

Handle money managing before season starts

The time between the end of the year and when the bulk of your lawn care services start is a good time to check the ratio between this year's projections and last year's sales, inventories, purchases, labor costs, etc.

By using percentages, lawn care businessmen can get an accurate picture of how business is doing, which simple totals don't provide. From an analysis of last year's lawn care season, you can make projections for the coming season and draft a budget.

Although figures point to problems and strong points, lawn care businessman must act to correct a problem or to take full advantage of a profitable situation. Here are some tips from accountants, business professors and lawn care businessmen to help make the necessary decisions at this time of the year.

"Rather than being 'penny wise, but pound foolish, keep an eye on the big balls — labor and transportation," one operator says. "They can account for over 50 percent of your expenses.

Break down labor expenses according to different jobs, such as chemical spraying, lawn maintenance, landscaping, tree work, sprinkler installation, etc. This gives you a more complete picture of where the labor dollars are going.

If transportation costs are climbing too high, it might be time to look at route scheduling practices or crew assignments to find a more efficient system.

Before the season starts, make a careful assessment of equipment and vehicles. If there is a need for new capital goods, now is the time to buy them.

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Unannounced government inspections defended by U.S. before Supreme Court

The government defended its right to conduct unannounced inspections of the nation's workplaces last month by arguing before the Supreme Court that when an employer opens his shop to his employees, he lets in federal inspectors as well.

This would include inspections of tank-mixing and other areas in lawn care businesses by both the federal Environmental Protection Agency (EPA) and the

Occupational Safety and Health Administration (OSHA).

It has been reported to **LAWN CARE INDUSTRY** that inspectors from both the EPA and OSHA have visited lawn care businesses and stopped drivers on the road asking to check tank mixtures.

"The Fourth Amendment protects privacy interests and not places," argued Solicitor General Wade H. McCree Jr., in a

case that has become a spearhead in efforts by political conservatives to curtail government regulation.

The case originated when F. G. Barlow, a Pocatello, Idaho, electrical contractor refused to open his shop to a government inspector without a warrant and was backed up by a three-judge district court.

But McCree argued that a place of business regularly occu-

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LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals.

FEBRUARY 1978 • VOL. 2, NO. 2 • A Harvest Publication

MEETINGS

10 lawn care speakers to address 700 at Midwest Turf Conference

More than 700 turf professionals including many lawn care businessmen will travel to Purdue University, West Lafayette, Ind. March 13-15 for the annual Midwest Turf Conference.

On Tuesday, March 14, there

will be 10 lawn care speakers slated for a special session on lawn care. At press time, the program included:

Joe Bredeson, Swift Agricultural Chemicals Corp., Winter Haven, Fla., "Professional Turf Care — An Awakening Giant;" a panel consisting of Chuck McKeown, Doug Myers, Dennis Keefe, Randy and Chris Bellinger, "I'm Starting;" Gerald Lockhart will speak on "Power Raking — 700 Lawns."

Also, Don Pfeleiderer is scheduled to speak on "Fertilizing and Tissue Testing for Turf;" Jeff Leston, regional agronomist for ChemLawn Corp., Columbus, Ohio, will speak on "Applying Technology about Insects and Diseases;" Tom Perkins, Elanco Products Co., Indianapolis, Ind., will speak on "Supplying Technical Information Today."

Also, Robert Person, Finn Equipment Co., Cincinnati, Ohio, will speak on "Hydroseeding and Hydrofertilizing;" Ed Jordan, Monsanto Agricultural Products Co., St. Louis, Mo., will speak on "Roundup Potentials and Practices;" Dr. Ray P. Freeborg, Purdue University, will speak on "Preemergence — Fact and Fancy;" and Bob Earley, editor of **LAWN CARE INDUSTRY**, will speak on "The Lawn Care Industry."

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HOUSING

Average home price, interest rates are up

The average purchase price of a new home increased to \$55,900 in November from \$54,000 in October, and was the highest since the reported \$56,000 in September, according to officials of the Federal Home Loan Bank Board.

In November 1976, the average purchase price of a new home was \$48,600. Surveys of the lawn care industry have shown that as the value of a home goes up, the value of the home lawn also increases.

For existing homes, the average price jumped to \$49,400 from \$46,600 in October but was not quite as high as September's \$49,500. In November 1976, the average price of an existing home was \$40,800.

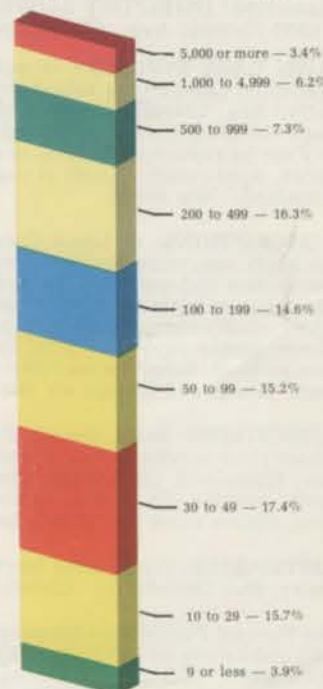
The Board also reported that home mortgage interest rates were unchanged in November from the 1977 highs they reached in October. For new homes, the average effective rate on conventional loans, which are not

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How many accounts did you service last year?



For a complete market study of the lawn care industry in Milwaukee, see **MARKETPLACE**, page 7. This is part of a continuing series of in-depth looks at regions of the country where the lawn care business thrives. The study includes a profile of the city, potential lawn care customers, lawn care companies that operate there and how they go about getting and keeping customers.

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Dr. James F. Wilkinson, one of the speakers at last month's Virginia Turfgrass Conference. He is research director of ChemLawn Corp., Columbus, Ohio.



Gus Constantino, re-elected president of the Virginia Turfgrass Association. He is president of Wilson Feed & Seed Co., Richmond, Va.

TURF

300 at Virginia Conference: lawn care sessions draw well

More than 300 turf professionals, including many lawn care businessmen, attended the 18th Annual Virginia Turf Conference January 18 and 19 in Fredericksburg, Va.

The program included the first-ever lawn care sessions, which were well-attended with about 60 businessmen at each session. The programs presented many good, practical ideas specifically related to lawn care businesses.

Gus Constantino, president of Wilson Feed & Seed Co., Richmond, Va., was re-elected president; Ken Giedd was re-elected vice president, and Earl Odell was re-elected secretary-treasurer.

The addition of the lawn care sessions was largely the idea of extension specialist in turf John Shoulders, of Virginia Polytechnic Institute and State University (VPI), Blacksburg, Va., who said:

"Homeowners are interested in good lawns, but they don't have the knowledge that is necessary. Your business fills this void."

Speakers included Dr. James

Wilkinson, research director of ChemLawn Corp., Columbus, Ohio. He spoke on "Research Needs of the Lawn Care Industry," and "Nitrogen Removal in Clippings."

Robert K. Reynolds, agricultural economics specialist at VPI spoke on "Management Principles for Lawn Services," and gave a good discussion of "partial budget control" on purchasing mowers and changing a business from a mower repair and rental shop to a full-time lawn care business.

Dr. Raj Waghray, Fairfax, Va. extension agent, spoke on "Practical Insect Control," and A. H. Kates, extension specialist in plant physiology at VPI spoke on "Weeds and Weed Control." Shoulders discussed "Turfgrass Mixtures and Fertilizer Schedules for Successful Lawn Care Programs." Both Shoulders and Dr. Wilkinson stressed the importance of fall fertilizer in their talks. Particularly in the transition zone, they said that work has been done showing that perhaps 50 percent of nitrogen should be applied to lawns between September and November.

RECORDS

Small business computer is introduced by IBM

A small business computer selling for as little as \$10,000 was introduced by International Business Machines Corp., Atlanta, last month.

Most small business computers cost more than \$20,000 and even IBM's least expensive such computer was \$33,560 before last month's announcement.

According to interviews with lawn care operators across the country, many are considering use of a computer for billing and records in the future, and some are planning on going to a computer system this coming lawn care season, including A-Perm-o-Green Lawns, Inc., Austin, Texas (Also, see "Could Computer Use Help Your Business? LAWN CARE INDUSTRY, November/December 1977, page 8).

The new machine, the Model 5110, is aimed at one of most rapidly growing markets in the computing industry — companies with annual revenue of about \$1 million who lately have been snapping up so-called personal computers for use in small offices, warehouses and factories.

Models of the 5110 computer system will cost from \$9,875 to \$32,925, depending on memory size and other features. Main memory in machines ranges from 16,000 to 64,000 characters and the largest system can store an additional 4.8 million characters of information on diskettes, which are memory media that look like 45-rpm records. First deliveries of the unit are scheduled for this month.

MEETINGS

Tennessee conference draws a record crowd

Over 100 turf professionals — the highest turnout ever — traveled to the Music City Rodeway Inn in Nashville last month for the annual Tennessee Turfgrass Conference.

Turf professionals attending included lawn care businessmen/landscapers in greater numbers along with the usual golf course superintendents, parks and recreation supervisors and distributors.

Ernest Hardison of Nashville's Ernest Hardison Seed Co., said that the association is hoping to expand its membership in the lawn care/landscape area. His company handles turf seed, chemicals and equipment for much of the Nashville and surrounding areas.

Much of the program dealt with grasses in the transition area, explaining in detail problems with turf that died last year because of unseasonably cold weather. Speakers also dealt with what to do if the problem occurs again this season.

Hardison said that the lawn care business is growing in Nashville and the rest of Tennessee, both dry and liquid application companies. He said drought conditions in the last lawn care season hurt many of the companies in Tennessee because the grass did not respond as favorably as it has in the past under better conditions.

MEETINGS

Western Pennsylvania turf show this month

Lawn care businessmen and other green industry professionals in Pittsburgh and western Pennsylvania will travel to the Howard Johnson's Motor Lodge, Monroeville, Pa. Feb. 21-23 for the Sixth Annual Western Pennsylvania Turf School, Trade Show and Tree Symposium.

There will be 5,000 square feet of trade exhibits in addition to the educational program.

Speakers include Henry Nixon, director of the department of plant industries, Pennsylvania Department of Agriculture; Dr. Joseph Duich, professor of turfgrass science at Penn State University; Dr. Thomas Watschke, assistant professor of agronomy, Penn State University; and Dr. Jack Harper, extension turfgrass specialist, Penn State University.

For further information, contact Henry Meinert, 16 Schenk Terrace, Pittsburgh, Pa. 15215; or call 412-355-4275.

LAWN CARE INDUSTRY

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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.



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Landscape, pest seminar scheduled by Target

Anaheim Convention Center has once again been chosen as the site for Target Chemical Co.'s Sixth Annual Pest Management Seminar which will be February 22 from 7 a.m. to 4 p.m.

The annual seminar has received wide response throughout the industry with more than 900 attending last year, and over 1,000 expected to attend this year.

The program offers three concurrent sessions tailored to pest control operators, weed control specialists and lawn/landscape professionals.

For more information, contact: Target Chemical Co., 17710 Studebaker Rd., Cerritos, Calif. 90701, or Mary Ann Stanley at 203-921-7707.

COMPANIES

Kohler Co. appoints Canadian distributor

Kohler Co., Kohler, Wis. has announced the appointment of Yetman's Ltd., Winnipeg, Manitoba, as a central distributor for Kohler engines.

Yetman's area of responsibility are the provinces of Manitoba and Saskatchewan, Canada. Kohler manufactures four-cycle engines for lawn and garden equipment.



Pete Martin (left) received the Richard Duke Memorial Scholarship in honor of the late founder of ChemLawn Corp., Columbus, Ohio, from the Ohio Turfgrass Foundation in December. Pete was selected for his academic achievement as a senior turfgrass major at Ohio State University. Jack Van Fossen, president of ChemLawn, made the presentation.

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MANAGEMENT

Personnel selection spells company success

Success in management — at any level — depends on the ability to pick the right people for the right jobs. First-line supervisors face essentially the same problems as lawn care company presidents. They have to figure out what abilities jobs require, then pick the most qualified people.

Mistakes made in haste are repented at leisure. If anyone calculated the cost of living with, or correcting wrong choices in picking people, the bill would be staggering. The following is a checklist which may help give the job of selecting the right people the time and thought it deserves. The list was compiled by Robert W. Rynberk, president of Valley View Specialties Co., Crestwood, Ill.

- Define the qualifications needed in the job.
- Interview candidates more than once.
- Get more than one opinion — have associates also interview the candidates.
- Make a list of strong points and weaknesses.
- Try to imagine people actually functioning in their jobs — what they would be good at, where they might need help.
- Check past records. Have they made steady progress? Have they made real contributions, or are they job-hoppers?
- What are their outside interests? Are these a key to personality?
- Check references and acquaintances carefully.

NEXT MONTH

The March issue of **LAWN CARE INDUSTRY** will feature a complete market study of the lawn care industry in St. Louis in its Marketplace section.



At the Lawn-a-Mat dealer's seminar last month were: John Wittpenn, president of Rockland Chemical Co., West Caldwell, N.J., a member of Lawn-a-Mat's advisory board; Pat Lore (center), Lawn-a-Mat vice president; and Joseph Reyes, a dealer in Summit, N.J.



The new Lawn-a-Mat one-piece combine which aerates and dispenses fertilizers and pesticides in one operation. It was introduced at the recent dealer seminar in New York.

FRANCHISES

Lawn-a-Mat dealer seminar held in N.Y.

Despite the worst snow storm in recent memory and the fact that the vice president's car holding the materials for the meeting were stolen the night before it started, Lawn-a-Mat Chemical & Equipment Corp., Mineola, N.Y., held its annual dealer seminar last month in New York City.

In addition to the education portion and explanation of marketing plans of the two-day meeting, the company also introduced its new one-piece combine, which aerates and dispenses fertilizers and pesticides at the same time.

Marketing manager Stanley Weber told LAWN CARE INDUSTRY that the company is hoping to use this piece of equipment as part of an expansion program. Company president Daniel Dorfman said the company will be expanding through means of branch operations rather than its past history of franchise dealers. Most dealers will remain with the company, however, on a dealer basis.

At one point, according to Weber, the company had 400 franchise dealerships across the country. He said the list is now down to about 150, many of them located in the New York/New Jersey/Connecticut/Massachusetts area. About 80 dealers attended the two-day seminar.

The company is also still involved in Chapter 11, or bankruptcy, proceedings.

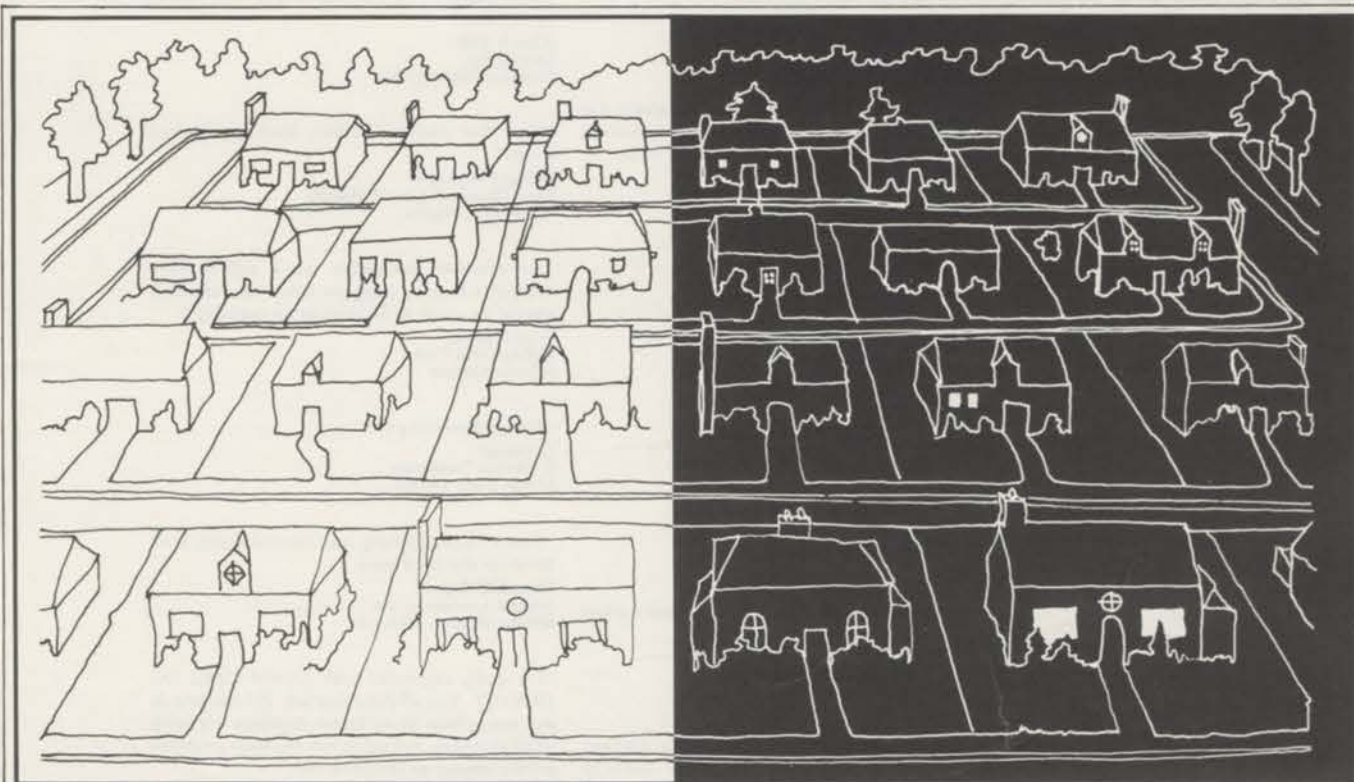
Speakers on the program included: Robert H. Brewster, former cooperative extension agent for Cornell University and the U.S. Department of Agriculture in Suffolk County N.Y. He is now consulting for the company on turf problems, and will be available to dealers on a "hot line" setup to answer their turf problems.

Dr. Henry Indyk of Rutgers University spoke on lawn care timing and also introduced the 1978 turf care program for the company. John Wittpenn, president of Rockland Chemical Co., West Caldwell, N.J., spoke on "Logistics, Materials and Trends." Both he and Dr. Indyk

are on the company's advisory board. Doyle Jacklin, agrono-

mist for Jacklin Seed Corp., Dishman, Wash., spoke on "Latest

Developments in Seed Varieties."



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LAWN CARE INDUSTRY

FEB 1978

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MIDWEST from page 1

For further information, contact: Dr. William H. Daniel, Department of Agronomy, Purdue University, 2-443 Lilly Hall, West Lafayette, Ind. 47907, or call (317) 749-2891.

HOME PRICE from page 1

backed by a federal agency, was unchanged at 9.07%. That compares with the 9.05% rate in November 1976.

For existing homes, the average effective rate on conventional loans in October was unchanged from September at 9.08%.

VISITS from page 1

pied by the contractor's employees — such as a tank-mixing area or a spray tank truck — does not have the same sanctity as would his home or private office.

The Idaho district court panel ruled in December of 1976 that unannounced inspections by government agencies violated Fourth Amendment protections against warrantless search and seizure.

Although government inspections have been banned in Idaho since then, Supreme Court Justice William H. Rehnquist granted an emergency stay for the rest of the nation at the request of the Labor Department

pending the high court's final decision.

MONEY MANAGING from page 1

Overhead costs, including rent, utilities, advertising, employee training, accountant's fees and insurance premiums vary depending on the size of the business. These fixed costs may be flexible. Check with other insurance companies, compare rental agreements, examine other training programs to find ways of possibly trimming fixed costs.

To save money on a necessary expense — purchase of supplies — take full advantage of cash discounts. Before purchasing, lawn care businessmen

should see if the supplier offers discounts. To insure that discounts are not missed, one operator uses what he calls a "tickler file." The file has 31 different pockets for the days of the month. Cash discount invoices are filed behind the specific payment date.

A problem that can make lawn care businessmen miss cash discount deadlines is lack of cash. One operator suggests keeping inventory to a minimum, unless there are supply problems. Low inventory frees cash. By keeping accounts receivable low, a healthy supply of cash is generated to meet purchase deadlines.

Another way of expanding cash available is to offer customers an advance payment discount program. This is not always possible with some of your accounts, but your annual lawn care customers might utilize this. Under the program, customers are given a discount on their annual service charge by paying in one lump sum. Some operators offer a five percent discount on their annual bill. By receiving money in advance, operators acquire needed cash to take advantage of purchase discounts.

For businesses granting credit, now is a good time to check the accounts receivable. A high percentage of delinquent accounts is a tipoff that credit is being granted too easily. One way of lowering accounts receivable is a personal letter, followed by a phone call. Some say they have been successful in collecting the overdue bills by sending the person on your crew who did the actual work, hoping that the personal relationship developed will pay off. When all else fails, take the delinquent accounts to small claims court or a collection agency.

Many operators say it is a good practice to set a time limit on extending services to delinquent customers. "A lot of smaller operations are afraid to cut someone off from service because they don't want to lose sales," one operator said. "But if you look at it realistically, you are spending labor and transportation on a bad debt. If you cut him off what have you lost? — a bad debt."

In handling sales, it is important to categorize according to the type of job. Sales should be separated because the profitable and the non-profitable can get lost in the shuffle. If they are grouped together, you have no idea where you are making money and where you are not.

Some sales problems can be adjusted by changing a yellow pages ad. For example, disease control or mowing sales might have dropped last lawn care season, where it had been strong in the past. Perhaps, emphasizing disease control or mowing in this season's yellow pages ad could increase the sales to where they had been in the past. — Mike Casey

"I was very pleased with the entire magazine. Really, I enjoyed it very much. There was quite a bit of information. Keep up the good work."

Nicholas Sacco
Paul Sacco & Sons
Long Branch, New Jersey

"Good luck. Great magazine! Thank you for helping us all better understand the industry!"

Thomas E. Ritchie
Landscaping & Lawn Maintenance
Englishtown, New Jersey

"The most informative lawn care magazine ever!"

Sam DeVito
Cardinal Landscaping
Cleveland, Ohio

"Your articles would be helpful to anyone in the business."

Ray May
Lawn Medic of Erie
Harbor Creek, Pennsylvania

"Your magazine is very informative and will be very helpful to those of us that have not been in the business very long."

Steven C. Fry
Nu-Lawn
South Vienna, Ohio

"Very good start! Continue Marketplace."

LeRoy Gaskin
Lawn Aid
Tipp City, Ohio

"You have the makings of a very informative publication."

David A. Brown, Jr.
Pinebrook Guardian System
Winston-Salem, North Carolina

"Very good first issue. Let's have more."

Michael A. Nawa
A. J. Nawa & Sons
Wyomissing Hills, Pennsylvania

"This publication is very helpful and informative to persons involved in the lawn care industry."

Kurt E. Graeser
Graeser's Landscaping & Nursery
Louisville, Kentucky

"Your magazine is a must as it tells latest developments in lawn care industry."

Jerome Bonicos
Econo Lawn Service
Waldwick, New Jersey

"We really like the entire paper. We needed it. I'm at the point where some nitty gritty expressions and/or financing theory articles could help."

John Leonard Papp
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"I think this is great!"

Dan Hollingsworth
Lawn Consultants
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"The best magazine in the field."

Ward L. Hartzell
Beauti-Care Gardening
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"Fantastic!"

Larry Kapp
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Ft. Wayne, Indiana

"Your publication has a good start. Keep it short and to the point."

Don Teske
Don's Lawn & Garden Care
Beloit, Wisconsin

"The content is excellent. Don't change. Best and most precise and informative paper I've read in 25 years! Excellent! Congratulations."

Clarence Davids, Sr.
Clarence Davids & Sons, Inc.
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"I think you have a winner! Manufacturers should jump on this magazine. We need special equipment."

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"Your first issue is excellent. Keep up the good work!"

George F. Boairight
Lawn Doctor of Central Virginia
Lynchburg, Virginia

"An excellent publication which will be very helpful in keeping everyone informed and which should do much to bind us as an industry."

Floyd Franklin
Rollins Lawn Care
Atlanta, Georgia

"First edition was great."

E. Meffert
E. Meffert Landscape
Mount Dora, Florida

"Seems like everything was covered pretty well. Keep up the good work."

Thomas G. Brune
Atwood Lawnspray, Inc.
Sterling Heights, Michigan

"I'm really impressed with LAWN CARE INDUSTRY. You all did a fine job. If I can help in any way, please let me know. Agrilawn is a fairly small company, but we've run the same problems getting started as everyone else."

Robert L. Habermehl
Agrilawn Incorporated
Owensboro, Kentucky

"Keep all publications like the first and you've got it."

Ted Kabat
Diamond Shamrock
Nazareth, Pennsylvania

"Excellent publication. Enjoyed reading it very much. Anxious for next issue."

John E. Meadors
Meadors' Lawn & Grounds Maintenance
Danville, Virginia

Thank You Readers!



LAWN CARE INDUSTRY *Marketplace*

by Robert Earley
Editor

Matt Stano says it best.

"Anybody can get into this business. Anybody with a station wagon or a pickup throws a mower in the back and calls himself a lawn care businessman. There are a lot of people in this business in Milwaukee, but very few of them are professional," says Stano of Stano Landscaping.

Ed Bickler of Bickler Landscape in New Berlin adds: "You drive down along the shores of Lake Michigan to the north of Milwaukee on any Saturday and you see mowers hanging out of station wagons everywhere. That is our major competition."

But the number of mowers jutting out of the back of station wagons and pickups in Milwaukee cannot be more than the number of mowers and engines manufactured in Milwaukee and the surrounding territory.

The names of the companies read like a directory of the Outdoor Power Equipment Institute: Briggs & Stratton, J I Case, Allis Chalmers, Jacobsen, Kohler, Tecumseh, Bolens, Engineering Products, Wisconsin Marine and many others.

And the men and women that work at these factories that make Milwaukee the nation's mower capital are a strong breed. German stock mostly. Very independent. Do-it-your-selves in many ways.

Many of these homeowners use lawn care products manufactured for the consumer by O. M. Scott & Sons in Marysville, Ohio. Scott's has developed a program that many of them find very

attractive. But ChemLawn Corp., Columbus, Ohio has also found a program that many of the residents of Milwaukee find attractive.

And as Bill Heath of Pewaukee Landscape Service says: "It is kind of a backward market now, but it is showing a lot of promise. ChemLawn has made inroads and is stimulating both the market and the competition with its chemical lawn programs."

ChemLawn, of course, is not the only company. Cooper Lawns started in 1959 with a basic fertilizer and weed program and is run today by Ken Cooper. And Lawns, Inc. started about the same time with the same type of program, according to Bob Pendzick of that company.

Old timers in the Milwaukee lawn care market say companies like General Spray came in in the early 60's with a program much more organized than even that of ChemLawn today. Lawn-a-Mat and Lawn Doctor also gave the market a try. Dennis Meehan, another early businessman, with American Lawn Service was planning to use Milwaukee as his jumping off point to go into franchising.

He is out of business now, but the company is still carried on by Tyrrell Hughes, Eric Erickson and Steve Wirth, who worked for Meehan. The company has one of the most respected reputations in Milwaukee today.

Was it bad management on the part of the companies that have come and gone? Or was it the nature of the hearty stock of

people that populate the Milwaukee area and traditionally have not been service-oriented?

But things are more organized now to a great extent and that might be the key. ChemLawn has set the tone, and many of the companies operating in Milwaukee are taking a more professional view of their business. As Bret Goodman of Quality Lawns says, the market is still dominated by the small operator — the businessman with 30 or 40 house accounts. He estimates that 75 to 80 percent of the market is taken over by the lawn care businessman of this kind.

Which makes for a lot of strong competition. But as Ed Devinger of Reinders Turf Equipment says: "There are a lot of companies operating in the market now, but it is hard to determine who is going to last, and from our standpoint, who to give credit to." According to Jerry Nelson of Nelson Landscape, there is a lot of landscaper crossover — contractors branching out to maintenance of work they installed and other work too.

Also, according to Ron Kujawa, president of Kujawa Enterprises, the biggest maintenance company in town — most of it commercial — many contract mowing operators are branching out to fertilizer and pesticide application.

As Milwaukee is the mower and engine capital of the United States, perhaps that is appropriate.

The jingle says: "Whenever you mention the name of Mil-

waukee, you think of beer." Along with having a lock on the mower industry, Milwaukee is the home of three of the top four U.S. brewers — Schlitz, Miller and Pabst.

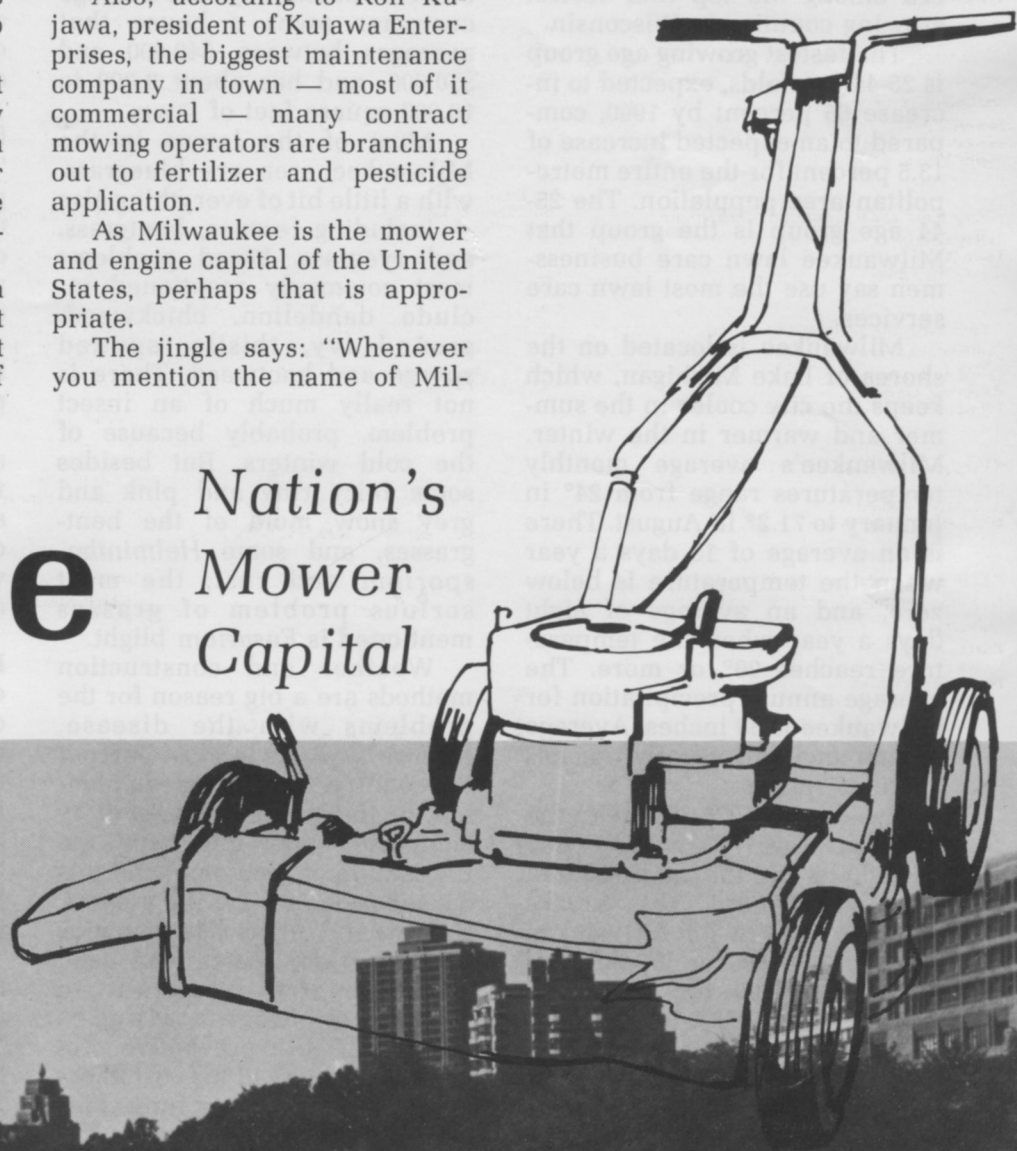
Projects which had an impact on the Milwaukee business outlook last year included the Blue Cross Building, dedicated last summer; a proposed 18- to 20-story Hyatt project; and the Northwestern Mutual Life Building under construction.

Milwaukee may also have to start up another construction project fairly soon — an upgrading of its sewage treatment system, much more extensive than anyone had planned on. The project is the result of a court order issued late last year by a federal court judge in Chicago, in a suit brought six years ago by the state of Illinois charging Milwaukee with pol-

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Milwaukee

Nation's
Mower
Capital



Milwaukee

from page 7

luting Lake Michigan through sewage disposal.

The judge found Milwaukee guilty and set strict standards for cleaning up its sewage. While agreeing that Milwaukee must clean up its act, the city estimated that it would cost close to \$1.3 billion to meet the judge's standards and is appealing for modified standards.

Milwaukee is the 25th largest population market in the country, right behind Tampa/St. Petersburg and in front of Cincinnati. Population is over 1.4 million with a personal income of over \$9.3 billion. Population is expected to grow 2.7 percent — to 1,443,700 — by 1982. There are close to 300,000 single family residential homes in the Milwaukee market.

Metropolitan Milwaukee consists of four counties — Milwaukee, Ozaukee, Washington and Waukesha. Seventy-five percent of the total population resides in Milwaukee County, which had a growth rate of 1.7 percent in the last decade. Waukesha County — one of the most lucrative for lawn care operators — rose in population 46 percent during the same period. Washington, Ozaukee and Waukesha counties are among the top four fastest growing counties in Wisconsin.

The fastest growing age group is 25-44 year olds, expected to increase 65 percent by 1990, compared to an expected increase of 13.5 percent for the entire metropolitan area population. The 25-44 age group is the group that Milwaukee lawn care businessmen say use the most lawn care services.

Milwaukee is located on the shores of Lake Michigan, which keeps the city cooler in the summer and warmer in the winter. Milwaukee's average monthly temperatures range from 24° in January to 71.2° in August. There is an average of 13 days a year when the temperature is below zero, and an average of eight days a year when the temperature reaches 90° or more. The average annual precipitation for Milwaukee is 30 inches. Average annual snowfall usually reaches about 46 inches.

Based on 1975 figures, the average family income per household for the metropolitan area was \$13,500. This breaks down to \$12,700 for Milwaukee County; \$14,500 for Washington County; \$17,200 for Waukesha County; and \$17,900 for Ozaukee County.

David Frank of David J. Frank Landscape Contracting characterizes the Milwaukee market as healthy, but not really outstanding. There are many subdivisions and developments, he says, but many of them require less maintenance because of their modest nature. Many residential customers only want mowing and fertilizing during the year.

Tyrrell Hughes of American

Lawn Service agrees. He calls the market much more conservative, than say Chicago might be. He said that Milwaukee is very stable and conservative. For example, when the rest of the economy was on a downturn in 1975, lawn care companies in Milwaukee were having their greatest growth year.

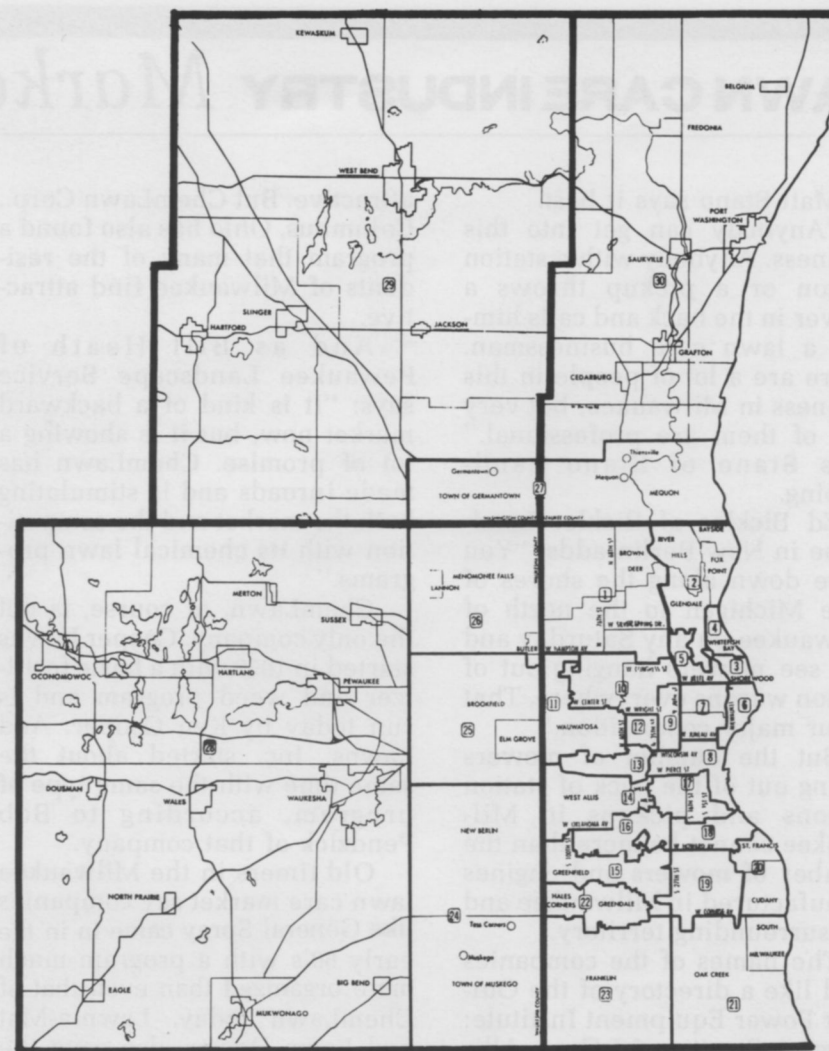
Richard Wilbert of Pine Tree Landscaping and Lawn Service says: "Milwaukee is just starting to open up. It is an old Polish, ethnic, conservative city, but many new subdivisions are coming in, condominiums are booming, and the people that are moving in are not so much do-it-yourselfers as has been the case in the past. People are going out and enjoying themselves more, and leaving care of their lawns to others."

Ed Bickler says there is a lot of variance in the average lawn care customer, but that most of his are in the upper middle income bracket, and many even higher than that. He breaks this down to between \$20-25,000 on the average, some below and some significantly higher than that. The average age group that receives lawn care services is between 35 and 40 and often older. Pendzick says the average customer owns a house that averages between \$40,000 and \$50,000, and has about 8,000 to 10,000 square feet of lawn.

Most of the lawns in the Milwaukee area are bluegrass, with a little bit of everything else — including fescues, bentgrass, and ryegrass. Weed problems most commonly mentioned include dandelion, chickweed, ground ivy, thistle, spotted spurge and knotweed. There is not really much of an insect problem, probably because of the cold winters. But besides some fairy ring and pink and grey snow mold of the bentgrasses, and some *Helminthosporium* and rust, the most serious problem of grasses mentioned is *Fusarium* blight.

Weather and construction methods are a big reason for the problems with the disease, Kujawa says. As in most parts of the country, the grasses are planted, or the sod laid, on severely compacted clay dug from the foundation of the home, and this causes problems for the grasses. Kujawa and others like Pendzick try to aerate, thatch and seed with varieties resistant to *Fusarium* blight. Hughes specializes in a preventive program with many of his customers allowing him to spray fungicides on a liberal basis.

Jeff Kopp of Kopp's Lawn Maintenance characterizes the Milwaukee lawn care market much like it might be characterized in other parts of the country. He says there are three levels of companies. First, would be large companies like ChemLawn and Kujawa Enterprises; second would be operations running a



Metropolitan Milwaukee

crew or two; and third are the ones with hand mowers jutting out of the back of station wagons.

ChemLawn came in here a few years ago," Knaub says, "and Milwaukee lawn care companies had never seen the likes of their promotion. I think it caught a lot of companies by surprise. But it has provided healthy competition, it has awakened the market somewhat, and has paved the way for some of the companies to get more accounts."

Even though the ChemLawns and others are going at it in a big way, the Milwaukee market is still characterized by being dominated by small companies with about 30 or 40 house accounts apiece.

Ed Devinger of Reinders Turf Equipment says, "There are a lot of small companies beginning today, to me it seems to be an incredible growth market. All of this has been happening in the past five years, and many of these companies have more work than they can handle. I think the lawn care industry has a big future in Milwaukee."

What does the future hold for the Milwaukee lawn care market? Dave Frank says that the "image of the lawn care business has increased considerably in the past three years." He said that 10 years ago he was embarrassed to say what he did for a living, but does not feel as much that way now that more professional companies are getting involved in the market. Because of this, he looks for awareness and standards to go up in Milwaukee.

Waukesha County is one of the fastest growing in the country

and residential construction will continue to go on there, but overall, the population is expected to increase by just two percent in the next five years. Part of this is the already mentioned sewer moratorium that is based on the outcome of the lawsuit brought by the state of Illinois.

Hughes of American Lawn Service says that construction rates have held up fairly well, and says this is because of the economic stability of the area. He said there has been a very large commercial and residential spurt this past year, and that revitalization of the downtown has helped. Wauwatosa to the west is growing; the Mayfair Shopping Center area will grow; the Northridge area on the far north side will grow; along with the immediate northern and western suburbs and, of course, Waukesha.

Knaub feels that there are going to be more companies becoming involved in the Milwaukee market in the next few years, with an accompanying intensified competitive spirit. Kopp says that the competition was more noticeable last season, mostly between established companies and "moonlighters and freelancers."

Right now the market is wide open. ChemLawn and others have come in and stimulated it, and there is a growing orientation of homeowners to be more service-oriented. They are getting more used to having people do services for them, lawn care businessmen say, even in staid Milwaukee.

"My impression is that it will

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continue to grow," Hughes says, "and I assume that it will eventually plateau, but it is not near being saturated yet. Each year there are more requests for business than we can handle."

Davey Lawnscape, Kent, Ohio, is expanding into the market this year, according to J. Martin Erbaugh, company marketing manager. ChemLawn group vice president John Wright says: "We believe that Milwaukee, like other major metropolitan areas, has a sufficient population with the prime prospect demographics that we look for to expect ongoing sales well into future years. If our expectations come true, this growth will encourage evolving from a current branch into two or more in the future."

And there might even be some competition from Sears Lawn & Leaf, Chicago. The company is branching out from Chicago in a substantial mileage radius.

As we said before, if Milwaukee is the city of beer, it is also the city of mowers and engines. Lawn care businessmen in Milwaukee and elsewhere say that one of their biggest problems is finding reliable equipment geared specifically for the lawn care business. An encouraging note is that many of the companies based in the Milwaukee area are coming to these lawn care businessmen and asking their recommendations on equipment. And as the lawn care business continued to grow in Milwaukee and elsewhere, the equipment will also continue to get better.

American Lawn Service, Menomonee Falls, is owned by three men with diverse backgrounds. Tyrrell Hughes, 39, was a teacher; Eric Erickson, 30, was a golf course superintendent in the Chicago area and at the Playboy Club course in Lake Geneva, Wis.; and Steve Wirth, 27, worked with the original owner. They bought the company from Dennis Meehan in 1974, and have built it into one of the most respected firms in the Milwaukee area.

They have branched into landscape work and snow plowing to keep their staff busy the year round. Their staff at the peak time of the year is about 35, and they keep about half of that in the winter. Their gross volume has doubled in the past three years from about \$160,000 to \$340,000. They have 250 accounts that receive fertilizer and weed control, split about 50/50 between residential and commercial.

They have used a granular fertilizer in the past, but are going more and more to liquid fertilizer. They spray pesticides, and fertilizer, with a boom attachment on a tractor; they feel it is quicker and gets a better pattern. Milwaukee has a shorter

growing season than some areas, and they feel that three applications a year is enough.

"Our philosophy is to genuinely be of service to all of our customers," Hughes recently told **LAWN CARE INDUSTRY**. "We have the knowledge and the background, we try to keep up with all research going on, and we convey that information to our customers."

They feel that equipment, timing and using judgment is the best way to handle lawn maintenance work. "You have to be flexible with cutting — decide whether or not the lawn is too wet — or in application of fertilizer and pesticides to do a good job. The companies that exercise the most judgment are the ones that are the most successful," he said.

They also distribute Satoh tractors, and include this as one of their Yellow Pages listings. They advertise in four or five classifications altogether, and spend about \$3,000 a year in the Yellow Pages.

Hughes feels there are a number of contributing factors to his company's success. "First, we have the knowledge. We are conscientious about doing what is correct for the lawn. We are realistic as to what we can provide, we do not oversell a job. Our reputation has been based on our cutting quality, and that has allowed us to branch out into other areas. We are attentive to detail, expect feedback, and listen to our customers."

Jeff Kopp, 25, has owned **Kopp's Lawn Maintenance** since 1972, when he bought out an existing business. He handles total lawn maintenance mostly on the east side of town on the six- or seven-mile stretch along Lake Michigan. He has about 45 accounts right now, most of them residential. He is planning to go more into commercial accounts. He runs as many as three crews with 10 employees at peak times during the lawn care season.

"I am in the middle of most of the lawn care companies in Milwaukee," he said. "There are many guys like me. Being self-employed, if we go in for a loan, forget it. But I feel confident about my business, I grossed \$40,000 last year, and I have a few backers and I am thinking about incorporating and expanding this year or next."

He is at the stage many lawn care companies find themselves after a few years in business. He needs the capital to expand to grow his business. He estimates it takes him about a \$10,000 investment to outfit a two-man crew.

As far as rates go, he is flexible and tries to work with each customer individually. He estimates his cost per man, figures out his materials and what they cost, and determines a formula based on this and how long a job

will take him. He charges by the hour, monthly or a flat fee for the whole eight-month lawn care season, however the customer wants to pay.

"My biggest selling point is that my customers see the same faces every time we come out to do a job for them," Kopp said. "Many companies send a different guy each time, maybe because they have a lot of turnover. The customer cannot explain an old problem to the new worker, and does not feel confident with the situation."

Bruce Knaub, 37, president of **Pest Patrol**, is the main pest control operator also doing lawn care business in the Milwaukee area.

"We are gearing our operation to meet the market that ChemLawn has opened up for many of us," he said, although he has been in business 20 years. He has used granular applications in the past, but is going to liquid fertilizer applications on a larger scale, along with liquid weed control that he has always applied. About 50 percent of his business is structural pest control and about 50 percent is lawn care.

He has more than 2,000 lawns and is looking to expand this season and in the future. He has offered anywhere from three to five applications in the past, and is going to four applications basically this year. He has an eight dollar minimum charge for 2,000 square feet, and two dollars per 1,000 square feet after that. During the peak times of the summer he has about 14 employees, and keeps on about 10 all year. He has about eight trucks on the road at any given time.

He sent 37,000 mailers out last year, and is planning to double that amount this lawn care season. He does most of his work on the northwest side of Milwaukee, but even gets as far north as Cedarburg and Port Washington. His firm grossed about \$200,000 last year in pest control and lawn care, a little more than half in lawn care. He is hoping to double his number of lawns in the next three years, and feels that "it is all in the amount of promotion that a firm does."

Richard Wilbert, 24, is the owner of **Pine Tree Landscaping and Lawn Service** in Milwaukee. He has been in business almost five years on a part-time basis, and this last summer his business began to take off, and he has built up a steady complement of residential customers. He is contemplating getting more into the commercial market, as many businessmen in Milwaukee are.

Mention lawn care in Milwaukee, and you have to mention Ron Kujawa, president of **Kukawa Enterprises** in Cudahy. His multifaceted company is probably the largest in the city. He has mostly commercial accounts, although he does have some residential accounts. He is thinking about getting more

heavily into the residential market.

He employs 100 workers during peak times, and owns a complement of equipment that would boggle the mind of most lawn care operators. This includes 50 pieces of rolling stock, 40 trucks, many utility vehicles, dump trucks, six large tractors, eight skid loaders, sprayers, chippers, hydroseeders and many, many mowers.

As are many lawn care companies in Milwaukee and elsewhere, he is plagued with what to do in the winter with his staff of 50 full-time people. Snow removal helps with his cash flow, but involved a lot of overtime and is very taxing on his equipment. "Transmission and clutch problems pop up in July and August that would not have happened without snow removal," he says. "So don't tax yourself. Don't take on too much, because you will not be able to keep everybody happy."

"I like to consider myself a businessman involved in maintenance," he said. "So many young people are turned off by this business, but they fail to realize that it is becoming highly sophisticated."

He employs an Olivetti 608 computer in his day-to-day activities, and has owned it for three years. When a foreman comes in and files a job report, the computer takes the information and sends parts of it to payroll, billing and also for a special job/cost analysis. It is self-programmable. It cost about \$17,000 when it was new, but there are units on the market now for less than \$10,000.

David J. Frank of **David J. Frank Landscape Contracting**, started out mowing lawns years ago as a teenager, but has only been in business seriously for the last six years. During the season he runs three landscape maintenance crews and two crews of landscape construction. About half his work is residential and half is commercial. And it is also split 50/50 between construction and maintenance.

His business is growing. He did about \$300,000 in gross sales last year, and is hoping for 40 to 50 percent growth this next lawn care season and in the future. His lawn maintenance business expanded by 100 percent last year, and he sees a solid future in this.

"The advantages of the maintenance business are that you get a monthly billing, rather than one big lump sum, it is something to base your cash flow on," he said. "My interest has been rekindled in the maintenance end of this business, and now I have the staff to increase it."

Bret Goodman of **Quality Lawns** bought the business four years ago, and is looking to increase it to a \$100,000 gross from its \$20,000 four years ago. They do lawn maintenance, and light and heavy landscaping. He feels

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MEMOS

Living alone and lawn care: More than 15 million people live alone and account for 21 percent of all the households in the country, up from 17 percent seven years ago. This is viewed by some lawn care businessmen as a potentially lucrative market.

The U.S. Census Bureau says that in the past seven years the number of people alone grew by 43 percent while the number of households with both a husband and a wife grew by only six percent. How people live is important to business because it tends to determine how consumers spend their money.

Since there is no specialization of labor in a one-person household — no such thing, for example, as a husband trimming the hedge while the wife rakes the leaves — singles tend to buy more services, from car repair to lawn care. Singles will buy about 15 percent of the homes sold this year, and this represents, of course, 15 percent of the total lawn care market of new homes.

Tax tips for employers: Smaller businesses often get in a cash bind and find themselves "robbing Peter to pay Paul" by delaying payment of their bills. If you haven't been there yet, here's a tip to avoid double trouble.

Pay your taxes first, especially the payroll taxes that come due so frequently. The tax law has a nasty section that allows the Internal Revenue Service to "double up" on you when you don't. Collect and/or pay the payroll taxes you should take from your employee's pay.

There is a simple way to avoid getting into this kind of trouble. Set up a separate bank account for your payroll and payroll taxes. Put the full amount of each employee's pay, plus the extra employer payroll taxes in this special account. Pay the net due to your employees out of this account, and the taxes will be left in it until they are due. Whatever you do, don't "borrow" from this bank account.

Phone solicitation: The California Public Utilities Commission has ordered that state's phone utilities to file new rules with the commission that would prohibit the interconnection, of any automatic dialing announcing devices for solicitation. This is viewed by many as the first step to put curbs on all phone solicitation, a practice many lawn care companies utilize to obtain customers.

Business indicator: Help-wanted advertising rose in November to 133 percent of the 1967 average from 128 percent a month earlier in recently released figures. The index is considered an indicator of general business, but still does not answer the problems many lawn care operators have of getting quality help.

"You can run ads until you are blue in the face," one lawn care businessman told LAWN CARE INDUSTRY, "but it just doesn't do any good." One lawn care businessman in Kansas City said even though he has been putting in requests to state agencies asking for help for years, he has never yet had one person supposedly sent from state employment offices show up for work.

Business failures: Business failures fell to a seasonally adjusted rate of 24.1 per 10,000 in July from 30.8 recorded in June, Dun & Bradstreet, Inc. reports.

Insurance costs up: Many small businessmen feel that the fastest rising cost over the past two years has been insurance. "Rates are going through the ceiling," one lawn care businessman recently told LAWN CARE INDUSTRY. He said that while insurance used to consume one to two percent of his gross sales, now insurance premiums require five to six percent of gross. For the same coverage too.

Grass seed demand rises: Grass seed producers of the Pacific Northwest are in an enviable position with market prospects "currently brighter than at any time since 1973-1974," one seedsman said recently. Demand for grass seed is strong and "supplies have been held in check by grower restraints in their plantings and also by less-than-ideal weather," last year, a report said.

The current price strength is projected to hold fairly firm for the 1978 crops, the report added. Over 95 million pounds of Oregon ryegrass were sold in the first quarter of this year, a major increase over past years.

Kubota dealers to Japan: Kubota Tractor Corp. last year hosted a 10-day trip to Japan for 100 of its dealers and their wives. The dealers came from more than 40 different states and were the company's sales leaders last year. One of the highlights of the trip was a visit to the Kubota plant at Tsukuba, near Tokyo.

LAWN BUILDING

Prepare your customer first for shock of lawn renovation

Not all lawn care businessmen offer lawn renovation as one of the services they provide to their customers, but there are quite a few companies that do — some that even specialize in doing this type of work exclusively.

One of the biggest parts of any type of renovation work, as Dr. John E. Kaufmann of Michigan State University warns, is preparing your customer for the shock of what his lawn will look like while the work is being done.

Renovation of lawn areas may range from close-mowing and adding new seed to complete tillage, reshaping the landscape and seeding, utilizing a good mulch. Chemical control of the existing plants (both weeds and turfgrasses) is considered a drastic step, but this is not as difficult as tillage which creates erosion on sloping sites, requires mulching, reduced traffic and frequently does not control the perennial grassy weeds.

Numerous reasons exist to justify turfgrass renovation, says Dr. S. W. Bingham, professor of plant pathology at Virginia Polytechnic Institute and State University.

To mention a few, weedy perennial grasses, poor lawn growing conditions, diseases, insects, existing grade of landscape, poor water infiltration and poor drainage present problems at times which can best be solved by renovation.

One means of lawn renovation, Dr. Bingham said, is through use of glyphosate, or Roundup, manufactured by Monsanto Agricultural Products Co., St. Louis, Mo. This chemical is water-soluble and is applied in a water spray to the foliage of plants. It is taken into the foliage and translocated to all parts of the plant including roots and rhizomes.

Because glyphosate enters the plant through the leaves and moves throughout all plant parts, it is necessary then to have sufficient foliage to absorb enough herbicide to kill the roots and rhizomes associated with perennial weeds. Weeds vary in growth habit and each species may require a different description of size. For example, bermudagrass is allowed to grow unmowed until seed heads appear before treatment, quackgrass to eight inches tall or three to four leaves on each tiller, and clump grasses such as orchardgrass and Kentucky 31 fescue are six to eight inches tall. Rhizomes unattached to an emerged shoot at treatment have grown unaffected by the spray and reinfested the area.

Rainfall within a few hours after treatment reduces effectiveness by washing material off the leaves. It is best to apply the herbicide when rainfall is not expected for at least 24 hours. If

rainfall does occur within a few hours (six hours), it may be necessary to apply more glyphosate as soon as possible.

Glyphosate controls most weeds, annual and perennial, Dr. Bingham said. However, the rate of application for satisfactory control varies with the species. Use a sprayer which provides uniform spray coverage over the leaves without drift to desirable plants. Usually, 30 to 60 gallons of water per acre has given adequate spray coverage without runoff from leaves.

About seven days after glyphosate is applied, one can clip the area as close as possible with a regular lawn mower removing the clippings. Immediately aerify if needed, vertical mow to one-quarter inch into the soil (two directions) removing the debris, and apply nutrients. Seed desirable turfgrasses, drag to bring seed in better contact with the soil, and irrigate as needed to obtain a desirable stand. This method allows nearly continuous use of a lawn area.

Fall appears to be the best time to renovate with cool-season lawn grasses from two standpoints. You can manage the area to have adequate growth for treatment. Second, annual grasses compete with the desirable lawn grasses more seriously during spring or early summer renovations.

LEGAL

Government indicts Velsicol executives

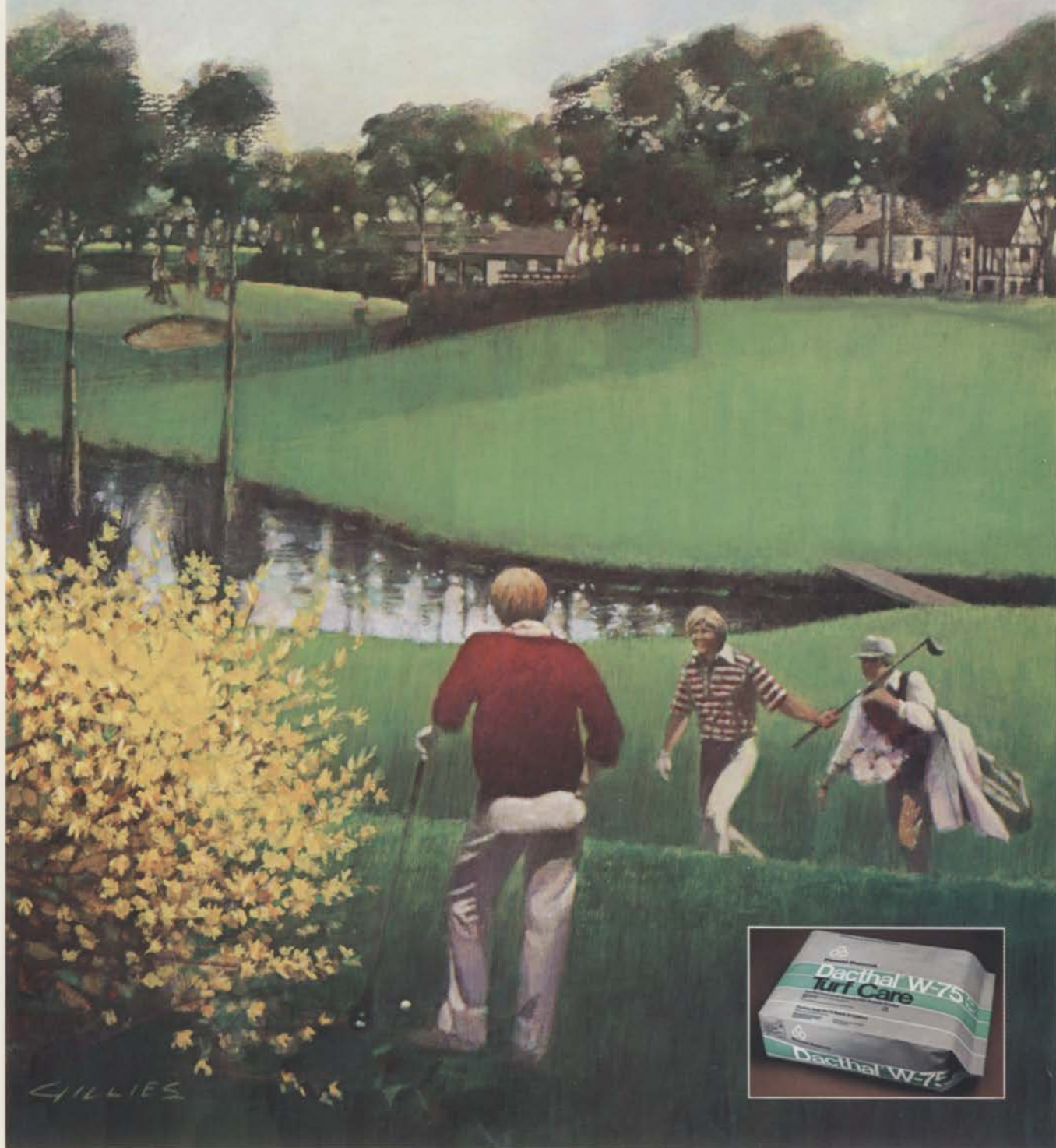
The federal Justice Department in late December brought felony indictments against Velsicol Chemical Co., Chicago, and six present and former employees.

The executives are charged with conspiring to conceal from the federal Environmental Protection Agency (EPA) the results of tests that showed that turf insecticides chlordane and heptachlor may cause cancer in humans.

Velsicol sells the pesticides to other firms, which market them under myriad brand names. Velsicol Chairman Paul F. Hoffman called the indictments an "outrage." He said: "We do not understand how the government can complain about the delay in submitting two scientifically insignificant, incomplete readings when the authors of those readings have subsequently stated they were meaningless."

The action against Velsicol is likely to be the first of several of its kind, it was reported in *Time*. Sources for the EPA say that other similar cases are now being prepared.

Weed-free turf starts with Dacthal





Dacthal stops weeds cold!

**Twice the weed spectrum.
Gentle on delicate grasses.**



Begin with DACTHAL® herbicide before weed seeds germinate. A lot of troublesome weeds will never see the light of day. Crabgrass. *Poa annua*. Goosegrass. Foxtail. Carpetweed. It's a great way to start a total weed control program.

Dacthal is the standard in the industry for preemergence control of annual grassy and broadleaf weeds in turf. And has been for many years. Dacthal gives you broad-spectrum control . . . stops 21 weed pests in turf and ornamentals.

Dacthal controls weeds without harming tender turf. Can be used on almost all grass species and varieties — including Kentucky, Merion, Windsor and other bluegrasses; fescues; and zoysia grass.

If you plan to reseed or sow new grass in the fall, you'll want to go with Dacthal for your spring and early summer applications. After new grass seedlings have exhibited a greening of the newly sprouted grass (about 1 to 1½ inches high) you can apply Dacthal without injury to the turf.

Dacthal does not break down in sunlight. A two-application Dacthal program provides economical control of both early and late-germinating weeds. Make your first application in early spring before crabgrass seeds germinate. Time the second for mid or late summer, depending on your specific weed problems.

Veronica filiformis a problem in your area? Hit it with Dacthal as a postemerge. Thorough coverage of the actively growing weed gives unequalled control of this pest.

Weed-free turf starts with Dacthal . . . and continues with the Diamond Shamrock products described on the following page.



The resourceful company.

Diamond Shamrock products for beautiful turf.



DACAMINE® is a postemergence herbicide that controls 76 broadleaf weeds in turf. The list includes knotweed, dandelion, chickweed, field bindweed, thistle and dozens more. Powerful Dacamine herbicide works slowly, translocating through the entire plant, killing tough perennial weeds all the way down to the roots. This eliminates the regrowth of weeds that so often occurs with herbicides that bring only a rapid top-kill.



DACONATE® is the postemergence herbicide for control of grassy problem weeds, nutsedge, chickweed, wood sorrel and sandbur. Won't harm bermudagrass, bluegrass or zoysia grass when used according to label directions. A ready-to-use liquid, Daconate 6 has a surfactant added for uniform wetting action. It's an ideal follow-up treatment for grassy weeds your preemergence herbicide misses, or to knock out weeds around sand traps and fence rows.



DACONIL 2787® is the broad-spectrum fungicide for the control of nine different fungus diseases that attack turf. Outstanding tolerance permits use on more than 25 turfgrass species, even in the hot summer months. This exceptional fungicide has an amazing ability to stick to plant surfaces between applications and protect against disease, even through rain and irrigation. Daconil 2787 fungicide is available in wettable powder form, or as a convenient flowable liquid.

For more information, see your turf chemicals supplier 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, 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.

Combating snow, ice in trees and shrubs

The weight of snow and ice can break or deform branches of trees or shrubs, making them less attractive or entirely ruining their landscape value.

If you do tree and shrub work for your customers, or if you need to make some suggestions to your lawn care customers about problems stemming from snow and ice damage, here are some tips from University of Missouri extension horticulturist Ray Rothenberger. Now is the time to begin repairing much of the damage that may have taken place during the height of winter.

"A thick coating of ice may increase the weight of a branch by as much as 40 times," he told **LAWN CARE INDUSTRY**. "Rapidly growing trees have naturally weak wood and are most subject to breakage than slower growing trees."

Plants under eaves, where water may drip from the roof and freeze onto branches, are also candidates for severe bending or breaking. Plants or trees with weak, narrow branching are also easily broken down.

If ice accumulates during an ice storm, do not try to break the ice off branches with a stick or similar item. More injury could be done this way than allowing the ice to remain until it melts. If the branches are not extremely large or high, use some long two-by-four boards or other suitable props to give branches support until the ice is melted.

If limbs are broken from trees during such storms, repairs should be made promptly, while the tree is still dormant and before it begins to leaf out in spring. Rough, torn wood does not heal well and is subject to rot or invasion by insects and other pests.

Rather than breaking, a branch may be split away slightly, returning to original position after the snow or ice has melted. These splits will seldom heal and represent a permanent weak spot in the tree which may later break. Branches with this damage should either be cut off, or a professional arborist should be called to repair and brace these weakened branches if they can be saved.

Any branches that need to be removed should be cut with a smooth, clean cut that will heal rapidly in spring. Cut branches close to the main trunk or near another branch. Tree wound dressings may be applied to improve the appearance of the fresh cut. However, they apparently do not speed up the healing process.

While the damage done to large trees is most noticeable and more permanent, there are some other plants that may be damaged or deformed by the weight of ice or snow.

Among these are evergreens. These often bend easily and when bent severely are slow to recover. It is better to tie these plants together before they become misshapen.

Use soft string, or strips of burlap to draw them together. Upright plants with multiple stems should be tied around the stems inside the plant. Plants tied loosely around the outside will not have adequate support and will spread as the weight increases tension.

Storm-damaged plants should be fertilized in early spring. This gives a boost which will help them develop new growth to replace that which has been lost. Sometimes, too many new twigs develop where a large branch has been removed. These should be thinned next winter.

EDUCATION

Ohio tech college educates lawn pros

Eight years ago, Dalton Dean started out with eight students in his landscape, gardening and turf technology course at Clark Technical College in Springfield, Ohio.

Today he runs a class of 40 two-year students, many of whom when they graduate go to work for companies like ChemLawn Corp., Columbus, Ohio; Leisure Lawn, Dayton, Ohio; Perf-a-Lawn, Dayton, Ohio; and Davey Lawnscape, Kent, Ohio. He also said that many of his students have started their own smaller lawn care firms upon graduation.

"The lawn care industry is growing by leaps and bounds, and there are advancement possibilities for the young person starting right out of school," Dean told **LAWN CARE INDUSTRY** recently. "It can be a lucrative field for the companies that are professional and last, and these companies are the ones who are hiring the top people who are educated and can think on their feet."

His students start out with broad general turf courses in areas such as basic soils, entomology, chemicals, small engines, equipment and personal and business development. Then in May of their first year, they serve an internship for six months, working with companies in the field.

The students then come back to school in November and work until the end of the school year to finish their degree.

"We have had excellent cooperation from companies like ChemLawn, nurseries, sod farms, golf courses and landscape firms in explaining their industries," Dean said. During the first month of the classes, he and his associates take the students on bus tours of different facilities to give them an overview about the various professions available in the turf field.

"We have had good comments from employers about our students," Dean said. "Lawn care companies and others are finding that a good two-year turf student can really help their company. He said that lawn care companies in many cases are go-

ing to have to upgrade their employees if they are going to be successful.

Further information about the program can be obtained from Dean at Clark Technical College, P.O. Box 869, Springfield, Ohio 45501.

MONEYWISE

Is your lawn care firm credit worthy?

The ability to obtain money when you need it is as necessary to the operation of your lawn care business as is a good location or the right equipment, reliable sources of supplies and materials, or an adequate labor force.

Lawn care businessmen have said that as recently as a few years ago, it was often difficult for them to get loans from banks. But recent interviews have shown that this situation has changed, due in part to the increased stability and identifiability existing in the lawn care industry today. The entrance into the industry of larger, national firms has also added to this situation.

But all cases are ultimately judged on an individual basis, and before any bank or any other lending agency will lend a businessman money, the loaning officer must feel satisfied with the answers to the five following questions:

What sort of a person are you, the prospective borrower? By all odds, the character of the borrower comes first. Next is his ability to manage his business.

What are you going to do with the money? The answer to this question will determine the type of loan — short- or long-term. Money to be used for the purchase of seasonal inventory will require quicker repayment than money used to buy fixed assets.

When and how do you plan to pay it back? Your banker's judgment as to your business ability and the type of loan will be a deciding factor in the answer to this question.

Is the cushion in the loan large enough? In other words, does the amount requested make suitable allowance for unexpected developments? The banker decides this question on the basis of your financial statement which sets forth the condition of your business and/or on the collateral pledge.

What is the outlook for business in general and for your business particularly? The phenomenal success and growth of the lawn care industry in the 1970s has added to this deciding loan factor.

Adequate financial data is a must. The banker wants to make loans to businesses which are solvent, profitable and growing. The two basic financial statements he uses to determine those conditions are the balance sheet and the profit-and-loss statement. The former is the major yardstick for solvency and the latter for profits. A continuous series of these two statements over a period of time is the principal device for measuring financial stability and growth potential.

In interviewing loan applicants and in studying their records, the banker is especially interested in the following facts and figures:

- **General information.** Are the books and records up-to-date and in good condition? What is the condition of accounts payable? Of notes payable? What are the salaries of the owner-manager and other company officers? Are all the taxes being paid currently? What is the work backlog? What is the number of employees? What is the insurance coverage?

- **Accounts receivable?** Are there indications that some of the accounts receivable have already been pledged to another creditor? What is the accounts receivable turnover? Is the accounts receivable total weakened because many customers are far behind in their payments? Has a large enough reserve been set up to cover doubtful accounts? How much do the largest accounts owe and what percentage of your total accounts does this amount represent?

- **Inventories.** Is there enough supply on hand of chemicals and equipment to meet work loads? Is there obsolete inventory? Is inventory turnover in line with the turnover for other lawn care businesses? Or is the money tied up too long in supplies?

- **Fixed assets.** What is the type, age and condition of your lawn care equipment? What are the depreciation policies? What are the details of mortgages or conditional sales contracts? Where are future acquisition plans?

How to communicate effectively to your employes and customers

One of the biggest headaches in communication the lawn care businessman will face is being sure that customers and the people on his staff understand what he is presenting them. Here is a compact guide to help make sure that any message of this nature is clearly understood.

Be sure that you understand the words that you are using yourself before employing them in communication of any kind. It is easy for one to get carried away in word usage. When misunderstandings exist, trouble follows. Where it involves something of importance, that misunderstanding can be costly.

Avoid dealing in generalities that you do not even understand. These often develop resistance rather than build receptiveness. Their use is loaded with another potential danger in that they can be misunderstood and the instructions misapplied with negative results.

Take no single detail being presented in any communication for granted even when the message is directed toward an experienced employe.

Each of us live with such details and accept them as a normal part of working functions. We tend to take it for granted that they are equally familiar to the other person. These details are often unknown to the individual and if the communication is being directed toward a customer, this situation is even more so.

Forget about using flowery phrases in the belief they have special merit through capability of making a deep impression upon the other person.

Unfortunately, while such a presentation may have a melodious sound to the ear and be pleasing, it usually contributes little to understanding. Often it tends to create confusion on the other person's part. That destroys what you are seeking to accomplish.

Keep what you have to say clear and to the point with the use of words that cannot be misunderstood by any of the people whom you contact regularly. It definitely is worthwhile to study these individuals closely in order to increase your knowledge of the particular words that have best reception to the ears of the individuals.

Provide needed supplemental material or data in any communication which may require it in order to assure better understanding on the other person's part. Visual information is often a must to put over an idea. It also has added value in that it gives the other person something to refer back to for refreshing his or her mind on what has been said.

Slow down your verbal communications. Speed never pays

off when attempting to convey ideas to others with accuracy. Rapid fire verbiage has no place in any communication.

A mistaken idea often exists that time is saved by speaking fast. Actually, the time saved between presenting a 250-word message at moderate speed as compared with rapid fire delivery amount to no more than 20 or 30 seconds. Tension often gets one talking at high speed without realizing what one is doing.

Watch the language being

used in verbal communication carefully. There are many words which have multiple meaning. There are many phrases in every day use which can mean one thing to a given person and something entirely different to another.

Again, it pays to understand the spoken language of people with whom you communicate. The better this is understood, the surer you can be as to which words and phrases are easily understood by these people.

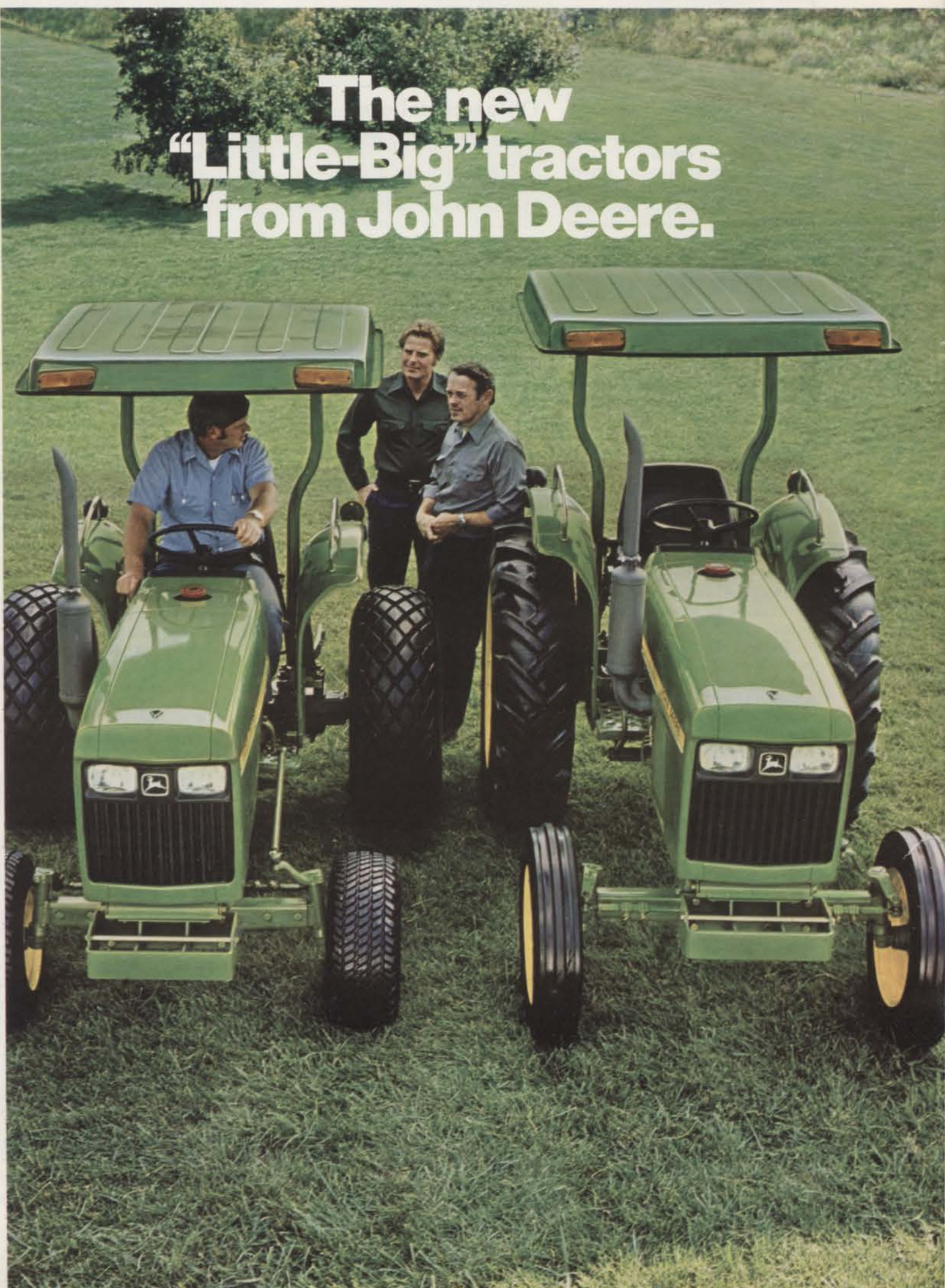
The way an idea is spoken is what counts. Authority can be in one's tone of voice, and in like manner, the lack of authority can be conveyed by means of speaking. It is advisable to remember

that how one communicates is equally important with the language one is using.

Be certain of each fact that you use in any communication, particularly so with customers who could misunderstand something easier than people on your staff. One bad fact has the same liability as the bad apple in the barrel. It will definitely destroy the best effort at communication.

The more important the point, the greater the preparation should be given to its development for presentation in any type of communication. It pays to take extra time in preparation for even the shortest and simplest effort.

The new "Little-Big" tractors from John Deere.



Be sure of complete attention from the other person. That individual cannot absorb what you are saying if attention is partially with you and a great deal more on something else.

Avoid justifying what you communicate. Facts should be capable of standing alone. Only proof and explanation need be supplied the other person.

Concentrate on one point at a time within each section of any given communication. Doing so helps to avoid confusion in the other person's mind.

Say what is to be communicated emphatically one time only. When you keep repeating an idea with the same group of words over and over again the other person closes his or her

mind to your whole presentation.

Finally, watch the other person's reactions carefully. Look for clues as to whether or not what you are communicating is understood. If it is obvious that the individual is not doing so then change your approach and keep on doing so until you have found the right one; usually the second attempt will succeed.

COMPANIES

Houston's Spencer Co. consolidates divisions

The Spencer Company is the new name for the consolidation of a number of green industry

division's of a 19-year-old company in Houston.

Len Spencer, president, told LAWN CARE INDUSTRY that the company began in 1959 as American Lawn Maintenance Co. In 1973, it added interior plant foliage and leasing and maintenance under the name American Interior Plants. The company began wholesaling tropical plants in 1975 and expanded to include exterior plants last year and also began development of a full-fledged landscaping group.

Spencer is active in the Professional Grounds Management Society. Address of the company is P.O. Box 16113, Houston, Texas, 77022.

INSECTS

Identification, control of turfgrass nematodes

One of the main problems in identification and control of turfgrass nematodes is the fact that every symptom of nematode damage is more commonly caused by other factors, according to Charles H. Darrah, extension turf specialist at the University of Maryland.

Poor color and lack of vigor — among the symptoms—are usually the result of an inadequate or unbalanced fertility program or a pH problem. Poor heat tolerance is most often the result of using unadapted species or varieties of turfgrasses. Poor drought tolerance is more commonly caused by soil physical problems or improper or inadequate irrigation practices. Stand thinning is more commonly due to the presence of insects or diseases.

"In order to obtain a proper diagnosis for nematodes, the whole diagnostic scheme must be evaluated," Darrah said. "Search for the evidence of insects. This is a hands-and-knees job since most turf insects cannot be seen from six feet away."

He recommends checking to see if there is a disease active. Questions should be asked of the homeowner concerning species or variety adaptation, irrigation practices and use of fertilizer by the lawn care operator must also be surveyed. A soil test is one of the best diagnostic tools to determine if proper pH and fertility levels are being maintained. And if nematodes are suspected, Darrah says, take a second soil sample from the affected area for a nematode analysis.

The first step in control is naturally to use cultural practices which insure an actively growing, vigorous turf. A healthy turf can frequently stand a high population of nematodes without any foliar symptoms. Sanitary practices which prevent the introduction or spread of nematodes are also important. Nematodes are often carried with infected stolons, sprigs, plugs, sod or soil.

Control of nematodes can also be accomplished by use of nematicides, Darrah said, although he cautions that all of the chemicals presently labelled for nematode control are highly toxic and should be applied by certified pesticide applicators.

He said that Mocap 10G, manufactured by Mobil Chemical Co., Richmond, Va. is labelled for use on stoloniferous, warm-season grasses. Research being done at the University of Maryland and at several other universities is evaluating its use in cool-season grasses. He also said that Nemacur 15G and Dasanit 15G, manufactured by Chemagro Agricultural Division, Mobay Chemical Corp., Kansas City, Mo. are both labelled for use in warm- and cool-season grasses.

Liquid-cooled 22 or 27 PTO hp diesels that are big enough to do all the jobs you need to do. Yet small enough so you can afford them.

If the jobs you have are too big for a lawn and garden tractor and too small for a farm or industrial tractor, John Deere has the tractor you need. In fact, two of them. The new John Deere 850 and 950 Tractors. Rugged. Reliable. And built to handle the jobs you'll give them.

Big-tractor features. Under each tractor's lift-up hood is a liquid-cooled, fuel-efficient diesel engine: 22 PTO hp for the 850, 27 PTO hp for the 950. Both tractors have smooth-running transmissions with 8 forward speeds, 2 reverse. Speeds are well-spaced from less than 1 mph for tilling to almost 12 mph for transporting.

Other big-tractor features are standard. There's a differential lock that engages on-the-go for added traction in slippery conditions and a fully shielded 540-rpm rear PTO. Individual rear wheel brakes lock together for highway transport and lock down for parking. A heavy-duty drawbar adjusts to four positions. Hand and foot throttles are both standard. Integral equipment easily attaches to a 3-point hitch (Category 1). The adjustable, fully cushioned seat tilts forward for weather protection.

Big-tractor versatility. You can match the 850 and 950 to your jobs. Wheel

tread width adjusts front and rear. Ground clearance is nearly 14 inches under the 850—more than 15 inches under the 950. Maneuverability is superb since both tractors will turn within a 10-foot radius. So whether you're mowing, loading, plowing, digging, planting, or cultivating—these tractors can handle the job.

Service you can count on. Your John Deere Dealer is always ready to help. Service training schools for the 850 and 950 have already been completed. And a complete inventory of service and replacement parts is ready.

So stop by and see your John Deere Dealer soon for the complete story behind the new "Little-Big" Tractors. Or for free literature write 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	31 Posthole Digger
50 Utility Box Scraper	100 Integral Disk
31 Integral Disk	205 Rotary Chopper
Johnson-Arps Model 30 Loader	2-Row Cultivator
350 Mower	30 Integral Plow
71 Flexi-Planter	40 Rotary Tiller
11 Light-Duty Field Cultivator	45 Rear Blade
45 Integral Plow	25A Flail Mower



Nothing Runs Like A Deere®

Circle 111 on free information card

PRODUCTS

21-inch mulching mower

A 21-inch cutting width mulching for lawn care has been announced by Simplicity Manufacturing



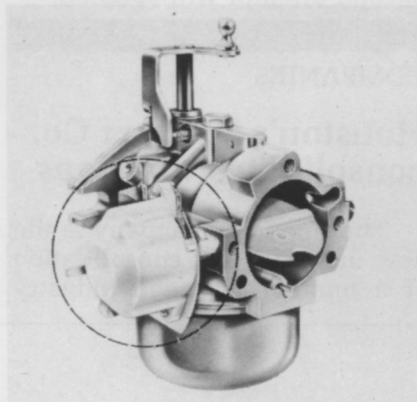
Co. The model 1100 is powered by a 3½ horsepower Briggs & Stratton, single-cylinder engine. It permits six adjustable cutting heights from ¾- to 3¼-inch. Other features include an automatic choke and a vertical pull start and eight-inch steel wheels.

Circle 214 on free information card

All-weather choke

An automatic choke for all-weather starting has been introduced by Kohler Co. The new choke not only insures quick, sure starting for small engines in winter and summer, but also means smooth operation of engine-powered equipment all

day long because it provides continuous automatic control of the air/fuel mixtures while the engine is running. Because it is thermo-electric, it eliminates



complicated mechanical linkages. All it needs is a simple wiring connection to the engine's electrical system. It fits snugly on the carburetor body. It is available on Kohler four-cycle, electric-start engines from 10 to 23 horsepower.

Circle 215 on free information card

Clippings mowed, mulched or bagged

Grass clippings can be mowed, mulched or bagged with the three rotary mowers introduced by the Lawn and Garden Equipment department of Allis-Chalmers Corp. A rear-mounted



polyester grass bag and mulcher attachment are standard equipment on the 21-inch push, self-propelled and electric start walk behind mowers. A 3½ horsepower Briggs & Stratton engine with automatic choke and spin start provides the power to throw clippings all the way to the back of the bag for even filling. Front wheels on the mowers are offset for trimming within ½-inch of obstacles, uniform cutting and better balance. Control handles fold down over the engine for compact storage or transportation without having to disconnect them completely.

Circle 216 on free information card

Rear-discharge mower

Yard-Man Company has announced its new rear-discharge mower with a 22-inch cutting width. The mower features a



shorter turning radius, "slick shift" transmission and an optional "bag-it" catcher system for clippings and leaves. It also features a single-lever height selector, adjustable folding handles and vertical pull start. It has a four-horsepower engine and weighs 94 pounds.

Circle 217 on free information card

Edger-trimmer

Garden Pro, Inc. has introduced its 1978 line of Spintrim edger-trimmers and lawn tractors. Free information is available. The V2



models feature a heavy-duty, ¾ horsepower, five amp motor. Extension cord plugs right into the handle. Another feature is "lawn leveler" — it mows, edges and trims with an exclusive caster-wheel tripod that moves up and down the shaft for cutting height adjustment.

Circle 218 on free information card

Lawn tractor

Ford Tractor Operations has added to its line of lawn maintenance and snow removal equipment a 19.9 horsepower tractor. The model 195 is available with a 60-inch mower and standard hydrostatic transmission, individual wheel disc brakes and power steering.

Circle 219 on free information card

TOOLS, TIPS & TECHNIQUES

How to minimize fungicide resistance

The use of a single fungicide over long periods of time provides the conditions most likely to result in the appearance of fungicide resistance, according to Dr. Herbert Cole, Jr., professor of plant pathology and chemical pesticides at Pennsylvania State University, University Park, Pa.

"The fungicide creates the conditions to allow appearance of a resistant strain," he said. "A long period of fungicide exposure time insures that it will become the predominant strain even if the fungus is slow moving."

He said that fungicide resistance in turf is really quite new, reaching significant proportions only in the last four years.

To minimize fungicide resistance development, the lawn care businessman should use a varied fungicide program employing different materials with different mechanisms of action, he said. For example, for dollar spot control, it would do no good to alternate Tersan 1991, Fungo, Spot Kleen and CL 3336. They are all benzimidazoles with similar modes of action. Tersan 1991 is manufactured by DuPont Co., Wilmington, Del.; Fungo is manufactured by Mallinckrodt, Inc., St. Louis, Mo.; Spot Kleen is manufactured by Rhodia, Inc., Monmouth Junction, N.J.; and CL 3336 is manufactured by W. A. Cleary Corp., Somerset, N.J.

On the other hand, alternating Tersan 1991, Daconil, Dyrene and Actidione would provide a continuously shifting fungitoxicity pattern which should minimize the development of fungicide resistance, he said. Daconil is manufactured by Diamond Shamrock Corp., Cleveland, Ohio; Dyrene is manufactured by Chemagro Agricultural Division, Kansas City, Mo.; Actidione is manufactured by TUCO, Division of Upjohn Co., Kalamazoo, Mich.

Where resistance problems have occurred the question is often asked if discontinuance of a fungicide for a period of a year or more will allow the lawn care businessman to return to using the problem material. Dr. Cole says no.

"The fungicide resistant mutants may decrease to a very low level in the fungus population and seem to be eliminated, but when the fungicide is returned to use, especially as the only fungicide, the resistance is rapidly back in the forefront," he said. He adds that the fungicide could be used as part of a series of alternating materials with some measure of success under these circumstances but certainly not as a single fungicide program.

Purchasing control

Methods Research Corp. introduces a new concept for simplifying purchasing control for the lawn care businessman. It is an easy way to check at a glance what equipment, chemicals and supplies are on

order and what has been received. The board shows the week items are due in and which items have been received. Magnetic cardholders have cards that are color coded. Each card shows item ordered, purchase order number and date ordered. A free catalog is available.

Circle 220 on free information card

MARKETING IDEA FILE

How to bid contracts

When going out to bid on a lawn contract you need to first establish the quality of work that is expected, says Ron Phillips, owner of Phillips Lawn and Tree Service, Arlington, Texas.

"One of the first things to do is to look at the existing conditions and determine what is necessary to put the property in good shape," Phillips told LAWN CARE INDUSTRY. "Many times you will be called to bid on a lawn that is in a run-down condition and it is important to determine how much renovation work the customer is willing to pay for."

Phillips says that an initial cleanup involving a one-time charge is generally required if the property has not been maintained for a length of time. This will usually include trimming shrubs, cleaning out the beds, fertilizing, etc.

"This way you avoid the hardship of starting the regular maintenance on a barely workable piece of property, costing you a lot of time getting it back into shape when you are not really getting paid for it," he said.

"Starting without an initial cleanup might also lead to dissatisfaction by the customer if he is expecting the property to become substantially improved in a short period of time," Phillips said.

He recommends that in bidding your price for an initial cleanup, look carefully at the property so as not to overlook any needed work in your anxiousness to get the job. He recommends checking especially for these points.

Look for heavy, overgrown shrubs that will require extensive pruning and shaping and thereby creating much brush to be hauled away or chipped. Secondly, look for flower beds that are overgrown with weeds and grass. On the lawn, look for ruts and depressions that may have to be filled in, weed infestations and bare spots that the owner may expect you to correct. Examine walks and curbs to see when they were last edged. If this has been neglected for a long period of time, the initial edging — even with a good edger — may require four or five times the normal time. Low branches on trees may need to be removed before mowing can be done.

"Be sure to consider any materials that may be needed for the job such as fertilizer, mulch for the beds, pruning paint and the replacement of worn-out flower bed edging," he said.

Initial cleanups almost always take longer than expected, he says, especially if much leaf vacuum work is to be done. A typical price he says he charges for a residential job such as described runs anywhere from \$50 to \$400.

"On commercial projects such as shopping centers and apartment complexes take into account your walking time from one section to another," Phillips said. "Walking from section to section on a large project may consume nearly as much time as the actual work."

If you decide to go with a contract, draw up a year-round contract if at all possible, he says. This will give you winter income as well as make it easier to keep the grounds in proper shape. Winter work will generally consist of leaf removal, dormant fertilizing and working the beds. Phillips' minimum starting price for a residential lawn is \$80 a month or \$960 a year. This is for total maintenance of a 5,000- to 8,000-square-foot lawn. He said he has contracts that pay as high as \$50 a week a year for residential lawns and up to \$90 a week a year for larger commercial jobs.

"Don't make the mistake of trying to underbid all of the competition," he said. "After you have been in business for just a short while you get an idea of what your competitors are charging. Others in the lawn business have found out what they must charge in order to make a profit. Trying to underbid them drastically may only result in you doing a job at a dollar loss." Phillips has written a short pamphlet entitled *How To Start Your Own Landscape Maintenance Business*. For more information about the pamphlet, write: 4921 S. Bowen Rd., Arlington, Texas 76017.

KNOCK OUT Crabgrass

ROCKLAND PROFESSIONAL Betasan®

Selective Pre-emergence Herbicide

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the Reinco power team

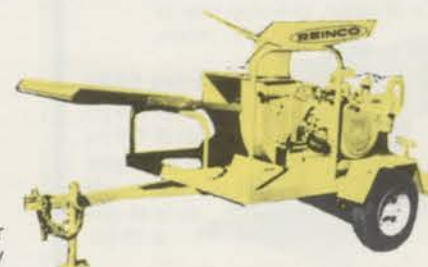
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heavy duty construction that gives extra mobility because of its tandem-axle trailer mount. 800 gallon capacity and 20 to 80 foot range for seeding, fertilizing or mulching. Spray batch in less than 15 minutes. Hydrojet agitation assures uniform solids dispersion for even coverage. It's a real time saver and money maker.



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NEWSMAKERS

Dan Dunstan has been appointed vice president, secretary and chief operating officer of **Lakeshore Equipment & Supply Co.**, Elyria, Ohio. His responsibilities will be overall management of the company. He has been the company's credit manager for two years.

Pete Bond is transferring to a Michigan territory for **Ciba-Geigy Corp.**, Greensboro, N.C. His territory includes the following counties: Benzie, Grand Traverse, Ionia, Kent, Lake, Leelanau, Manistee, Mason, Me-

costa, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa and Wexford. He will sell products for the home lawn, agricultural and industrial markets.



Reich



Conaway

Alvin G. Reich is regional sales manager for the Great Lakes sales territory of **Weather-Matic Division of Telsco Industries**, Dallas. He will be responsible for turf irrigation sales in Wisconsin, Illinois, Indiana, Ohio, Michigan and St. Louis.

Kohler Co., Kohler, Wis. has announced a number of appointments: F. Keith Conaway has been appointed director of customer service for the company's Engine Division; Frank L. McNamara is manager of special projects for the Division; also, Mark E. Weaver is area manager for Texas, Oklahoma, Colorado, New Mexico and parts of Wyoming, Nebraska and Arkansas.



McNamara



Weaver

W. A. Cleary Corp., Somerset, N.J., has announced several new additions to its executive and sales staff:

Clayton C. Nelson is vice president; Carl Mauer is manager of formulations, research and development; Dennis DeSanctis will sell chemicals in the mid-Atlantic area; and Stanley Kleczynski, will cover sales in the South.

Jack J. Crocker, board chairman and chief executive officer of **Super Valu Stores, Inc.** has been elected to the board of directors of **The Toro Co.**, Minneapolis.

Paul Grupe, superintendent of the **Thayer County Weed Control Authority**, Deshler, Neb., announces that Wilma Valek has recently joined his department.

R. W. Collins, Inc., a Satellite, Fla.-based lawn spraying and household pest control company, has announced a number of staff changes: Kenneth K. Hudson, Jr. has been named operations/marketing director. He joined Collins in 1964 and has been district manager for central Florida since 1968. Craig F.

Imber has been named district manager for central Florida. He holds an M.S. degree in entomology from **Rutgers University** and has been the superintendent/entomologist of the Burlington County (N.J.) Mosquito Control Commission since 1973. Jeffery J. Koncak has joined the company as a management trainee. He received a B.S. degree in horticulture from **Ohio State University**. In last year, and has been assigned to the Orlando, Fla. office. Ronald R. Shilladay has also joined the company as a management trainee. He received an A.S. degree in landscape operations from the **University of Massachusetts** last year and has been assigned to the St. Petersburg, Fla. office.

Walter S. Barrows, Sr., owner of **Landscapes by Barrows**, recently appointed Michael Hogan as deep root installation and barrier specialist, including root pruning. Also, Al Bevin has been selected to handle the company's deep root planter and barrier sales department in parts of California.

Martin Hersh is manager of **Hersh Exterminating Service**, Sharon, Pa.

Pasquale R. Mascaro is owner of **Mascaro Lawn Maintenance**, Willoughby Hills, Ohio. He was formerly a landscape gardener in that area.

Liqui-Lawn, Inc., Hygiene, Colo., has recently incorporated and added William P. Smoyer as vice president and new partner. President is Chuck Austin and manager is Everly R. Austin.

Ben J. Schechel is owner and manager of his recently started **United Landscaping**, Jacksonville, Fla.

Michael Berge, former foreman for **Elseman Lawn Service**, Omaha, Neb., recently started his own **Mike Berge Lawn Service** in Omaha.

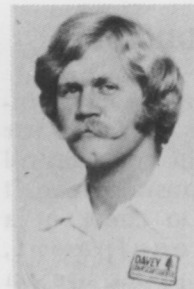
Steve Smith is vice president of operations for **Texas Green-Lawn**, Rockwall, Tex., according to owner and operator Gary C. Dickinson.

Robert C. Sherwood is general manager of **M-C-S Lawn & Tree Service**, Tucson Ariz. He was previously assistant general manager. The announcement was made by company president Edward C. Sherwood.

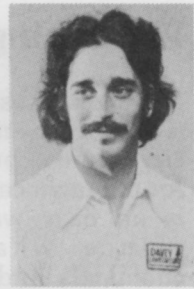
Barbara Martin is horticulturalist and Christopher Plagens is field manager in charge of personnel, truck repair and tree spraying for **Birmingham Lawn Spraying Co.**, Farmington, Mich.

Sherry Roethe is agronomic director of **Tempo 21, Inc.**, Wheeling, Ill. She is in charge of in-depth internal training of all personnel in all concepts of turf management, and is in charge of an intern program in turf technology. Previous to this she had been a research assistant to Dr. Al J. Turgeon at the **University of Illinois**, Urbana-Champaign.

J. Martin Erbaugh of **Davey Lawnscape Service**, Kent, Ohio, has announced a number of appointments: Patrick C. McCaf-



McCafferty



Fassett

ferty, Akron/Canton district manager, has been appointed production manager. In his new position, he will be responsible for equipment design, construction, deployment and usage; materials requirements, purchasing, distribution and usage; quality control; safety; and warehouse layout and tooling.

Also, Frederick J. Fassett, Detroit district manager, has been appointed sales manager. In this position, he is responsible for design and implementation of the residential and commercial sales development plan for all districts.

Also, Alex Moir, Akron/Canton sales and service representative, is district manager of the same district.

Also, Tony Torma, Detroit sales and service representative, is district manager of the same district.

John E. Hoffman is owner of **John E. Hoffman Landscaping**, Petoskey, Mich.

Neil Thornhill, sales manager for **Eagle Chemical**, Anaheim, Calif., has announced three appointments:

Dave Bohanon is now covering Orange, San Bernardino and Riverside counties as a pest control advisor; Paul Pace is a pest control advisor for Los Angeles, San Fernando Valley, Ventura County and South Beach cities; Gary Atkins is pest control advisor for San Diego, San Gabriel Valley and Long Beach.

John S. Patton II is vice president of **Patton Pest Control Co.**, Chagrin Falls, Ohio. The announcement was made by John R. Patton, president of the company.

Ronald S. Milam is assistant manager of **Sterling Specialties**, Huntington, W. Va. The announcement was made by Sterling C. Milam, owner and manager.

Scott Mitchell is landscape maintenance supervisor for **Gardens West**, Sonoma, Calif. He previously had been maintenance crew supervisor, reports owner Jay West.

Ben DeMonds is general manager in charge of operations for **Countryside Nursery**, Papillon, Neb. He previously had been crew chief, reports president Jerry Demont.

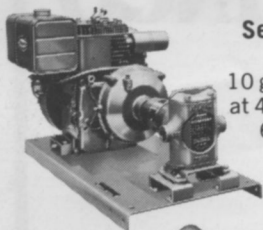
Don Pinney is assistant sales manager of **Greenlife Products Co.**, West Point, Va., announces Edward F. Kelley, Jr., president of the company.

Robert Jacobson has joined **Jay-Lan, Inc. Spray Service**, Sioux City, Iowa, as a salesman. The announcement was made by Allan G. Duey.

Hypro sprayer pumps

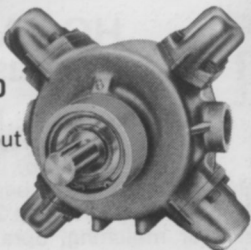
Choose from a wide range of pump designs and materials to suit your requirements: cast-iron, Ni-Resist and bronze pump housings... even nickel plating on piston pumps.

PISTON PUMPS



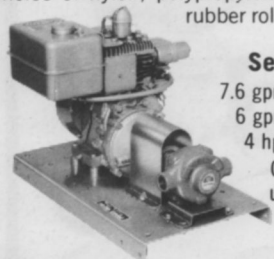
Series 5200 Big Twin
10 gpm output at 400 psi with 6 hp engine

Series 5400 4-Cylinder
25 gpm output at 600 psi



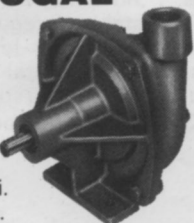
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PRODUCTS

48-inch Powermow

A new 48-inch heavy-duty Powermow, ideally suited for large residential and commercial grounds, has been introduced by F. D. Kees Manufacturing Co.



Designed for both dependability and performance, the model 48110 features an 11 horsepower Briggs & Stratton synchro-balanced engine and low-tone muffler. The units' high ground speed makes it ideal for a variety of terrains. The operator is always assured of positive maneuverability, thanks to its

brake and power turning control levers on each handle. Other handling features include a fingertip clutch and individual drum-type wheel brakes. It is equally adept at operating on steep hillsides and in the roughest of fringe mowing areas. The unit's engine deck and cutter housing are constructed of heavy gauge steel to provide years of dependable use to the lawn care businessman. The unit fits easily into a pickup truck for transportation. An optional riding sulky and large-capacity grass catcher are available.

Circle 211 on free information card

New lawn tractors

Three new Bolens lawn tractors have been introduced by FMC Corp.'s Outdoor Power Equipment Division. The first is the G11 XL gear model with four speeds forward and one reverse. The 11 horsepower H11 XL



features the Bolens single-pedal foot control, a hydrostatic driven control that enables the operator to control speed, braking, and forward/reverse direction with an easy heel-toe action. The H16 XL features a 16 horsepower engine with the hydrostatic drive plus a hydraulic lift system. The units offer a new 42-inch lift rotary blade mower with seven easy height adjustments. A wide selection of year-round attachments are available.

Circle 212 on free information card

Flail mower

A new flail mower, with exclusive bottom-sharpened, self-cleaning blades, has been in-



troduced by the WOODS Division of the Hesston Corp. Model FM72 features a dynamically balanced rotor for smooth opera-

tion, air-lift designed blades for clean, even cutting, an offset mounting for mowing close to solid objects. It cuts a six-foot swath.

Circle 213 on free information card

Snow blade converter

Snapper, manufactured by McDonough Power Equipment, Inc. takes the use of lawn mainte-



nance machinery into winter — with simple attachments that make the Snapper units capable of snow removal and other light dozing. A rider converts with the quick addition of tire chains and the snow blade attachment.

Circle 225 on free information card

MEETING DATES

American Sod Producers Association Midwinter Conference, Nassau Beach Hotel, Nassau, Bahamas, Feb. 12-15. Contact: Bob Garey, ASPA, Association Building, Ninth and Minnesota, Hastings, Neb. 68901.

Capital Area Turf School, Hershey Motor Lodge, Convention Center, Hershey, Pa., Feb. 21-22. Contact: Harold E. Stewart, 75 S. Houcks Rd., Suite 101, Harrisburg, Pa. 17109.

Western Pennsylvania Turf School/Trade Show, Howard Johnson Motor Lodge, Monroeville, Pa., Feb. 21-23. Contact: Henry F. Meinert, Jr., 16 Schenk Terrace, Pittsburgh, Pa. 15215.

Landscape Design Short Course for Residential Properties, Ohio Agricultural Research and Development Center, Wooster, Ohio, Feb. 23-25. Contact: Fred K. Buscher, Area Extension Center, OARDC, Wooster, Ohio 44691.


Iowa Turfgrass Conference, Hilton Inn, 6111 Fleur Dr., Des Moines, Iowa, Feb. 27-March 1. Contact: Dr. William E. Knoop, 307 Horticulture, Iowa State University, Ames, Iowa 50011.

Northeastern Pennsylvania Turf School, Master Host Inn, Wilkes-Barre, Pa., Feb. 28. Contact: Cy Chadwick, Court House Annex, 5 Water St., Wilkes-Barre, Pa. 18702.

Midwest Turf Conference, Purdue University, West Lafayette, Ind., March 13-15. Contact: Dr. William H. Daniel, Department of Agronomy, Purdue University, West Lafayette, Ind. 47907.

Associated Landscape Contractors of America Reclamation/Erosion Control Symposium, Marriott Hotel, Denver, Colo., August 3-4. Contact: John Shaw, ALCA, 1750 Old Meadow Rd., McLean, Va. 22101.

Associated Landscape Contractors of America Maintenance Symposium, Marriott Hotel, Kansas City, Mo., Nov. 9-10. Contact: John Shaw, ALCA, 1750 Old Meadow Rd., McLean, Va. 22101.

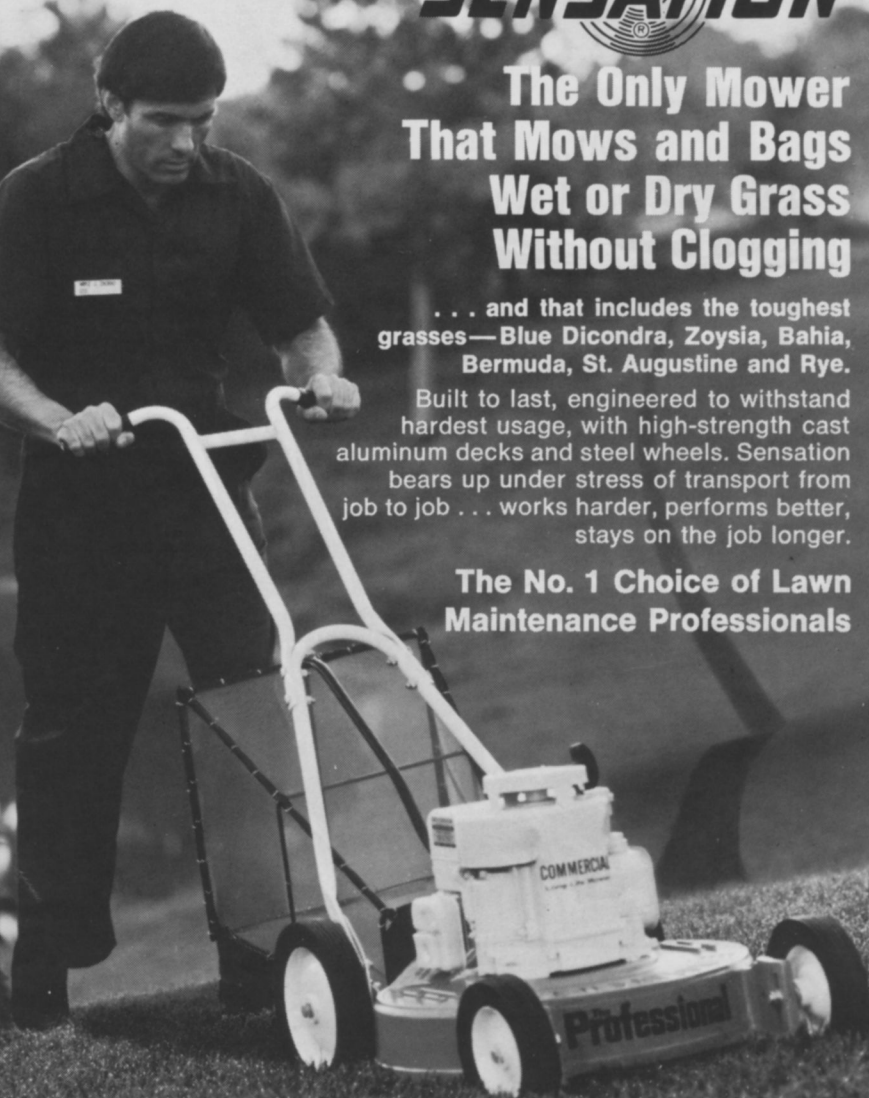


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that the lawn mowing business is hardest to manage because it is so labor-intensive. He likes the spray business because it is capital-intensive, and you can afford to pay a well-trained and skilled technician to spray a lawn.

But he feels his lawn service work is a tremendous leader to other business. "Our lawn service accounts have led us to other work. It is low volume, but high profit in leads." He is looking to establish the lawn maintenance business on a larger scale in the future, mostly in refurbishing, repairing and lawn improvement work.

He has about 40 house accounts and also some commer-

cial accounts on a maintenance basis. His lawn maintenance work represents about 20 percent of his business. He does work for about 250 customers in a year's time, including spring and fall clean-up work. He had about 14 men on the books last year, not all at the same time.

He computes his customer charge based on a basic rate of \$12 a man with equipment, about triple the amount of labor costs as a rule of thumb. He bids jobs by taking estimated time costs and double to triple the cost of materials depending on the size of the job. He bases fertilizer applications on the wholesale cost of the fertilizer, and charges retail and the amount of what it

would cost for a lawn cut for application charge. This is because it takes about the same amount of time for a granular application.

"We are looking for growth," Goodman said, "but you can only grow if you have set up a good base in terms of equipment, labor, cost accounting and planning. We are hoping to work more into the area of upgrading lawns, refurbishing, ripping, thatching, overseeding, and shrub and ornamental care."

Edward Bickler, 38, of **Bickler Landscape**, New Berlin, has been in business nine years. He has about 50 residential accounts on the books. He does cutting and tree and shrub trimming. Most of his billing is seasonal, but some of his customers are billed by the year. He has two full-time employees and works mostly in Elm Grove, Brookfield, Whitefish Bay, Fox Point, River Hills and Waukesha County. He works for most of his customers once a week. His rates vary depending on what the customer wants, but he basically he tries to charge about \$20 an hour. He charges about \$22 for cutting an average lawn.

"It is not too hard to get big in this business, but you can't do it unless you have the labor," he said. "You pretty much have to be on the job with the workers. If I had a full-time foreman, I could do more work, but then I would have to do that much more business just to justify his salary."

William Heath, 37, owns **Pewaukee Landscape Service** to the northwest in Pewaukee. He has been in business four years and does primarily mowing, but 75 percent of his customers also receive fertilizer and weed control. He has about 150 customers. "The big companies are doing spraying, and we are looking about going into that end of the business," he said. He runs as high as 20 employees during the summer, but usually averages 12.

He has a system where he sends out a crew with a pickup and a heavy duty tilt-top trailer, with a trimmer and a 16 horsepower tractor. He figures that it costs him \$15 an hour to have the crew on the road.

"The first year in this business is really hard, but once you get a few solid base accounts, you can begin to branch out," he said. His volume the first year was \$23,000 and he has doubled it every year since, working up to about a \$150,000 gross last lawn care season. He is hoping for about the same amount of growth this lawn care season.

"One of the big problems in growing," he says, and this may be a problem many lawn care companies face, "is that many accounts don't want to give you their answer until about April for the year, and if you are going to add more business you have to

have the equipment and labor lined up before then. I have not figured out a way to get around this yet."

He is looking to grow in all areas, particularly fertilizer and pesticide spraying, because "ChemLawn has softened up the market for all of us," he said.

Robert Pendzick, 28, runs the **Lawns, Inc.** business that his father started in 1959. He has about 2,000 accounts on the books, 1,500 of which are full-time and 400 that receive only one application a year. His full-time customers receive three applications — in spring, June and fall — with a crabgrass preemergence added in the spring.

He feels that three applications is best for the Milwaukee climate. "A fourth application in July is not wise because it is too hot with not enough rain then," he said. The company has been growing by less than five percent a year, but he is considering a substantial promotion campaign this year, and hopes for 15-20 percent growth.

His charges are about a penny a foot for three applications, or about \$100 for a 10,000-square-foot lawn. They bill half for the first application and a quarter each time after that. He uses six trucks with 50-gallon tanks, and they also use the customer's water. His crews drive econoline vans, with two tanks in each, and they leave the customer's house with a full tank for the next job. He said it takes about 50 gallons, or one tank, for an 8,000-square-foot lawn. He tells his customers it costs one-tenth of a cent for 64 gallons of water. "I also tell them that we would have to charge more if we had to buy large tank trucks, and they usually understand," he said.

John Wright, **ChemLawn** group vice president based in Columbus, Ohio, said:

"Larry Koenigseker is branch manager in our Milwaukee office, and started with ChemLawn as a lawn specialist at the Louisville, Kentucky branch in 1973. He then transferred to the Milwaukee branch in 1975. In October of 1976, Larry was promoted from lawn specialist to branch manager.

"ChemLawn entered the Milwaukee market in 1975 and has found typical attractive growth for our kind of lawn care service. There are no peculiar cultural problems in the Milwaukee area. It is basically a typical cool-season northern market. We have several competitors in the Milwaukee area, as is typical of most of the cities we operate in.

"Residential construction in Milwaukee is progressing nicely and growth seems to be around the whole city. There are no particularly atypical factors that differentiate the Milwaukee area from other cool-season northern markets in the Midwest."

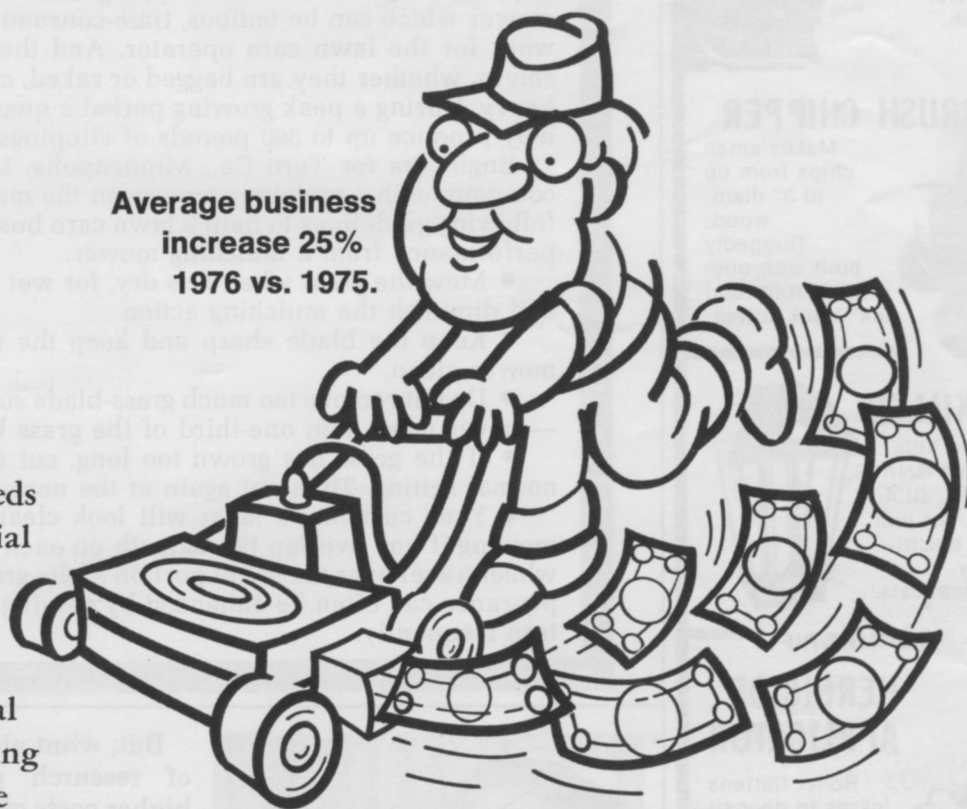
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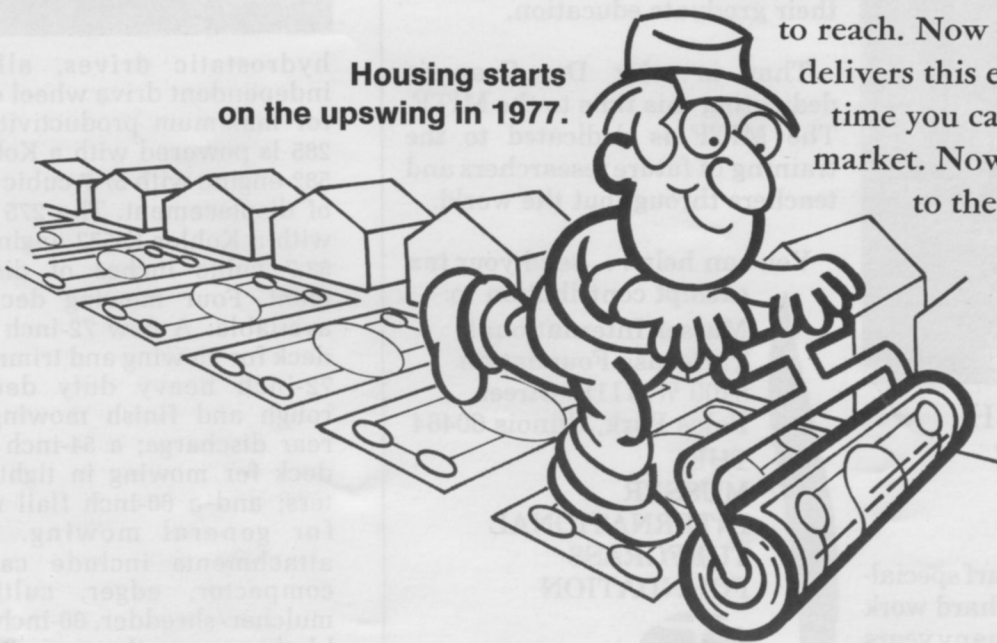
Average business
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we don't have to tell you how difficult it's been to reach. Now at last there is a magazine that delivers this exclusive audience. Now for the first time you can communicate with this growth market. Now you can match your message to the market.

Housing starts
on the upswing in 1977.



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PRODUCTS

Armyworm, webworm, cutworm, grub control

A data sheet on Proxol 80 SP insecticide for control of sod webworm, armyworm, cutworm and white grubs is available from Upjohn Co. It is a selective insecticide that does not significantly affect beneficial insects. It starts killing pests on contact and provides residual activity for continued control. It can also control a number of insects that infest ornamental plants.

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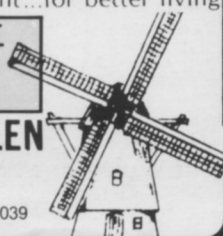
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COST CUTTINGS

Mulching mower tips

Mulching mowers have grown in popularity because they can mean faster lawn care — there is no need to rake or bag clippings. Instead, the clippings are cut so fine they sift down into the grass where the already applied nitrogen helps nourish the lawn.

A test conducted for Bolens Outdoor Power Equipment Division, FMC Corp., Port Washington, Wis. compared mulching mowers against mowing and raking and mowing and bagging on identical quarter-acre plots of grass. All three mowers were about the same size and were run at optimum efficiency. On one plot a mulching mower was used. On the second plot a side discharge mower with open discharge chute was used, and on the third a side discharge mower with bag attachment.

The study found that the mulching mower took 51 minutes to complete the job; mowing and raking took 97 minutes and mowing and bagging took 64 minutes. Each plot received a cut of comparable quality and the times do not include hauling away the clippings.

A study conducted by a Jacobsen Manufacturing Co., Racine, Wis., — a company which also manufactures a mulching mower — found that over 86 percent of the people surveyed would rather not rake or bag clippings. Handling the clippings requires constant stopping and starting of the lawn mower which can be tedious, time-consuming and just plain work for the lawn care operator. And the clippings themselves, whether they are bagged or raked, can get downright heavy. During a peak growing period a quarter acre of grass may produce up to 300 pounds of clippings.

Engineers for Toro Co., Minneapolis, Minn. — another company with a mulching mower on the market — offer the following guidelines to help a lawn care businessman get top performance from a mulching mower.

- Mow the grass when it is dry, for wet grass may clump and diminish the mulching action.
- Keep the blade sharp and keep the underside of the mower clean.
- Do not remove too much grass-blade surface at one time — never more than one-third of the grass blade.
- If the grass has grown too long, cut at a higher-than-normal setting. Then cut again at the normal setting later.
- Your customer's lawn will look cleaner after mulch-mowing if you overlap the cutpath on each pass, letting one wheel travel over the uncut portion of the grass. The lawn appearance can often be enhanced by varying the mowing pattern frequently.



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But, what about our new group of research people? Inflation, higher costs of education, make it more difficult for promising turf grass researchers to complete their graduate education.

That is why Dr. Grau is dedicating his time to the MITF. The MITF is dedicated to the training of future researchers and teachers throughout the world.

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of the H. B. Musser
Turfgrass Fellowship, Inc.

Rear-bagger converts to side-discharge

Hahn, Inc. announces an addition to its line of outdoor power equipment — the Duo-Pro. A free literature sheet is available. It is a self-propelled, 21-inch walk behind rotary with a dual purpose: it converts from a rear-



bagging rotary to a side-discharge mower in seconds. It features a four horsepower Briggs & Stratton engine with vertical pull easy starting, over-riding clutch differential, the 2½-bushel, heavy duty grass bag has no zipper to create problems.

Circle 209 on free information card

Mowers with dual hydrostatic drives

Product improvement and safety features mark this year's line of Hustler mowers, manufactured by Excel Industries, Inc., with new model designations assigned to the two leading models — 285 and 275. Both have dual

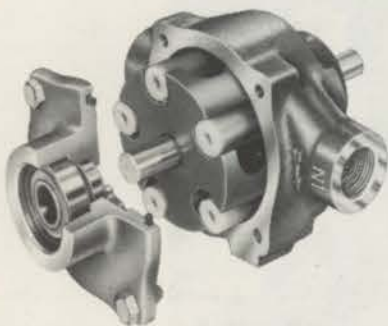


hydrostatic drives, allowing independent drive wheel control for maximum productivity. The 285 is powered with a Kohler K-582 engine with 57.7 cubic inches of displacement. The 275 comes with a Kohler K-532 engine with 53.7 cubic inches of displacement. Four mowing decks are available: A new 72-inch rotary deck for mowing and trimming; a 72-inch heavy duty deck for rough and finish mowing with rear discharge; a 54-inch rotary deck for mowing in tight quarters; and a 60-inch flail mower for general mowing. Other attachments include catcher/compactor, edger, cultivator, mulcher/shredder, 60-inch dozer blade, snow thrower, 54-inch rotary broom and a tilt-deck trailer. A detailed brochure is available for free.

Circle 210 on free information card

Sprayer pump

A roller-type sprayer pump is available from Hypro division of



Lear Siegler, Inc. A free data sheet and sprayer pump handbook is available. Designated series 6500, it utilizes an efficient five roller/rotor configuration. It

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LAWN CARE INDUSTRY

is offered in choice of cast iron or Ni-Resist for extra corrosion resistance. The entire line of PTO-mounting roller pumps is available in these choices; Ni-Resist models are recommended for handling liquid fertilizers, phosphate insecticides and similar corrosive materials. The pump, with adapter, mounts directly on tractor PTO shafts. Changing the shaft hub adapts the pump for either 540 or 1000 rpm PTO shafts. The pump delivers a top capacity of 19½ gallons per minute and delivers 7.4 gallons per minute at 540 rpm and 50 psi.

Circle 201 on free information card

New mulching mowers

Toro Co. has introduced a new line of mulching mowers. The inset shows the underside of the steel deck with deep-cavity



design to provide strong airflow needed to distribute clippings uniformly across the 21-inch cutting path. The mulching blade has a longer cutting edge and blade-tip sail for faster, thorough cutting action, the company said. The air vanes on the side of the housing help drive clippings downward. The standard model has a 3.5 horsepower engine.

Circle 202 on free information card

Maintenance tractor with 20 attachments

Gravely announces its new 8000 series line of commercial maintenance tractors. Features in-



clude: rear-mounted engine bolted directly to transmission; all-gear, eight-speed transmission with instant forward/reverse; center power take-off with optional front and rear PTO's providing direct all-gear drive to attachments; all tractor controls at operator's position; and engine choices from 12 to 16.5 horsepower. With over 20 attachments the tractors power

mowers for fine lawn mowing and trimming; as well as rough mowing; snow removal; plowing; cultivating; light grading and hauling.

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Mower saves operator strain and fatigue

John Deere enters the self-propelled walk-behind mower market with a 21-inch rotary mower that is powered by a four horsepower Briggs & Stratton engine. The drive system saves



operator strain and fatigue when mowing high grass. The operator can turn the 21 SP mower by lifting the front wheels and allowing a ratcheting mechanism built into the rear-wheel drive to function as a differential. The die-cast aluminum mower deck is lightweight for long days during the peak of the lawn care season.

Circle 204 on free information card

New snowthrower

Massey-Ferguson has introduced three new snowthrowers for use with its line of lawn maintenance tractors. Snowthrower models



MF 3620, MF 4220 and MF 4820 clear 36-, 42- and 48-inch wide paths of snow, respectively. All models feature replaceable wear blades, adjustable skid shoes and swivel discharge chute. More information is available.

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Sprinkler designed for low-pressure areas

The Model 1800V spray head pop-up sprinkler is designed specifically for use in areas without adequate water pressure or supply. It is manufactured by Rain Bird Sprinkler Mfg. Corp. Because of the unit's high efficiency in low-pressure situations, more heads can be used with the same valve.

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Slow-release fertilizer

Slo-Release, Inc. has developed and is now marketing a liquid slow-release turf fertilizer for use by lawn care professionals. The company's 12-0-0 or 12-4-3 analyses have a 67 percent water insoluble nitrogen characteristic. The company said the product is patented and compatible with most materials used in the lawn care industry.

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BEHIND THIS ISSUE



Take a good look at the picture that is accompanying these words, because if things keep going the way they are, the body in that picture is going to be about twice as big.

LAWN CARE INDUSTRY magazine has been on the chicken-and-peas circuit. Not to mention a little of what they call an "attitude adjustment hour" down in Virginia, for the Virginia Turf Conference last month. That is the time between when the educational sessions end and dinner begins, and many lawn care businessmen I know don't spend it drinking soda pop.

We spoke on panels at the recent Ohio Turf Conference, at the Lawn-a-Mat dealer seminars in New York, at the lawn care specialty session at the Associated Landscape Contractors of America annual meeting earlier this month in Orlando, and we are scheduled for the Midwest Turf Conference in March at Purdue University in West Lafayette, Indiana.

The conferences we have attended have been good. They have had much down-to-earth, practical information for the lawn care businessman, whether he has been in business for 20 years, or is just planning to work on his first customer lawn this lawn care season.

Many turf conferences around the country are just adding lawn care sessions this year for the first time. But as good as they have been, they are going to be better in the future. This is because the educators and the manufacturers are finding out that you are an industry, and they will be gearing their programs more and more to fit your needs. But as Dr. James Wilkinson, research director of ChemLawn Corp., said at the Virginia Turf Conference, it is up to you to tell your extension agents, professors and company reps what it is you really need to know to make your job easier and more efficient.

By all means, attend the conferences and visit and learn from others in the lawn care industry. But if you see me, please don't ask me if I want to have dinner; I want to continue to use the picture we already have at the top of this page.

Bob Early

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