuire**  
**McGuire Lawn Care**

and it makes my job easier and keeps my accounts happy too. For people that do have irrigation systems, the most important thing is to stress to them that they don't have to water every day, that this will just invite disease and other problems."

For residential accounts, Davis just this year instituted a \$100 minimum charge, regardless of size of lawn. "It turns a lot of people away, but it lets me pick and choose the kinds of customers I want," he said.

His basic charges for most of his accounts are based on time and material. He charges \$20 an hour for his own time and \$12 an hour for the time of his laborers. His charge for monthly maintenance for a small bank is \$230, up from \$200 last lawn care season. He also handles fertilization of a 400,000-square-foot apartment complex.

His main equipment inventory includes a number of 14- and 16-horsepower John Deere tractors with mower decks, landscape rakes, front buckets, sprayers with booms and fertil-





# TERSAN<sup>®</sup> disease control programs

*[Faint, illegible text, likely bleed-through from the reverse side of the page]*





# fill in the extra profit you've been missing.

Your ability to recognize and treat the diseases that attack your customers' lawns means extra income for you.

Every lawn on your list is susceptible to a variety of diseases. And every time you spot one, it's a chance to move in with a new service to keep your present customers happy, sign up some new ones, and generate new profits.

But there's a catch. You've got to diagnose the disease quickly. And treat it fast with the right fungicide. That's where the TERSAN fungicide team comes in. This lineup of four fungicides gives you a proven, effective control for just about every lawn disease you'll ever run into. No hit-or-miss guesswork. No costly, wasteful shotgun treatments.

Start with some DuPont literature on how to identify and control lawn diseases. It's yours for the asking when you mail in the coupon. Then you'll be well on your way to filling in that hole in your profit picture.

*With any chemical, follow labeling instructions and warnings carefully.*



## Lawn Products

E. I. du Pont de Nemours & Co. (Inc.)  
TERSAN Turf Products  
Room 36569  
Wilmington, Delaware 19898

PLEASE SEND ME YOUR LITERATURE ON  
LAWN DISEASE CONTROL.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

WE OFFER THE FOLLOWING SERVICES:

- Lawn mowing and maintenance  Weed control  
 Insect control  Disease (fungus) control  Tree and shrub care  Other \_\_\_\_\_

OUR PRESENT ACCOUNTS NUMBER:

- Less than 500  500 to 1,000  1,000 to 5,000  
 Over 5,000

OUR EMPLOYEES NUMBER:

- 1 to 5  6 to 10  11 to 15  over 15

OUR BUSINESS IS:

- Independent  Chain  Franchise  
 Other \_\_\_\_\_



# SPLIT PERSONALITY.

Another fine,  
quality-con-  
trolled product  
of Jacklin Seed  
Company.

## Glade Glade

KENTUCKY BLUEGRASS U.S. Plant Patent 3151

Bright sunshine or moderate shade makes little difference to Glade Kentucky bluegrass. With its split personality, Glade grows well under both conditions.

A Rutgers University selection, low-growing, deep green Glade has improved resistance to most races of leaf rust, stripe smut and to powdery mildew in up to 60% shade. Because of its better than average resistance to most races of Fusarium blight, Glade Kentucky bluegrass is being used as a fortifying ingredient in many professional turf grass mixes. It blends beautifully with the new, fine-leaved rye grasses, fescues and other elite bluegrasses.

Specify Glade for your next turf grass mix. You'll appreciate the split personality that thrives in both sun and shade.





fast, you pump up your overhead, and it can be awful tough to carry it," he says. "When you do invest \$12,000 in equipment to do \$25,000 worth of business, you can't plan on getting it all out in one year."

He said that in the Minneapolis/St. Paul lawn care market, there is an abundance of firms that come into and go out of business in the space of one or two years.

"They see a lot of money to be made, think it is all peaches-and-cream, but then end up losing their shirts," Dellwo said. "But they never realize that it is because of people like them that the business can be unstable at times."

He believes in doing his

*"A PTO system is the only way to go. It gives a more consistent pump flow, lasts longer, is quieter and requires less maintenance."*

**Keith Anderson**  
**Keith's Professional Lawn Service**

cutting with reel mowers on the big jobs, and utilizes National reels and 70-inch Toro reels.

"I have gotten most of my work from word-of-mouth advertising," he said, "And it is because people see my jobs, they see the kind of cut I get with reels, and they want the same job. You don't see the cut lines, the turf gets rolled over nicely, and you have very little scalping."

He also believes in hand spraying and fertilizing. He uses mostly a 24-4-12 blend manufactured by Par Ex Professional Products, Winter Haven, Fla., about 6,000 pounds a year. He utilizes a Cyclone spreader, owned by Jackson Mfg. Co., Harrisburg, Pa. He utilizes a small tank or backpack type sprayer for pesticide spraying, and has quite a bit of success with Trimec, manufactured by PBI/Gordon Corp., Kansas City, Kan.

For estimating costs of a job when most yearly bids are let out in the fall, he figures time and material with a 20 to 25 percent mark-up.

John Buszmann, 38, owner of **Buszmann Lawn & Garden**, operates in Belle Plaine, a community of about 2,500 persons 40 miles west of Minneapolis/St. Paul. Because it is a fairly small town, he says that people are not willing to pay that much for lawn care services.

He charges \$12 an hour for mowing with his 48-inch decks on one of his four 16-horsepower tractors — two manufactured by Simplicity Manufacturing Co., and two manufactured by Allis-Chalmers.

He gets involved in quite a bit of lawn building, handling dethatching, reseeding and vacuuming in spring and fall. He charges about \$13 an hour for vacuuming. For a typical residential lot of 100 x 150 feet, he might charge \$20 for dethatching and vacuuming.

Most of his work is contract mowing, and he includes two local villages, a number of cemeteries and a number of commercial accounts on his books.

He also handles some larger residential lawns.

As with many lawn care businessmen across the country, Kenneth Torborg, 38, owner of **Chapman-Torborg Grounds Maintenance Co.**, Prior Lake feels that he could really increase his business if he could find the right people to work with him full-time.

"The potential for the lawn care business is great here in the Minneapolis/St. Paul area, there is always room for more work for good lawn service companies," he said. He runs one crew now and grosses about \$85,000 a year in lawn maintenance. He feels he could easily double his business just by finding a real good full-time man, and putting another crew on the road.

"But a good foreman would cost about \$12,000 or \$15,000 a year for beginners, and add that to the equipment I would have to buy, and it would take an awful lot of accounts to make up the difference," he said. "But it would be worth it if I could just find the right man who would be willing to work it with me a year, and then go out with his own crew."

Most of Torborg's work is commercial/industrial lawn maintenance, including mowing, shrub and bed work, fertilization, power sweeping and snow removal on a contract basis.

"We stress giving good service," he said. "I am the head of the crew, and the people who are in charge of the businesses we work for always see me at least once a week. If they have any problems, I am right there to discuss them."

His charges are based on a six-month lawn care season, and he bills monthly. Although he does not charge on an hourly basis for any work, when he estimates a job, he determines how long it will take a crew to handle the job and then charges in the range of \$22 to \$25 an hour, plus the cost of materials. For one of his typical accounts — a Howard Johnson's Motor Lodge — he charges \$3,000 a year for lawn care work and snow removal.

He acknowledges that snow pushing and removal "beats up his equipment" but he lessens the work load by using 52-horsepower Ford diesel tractor with a front-end loader for snow removal in addition to snow pushing. "Some times I wonder if it is worth it," he says, "but without it the cash flow situation would be really bad."

A typical contract job would include coming in with a power sweeper, manufactured by Jacobsen Manufacturing Co., in spring to clean up the lawn of debris. He trims shrubs about three times a year, and mows weekly. He fertilizes twice a year. The Howard Johnson's job mentioned earlier has about 70,000 square feet with about 40 trees and a pond, and he figures he spends about six hours a week there during the season for the \$3,000 charge.

He uses reel mowers, large and hand rotaries manufactured by Toro Co. and Woods rotary mowers also.

He also uses a Green Machine string trimmer, manu-

## COST CUTTINGS

### Going commercial? Check your liability



Any lawn care businessman interested in taking on commercial accounts should beef up his company liability insurance coverage it is not already where it should be, according to Frank Soos, owner of Petite Fleur Landscaping, Inc., Brecksville, Ohio, a suburb of Cleveland.

He carries \$500,000 of liability coverage for personal injury and property damage. His premiums are \$3,000 annually. He says his commercial customers (including two Cleveland maintenance plums — Ohio Bell and U.S. Steel) protect themselves by hiring lawn care companies with high insurance coverage. Under the law, if a lawn care worker or a commercial employe is injured at the work site, the commercial company is liable. To offset their liability, commercial customers require heavy insurance.

Soos also says that property insurance is needed to cover damages that could be caused by a lawn care company.

"I have seen competitors get to bid on a commercial business job," Soos told **LAWN CARE INDUSTRY**, and they might not have enough insurance. The commercial account will just tell you to forget it." He prefers commercial accounts to residential ones because he says he has fewer headaches caused by customer complaints.

factured by HMC Corp. Torrance, Calif. The trimmers and walk-behind mowers are not depreciated by his accountant when it comes tax time.

He says he has minimal problems with insects and disease, and controllable problems with dandelions. He has used Trimec, manufactured by PBI-Gordon Corp. for the last seven years with very good results as his main pesticide.

He thinks the lawn care market in the Twin Cities will continue to grow, and says that almost all of the commercial/industrial accounts are going to contracting out their

*"The potential is here. If I had the time and another man to sell with me, I believe we could go from \$50,000 to \$200,000 in one year."*

**Bruce Dellwo**  
**Dell's Maintenance Service**

lawn maintenance work. "There are very few company maintenance men anymore," he said.

One thing that Kent Price and Paul Barton, both 25, feel have made them successful with their **Landshapes, Inc.** in Minneapolis, is the evaluation forms they pass out twice a month to their customers.

"It gives them a chance to tell us anything they feel we left out, and it also helps in clearing up contract difficulties," Barton told **LAWN CARE INDUSTRY** recently. "It also helps communication between Landshapes and its clients, and gives the client 'a feeling that he has some kind of control over what is going on,'" Barton said.

The forms have check-offs for excellent to poor for 10 to 12 different points of work the company handles including mowing, trimming, bed work, etc. Perkins Cake & Steak — one of the company's accounts — even asked permission to send the form out to its branches nationwide.

Landshapes handles landscape design, construction and

maintenance, doing mostly commercial maintenance. They have about 35 accounts on the books with 22 employes at peak times of the year. Charges are based on a per man per hour charge of between \$9 and \$12, depending on the difficulty of the job and size of site. The smaller sites are at the high end of the charge scale.

Equipment includes four-horsepower Bobcat four-cycle handmowers; commercial Lawn-Boy walk-behind mowers, 12-horsepower Gravely tractors with mower decks, 12-horsepower tractors manufactured by Deere & Co., and eight to 10 horsepower tractors manufactured by Simplicity Manufacturing Co.

Matthew Little, 55, began **C & L Landscape, Inc.** 25 years ago doing almost strictly residential work, but has since branched into commercial/industrial.

"We are moving away from residential maintenance for two reasons," he said. "First, there are less headaches. Second, maintenance of commercial/industrial properties is more lucrative."

He employs about 40 persons in the peak times of the lawn care season, and includes among his accounts the prestigious Honeywell, Inc. grounds and Control Data Corp. national headquarters.

"Because of the relatively short season, I think many people take a real pride in their landscapes and maintenance of them," he said. "It has always surprised me that one big didn't come in and monopolize the whole maintenance end of the business."

His business provides all basic yard needs, including fertilization of lawns and shrubs, mowing, weed control, fungicide and miticide spraying, lawn edging, cultivating shrub beds, etc. His charges are based on a six-month growing season, broken down into monthly billings. His average for monthly fees is \$150.



# Lawn building: Tips for add-on maintenance business

Full-service lawn maintenance.

It can be a selling point to get that residential, commercial or industrial customer on your account list and into your monthly billings. While there is certainly a place for chemical application-only segments of the lawn care business, there is also a demand and a need for the type of lawn building techniques utilized by many in the lawn care industry.

And while chemical application of fertilizer and pesticides is highly competitive and subject to price standardization in the industry, lawn building techniques such as seeding, aerating, thatching, sweeping, adding soil amendments and lawn renovation often come with a higher profit margin to the lawn care businessman.

Ask John Pendleton of A AA Aerifying Service in South Euclid, Ohio, a suburban of Cleveland. His business consists almost solely of aerating homeowner lawns in the Cleveland area. And other lawn care businessmen such as Wayne McKinnon of Land Maintenance in St. Louis offer chemical application and mowing, along with lawn building services in spring and fall.

And of course such national franchise operations as Lawn Doctor, Wickatunck, N.J.; Lawn-A-Mat Chemical & Equipment Corp., Mineola, N.Y.; and Lawn King, Fairfield, N.J. were founded on the assumption that a lawn needs more than just fertilizer and pesticides. There are between 350 and 500 such franchisees around the country that are realizing anywhere from \$200 to \$500 a year from their customers, rather than the typical \$100 to \$120 fees chemical application-only firms can charge.

In an effort to aid its readers, LAWN CARE INDUSTRY this month went to a number of manufacturers and asked them for some tips and guidelines on lawn building, and for explanations of the practices to make them easier to market to the potential lawn care customer.

## Seeding

Dr. C. R. Skogley, professor of plant and soil science at the University of Rhode Island, and his then research assistant Richard H. Hurley recently published minimum standards for improved lawn seed mixtures in their region for four areas: sunny lawn areas; shady lawn areas, areas with dry, infertile soil; and bentgrass areas. Hurley is presently director of research for Lofts Pedigreed Seed, Inc., Bound Brook, N.J.

**Sunny lawn seed mixture.** They recommend 80 percent Kentucky bluegrass and red fescue and 20 percent perennial ryegrass.

**Shady lawn seed mixture.** They recommended 65 percent red fescue and *Poa trivialis*, 15 percent Kentucky bluegrass and 20 percent perennial ryegrass and velvet bentgrass.

**Dry, infertile soils.** They recommend 80 percent red fescue and Kentucky bluegrass, and 20 percent perennial ryegrass, Italian ryegrass and white clover.

**Bentgrass lawn seed mixture.** They recommended that 10 percent be colonial bentgrass, 70 percent be Kentucky bluegrass and red fescue, and that 20 percent be perennial ryegrass.

Dr. Skogley and Hurley agree with Mike Robinson, marketing manager for Pickseed West, Tangent, Ore., when he says: "Basically, we believe the lawn care businessman should be working for improved varieties of whatever grasses they are working with. This will produce lawns that survive longer, fighting off weed invasions and the ravages of disease."

He says that if the lawn care businessman is working on a lawn that is more than 10 years old, chances are it was established with common strains of Kentucky bluegrass and creeping red fescue. These old-fashioned grasses had no selection or research, most being byproducts of livestock agriculture. A farmer didn't need a field for pasture so seed was harvested.

## Filling in bare spots

Along with overseeding, there may be a need for filling in patches of bare ground. The process is similar to reseeding a new lawn, according to Doyle Jacklin, agronomist and marketing manager for Jacklin Seed Co., recently moved to Post Falls, Idaho.

First he suggests that any dead leaves or plant be raked out and then that the soil be loosened two to four inches deep. After loosening soil, rake to remove clods and level to desired slope. Prior to seeding, water deeply to settle soil particles and insure an adequate moisture reserve. After sowing seed, rake lightly and firm with a roller. Water immediately after seeding, and instruct your customer to water three to four times a day until grass is established.

## Applicators

Jacklin recommends that for even distribution, a spreader should be used to apply lime, seed and fertilizer in a seeding operation. David E. Herd, president of Herd Seeder Co., Logansport, Ind., agrees that the most important thing to look for in application equipment is an even distribution. Otherwise, the lawn will come up uneven and correc-

tive action may be needed at a later date.

He suggests that the lawn care businessman have a small seeder that can be pulled by a garden tractor, and he also recommends that a larger unit can be useful for use on commercial/industrial grounds.

"We feel that the lawn care businessman should base his decision on purchasing granular applicators based on three criteria," says Jerry Ganfield of Gandy Co., Owatonna, Minn., "durability, accuracy and convenience."

"No applicator is any better than the 'guts' of the machine," he says. "Make sure the metering system is accurate and designed to stay accurate lawn care season after lawn care season with minimal care." He suggests units with bottoms made of stainless steel to resist corrosion by the chemicals being applied.

## Aeration

Aeration is a vital part of proper turf management. It is nearly as important as fertilization and irrigation, though it is a far less exact science.

Martin Ford, president of Howard Rotavator Co., Harvard, Ill., says that the principal aims of aeration are:

- relief of soil compaction
- break up of impervious soil layers and surface crust
- make easier the movement of oxygen and carbon dioxide in the soil
- improve the soil environment to assist the infiltration of water and other additives
- removal of thatch accumulation

Kenneth Bradfield, agronomist for Hahn, Inc., Evansville, Ind., adds to this:

"First, by increasing the air pockets in the soil, we promote grass growth and reduce compaction," he said. "With water and fertilizer at a deeper level, we promote deeper rooting, giving a more vigorous and beautiful turf. The main point is that we are placing the fertilizer in the area most desirable for plant growth — the root area — and not on the soil surface."

Another important benefit from aeration is obtained when turf needs to be reseeded for lawn building. The cavities allow the seed to be covered with soil, increasing germination and giving a deeper root for the new seed.

When do you aerate? In the South, you can do it just about any time, according to Russell Rose, Cushman-Ryan representative based in St. Paul, Minn. And because bermudagrass is so prolific, it is needed fairly often in the warmer climates.

On northern lawns, the summertime, when grass is under drought and heat stress, is the wrong time.

"The best time is fall or spring, and you are really splitting hairs if you try to argue to benefits of one over the other," Rose said. He says he would prefer taking a look at the lawn after September 1 for the best timing, but has a little gimmick that might be useful in explaining timing to your customers.

"A good time to aerate is when you can take a screwdriver and push it into the lawn, and without turning it get it down to a depth of four inches," he said.

He stresses that aeration and power raking are not the same. Aeration relieves compaction and power raking removes thatch and stimulates the turf.

For power raking, he feels that rakes spaced an inch apart carry out too much grass, and recommends a wider spacing. He says that even a light power raking always stimulates the turf and is good for it.

He recommends that when aerating, the tines should go to a two-inch depth, or that the process should be done twice. He says that the use of a unit with too many tines does not work well because it spreads the weight pressing down too much, and getting the right depth is difficult.

He says that the argument between spiking and coring is a "feeble one."

"In the hot months, coring is by far better, though, because the removal of cores allows better air and water movement," he said. He recommends that an area just aerated be kept "on the wet side" for at least five days.

## Dethatching

Thatch is the accumulation of dead but undecomposed blades of grass and other organic debris in the lawn.

What's good about thatch?

"For one thing," says Robert Martin of F. D. Kees Manufacturing Co., Beatrice, Neb., "thatch materials release nutrients into a lawn. They also help prevent soil compaction, restrain crabgrass and other weeds and aggregate the soil."

Martin goes on to say that it hinders further lawn growth by smothering new shoots. It also sheds water, rather than letting it sink into the ground. It keeps out vital sunshine and air, encouraging the spread of disease. It also contributes to sod binding, harbors insects, disrupts fertilizer effectiveness and holds reseeded seedlings away from the soil.

Turf experts at O. M. Scott & Sons, Marysville, Ohio, also say that when mowing turf with a heavy thatch content, scalping often occurs because the mower wheels sink into the spongy turf. Turf that is troubled by heavy thatch is much less tolerant to stresses because it is poorly rooted. Both winterkill and summer stress are more severe.

"The only complete answer to a thatch problem on a lawn is a vigorous raking at least once a year," Martin said. Power rakes and other dethatching units on the market are one way to accomplish this, he said. They pull out thatch and thin any



growth, and are as easy to operate as a power mower.

#### Debris removal

There are many units on the turf market that make spring and fall clean-up easy, and also remove dead grass after it has been dethatched. There are air brooms, vacuum loaders, vacuum sweepers and manual lawn sweepers. Many of the units are either walk-behind, or can be attached to lawn tractors or attached to front end loaders.

The main thing, according to C. G. Rinker, general manager of Atwater Strong Div. of Gougler Industries, Atwater, Ohio is to make sure the equipment facilitates the least amount of trips across the lawn for efficiency. It is also important to buy equipment that can be used under all weather conditions, particularly when grass and leaves are wet, or when the grass is lush and has a tendency to ball.

#### Soil amendments

Regular use of gypsum can help the lawn care businessman get the most value for his customer out of fertilizer, water and seed, according to Dr. Guy P. Tewari, United States Gypsum Co., Chicago.

"Applied in spring," he said, "gypsum improves soils that are dense and water-impervious by helping fertilizers to work more effectively. It loosens heavy clay soil and gives root systems room to grow to keep lawns thriving all summer."

Fall application protects against the harmful effects of winter de-icing salt on the grass (in the North), shrubs and trees growing along streets and sidewalks. He recommends that 50 pounds of gypsum be applied per 1,000 square feet twice a year. The quantity should be doubled for heavy clay soil. Alkali/heavy clay soils in arid regions of western and southwestern United States can require up to 20 to 40 pounds per 100 square feet.

On low-lime soils, according to Dr. James Watson, agronomist and vice president of Toro Co., Minneapolis, the lawns should be limed at the rate of 50 to 100 pounds of ground limestone per 1,000 square feet every two or three years. Jacklin says that about 50 pounds of ground limestone per 1,000 square feet should raise the pH of acid soils nearly one unit. About 13 pounds of sulfur per 1,000 square feet should lower alkalinity by nearly one unit where pH is much above 7.0. About 6.5 is usually considered optimum. One company — Evergreen Lawns, operating in St. Louis, Denver, Kansas City and Minneapolis — offers lime as a fifth application in its standard four-application program. Cost is the same.

For lawn building in the southern California area, John B. Dobbins, president of Dobbins, Inc. stresses a good soil preparation job.

"Because there are so many variations in soils, a soil analysis is often recommended before applying any amendments," he said. "Also, good grading, level-

ing and rolling are important too." He recommends that lawn are businessmen buy equipment that is constructed to stand up under the worst possible usage. Down-time is costly.

#### Situation hopeless

Every lawn care businessman gets the type of lawn once in awhile that is pretty close to hopeless. Larry Vetter, manager of Professional Turf Products for Northrup King Co., Minneapolis, a former golf superintendent, has some tips on building and renovating a lawn.

First, use a mechanical or hand rake to remove the dead thatchy layer from the soil surface. Then mow the grass as short as the mower will allow and remove the clippings. Then, loosen the soil surface by hand raking or by setting the me-

chanical rake to cut grooves 1/4-inch deep in the soil surface. Distribute seed uniformly over prepared seedbed. Use a quality seed mixture.

Cover seed lightly by raking, topdressing or by running a mechanical rake at right angles to the direction of the original grooves. Consider applying a thin layer of organic mulching material to aid surface moisture retention. If the prepared soil is loose, it may be necessary to firm the surface with a light roller. Tell your customer to begin light waterings to keep the surface moist. Continue until seedlings are well-established. Keep lawn cut short until new grass plants are well-established. When the grass plants are old enough to have been mowed two or three times, an application of lawn fertilizer can be made to stimulate development.

### Coming issues

Here is a lineup of what the next two issues of **LAWN CARE INDUSTRY** will feature:

**September** — a report on the lawn care industry in the New York metropolitan area; report on tanks, pumps, sprayers, nozzles, reels, hoses and accessories.

**October** — a report on the lawn care industry in Baltimore; report on new mowers and tractors on the market; snow removal feature; a statistical profile on the lawn care industry on a national basis, based on a survey mailed to 1,000 lawn care businessmen.

## Big enough for the jobs you need to do. Small enough so you can afford it.



The new "Little-Big" tractors from John Deere. Now there are two rugged and reliable tractors built to handle jobs too big for a lawn and garden tractor and too small for a farm or industrial tractor. The 22 PTO hp 850 and 27 PTO hp 950 are built to do the jobs you need to do.

The 850 and 950 have big-tractor features for big-tractor versatility. Their 3-cylinder diesel engines are liquid-cooled and fuel-efficient. Transmissions have 8 well-spaced forward speeds, 2 reverse, for creeping below 1 mph to a top speed for transport close to 12 mph.

The "Little-Big" tractors turn within a 10-foot radius. Both have a fully-shielded 540-rpm rear PTO. A differential lock that engages on the go is standard along with a 3-point hitch (category I) and an adjustable drawbar. Tread width adjusts front and rear. Ground clearance is nearly 14 inches under the 850—more than 15 inches under the 950.

A lift-up hood makes an 850 or 950 easy to service. Adjustable, fully-cushioned seats make them comfortable. And behind these new tractors is your John Deere Dealer with an expert service staff, complete parts inventory, and a long-term commitment to keep them running like new.

If you have mowing, loading, plowing, digging, planting, or cultivating to do, an 850 or 950 Tractor will do it. See your John Deere Dealer soon for complete details or write for free literature to: John Deere, Box 63, Moline, Illinois 61265.

Choose from a family of tractor-matched implements for all the jobs you need to do:

Center-Mounted Rotary Mower	45 Integral Plow
50 Utility Box Scraper	31 Posthole Digger
31 Integral Disk	100 Integral Disk
Johnson-Arps Model 30 Loader	205 Rotary Chopper
350 Mower	2-Row Cultivator
71 Flexi-Planter	30 Integral Plow
11 Light-Duty Field Cultivator	40 Rotary Tiller
	45 Rear Blade
	25A Flail Mower



Nothing Runs Like A Deere®



# BEHIND THIS ISSUE



It has been a year since we hit the mails with LAWN CARE INDUSTRY in the tabloid form you are holding in your hands now. We're successful and making money — and this reflects the industry we serve, because just about every lawn care businessman I or one of our other editors talks to is in the same position.

And when you come right down to it, our business is not that much different than yours. We are a service business providing information on products and techniques and news to our readers. And we put you in touch with the manufacturers that are supporting this industry by providing products for it.

And, just like you, we know what it feels like to work overtime, to exert extra effort and the great satisfaction you feel after putting everything you have into your business and seeing your efforts pay off. It is a good feeling.

We are a new magazine serving a new industry. American Business Press industry-wide statistics show that it takes an average magazine between three and five years to break even. We've been in the black — ever so slightly — since our second issue.

We've talked to a lot of people in the industry in our first year to get a feel for what is going on. I have had to order a new Rolodex file because I've already filled the first one that I bought when we started. As I've said before, I've worked for a daily newspaper, an advertising/public relations agency and five other business magazines, but I've never filled up an 800-name Rolodex file with industry contacts in the course of a year (if anybody cares, the first name on my Rolodex is John Pendleton of A AA Aerifying Service in Cleveland, the last is Roger Yount, advertising account executive for the Par Ex Professional Products Division of Swift).

And with the contacts we have made in the past year we have seen a lot of drive and enthusiasm for the industry. We recently sent out a four-page questionnaire to 1,000 of our readers for our second annual survey of the lawn care market. In the first five days of returns, we have already received more than 200 responses, and our market research manager Clarence Arnold is still counting.

It has been a great year. In fact, I can hardly wait to finish this and start in on year number two.

*Bob Carley*

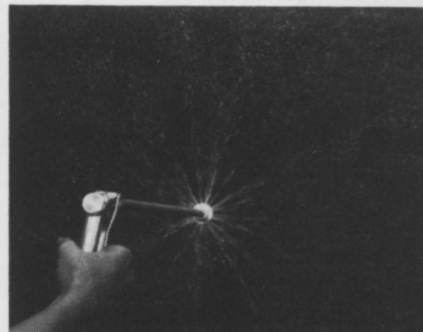
## ADVERTISERS INDEX

Adelphi Kentucky Bluegrass .....	10
American Pelletizing .....	6
Deere & Co. ....	21
Derby Tiller .....	6
Diamond Shamrock Corp. ....	23
Du Pont Co. ....	16-17
Essco Manufacturing .....	11
Hercules, Inc. ....	15
Hypno Div., Lear Siegler Corp. ....	5
Jacklin Seed Co. ....	3, 18
Jacobsen Manufacturing Co. ....	4
Lawn Pride .....	5
Lofts Pedigreed Seed, Inc. ....	24
Power Spray Technology .....	7
The Toro Co. ....	8-9

## PRODUCTS

### Lawn care spray gun

Lawn Pride, Inc. has introduced a new spray gun developed especially for the lawn care industry.



The Lawn Pride 500 offers complete mobility and fingertip flow control so the operator can get under shrubs and ornamentals as well as cover large areas of turf quickly. The 500 nozzle is capable of handling larger size particulate material and liquids, too. The unit is resistant to corrosive effects of fertilizers. Suggested selling price is \$47.95.

Circle No. 201 on free information card

### 14 hp lawn tractor offers many attachments

Simplicity Manufacturing Co. has announced a 14 horsepower lawn tractor for a broad range of lawn care applications. The



Baron model 7014 serves the middle power range of lawn equipment. A semi-automatic, four-speed shuttle transmission designed for this equipment provides instant forward and reverse without braking or clutching. Speeds are 1 to 5 mph in either model. The engine is a synchrobalanced Briggs & Stratton unit. Attachments include: 42- and 48-inch rotary mowers; 1,000-pound dump cart; 36- and 42-inch snow throwers; 42- and 48-inch dozer blades; 42-inch grader blade; and a 26-bushel clipping collector

Circle No. 202 on free information card

### Toro heavy duty rotary mowers

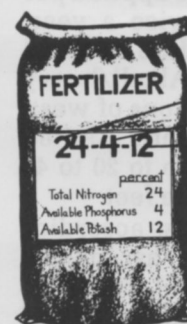
Toro Co. has published a detailed, six-page, four-color data sheet explaining the specifications of its four mowers specially engineered for commercial use. Units outlined include the Hevi-Duty 21-5, the Hevi-Duty 25-inch Whirlwind, the Hevi-Duty 21-4 with rear bagging, and the Hevi-Duty 21-4 with optional side bagging. The sheet explains engines specs, fuel capacity, traction clutch, traction drive, ground speed, tires/wheels, frame, mower handle, controls, housing, certification, blade, height of cut, weight, dimensions and accessories.

Circle No. 203 on free information card

### Data on 48- to 82-inch front cutting rotaries

Howard Commercial Turf Equipment, Inc. has published a four-color data sheet on its line of front cutting rotary mowers with cutting widths of 48, 60, 72 and 82 inches. The units offer maximum visibility, non-tracking performance and excellent trimming capabilities around and under bushes, chains, guard rails, picnic tables, etc. By having the cutting head out in front, independently attached, the operator can actually see the mower following the contour of the ground, not the tractor. The mowers with hydrostatic transmissions offer capabilities to set the cutting speeds to an infinite range, between zero and 6 miles an hour, depending on mowing conditions.

Circle No. 204 on free information card



Nitrogen (N)  
Phosphate (P<sub>2</sub>O<sub>5</sub>)  
Potash (Potassium)(K<sub>2</sub>O)

Oops. We inadvertently used a seed tag rather than a fertilizer bag for Figure 1 of Dr. Joe Vargas' article on fertilization in the July issue. This diagram illustrates how the percentage of each of the three major nutrients can be found on a fertilizer bag.

## CLASSIFIED

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. Rates: 35¢ a word for line ads, 65¢ a word for display ads. Box numbers add \$1 for mailing. All classified ads must be received by the publisher before the 10th of the month preceding publication and be accompanied by cash or money order covering full payment. Mail ad copy to Dorothy Lowe LAWN CARE INDUSTRY, Box 6951, Cleveland, Ohio 44101.

### HELP WANTED

**BRANCH MANAGER** — National automated lawn service in franchise market seeks experienced in-

dividual to start and head up company areas. Tremendous growth potential for one presently with liquid spray management experience. Send confidential resume to Lawn Doctor, Inc., P.O. Box 525, 142 Highway 34, Matawan, New Jersey 07747.

### FOR SALE

**FOR SALE: Stainless steel lawn-combine.** Excellent condition. Seeds, fertilizers, aerates, rolls and sprays from 50 gallon tank, at 600 square feet per minute. \$2,500 or best offer. Serious inquiries only. Send inquiries to Box 5, Lawn Care Industry, Box 6951, Cleveland, Ohio 44101.



# Dacthal applied now stops *Poa annua* this fall.

Now is the time to prevent *Poa annua* and other late-germinating grasses from getting a foothold in your turf. A late summer or early fall application of DACTHAL® herbicide does it. It's a good follow-up to complete your spring and summer Dacthal program.

And, if you have seeded new turf-grass this summer, *Poa annua* won't get a start. Dacthal can be used without injury to new seedlings when grass is one to two inches high. In fact, it can be used with confidence on all turf except putting greens and bentgrasses mowed to putting green height.

See your turf chemicals supplier for Dacthal. Or contact the Diamond Shamrock Agricultural Chemicals Division sales office nearest you: Three Commerce Park Square, 23200 Chagrin Blvd., Beachwood OH 44122; 1401 W. Paces Ferry Rd. NW, Atlanta GA 30327; 5333 Westheimer Rd., Suite 850, Houston TX 77056; Commerce Plaza Bldg., 2015 Spring Rd., Oak Brook IL 60521; 617 Veterans Blvd., Redwood City CA 94063.



**Diamond  
Shamrock**

The resourceful company



Circle 110 on free information card

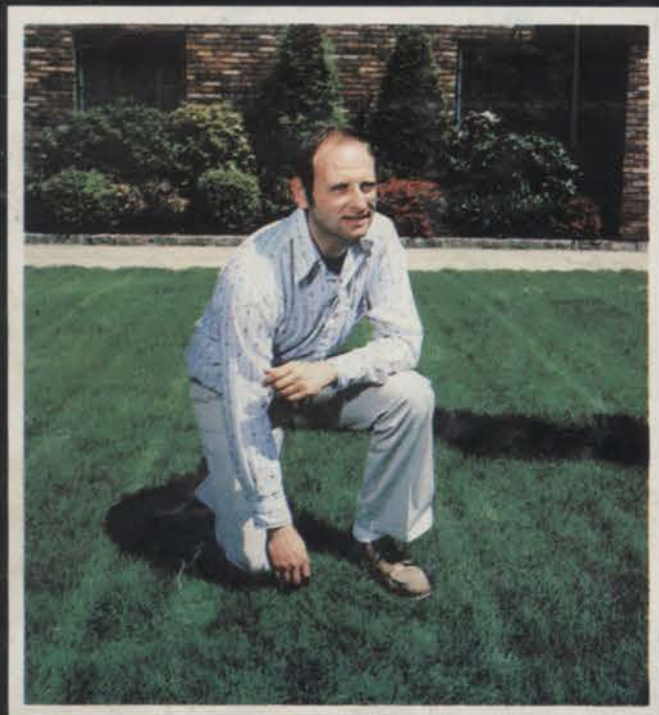
For ad on back cover circle 106 on free information card



# "baron

KENTUCKY BLUEGRASS

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



*Alan Maged*

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

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

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

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

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

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



**Lofts  
Pedigree  
Seed, Inc.**

Bound Brook, N.J. 08805/(201) 356-8700