

# Searching For the Right Truck: A Hunch Or A Hard Place?

The search to find the right truck with the right dealer has been a dilemma lawn-care businessmen have faced over and over again. Why the lawn-care businessman purchases the truck he does is often questioned, and many, including himself, wonder if this purchase will satisfy his needs.

The search, however, is not impossible. After surveying several of the industry's businessmen, not just one truck, but several trucks were found to provide an answer.

Ford and Chevrolet trucks were the most popular among the businessmen, with International

Harvester also ranking high. Lawn-care businessmen like Ford and Chevrolet trucks because of the service provided by their dealers and the ready accessibility of parts. International Harvester was approved of because of the trucks' durability, although several mentioned parts were harder to locate

to page 18



Nate Robinson

HBJ A Harcourt Brace Jovanovich Publication

\$2.00

Volume 6, Number 8

AUGUST 1982

## LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

AVERAGE \$50 PER ACCOUNT

# What's Your Business Worth?

The advantage to buying another's lawn care business is that you hit the ground running. Attempts to find customers through costly advertising campaigns are virtually unnecessary, and work can begin immediately.

The disadvantage is that not always are operations running

smoothly, and sometimes the purchaser may lower his own reputation, or create an enormous financial burden for himself and his company.

The key to any successful purchase, lawncare businessmen agree, lies in your ability to evaluate another's business, and in

professional negotiation tactics.

Don Kingsley, president of Doctor Don's Lawn Care in Houston, Texas, who recently made a successful purchase of another lawn-care business's customer list, says there are three major principles that should be evaluated when purchasing a company.

### Years vs. reputation

The first principle is to look at the number of years the company has been in business and determine the reputation of the company in its area. He adds that the purchase of a company not respected or trusted in the community will only harm one's own business. Companies which are going bankrupt involve an extremely high risk and should be carefully examined.

Kingsley also says to look at the seller's customers. "If he has 700

to page 21

## APPRAISAL TIPS

☐ How many years has the company been in business? Purchase of a company not respected in the community will harm one's own business. Also, companies going bankrupt are extremely high risks and should be evaluated carefully.

☐ How many customers were contracted in the last year of business? If a significant number joined in the last year they were probably gained through cheap pricing or hot-shot advertising.

☐ What shape is the company's equipment in? If it is too old, abused, or cheap, try to negotiate with the seller to sell his customer list separately from the equipment.

### NO WORD ON PRICE

## Dacthal Plant to Reopen: Product Available In '83

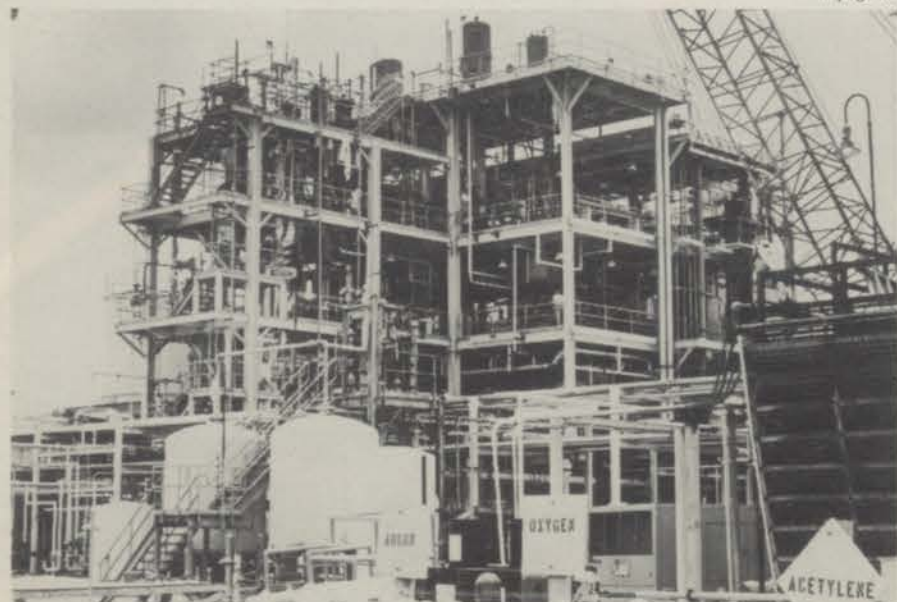
The Agricultural Chemicals Division of Diamond Shamrock Corporation has announced that reconstruction work on its Dacthal plant, located in Houston, Tx., is expected to be completed by mid-August.

Diamond Shamrock also announced that it anticipates sys-

tems commissioning on the Dacthal plant to be completed by early October.

The on-schedule completion of reconstruction work and system commissioning means that Diamond Shamrock will be producing Dacthal during the last quarter of 1982.

to page 19



Diamond Shamrock's Greens Bayou Dacthal plant under reconstruction. Company officials expect product available for the 1983 season.

### SERVICE LIABILITY THREAT

## Dealers Cry Foul At New Mower Safety Standard

Manufacturing standards issued by the Consumer Product Safety Commission and meant to reduce significantly the number of mower-related accidents occurring in the U.S. have gone into effect.

### Blade safety control

The standards imposed as of June 30, 1982, require manufacturers of walk-behind mowers to install a blade safety control system that would cause the blade to stop within three seconds of release of a deadman control at the handle. Two separate actions are required on the part of the operator to re-engage the blade.

The imposed design changes have produced some bitter fallout

among members of the commercial dealer community who charge that the standards will drive up the cost of the mowers and might have them liable to persecution in personal injury suits.

Paul Strani, general manager of Storrs Tractor Co., Somerville, N.J., says that the new safety brakes are going to cost him time and money. "Of course we are going to have to charge the customer for the added work we must do to reinstall the brakes," he said. "If they do disconnect the brakes, it's just going to be an added expense to them because we can't fix the mower without putting the brakes back on."

Not only will the service dealer lose time in connecting the safety

to page 20

NEXT MONTH

OH

'83

UNIV  
SCL

MI 48828

30G







# Make sure your lawn care jobs don't come back to haunt you.

With labor and gasoline what they are today, the cost of a call-back is frightening. Add in the hidden costs of unhappy customers, and it's enough to scare you to death.

That's why you need DURSBAN\* insecticide in at least two of your yearly applications. You see, in most parts of the country, insects are a problem in both the Spring and later on in the Summer. If they don't get you the first time, they just might get you the second.

And that can mean costly call-backs.

So think twice before you decide to skimp on DURSBAN. And think about how little it costs—as little as \$3.50 for a 10,000

sq. ft. lawn. Which is a lot less than the cost of a call-back.

DURSBAN insecticide gives you results you can count on, too. It gets all your major problem bugs. And it controls them for up to eight weeks instead of the more common four to six.

DURSBAN. Makes sure all your returns are happy returns. Available in 2E and double-strength 4E formulations.

See your Dow distributor. Also ask him about our new "DURSBAN delivers the goods" incentive program. Be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

## DURSBAN

**Call-backs haven't a ghost of a chance.**



DOW Chemical U.S.A.

\*Trademark of The Dow Chemical Company.

Circle No. 104 on Reader Inquiry Card

Ad No.: 2901



## UPFRONT



## The Top 50 Markets

Obviously, you feel the market you operate your lawn care business in is the best in the country. And it probably is — for you.

But what if you had the chance to move your business to any city

in the country, where would you go?

Well, we've done this for the last few years, and here we go again. Following is a listing of the top 50 lawn care markets in the country,

based on number of owner-occupied homes, population and per household income. The stats have not changed much since last year, so here — grouped by tens — are the top 50 lawn care markets:

**1-10:** New York; Los Angeles-Long Beach; Chicago; Philadelphia, Pa.-N.J.; Detroit; San Francisco-Oakland; Boston-Lowell-Brockton-Lawrence-Haverhill, Mass.; Pittsburgh; St. Louis, Mo.-Ill.; Dallas-Fort Worth, Texas.

**11-20:** Washington, D.C.-Va.-Md.; Cleveland; Houston; Minneapolis-St. Paul; Baltimore; Newark; Seattle-Everett; Anaheim-Santa Ana-Garden Grove, Calif.; Tampa-St. Petersburg; Kansas City Kans. - Mo.

**21-30:** Buffalo; Cincinnati, Ohio-Ky.-Ind.; Milwaukee; Atlanta; Denver-Boulder; San Diego; Miami; San Bernardino-Riverside-Ontario, Calif.; Indianapolis; Portland, Ore.-Wash.

**31-40:** Phoenix; San Jose, Calif.; Rochester, N.Y.; Dayton, Ohio; Louisville, Ohio-Ky.; Providence - Pawtucket - Warwick, R.I.-Mass.; Columbus, Ohio; New Orleans; Fort Lauderdale-Hollywood, Fla.; Hartford-New Britain-Bristol, Conn.

**41-50:** Sacramento, Calif.; Bridgeport-Stamford-Norwalk-Danbury, Conn.; San Antonio, Texas; Birmingham, Ala.; Toledo, Ohio-Mich.; Akron, Ohio; Albany-Schenectady-Troy, N.Y.; Oklahoma City, Okla.; Salt Lake City-Ogden, Utah; Memphis, Tenn.-Ark.

These areas are what the U.S. Census Bureau calls SMSA's, which stands for Standard Metropolitan Statistical Areas.

**Value of small business:** According to President Reagan's recent report to Congress, small businesses represent 99.8 percent of all U.S. businesses; produce 38 percent of the country's Gross National Product; employ 47 percent of the non-government labor force; create two out of three new jobs; and produce twice as many innovations per employee as larger firms.

**Worst weed:** According to the *Guinness Book of World Records*, the worst weed, the most intransigent weed, is the mat-forming water weed *Salvinia auriculata*, found in Africa.

It was detected on the filling of Kariba Lake in May, 1959. Within an 11-month period, it had choked an area of 77 square miles, rising by 1963 to 387 square miles.

And you think you had problems.

**White House lawn:** According to Vanessa Jensen of Lofts/Maryland, a section of the South Lawn of the White House was overseeded last year with a solid stand of Rebel, one of the new turf-type tall fescues.

The selection of this product of Loft Seed, Inc., Bound Brook, N.J. was made by the National Park Service in consultation with plant scientists from the USDA's Beltsville, Md. research station.

**Losing customers:** A recent survey conducted by a chemical lawn care businessmen was an attempt to find out what the main reason was for a customer to leave his service.

The survey showed that 50 percent of his customers moved, 46 percent went to another company and that four percent went back to doing it themselves.

**Customer awareness:** Bill Stinson, of O. M. Scott & Sons, Marysville, Ohio, was recently chosen by the Professional Lawn Care Association of America to be its lone associate board member. At a recent meeting, Bill made the interesting observation that before chemical lawn care services were so well-known around the country, about 50 percent of the lawn owners were really aware of good lawn care — whether they did it themselves or had it done by a lawn care company.

Since the advent of chemical lawn care, Stinson says that awareness of a good lawn has gone up 65 percent.

**Dandelion "cures":** Scott's also passes along these tips from the 1930's for getting rid of dandelions —

- One person used a vacuum cleaner on a long extension cord to suck up his dandelion's white seedheads.

- Another recommendation went like this: "Dip a sharpened oak peg tapered very thin into a saturated solution of sulphate of iron. Stab dripping peg deep into heart of dandelion, and let the sun do the rest."

- A lady said she had trained her dog to locate dandelions by smell, bite off the tops, and then dig out the roots.

- Another exotic home remedy for the dandelion was using dairy goats because they "select weeds from grass." Gasoline or kerosene were also favorite "cures."

**Postal rates:** It is a little early to be thinking about what it is going to cost you for your direct mail next spring, but there might be some good news on the postal rate front.

The U.S. Postal Service, which is making more money this year than it thought it would, may be able to delay an expected 1983 general rate increase.

Lower than expected costs for fuel, maintenance and cost-of-living payments should help expand this year's surplus beyond the \$120 million projected earlier, Postal officials say. Last year, the Postal Service had a deficit of \$588 million.

**Consumer market:** U.S. consumers spent \$1.1 billion at the marketer's level in 1980 for pesticides, fertilizers, potting soils and related chemicals.

*Bob Earley*

## LAWN CARE INDUSTRY

ROBERT EARLEY, Editor/Group Publisher

PAUL McCLOSKEY, Associate Editor

JOAN HOLMES, Production Manager

MARILYN MacDONALD, Production Supervisor

DAVE JOHNSON, Graphic Design

JOAN SMITH, Circulation Supervisor

GAIL KESSLER, Reader Service Manager

LINDA WINICK, Promotion Manager

### MARKETING/SALES

New York Office: ROBERT EARLEY (212) 888-2892

757 Third Ave., New York, NY 10017

Southern Office: JIM BROOKS, National Sales Manager

RON KEMPNER (404) 233-1817

3091 Maple Dr., Atlanta, GA 30305

Northwest Office: BOB MIEROW (206) 363-2864

1333 N.W. Norcross, Seattle, WA 98177

Classified: DAWN ANDERSON (218) 727-8511

1 E. First St., Duluth, MN 55802

Please send advertising materials to:

LAWN CARE INDUSTRY

120 W. Second St.

Duluth, MN 55802

218-727-8511

(HBJ) A HARCOURT BRACE JOVANOVIH PUBLICATION

ROBERT L. EDGELL, Chairman

RICHARD MOELLER, President

LARS FLADMARK, Executive Vice President

ARLAND HIRMAN, Treasurer

THOMAS GRENEY, Senior Vice President

EZRA PINCUS, Senior Vice President

JOE BILDERBACH, Vice President

JAMES GHERNA, Vice President

GEORGE GLENN, Vice President

HARRY RAMALEY, Vice President

VBPA

★ABP

LAWN CARE INDUSTRY (USPS 397250) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 757 Third Avenue, New York, New York 10017. Advertising offices: 757 Third Avenue, New York, New York 10017, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: one year, \$15 in the United States, \$18 per year in Canada. All other countries: \$40 per year. Single copies (prepaid only): \$2 in the U.S.; elsewhere \$4.50; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1982 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Microfilm copies of articles are available through University Microfilms, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48106. POSTMASTER: Send address changes to LAWN CARE INDUSTRY, P.O. Box 6200, Duluth, Minnesota 55806-9900.



Circle  
the  
Reader  
Service  
numbers  
of those  
items of  
interest  
to you.

Inquiries serviced for 90 days from date of issue. For those countries outside the U.S., please apply appropriate postage before mailing.

# READER SERVICE INFORMATION CARD 8-82 <sup>1</sup>

For more information on products or services mentioned in this issue, circle the corresponding numbers below, fill in appropriate information and mail today.

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 101 | 108 | 115 | 122 | 129 | 136 | 143 | 150 | 157 | 164 | 171 | 178 | 185 | 192 | 199 | 206 | 213 | 220 | 227 | 234 |
| 102 | 109 | 116 | 123 | 130 | 137 | 144 | 151 | 158 | 165 | 172 | 179 | 186 | 193 | 200 | 207 | 214 | 221 | 228 | 235 |
| 103 | 110 | 117 | 124 | 131 | 138 | 145 | 152 | 159 | 166 | 173 | 180 | 187 | 194 | 201 | 208 | 215 | 222 | 229 | 236 |
| 104 | 111 | 118 | 125 | 132 | 139 | 146 | 153 | 160 | 167 | 174 | 181 | 188 | 195 | 202 | 209 | 216 | 223 | 230 | 237 |
| 105 | 112 | 119 | 126 | 133 | 140 | 147 | 154 | 161 | 168 | 175 | 182 | 189 | 196 | 203 | 210 | 217 | 224 | 231 | 238 |
| 106 | 113 | 120 | 127 | 134 | 141 | 148 | 155 | 162 | 169 | 176 | 183 | 190 | 197 | 204 | 211 | 218 | 225 | 232 | 239 |
| 107 | 114 | 121 | 128 | 135 | 142 | 149 | 156 | 163 | 170 | 177 | 184 | 191 | 198 | 205 | 212 | 219 | 226 | 233 | 240 |

## PLEASE CHECK BELOW YOUR PRIMARY BUSINESS AT THIS LOCATION:

### A. CONTRACTOR OR SERVICES:

- ☐ Lawn care service business involved primarily with fertilization, weed, and insect control.

#### Please specify method of application:

- 10 ☐ Liquid    11 ☐ Dry    12 ☐ Both

- 20 ☐ Primarily mowing/maintenance service  
30 ☐ Landscape contractor/lawn service company  
40 ☐ Nursery or garden center/lawn service company  
50 ☐ Pest control/lawn service company  
60 ☐ Irrigation contractor/lawn service company

- 120 ☐ School, college, university, hospital, or similar facility  
130 ☐ Condominium housing development or industrial park  
140 ☐ Government grounds; parks, around municipal buildings, military facilities  
150 ☐ Cemetery or memorial garden  
190 ☐ Other (please specify) \_\_\_\_\_

### C. SUPPLIER

- 210 ☐ Chemical dealer or distributor  
220 ☐ Equipment dealer or distributor  
230 ☐ Seed broker/dealer  
240 ☐ Sod grower

### B. GROUNDS CARE/MAINTENANCE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:

- 110 ☐ Private or public estate

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ TELEPHONE ( ) \_\_\_\_\_  
AREA CODE

I WISH TO RECEIVE (CONTINUE RECEIVING) LAWN CARE INDUSTRY EACH MONTH ☐ YES ☐ NO

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_





NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

# BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 665 DULUTH, MINNESOTA

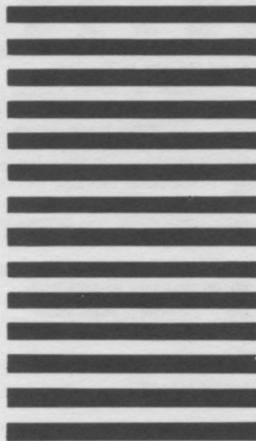
POSTAGE WILL BE PAID BY ADDRESSEE

READER SERVICE DEPARTMENT

**LAWN CARE INDUSTRY**

POST OFFICE BOX 6200

DULUTH, MINNESOTA 55806



**GET  
MORE  
FACTS**



# Bill Backed To Assess Minimum Wage Violators Triple Damages

In a legislative development that could seriously affect many lawn care employers, the House Labor Subcommittee on Labor Standards has approved a compromise bill that would require employers who violate the minimum wage and overtime provisions of the Fair Labor Standards Act to pay three times the amount owed in back wages.

The employee would receive the actual amount of back wages, plus interest, and the remaining equivalent to the triple damages would be deposited in the general United States Treasury.

An additional provision of the bill would establish a \$10,000 penalty for willful or repeated violations of the Fair Labor Standards Act. A willful violation does not have to be an intentional violation. Courts have held that when an employer knows of the existence of the Fair Labor Standards and that he has a legal responsibility to pay employees within the provisions of the act, his failure to do so constitutes a willful violation of the act.

## \$10,000 penalty

Employers who are guilty of willful violations may be required to pay twice the amount owed in back pay. Thus, if the new bill is passed, not only would an employer be required to pay three times the amount owed, he may also be required to pay a \$10,000 penalty.

We urge lawn care employers to contact their congressmen and express their opposition to Bill H.R. 6103. Lawn care employers have unusual difficulty in compensating employees, particularly technicians, because hourly records are frequently based on the employees' statement about the number of hours worked.

The new bill would mean that the lawn care employer, if he erred in relying on employee accountability for hours worked, could be responsible for three times the amount of back wages owed to the employee. This bill could place an intolerable financial burden on the lawn care employer who has been diligent in his efforts to comply with the Fair Labor Standards Act.

## Thomas new EEOC chair

The United States Senate confirmed Clarence Thomas as the new Chairman of the Equal Employment Opportunity Commission. Thomas, a black attorney who was formerly Assistant Secretary of Civil Rights at the Department of Education, has expressed strong views against affirmative action, the direction the EEOC has taken in enforcing Title VII, the lack of leadership at the EEOC, and the overemphasis by the Commission on reaching numerical results.

We anticipate that Thomas will lead the Commission to a position of restraint rather than activism. However, no lawn care employer

should assume that his equal employment obligations are immediately affected by Thomas' chairmanship. Lawn care employers should continue their preventive labor relations efforts in this areas, because Thomas' thoughts will not translate into private sector benefits for a considerable period of time.

## Unemployment soars

We anticipate that unemployment will shortly exceed 10 percent nationally, and may exceed 16 percent in certain states. The reason for this is not only the lack of recovery in the economy.

We have said before, and repeat, that lawn care employers should stress to their employees that the lawn care industry is fortunately less affected by the downturn in the economy than most other businesses. The emphasis should be on the fact that continued diligence and hard work for the lawn care employer results in potential long term employment. Those lawn care employers who do not market the fact that they are at full employment in such a poor economy are missing an opportunity to develop an important theme with employees: Job security at a time of national insecurity, and recession.

## Oftanol Approved For Florida Mole Cricket Control

Oftanol 5% Granular insecticide from Mobay Chemical Corporation, which can be used on both commercial and residential turf, is now registered in Florida for the control of the mole cricket.

After extensive testing in Florida, Oftanol was proven to have effective residual control of mole cricket, a widespread, economically significant turf pest. These tests indicate that Oftanol offers 90 to 100 percent control in seven days with residual control for at least 90 days. It must be applied by certified pest control operators or commercial applicators.

Recommended application rate  
to page 27



*Low Calorie Special*

If you watch figures a lot, when it comes to the bottom line, Fylking keeps costs under control two ways. First, it's priced lower than most elite bluegrass seed. Second, it's an inexpensive beauty to maintain — a diet delight compared to other bluegrass needs for water and fertilizer. It's low growing, can be mowed as low as one-half inch and has the great body you want for seed mixtures. Fylking. A very nice spread with very appealing figures. Ask for Fylking Kentucky bluegrass at your local wholesale seed or sod distributor.

**FYLKING**  
KENTUCKY BLUEGRASS  
U.S. Plant Patent 2687  
Another fine, quality-controlled product of Jacklin Seed Company





**4. RENOVATION IN PROGRESS DAY 15**



**1. SPRAY  
DAY 1**



**2. SLICE  
DAY 10**



**3. SEED  
DAY 10**



**5. COMPLETED  
RENOVATION  
DAY 30**



# "LAWN RENOVATION WITH ROUNDUP<sup>®</sup> HERBICIDE IS ABOUT 30 TO 40% MORE PROFITABLE FOR US THAN CONVENTIONAL METHODS."



John Loyet, President  
Greenscape Lawn & Tree  
St. Louis, Mo.

**W**e put Roundup<sup>®</sup> herbicide on our customer's lawn, came back 10 days later to power rake it and then seed it. About 10 days after that, the perennial ryegrass we planted came up. We were just amazed at how good it looked.

We used to have to plow or disk the lawn we were renovating or use a sod cutter to remove it. With Roundup, it only took us 6 man-hours to do a job that used to take 24. And the results were just as good.

Our customers like Roundup almost as much as we do because the lawn holds up really well under light traffic all during the renovation period.

For us, it extends the season by about a month and turns a normally slow fall into a profit opportunity season.

We plan to use Roundup for lawn renovation from here on in."

**IF YOU WANT TO LEARN MORE ABOUT LAWN RENOVATION WITH ROUNDUP, CALL TOLL FREE 800-621-5800 FOR YOUR FREE LAWN RENOVATION GUIDE.**

ALWAYS READ AND FOLLOW LABEL DIRECTIONS FOR ROUNDUP.

Roundup<sup>®</sup> is a registered trademark of Monsanto Company.  
© Monsanto Company 1982. RUP-SP2-104

## Monsanto





# INSIDE THE INDUSTRY

## Selecting A Nitrogen Source For Your Liquid Lawn Program

By Richard Rathgens,  
Agronomist, Davey Tree Co.,  
Kent, OH.



Richard Rathgens

The importance of nitrogen (N) fertilization as an integral part of turfgrass culture is well recognized by turfgrass managers and documented in turfgrass research literature. Applications of N to turfgrasses can result in dramatic improvements in color, density, and shoot and root growth.

For this reason major emphasis is placed on N fertilization in the care of recreational as well as ornamental turfs.

Many of the same criteria which are used to select a N source for recreational turfs are also applicable to the selection of a N source for ornamental turfs. The criteria can be broadly categorized into agronomic, economic and handling and storage considerations.

### Agronomics

Agronomic considerations include N release rate, salt index or burn potential, and environmental properties.

One method of predicting the rate at which a fertilizer will release its N is based on its water solubility. Sources of N such as urea, ammonium nitrate and ammonium sulfate have high water solubility and exhibit a relatively quick release of N over a short

period of time. Sources of N such as ureaformaldehyde (UF), sulfur-coated urea (SCU), and isobutylidene diurea (IBDU) have limited water solubility and give a relatively slow release of N over a long period of time.

In addition to water soluble N (expressed as a percentage), UF fertilizers contain N which is cold and hot water soluble. The portion which is water soluble will release N quickly, while the remaining insoluble N will release slowly because of its dependence on microbial decomposition.

The N from the water insoluble portion releases over a period of several weeks (cold water insoluble) to several years (hot water insoluble). The nitrogen activity index indicates the amount of N in a UF fertilizer which is hot water insoluble. The lower the activity index, the greater the amount of hot water insoluble N.

Dissolution rate is used to describe the rate at which urea is released from SCU. Dissolution rate is determined by placing SCU in 100 degree fahrenheit water for a seven day period. SCU products which have a .30 percent dissolution rate are considered acceptable as a slow release source of N for turf.

Particle size has a strong influence on the rate at which N is released from IBDU. In general, the smaller the particle size, the quicker the release of N.

Salt index indicates the potential for a fertilizer salt to cause dehydration of plant cells (commonly known as "fertilizer burn"). Salt index is a measure of a fertilizer's ability to raise the osmotic potential of soil solution and is based on sodium nitrate being equal to 100. In general the greater the percentage of soluble N in a fertilizer, the higher the salt index.

### Leaching

Significant losses of N can occur through the leaching of N with ground water and the escape of N as a gas (volatilization) to the atmosphere following N applications. As a rule of thumb, sources of N which are water soluble or are quickly available to the turfgrass plant are most subject to these losses.

The sources of N which have the strongest acidifying effect on soil are those fertilizers which contain sulfur, either as a component, i.e., ammonium sulfate, or as a coating, i.e., sulfur-coated urea. For this reason, these sources of N are often

recommended for use on alkaline soils.

Whether lawn care businessmen need to be competitive in the marketplace or to stay within a limited budget, economics will play an important role in selecting a N source. Not only is there the upfront cost per pound of nitrogen but also the additional costs for transportation and storage of the fertilizer.

A limiting factor in the use of a N source might be the quantity which must be purchased. For example, a minimum purchase of 4,000 gallons of urea liquor may prohibit purchasing this particular urea source.

The physical state (liquid or solid) of a N source will determine the method of application needed to apply the fertilizer. Use of ureaformaldehyde-type solutions (i.e. Formolene, GP 4340, Nitro-20 Plus) will require liquid application equipment. In order to use a solid like SCU and not experience a release of N as urea because of its solubility, a centrifugal or gravity-type of dry spreader is needed.

Knowledge of a fertilizer's hygroscopic point is important if a N

### CHARACTERISTICS OF NITROGEN SOURCES FOR LIQUID APPLICATIONS TO LAWNS

| Classification            | Nitrogen Source                                     | Product Name              | Agronomic              |                        |                    |                        | Economic | Handling & Storage  |                           |
|---------------------------|---|---------------------------|------------------------|------------------------|--------------------|------------------------|----------|---------------------|---------------------------|
|                           |   |                           | Nitrogen Content % (1) | Partial Salt Index (2) | Urea Content % (3) | Length N Release Weeks |          | Hygroscopic Point % | Minimum Shelf Life Months |
| Solid, Suspended          | Ureaformaldehyde<br>Methylene Urea                  | Powder Blue (BFC)         | 38                     | 0.15                   | —                  | 52+                    | 0.66     | —                   | —                         |
|                           |   | F-8426 (O.M. Scott)       | 41                     | 0.86                   | —                  | 6-8                    | 1.20     | 72                  | —                         |
| Solid, Solid-<br>ubilized | Urea Prills<br>Ammonium Nitrate<br>Ammonium Sulfate | Various                   | 46                     | 1.63                   | —                  | 6-8                    | 0.22     | 73                  | —                         |
|                           |   | Various                   | 34                     | 3.08                   | —                  | 4-6                    | 0.23     | 59                  | —                         |
|                           |   | Various                   | 21                     | 3.29                   | —                  | 4-6                    | 0.32     | 79                  | —                         |
| Liquid                    | Urea Liquor   | Various                   | 16                     | 1.63                   | —                  | 6-8                    | 0.21     | —                   | 1.0                       |
|                           | Methylol urea, urea                                 | Formolene (Hawkeye)       | 30                     | —                      | 50                 | 8-12                   | 0.58     | —                   | 4.0                       |
|                           | Urea, Methylol urea                                 | GP 4340 (Georgia Pacific) | 30                     | —                      | 51                 | 8-12                   | 0.52     | —                   | 3.1                       |
|                           | Methylol urea, Methylene urea, urea                 | Nitro-26 plus (C.P.)      | 27                     | —                      | 17                 | 8-12                   | 0.70     | —                   | 3.0                       |
|                           | Urea, ammonium nitrate                              | Uran + (Allied)           | 28-32                  | —                      | 51                 | 6-8                    | 0.20     | —                   | 6.0                       |

(1) Percent by weight (2) Based on equal rates of N (3) Percent of total N (4) F.O.B. shipping point + Several manufacturers of urea-ammonium nitrate solutions exist.



source is stored in a solid physical state. Hygroscopic point is the percent relative humidity at which a fertilizer begins to absorb water at 86 degrees fahrenheit. Fertilizers with a high hygroscopic point will minimize caking, which is the absorption of moisture by the fertilizer upon exposure to the air.

A low salt-out temperature is required when using liquid N sources. Salt-out temperature is the temperature at which the dissolved salts precipitate out of a fertilizer solution. In general, the lower the salt-out temperature, the more easily a fertilizer solution can be stored.

Other essential handling and storage characteristics include freedom from contaminants, uniformity in amount of N (urea, ammonium nitrate, methylol urea, etc.) contained in the final product, long shelf life and a low biuret content of less than two percent of the total area. Biuret is formed in the manufacture of urea and can be toxic when applied to plants.

In general, the N sources which have the highest salt indices and shorter length of N release are also the most economical on a cost per pound of N basis. F-8426 has yet to be actively marketed by O. M. Scott and a projected cost per pound of N is given.

For those solids where hygroscopic points are given, ammonium nitrate has the lowest hygroscopic point (59 percent) or the most caking problem. However, because ammonium nitrate is considered an explosive hazard by many insurance companies, warehouse insurance costs may prohibit its use.

F-8426, urea prills and ammonium sulfate have a hygroscopic point which is greater than ammonium nitrate and these fertilizers will store satisfactorily if kept in a closed container.

With the exception of urea liquor (whose one month storage life is conservative), all the liquid N sources have satisfactory storage



Richard Rathgens, agronomist at Davey Tree, taking pH samples.

life of three months or more.

In selecting a N source for liquid maintenance programs, a lawn care company must consider agronomic, economic and handling and storage characteristics to-

gether in making the best choice. Success in the marketplace will to a great extent depend on selecting a N source which will provide clients with a green, dense, uniform lawn at the lowest price.

### Lawn Care

Both recreational and lawn care businessmen desire a N source with a low salt index, minimal leaching, volatilization and soil acidification properties, low cost and good handling and storage characteristics.

Unique to ornamental turfgrass managers and in particular the lawn care industry is the requirement of a fertilizer which will release its N over an eight week period. Unlike golf courses and athletic fields, where it may be economically advantageous to minimize the number of fertilizer applications, lawn care companies routinely treat a lawn on an eight week cycle with fertilizers and pesticides. Therefore, the need for a fertilizer to release N beyond an eight week period is unnecessary.

The criteria used and the characteristics given for the N sources which follow are specific to liquid lawn care applicators who apply fertilizers using multiple hole nozzle with 0.04 to 0.05 inch diameter openings.

### Classification

The sources of N for liquid applications to lawns may be classified according to their physical state, either solid or liquid, prior to tank mixing. Solid (granular) N sources may be further classified into those which are suspended or solubilized during tank mixing.

With the exception of ammonium sulfate and urea liquor, all the sources have a N content of 27 percent or greater. Among those sources where salt indices have been determined, urea, ammonium nitrate and ammonium sulfate all have relatively high salt indices which require careful application management to minimize fertilizer burn.

For those N sources which do not have a salt index listed, with the exception of Nitro-26 Plus, all have a urea content of 50 percent or greater, which like urea prills or liquor necessitate application monitoring to avoid fertilizer burn. With the exception of Powder Blue, all the N sources have a length of N release within four to 12 weeks.



Bill Schader  
Ranch Manager  
AmFac Garden Cal-Turf; Camarillo, CA



Rankings from turf trials throughout the United States:

| Kentucky Bluegrasses<br>(1 = best) | Rutgers University<br>23 entries seeded—1976<br>data—1977-79<br>(3 yr. average) | Ohio State University<br>40 entries seeded—1978<br>data—1980 | University of Illinois<br>20 entries seeded—1978<br>data—1980 | Kansas State University<br>45 entries seeded—1979<br>data—1980 | Camarillo California<br>25 entries seeded—1977<br>data—1978 | University of Idaho<br>62 entries seeded—1979<br>data—1980 |
|------------------------------------|---|--|---|--|---|--|
| Columbia                           | 2   | 3  | 1   | 13   | 2   | 6  |
| Midnight                           | *   | 1  | 3   | 13   | *   | 1  |
| Baron                              | 14  | 39   | 12  | 23   | 13  | 27   |
| Adelphi                            | 1   | 36   | 2   | 16   | 4   | 4  |
| Victa                              | 20  | 38   | *   | 15   | *   | 9  |
| Touchdown                          | 3   | 18   | 18  | 7  | 14  | 46   |
| Merion                             | 19  | 34   | 20  | *  | 18  | 12   |

Developed and produced by



Circle No. 115 on Reader Inquiry Card

P.O. Box 250  
Hubbard, OR 97032  
Phone 503-981-9571  
TWX 510-590-0957

The Research, Production, Marketing Co.

**Columbia Kentucky Bluegrass**  
is at the roots of a good sod business...

Columbia Kentucky Bluegrass is the ideal "blue" for sod and home lawn use. Above ground level, Columbia produces a medium dark green turf that is resistant to Fusarium Blight, Leaf Spot, Stripe Rust and Stripe Smut. Columbia adapts well to all geographical areas and has good winterability in colder climates.

Underground, Columbia produces a quick spreading rhizome system that allows sod to be harvested earlier. A good root system is important to turf health in hot, dry summer periods. Columbia's Fusarium Blight resistance makes it a perennial winning turf-type "blue".

### The Rewards of Research...

These test plots at Camarillo, California, proved Columbia Kentucky Bluegrass was best suited to this area. Fusarium and rust damaged Baron, Victa, Glade, Park and Touchdown while Columbia rated second only to the experimental CHB-11A. As a result, Columbia was chosen as a vital part of the mixtures used in southern California sod.





## 1981 BUSINESS CLIMATE STUDY

State Ranks and Regional Averages

Alexander Grant  
CERTIFIED PUBLIC ACCOUNTANTS

Key: Number within the state is its overall rank based on 22 factors affecting business climate (1 best, 48 worst). Number below the regional name is the average rank of states within the region.

## THE ILBA

## Lawn Care Assoc. Formed

A new association has been formed for the independent lawn care operator/owner. Based in Columbus, Oh., the new association will be called the Independent Lawncare Businessmen's Association by its founders, Rudd McGary and John Linkhart.

McGary and Linkhart designed and held a five-day seminar in January of this year and the participants in that workshop helped give them the concept for this association.

"The people in the seminar came from all over the country," said Linkhart. "We noticed that they all had common needs for services and products and started to put together an organization that would fill those needs. The end result is the ILBA."

## Independent operator

According to McGary, "The ILBA is formed to work with the strong independent operator, to give ILBA members a competitive edge in the marketplace. There are two major factors which will help our members.

"First, coordination of information and education that would otherwise be unavailable to independents. Second, the buying power of a group which can lower costs on services and products necessary to run a successful independent operation."

There will be five major areas in which the ILBA will work: Education, Advertising, Business Forms, Insurance, and product/service purchasing. Each one will have a direct impact on the profitability of an independent operation.

The education will be in the form of "hands-on" seminars and workshops given around the country and business newsletters dealing with day-to-day operations problems of the independent. "The seminars will be primarily business oriented," says McGary. Agronomic information will also be included and available but the real need for information seems to be in various business areas such as finance, marketing, budgeting, operations, sales, and cash management.

## Information support

"The larger company can have several people and assign one area to manage to each of them. The owner/operator must deal with all of these areas and other areas in order to be successful. We will provide these areas of information to our members."

Another area of information will be market research and standardization of business costs. "We have already started working with lawn care customers to find out what products and services they want and the best way to approach them from the customer's point of view," says Linkhart.

For further information contact the Independent Lawncare Businessmen's Association, P.O. Box 02246, Columbus, Oh. 43202, or call 614-299-7700.

# YOU CAN WIN \$1000 IN CASH in Lawn Care Industry's "LONG GREEN" SWEEPSTAKES at the PLCAA Show

You can really clean up at the PLCAA Show in Indianapolis, November 16-18, this year when Lawn Care Industry awards \$1750 in cash! Enter our "LONG GREEN" SWEEPSTAKES at any participating booth ...and you might go home \$1000, \$500 or \$250 richer!

## Here's all you have to do:

- 1) Get either copy of LCI's new "PLCAA Show Extras" with listings of participating booths.
- 2) Go to any listed booth, get an entry blank with complete rules/details (for non-exhibitors only), fill it out and drop it in the ballot box.
- 3) Enter as often as you like, but only once at each booth.
- 4) Pick up your prize—if you're one of our instant winners—and have your picture taken at the winning booth. Prizes will be mailed if winners are not present.

That's it—for the fastest "green" you might ever see! See you at the show...and good luck.

LAWN CARE INDUSTRY

(HBJ) A HARCOURT BRACE JOVANOVIH PUBLICATION  
757 Third Avenue • New York, New York 10017 • (212) 888-2892

BPA  
ABP

\$1000  
grand prize  
instant winner

\$500  
1st prize  
instant winner

\$250  
2nd prize  
instant winner



## MEETING DATES

**Kentucky Turfgrass Council Conference and Field Day**, Oct. 12-14, (site not set). Contact: Dr. Powell, Dept. of Agronomy, University of Kentucky, Lexington, Ky. 40506. (606) 258-5606.

**Central Plains Turfgrass Foundation and Kansas State University Turfgrass Conference**, Oct. 18-21, Glenwood Manor, Overland Park, Kansas. Contact: Larry D. Leuthold, Extension Horticulturist, Kansas State University, Manhattan, Ks. 66506. (913) 532-6173.

**Southwest Turfgrass Association Annual Meeting**, Oct. 21-22, El Paso, Tx. Contact: Dr. Arden A. Baltensperger, Agronomy Dept., Box 3Q, New Mexico State University, Las Cruces, NM 88003. (505) 646-3138.

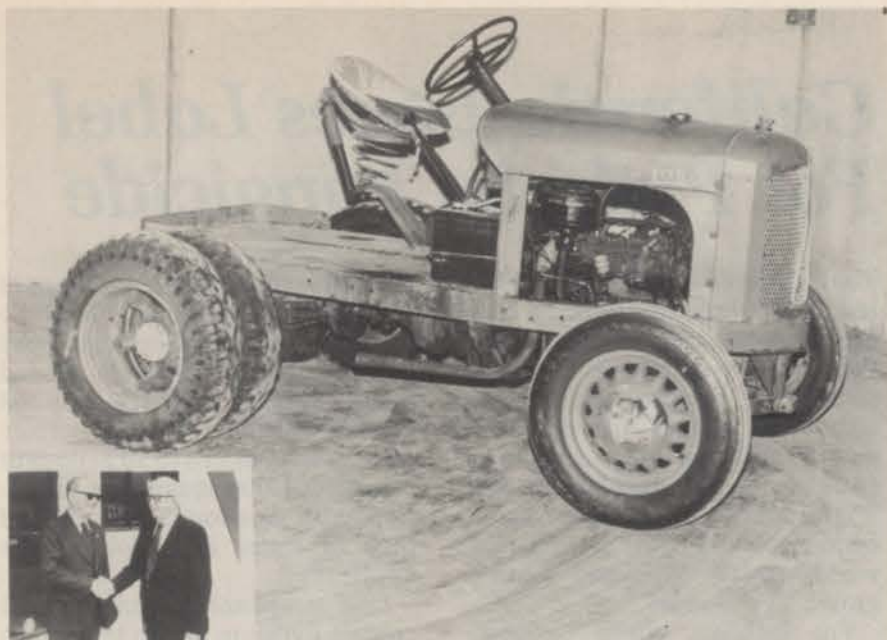
**Missouri Valley Turfgrass Association and University of Missouri — Columbia Lawn and Turf Conference**, Nov. 3-5, Ramada

Inn, Columbia, Mo. Contact: Nik Palo, 344 Hearnes Bldg., University of Missouri, Columbia, Mo. 65211. (314) 882-4087.

**Professional Grounds Management Conference and Trade Show**, November 14-18, Vacation Village, San Diego, Ca. Contact: The Professional Grounds Management Society, 7 Church Lane, Pikesville, Md. 21208. (301) 653-2742.

**Oklahoma Turfgrass Research Foundation Annual Meeting**, Dec. 8-10, Hilton Inn West, Oklahoma City, Oklahoma. Contact: Dr. R. V. Sturgeon, Executive Secretary, 115 Life Science Bldg. East, Oklahoma State University, Stillwater, Ok, 74078. (405) 624-5643.

**Ohio Turfgrass Conference**, Ohio Center, Columbus, Oh., Dec. 7-9. Contact: Dr. John Street, OTF, 2021 Coffey Road, Columbus, Oh., 43210. (614) 422-2601.



**Out of the Rough and into the Clubhouse:** What is believed to be the first tractor produced by the Toro Company after World War II has recently been reacquired by the company. In 1946, Howard Goldthwaite (right in insert), of Goldthwaite's of Texas sold the tractor to the Houston Country Club where Sonny Dubose (left), was superintendent. The tractor was still in service when acquired.

### CONSERVATION

## City Saves By Not Hauling Grass Clippings

A major problem facing both cities and suburbs today is the increasing volume of garbage that is generated daily. In Plano, Texas, an interesting approach has been taken to reduce the volume of garbage, and to save the local government money. Citizens simply return grass clippings to their lawns, reducing garbage volume by 50 percent.

Most Texas cities use the sanitary landfill as their main method of disposal. Plano is a rapidly growing Dallas suburb that shares a landfill site with the city of Richardson. Both these cities have had some concern over the fast rate at which their landfill is being filled.

In April 1981, the Plano Productivity Manager, Duane Kinsey, completed a study of their sanitation service. His report to the Texas Agricultural Extension Service indicated the effect that homeowners could have on garbage volume if they returned grass clippings to their lawn rather than bag them as garbage.

"Data collected during summer months indicate that 29 percent of all garbage bags contain grass clippings. If weight or volume is applied as a measurement, it is estimated that bags containing grass account for at least 50 percent of summertime loads. This is due to grass bags being heavier and less compactible than garbage or trash bags. We are, therefore, in effect saying that if we did not haul grass clippings, we would probably reduce our trips to the transfer station or landfill by 50 percent with resulting savings in many areas," the report stated.

Based on this information, the following values were calculated for Plano, Texas: Potential savings estimates in plastic bags were \$88,000, fuel savings in reduced trips to transfer station were \$5,000, and labor savings in reduced trips to transfer station were \$22,500.

### PROFESSIONAL TREE AND TURF PRODUCTS

THE ONE SUPPLIER FOR ALL YOUR PROFESSIONAL CHEMICAL NEEDS

## THE PRE-EMERGENT SEASON IS HERE!

PROGRAMS AND PRICES AVAILABLE AUGUST 24, 1982

**BETASAN® 4E**  
Packaged in 55, 5, and 1 gallon containers

**BETASAN® 12.5G**  
Formulated on a 12/24 Atta Clay granule  
Packaged in 50 lb. bags

**BETASAN® 7G**  
Formulated on a 12/24 Atta Clay granule  
Packaged in 50 lb. bags

**BETASAN® 3.6G + Fertilizer**  
Formulated to your specifications  
Packaged in 50 lb. bags

**BENEFIN 2.5G (BALAN®)**  
Formulated on a 20/40 LUM Atta Clay granule  
Packaged in 40 lb. bags

**BENEFIN 10 PL**  
Balan® Dry Flowable (10% concentrate)  
Contains 34% Total Nitrogen  
Packaged in 20 lb. bags

**DACTHAL® 5G**  
Formulated on a 14/40 Corn Cob granule  
Packaged in 25 lb. bags

Read and follow all label instructions

BALAN® is a registered trademark of ELANCO Products Co.  
 BETASAN® is a registered trademark of Stauffer Chemical Co.  
 DACTHAL® is a registered trademark of Diamond Shamrock  
 Clean Crop® is a registered trademark of Balcom Chemicals, Inc.

### FOR THE BEST IN SERVICE, QUALITY, AND PRICES CALL YOUR CLEAN CROP REPRESENTATIVE TODAY!

- Clean Crop Special Products Group  
Home Office - Greeley, Colorado  
(303) 356-4400 - **Dwight Mellecker**
- Balcom Special Products-Colorado  
Greeley, Colorado  
(303) 352-4750 - **Cary Hall**
- Central Valley Special Products  
Bryon, Texas  
(713) 272-8479 - **Joel Albrecht**
- Growers Ag Service Special Products  
Kearney, Nebraska  
(308) 234-2124 - **Dennis Faith**

- Growers Service Special Products  
Columbus, Ohio  
(614) 276-5103 - **Jeff Keirns**
- Northwest Special Products  
Portland, Oregon  
(503) 238-9745 - **Mike Edminster**
- Pueblo Chemical & Supply Co.  
Special Products Division  
North Kansas City, Missouri  
(816) 221-2783 - **Brian Lawrence**
- Selco Supply Co.  
Greeley, Colorado  
(303) 351-7110 - **Gary Schmunk**



## PRODUCTS

### Professional soil testing is offered for lawn care

Green Pro Cooperative Services has developed a Professional Soil Testing Service especially designed for the lawn care industry. The service will provide a complete laboratory analysis with recommendations which cover 14 essential points including: organic matter content; pH; primary, secondary micronutrients; and soluble salts.

The items tested will be measured in parts per million and will show what is present and available to the plant, as well as the plant's nutrient requirements. The data is reported on an easy-to-understand form which makes a professional presentation to the customer.

All the necessary materials and sales aids for taking and marketing the tests are furnished to you with a 50 dollar deposit. The tests are billed as used for \$10.50 each. Easily marketed to both present and prospective clients, suggested charges range from \$18.75 — \$20.00 — \$25.00 per test. The results and recommendations are returned within two weeks.

Circle No. 150 on Reader Inquiry Card

### Irrigation system stops evaporation and runoff

Leaky Pipe, manufactured by Trek Services Corp., is a pipe that is built to leak, thus saving from 50 to 70 percent of the water that would ordinarily be used by a traditional irrigation system.

Produced from recycled automobile tires, Leaky Pipe is buried under the ground surface, where it exudes water evenly through thousands of tiny pores to maintain a constant moisture level at the roots of turf, where moisture is needed. Because water is below the surface, it is not subject to evaporation and runoff, and water is conserved.

Leaky Pipe has no sprinkler heads, which may interfere with lawn mowers. Installations consist of laying the pipe in a four inch deep trough. It waters the root zone of the turf by capillary action utilizing between two and six pounds of pressure.

The underground watering system also discourages weeds, since many weeds obtain moisture through their leaves rather than through their roots, where Leaky Pipe deposits it. Insecticides run through such pipes can also discourage ants, roaches and other insects from infesting homes.

Circle No. 151 on Reader Inquiry Card

### Inject pesticides into turf irrigation system

The time consuming job of periodically introducing fertilizers, herbicides, and nutrients into irrigation systems can now be done quickly with a new remote control injector developed by Jaeco Pump Company. This operation can be conveniently pre-

programmed or handled as far as several miles away.

Jaeco's new automatic fertilizer injector features a solid state device that is remote controlled by transmitter or CB radio. The sturdy rust-proof, corrosion-resistant unit operates from battery or other available power source.

A wide variety of gas and belt-driven models are also available with capacities ranging from one to 680 gallons per hour. Optional features include a preset timer and electrical switch. The injector is economically priced.

Circle No. 152 on Reader Inquiry Card

SUBDUE 2E

## California Issues Label For Pythium Fungicide

The California Department of Food and Agriculture has issued a label to Subdue 2E, a systemic fungicide that offers control of Pythium-caused turf diseases. Subdue has also been labeled for control of dampingoff root rot and stem rot caused by Pythium and Phytophthora in foliage plants, bedding plants, flowers, azaleas, woody ornamentals and conifers grown in nurseries.

For Pythium blight in established turf, Subdue can be applied as a preventative spray at a rate of 1

to 2 fluid ounces in 3 to 5 gallons of water per 1,000 square feet. To prevent Pythium dampingoff and Pythium blight in newly seeded areas, Subdue may be applied immediately after seeding at a rate of 1 to 2 ounces in 5 to 10 gallons of water per 1,000 square feet. Irrigation with one-fourth to one-half inch of water is to follow this application.

One treatment of Subdue will control Pythium for up to 21 days on established turf and up to 14 days on newly seeded areas.

**OFTANOL®**  
One shot.  
No other  
insecticide  
controls  
white grubs  
so well  
for so long.

The use of OFTANOL for turf pest control is registered in many states. Check with your state extension office for registration information.



One-shot white grub control with OFTANOL represents a dramatic breakthrough in turf management.

With a single application at the recommended rate, OFTANOL controls white grubs through the entire season.

82104 SPG



But that's only part of the story.

Properly timed, that same application can also control major insects such as billbug, chinch bug, Hyperodes weevil and sod webworm.

For example, apply OFTANOL for the first infestation of surface feeding insects. You'll establish season-long white grub control at the same time.



# Businessman Fines Those Who Quibble After The Contract

Rob Pollick, a mowing/maintenance businessman in Woodridge, Ill., was tired of servicing condominiums and receiving 400 different sets of lawn-care instructions. So, he drew up a contract that requires no one, except for a specific condominium board member, to instruct his work, and if the contract is violated, the offender is slapped a \$50 fine.

The idea for the contract began

on a condominium-job site where Pollick and his crew were working. During the day, he said, several people would come out of their condominiums and harass either himself or his crew. When the harassment became unbearable, Pollick says he gave a 30-day notice that he would be terminating his contract.

"When I did this the condominium board members decided to work with me," he says. "They

realized these people did not have enough knowledge to know what they were talking about, and together we set up a contract. They instigated a punishment, that was drawn up by their lawyers, and decided to fine all those who harassed us while working."

Since that time, Pollick has written a clause such as this to be used in all his condominium contracts. In this clause it states that he will work only with the board

members and will take instructions from no one else. This contract does not include a fine for offenders, and the choice of punishment is left up to the condominium board members.

In order for the contract to work effectively, certain guidelines must be followed, Pollick explains. He suggests before a contract is ever signed, the lawn care businessman should meet with the condominium board members and explain each point in the contract. "Iron out difficulties before they become a problem," he says.

## Go into detail

"At the time when they review my contract, I prefer to be right in the room with them, explaining everything in detail," Pollick adds. "Then when they come to the item concerning condominium home owners giving instructions, I can go into detail about what I expect and what I don't expect from them."

Pollick said the board members are usually very willing to work with him on this point, and although several of the condominiums have set fines for offenders, no one has yet been charged. Pollick believes this is because the condominium home owner has been made aware of the rules and has not wanted to challenge them.

Making the condominium home owner aware of what you are doing and why you do not want to be harassed is an important step in making your contract succeed, Pollick states.

"Let the home owner know exactly what you are doing before you ever begin to work," he explains. "Because most of them have in their own minds what you should be doing, and are not even aware of what you have been contracted to do."

## Monthly newsletter

Pollick says he lets the home owner know what he is doing by having his rules published in the condominium monthly newsletter, along with an explanation of the work he has been contracted to do. If the condominium does not have a newsletter, he suggests the information be posted on a bulletin where it can easily be seen.

No one is going to read the information, either, cautions Pollick, unless it is clear, straight forward, and brief. He advises to announce only the major details and nothing more. "Contracts should also be written out this way," he mentions, "or they are usually just ignored."

The clause mentioning Pollick will work only with board members is used only for his condominium contracts. "This part of the contract is not necessary for my other jobs, because there is never anyone around when I work on these jobs anyway," Pollick says, adding, "It would only be a waste of time."

However, when working with condominiums, Pollick says he feels a contract containing condominium home owner rules is absolutely necessary.

"I have been in the business for nine years," he says, "and I wouldn't repeat anything unless it worked."

**And it doesn't stop there!**

**Oftanol**

OFTANOL 215 251

Or, treat for Hyperodes weevil in the spring. You'll also receive white grub control for the entire season.

Other insecticides requiring multiple applications can't provide this performance and flexibility.

OFTANOL has other advantages, too: won't tie up in thatch... resists leaching... doesn't require watering in.



No wonder OFTANOL is the new insecticide turf managers are asking to learn more about. OFTANOL can fit into your insect control program, too. Ask your turf chemicals supplier for this free OFTANOL FACTS brochure.

**Don't trust your turf to anything less.**



**Mobay Chemical Corporation**  
Agricultural Chemicals Division  
Specialty Products Group  
Box 4913, Kansas City, MO 64120

OFTANOL is a registered TM of the Parent Company of Farbenfabriken Bayer GmbH, Leverkusen.



# How to Promote Your Business Without Spending a Fortune

By Alan Caruba  
Public Relations Consultant

Prior to the outbreak of the gypsy moth season, I wrote my local newspaper to urge our township committee to fund a spraying program for our town's beautiful parks and public areas. Shortly thereafter, my own trees were about to be sprayed and the service technician greeted me saying, "Gee, I read your letter to the editor and that was really great. We need that kind of support."

My thought was, "why didn't your company contact that same newspaper with a press kit of information on the gypsy moth and state the case for spraying?" Being a public relations consultant, it's natural for me to think in terms of using the print and electronic media to get my ideas across. I do not hesitate to send out news releases, call editors, or set up radio interviews. But for most independent businessmen, the idea seems out-of-reach because the lack the know-how to deal with the media. Here, then, is a primer on getting significant newspaper, radio and even television coverage if you plan your efforts in advance and pay attention to the deadlines by which these media function.

## You are the expert!

The first rule to understand is that you are the expert. It's your job to know the best procedures for lawn and ornamentals problems and how to overcome them. Your business prospers precisely in relationship to how good a job you do, but you must always work to insure that more people hear about your work. The best salesman is always a referral.

For the lawn care industry, the next major opportunity to demon-

strate your expertise concerns fall treatments. You know full well that many homeowners and others have no idea of the importance of over-seeding, and use of slow release nitrogen compounds, proper fertilization, and the application of pre-emergent herbicides.

Can you imagine how grateful the editor of a weekly or daily newspaper would be to receive a press kit that contained (1) a fact sheet on your company, (2) a

*"Public relations programs keep your company in front of the public in such a way that it's not a straight sell."*

feature article on overseeding, (3) a feature on slow release nitrogen applications, (4) proper fertilization procedures for pre-winter treatment and (5) the importance of a pre-emergent herbicide treatment to insure a weed-free lawn in the spring? And, if you included 5 x 7 or 8 x 10 black and white photos to illustrate the features, your local newspaper editor will kiss you on both cheeks!

**Fact:** All newspapers are desperate for good, informative feature material on subjects of interest and concern to their readers.

**Fact:** As long as you don't overdo the identification of your company in such features, they will run almost as you provide them. (Example: "According to Joe Ross of ABC Lawn Spray Company, Middletown, the best time to apply . . .")

**Fact:** Your press kit must be neat-looking and be prepared in a fashion to answer all pertinent questions. A professional writer with a background in public relations or marketing communica-

tions can easily assist you. One excellent source for such writers nationwide is Dial-A-Writer (212/398-1934) and you can even find writers listed in your Yellow Pages. Small public relations firms will also take on such assignments.

## Understanding the Media

What I have said thus far about newspaper applies equally, of

course, to radio and television. Bear in mind, all want timely news material. That means they want to know about newsworthy things before they happen, which, in the case of pre-winter treatments, means you have all summer or early fall to put your press kit together.

A weekly newspaper usually prints on Wednesday evening and needs data by the preceding Friday or Monday at the latest. A daily

newspaper needs a day or two to review possible feature material, but both require a follow-up, personal call to introduce yourself as "spokesperson" for your company.

Radio and television, of course, can respond as quickly as a phone call to interview you or by sending out a news crew. In terms of the lawn care industry, television is not a likely media as the subject does not lend itself to their kind of "action" coverage of floods, fires, et cetera.

## Make a Media List.

Literally list all the local newspapers, weekly and daily, read in your market area and then add in those where you want to expand. Do the same for all local radio-tv stations, include cable and public television outlets. And possibly local magazines that feature television listings, penny-savers, and church newsletters.

## Stockpile Data Resources.

Go back over earlier issues of *Lawn Care Industry* and similar sources of information about pre-winter treatments and photocopy articles which will help your professional writer or yourself to prepare features. These features will be double-spaced, typed, and rarely be more than three or four pages. The most pertinent information must go into the paragraphs on the first page and explain

## MARKETING IDEA FILE

### A Psychological Approach To Advertising

Ever since Evergreen Lawn of Chestnut Hill, Mass., began providing a pair of green-tinted sunglasses with their advertisement brochure, business has doubled.

Because not many brochures for lawn care, if any, provide a pair of sunglasses, Evergreen Lawn decided to carry the unique claim, "If you want a greener lawn, you can wear these . . . or you can call us."

"It's the idea of looking at life through rose-colored glasses," says James Connelly, president of Evergreen. "We wanted a clever, psychological approach to our advertising, and I think we found it."

The two-year old company worked through the Hill Holliday, Connors, and Cosmopolis advertising agency, with Pete Seronick as their agent. Seronick designed the brochure and the glasses upon six requests from Evergreen: the idea be unique, distinctive, something a customer would not throw away, a door-hanger, and not too extravagant.

Since the creation of the brochure, 3,500 have been distributed, and the company has doubled in size and business.

"We have people call up all the time asking for the company who has the glasses," Connelly says. "These glasses definitely have been a part of our success."

Connelly also said he feels the success of the brochure is due to the way it was distributed. The brochure was delivered in a plastic door-hanger bag, by hand, to residential neighborhoods. A phone call solicitation was then conducted in those neighborhoods. "However, the glasses were what people remember," Connelly adds.

The cost of the brochure was not extravagant, Connelly says, but it was more than the budget allotted for. "But, we decided to get a few ripples, we were first going to have to cast the pebble, and that included paying a little more for a good idea," Connelly says.

The glasses are also distributed at floor shows the company participates in. At the Hynes auditorium in Boston, the Patriot's cheerleaders distributed the pamphlets. Evergreen received 1,300 leads from that show.

The green glasses have almost, without trying, become our theme, Connelly says. With 1,500 more to deliver he is certain their success will continue.

**Broyhill**  
Parts Catalog

Broyhill's tradition of offering a comprehensive parts line for Turf, Lawn & Garden sprayers continues! Write for our listing of pumps, hose & fittings, valves, strainers, spray guns, nozzles, and more.

**NEW 1982 PARTS CATALOG**

**POWER SPRAYER GUIDE**

Concern for your spraying efficiency and effectiveness lead Broyhill to develop this up-to-date resource on pumps, agitation, nozzles & tips, booms, calibration, plus much more. Interested? Send \$2.00 per copy in check or money order to:

The Broyhill Co. - North Market Square  
Dakota City, NE 68731-0475  
(402) 987-3412



nations of that data follow on subsequent pages.

❑ **Think Before You Speak.**

Never say anything to a reporter that is not carefully considered. Off-the-record remarks are strictly forbidden. Say only what represents honest, useful information and opinion.

❑ **Good Public Relations Is The Truth.**

The only public relations is the truth! The truth never can harm you in the way a single lie or false claim can. Remember always, as you perform a service to readers or listeners by sharing your expertise, you are earning benefits in terms of their respect and the potential that they will call to engage your lawn care services.

❑ **Do You Need Special Training?**

No. You only have to be sure of

your facts (and, if you aren't, just say, 'I don't know, but I will check it out for you.') Does speaking on radio or being on TV make you nervous? It makes everyone nervous, but you're in charge because you're the expert, right?

Are the media your enemy? Will they try to ask trick questions? No, no and no. They will ask serious questions about the toxicity of some herbicides or pesticides you use. The answer to that is you always obey the laws and regulations regarding their use. Mainly, though, they want to know how their audience will be best served.

Public relations programs keep your company in front of the people to whom you want to sell your services in a way that is not "a straight sell" such as advertising. It demonstrates your company's concern for professional quality work to benefit your customers. It generates interest among those who discover benefits of good lawn care.





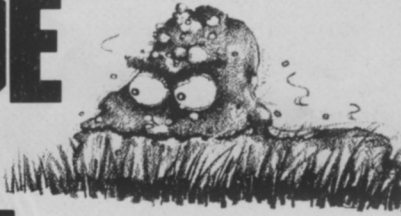


Ray Cole (far right), co-owner of Anniano Equipment Company, Garden City Park, Long Island, N.Y., accepted the Top Dealer Award during the recent Steve Willand, Inc./HMC (The Green Machine) dealer-awards trip to Bermuda. Also pictured are (standing) Dick Noering and H. Spencer Stone of HMC, Chip Cutler of Steve Willand, Inc., Dale Evenson, president of HMC, and (sitting), Bill Kroemer of Steve Willand, Inc.

**PR DO'S AND DON'TS**

- ❑ **Be prepared.** Know your facts on subjects such as herbicides and pesticides, how they're applied, their beneficial aspects against the myths of their dangers. Know something about the lawn care industry, its growth, its services.
- ❑ **Offer Information.** Provide people with useful information to help them make the decision to use your services.
- ❑ **Be Timely.** Don't wait until a particular "season" is over to provide your public relations program to the media. Always precede a particular season or seasonal problem with a news release or press kit explaining how to prepare for it or protect against it.
- ❑ **Always Follow-Up.** After submitting a news release or press kit, always phone the editor of the publication or the news director of the radio-tv outlet to introduce yourself, ask if they received it, ask if they can use it. Be prepared to send another complete kit because they often give these items the toss the first time around.
- ❑ **Answer All Inquiries Fast.** Don't ever keep a reporter waiting. Always answer as fast as possible. They are working against deadlines and their interest gives you access to their entire audience.
- ❑ **Never Off The Record.** Everything you say in person or in print must be accurate. Never speak "off the record." Be ready to assume everything you say can end up published.
- ❑ **Use Courtesy.** Everyone likes to be treated courteously. This is particularly true for members of the media. Try, though, to establish a personal rapport. Ask for their first name after a few minutes and use it. Give them your house number as well as business phone. Tell them you will answer any questions, any time.

NORTHROP KING PRESENTS

# THE HEAVY TRAFFIC, CLEAN MOWING, SALT TOLERANT, DISEASE FIGHTING, SUN-TO-SHADE GRASS SEED.

*No one grass seed combines every characteristic for every type of turf. That's why Northrup King research has developed a complete line of Medalist Turf Products to meet specialized professional needs.*

| MEDALIST TURF PRODUCT                            | MAJOR AREAS OF USE  | SPECIAL FEATURES  |
|--|---|---|
| Athletic Pro Mix                                 | High maintenance athletic turf  | Both are well suited for new seeding or overseeding. Fast establishing, excellent traffic tolerance, and rapid recovery. Provides good footing.                 |
| Athletic Pro II Mix                              | Low to moderate maintenance athletic turf.                                  |   |
| Boulevard Mix                                    | Any area with high pH (roadsides, sidewalks, boulevards, beachfronts, etc.) | Contains both "Fults" <i>Puccinellia distans</i> and Dawson red fescue which thrive on high saline or alkaline soils. Performs at low to high fertility levels. |
| Landscape Pro Mix                                | School grounds, cemeteries, golf course roughs, lawns                       | Fast establishing. Adapts to broad range of conditions and management levels. Low to moderate fertility requirements.   |
| Overseeder II Mix                                | Fairways, tees, athletic fields   | Fast establishing, traffic tolerant, disease resistant, penetrates compacted soil.  |
| Overseeder III Mix (Formerly Medalist North Mix) | Fairways, tees, cart paths, wear areas                                      | Long term quality in high traffic areas. Clean mowing and disease tolerant.   |
| Premium Sod Blend                                | Commercial sod producers  | Fast establishing, exceptional dark green color, shade tolerant, superior disease resistance.   |
| Special Park Mix                                 | Parks, commercial developments, lawns                                       | Low fertility tolerance, shade tolerant, adapts to wide range of soil types.  |

Ask your Northrup King distributor about the Medalist Turf Products for your needs. Or write Northrup King Medalist Turf Products, P.O. Box 959, Minneapolis, MN 55440.





THE RIGHT TRUCK *from page 1*

## Searching for the right truck



# There's nothing on earth like



Eclipse Kentucky bluegrass is bred for out-of-this-world beauty and performance. It thrives in sun and light shade and is the ideal base for sod blends and turf seed mixtures for golf courses, parks, playing fields, and home lawns, coast to coast. In national trials, Eclipse was proven to have greater resistance to powdery mildew, leaf rust, Fusarium blight, and dollarspot disease. Eclipse stands up to harsh winter weather and easily tolerates poor fertility and high heat. For a dark green, low-growing turf with strength, density, and texture, you can't do better than Eclipse. There's nothing like it anywhere on earth.

Eclipse Kentucky bluegrass seed available exclusively from:

GARFIELD WILLIAMSON, INC., 1072 West Side Ave., Jersey City, N.J.  
 JACKLIN SEED COMPANY, W. 5300 Jacklin Ave., Post Falls, Idaho • NUNES TURFGRASS, INC., 2006 Loquat Ave., Patterson, Calif.  
 TWIN CITY SEED COMPANY, 500 30th Ave., N.E., Minneapolis, Minn. • ROTHWELL SEEDS (IN CANADA), P.O. Box 511, Lindsay, Ontario

for these vehicles.

Nathan Robinson, with Leisure Lawn, Inc. Dayton, Oh., uses Both Ford and Chevrolet trucks. He expressed the opinion of many businessmen using these trucks, "Ford and Chevrolet trucks are just repaired quicker, and have better service than other makes, that's why I use them."

Northern Forestry/Landscape in Green Bay, Wis., exclusively uses the Jeep truck for its four-wheel drive, its good repair service, and for the fact it can be used in their winter snow-plowing business.

The majority of the businessmen preferred American trucks over foreign models. Many felt that the foreign trucks are too small, and parts are too difficult to find, while some replied, "We make our money here in America, why not spend it here?"

Albert Glowacki, president of Albert Glowacki Landscape, Inc. in Nantucket Island, Mass., however, uses five Toyota pickups in his business. Two of the trucks are diesel powered.

"I really like Toyota," Glowacki says. "They don't compare to American junk. They can be easily repaired, parts are very accessible, and they have excellent fuel economy."

### One-ton

Deborah Crawford, part owner of Pennturf Lawn Care Co. in Clinton, Pa., uses a Chevrolet one-ton along with a Volkswagon pickup, and is satisfied with both vehicles.

"The Volkswagon has been a very good little service vehicle for us," she comments, "but being in the steel industry here in Pittsburgh, people resent foreign vehicles. I assure them that the truck was assembled in New Stanton, Pa. However, I don't think I would ever buy a Japanese model, just for the protection of our business."

Sizes preferred by the businessman varied from one-half-ton pickups to 10-ton dump trucks. The one-ton truck, however, was the top choice among mowing/maintenance and lawn-care businessmen.

Stephen Corrigan, president of Mountain View Lawncare in Holyoke, Mass., feels the one-ton truck is the best choice. "I don't think the right job can be done with a three-quarter-ton truck. It just won't hold the load, and even if it does it won't last long. You just can't put a big enough spray tank on a three-quarter to do the job," he claims.

### Appropriate size

The appropriate size of a truck, however, was controversial, and many disagreed on just what the correct size was.

Ralph D. Stout, president of Southern Seeding in Greensboro, N.C., says there are times when a three-quarter may be needed. "Buy a truck that fits your needs," he cautions. "There are times when you don't need a two-and-a-half ton, and a three-quarter pickup is fine."

Those who preferred the one ton said they did so because it could sustain a large amount of weight, and yet could also be used for smaller jobs.

← Circle No. 105 on Reader Inquiry Card



The size of the businessmen's fleets also differed. For mowing/maintenance businessmen the size of their fleets range from 10 to 60 trucks with 22 trucks the average. The average cost per vehicle was \$9,000.

The size of lawn care company's fleets range from two to 50 trucks with eight trucks the average. The average cost of their vehicles, not including tanks or equipment, are also \$9,000, and \$15,000 including tanks and equipment.

The average size of the engines in the trucks is eight cylinders and 350 cubic inches.

Despite our sagging economy, 58 percent of the businessmen had purchased a truck in the last five months, and 92 percent within the last 12 months. The majority of these trucks were new, however, a few businessmen had found a good used vehicle, and one man suggested leasing a truck before its purchase.

Whether or not a used truck is a good bargain was a controversial issue among businessmen. Robert Kapp, owner of Kapp's Green Lawn in Munster, Ind., has for years purchased two-year old trucks from his Chevrolet dealer, and is completely satisfied with them.

William Wampler, president of Perf-A-Lawn of Michiana in Laport, Ind., has also purchased used trucks and is very pleased with their service. He also advises newcomers to the business to first lease their trucks with the option to buy. "This way your capital is not all tied up with your vehicle," he explains.

#### Never again

"With our used truck," however, remarks Matthew Stano, president of Stano Landscaping, Inc., in Milwaukee, "we bought nothing but problems, and I would never do it again." Stano says he purchased the used vehicle from a private business.

Many of the lawn-care operators agreed that it is less of a risk to purchase a one-and-a-half-ton used truck than it was to buy a smaller truck. "The smaller trucks just wear out in three years, so what good are they used," adds one operator.

Operators said there were three major reasons they were attracted to the brand of truck they purchased, whether it was new or used. First, they are working with a good dealer, and second, the truck is dependable. Third, they like the company's repair service.

The overall number one factor businessmen said they looked for was dealer service. Are they working with a man who just wants one or two sales, or does he really care about what happens to their business in the next fifty years?

"The most important element when you buy your truck," says Mike Morawski, president of Turf Management in Rochester, Mich., "is to find a knowledgeable salesman who understands your needs."

Morawski says the second step is to look for a company that will provide good service. He says the GMC dealer they are working with has a service shop open until midnight, and always has the right parts available.

### "Our used truck was nothing but problems."

With gasoline prices rising, fuel economy was also a major discussion. Only a few operators, however, had switched from gasoline to diesel or propane, many felt the conversion process just too expensive.

Mountain View Lawn Care's GMC one ton is running on diesel, and Stephen Corrigan, president, says, "It is not saving us money today, but hopefully in the future it will."

Corrigan adds, however, that maintenance costs have already been reduced with the changeover to diesel. Diesel fuel is currently the same price as gasoline.

Brent Stromberg, president of Lawn Life in Salt Lake City, Utah, has converted one-half of his 13-truck fleet to propane.

"The trucks are running equal if not better," he says, "and I have discovered no loss of power that is

rumored to occur with propane."

Propane currently costs between 55 cents and 75 cents a gallon.

Many businessmen mentioned that although they would not be converting their trucks to propane or diesel, in the future they will be purchasing trucks equipped with tanks for both gasoline and diesel or propane.

Among the businessmen's many differing opinions, one point stood firm — the lawn-care businessman takes great pride in his trucks and shops hard for the best.

"Our trucks portray our image and the quality of our service," says Robert Loeb, president of Total Ground Care in Dallas. "Mismanagement of equipment is one of the great losses of this industry. A truck that is clean and neat, and has a well-painted sign, says a lot for an operator and his business."

# We've got killing weeds down to a formula.

If you're looking for solutions to tough weed problems, Diamond Shamrock offers you three phenoxy formulations from the Turf Care™ products line that get the job done effectively and more economically than the other leading postemergence herbicide.

**MCPP-K-4.** Excellent early control of those hard-to-kill weeds that 2,4-D herbicides can miss... clover, chickweed and plaitain.

MCPP-K-4 is absorbed by weeds and translocated to the root system, so weeds are killed where they live.

What's more, MCPP-K-4 is easy on tender grass too. If necessary, you can reseed within two weeks.

**Amine 4D.** This selective post-emergence herbicide controls a wide variety of broadleaf weeds on established turf. Amine 4D is

especially effective against dandelions. And it's gentle on most grasses.

Amine 4D is low in volatility, so it won't vaporize, even in hot weather.

**MCPP+2,4-D Amine (1 Plus 1).** A new phenoxy formulation of MCPP and 2,4-D that combines excellent killing action with economy and convenience.

Designed in a packaged mix, MCPP+2,4-D Amine (1 Plus 1) delivers effective control of hard-to-kill and common broadleaf weeds with better economy than the other leading postemergence herbicide.

It's ideal for early season use on established turf because it provides first rate killing action with gentleness to most grasses. And areas around trees can be treated without risk of root injury.

Compare Diamond Shamrock

phenoxy formulations with other herbicides. You'll find that application for application, you can't beat our formula for beating weeds season after season.

Always follow label directions carefully when using turf chemicals.



**Diamond Shamrock**  
Agricultural Chemicals Division  
Diamond Shamrock Corporation  
1100 Superior Avenue  
Cleveland, Ohio 44114







Mary Bennett and Frank Lisk, course superintendent at Oswego Country Club, Oswego, N.Y., commemorate their wedding atop a Jacobsen HF-15 mower tractor as part of the festivities.

DEALERS from page 1

## Service Dealers Must Comply With Standards

brakes, but he will be affected in several other ways. To disassemble the engine — or, in many cases, just to remove it from the mower — a brake/clutch must be removed and then re-installed. The brakes and ignition-kill devices may require servicing themselves.

In addition, a dealer will have to check every unit to make sure that it meets the safety standards when it leaves his shop and keep a record of that inspection. If the owner disengages the dead man brake in order to save operating costs and then injures himself, his dealer may be held responsible in a court of law.

Certainly the legal implications

should be considered by service dealers.

Joe Homan, president of Lawn and Golf Supply Co., Phoenixville, Pa., says he is aware of the legal problems involved and will not allow a mower to leave his shop until it is repaired exactly the way it left the manufacturer.

"If the customer insists on not having the safety features reinstalled, then I am going to require them to sign a waiver," Homan said. "This way the dealer is off the hook."

### Design alternatives

Many types of safety brakes have been developed over the past few years. The three practical design alternatives are: ignition kill with manual start, ignition kill with electric starter/battery systems, and brake/clutches with manual start.

The ignition kill with manual start is the simplest. When the deadman control is released, a switch grounds the engine ignition. At the same time, a brake is applied to the engine flywheel to stop the blade. Both band and disc type brakes will probably be used by the engine manufacturers, without which the engine would coast for more than three seconds.

The electric starter/brake system functions so that when the deadman control is released, the engine ignition is shut off and a brake is applied to the engine flywheel to stop the blade. The standard requires (by implication) that an engine-mounted alternator must be used to keep the battery fully charged all the time.

The break/clutch or the break-away clutch differs from the other two in that when the deadman control is released, the blade is decoupled from the engine and is stopped, while the engine continues to run. This way the engine need not be re-started and fuel will not be wasted.

### Buy older units

Ken Westernan, parts supervisor of Champion Turf Equipment, Inc., Kansas City, Mo., believes many users will buy older mowers rather than put up with the new safety devices.

"These safety devices are costing an extra \$40 to \$100 per mower. I think the customer is just going to take them off, he has safety belts and interlock systems, why not these?"

Because they are not using the brakes, Westernan says he believes they are not going to pay for them, and thus will purchase older models. The older models also can be repaired without the worry of having to re-install the brake/clutch.

"The only thing really certain right now concerning the Consumer Product Safety Commission safety standards is that the manufacturer and the dealer will be complying with them, because they have no choice," he said.

# This magazine gives you good reading, good writing and good arithmetic.

We present the information in our articles clearly, accurately and objectively. That's good writing. Which means good reading.

We present the information in our circulation statement clearly, accurately and objectively. That's good arithmetic.

BPA (Business Publications Audit of Circulation, Inc.) helps us provide precise and reliable information to both advertisers and readers.

An independent, not-for-profit organization, BPA audits our circulation list once a year to make sure it's correct and up to date. The audit verifies your name, your company, your industry and your job title.

This information enables our advertisers to determine if they are reaching the right people in the right place with the right message.

The audit also benefits you. Because the more a publication and its advertisers know about you, the better they can provide you with articles and advertisements that meet your information needs.

BPA. For readers it stands for meaningful information. For advertisers it stands for meaningful readers. Business Publications Audit of Circulation, Inc.  
360 Park Ave. So., New York, NY 10010.



**We make sure you get what you pay for.**



## Average Business Cost: \$45 For Each Account

clients and they all joined in the past year, call the deal off," he warns. "Customers gained that quickly could only be gotten by cheap pricing or hot-shot advertising, and neither make good customers."

An examination of the equipment is the final point. If it is too old, abused, or cheap, try to negotiate with the seller to sell his customer list separately from the equipment. Also, if the equipment does not match your own, the new tools needed for their repair may make the seller's equipment a poor bargain.

Joseph Griggs, regional manager of Tru Green Corp. in East Lansing, Mich., says no matter what the price is right now, he would not advise buying a lawn-care business. Kingsley, however, disagrees, and says because of the economic crunch we are now in, prices are lower, and now is a very good time to buy.

### Think twice

"Today, you had better think twice about getting into the business. Yet, for those with skill, knowledge, and patience, the lawn-care boom is still going on and potential remains. The potential does not remain," Kingsley adds, "for those people who think because they have a spreader and a fertilizer, they are in business. That is where the gold rush ends."

Today, the majority of companies who are leaving the gold rush are selling at price rates per customer account. The average across the country per account is \$45 with an extreme high of \$100. Again, Kingsley says, often the price is unimportant, it is the value you are receiving for your money that matters.

The purchaser is not the only person looking for good value, the seller also looks for a deal in his trade. The key question he will be asking is, "What is the value of my business to whom?"

Kingsley advises the seller first to approach the local lawn-care businessmen in his area. A local buyer is likely to pay more for customers in his same area than someone outside the area. If the local companies are not interested, then try the large national firms in the metropolitan areas, Kingsley says, adding that these firms are always willing to branch out and will buy. However, they will not discuss business with a company going bankrupt.

### Spinning wheels

Advertising locally and selling the company to a new starter is just "spinning your wheels," Kingsley claims. He adds that anyone interested in buying your business already knows you are selling, making advertising a waste of time. Start-ups are not a good risk either, he says, because they usually do not have sufficient capital.

For both the buyer and the seller, good negotiation techniques are required if there is to be a sale at

all. Let the hard facts rule. Neither party should try to pressure with power or exaggerated praise. Poor negotiating also occurs when one party is unwilling to compromise, doesn't listen very closely to the other side, or misses the variety of alternatives present in each negotiation.

Robert Miller, vice president of the ChemLawn Corp. in Columbus, Ohio, where businesses are selling at \$20 to \$60 per customer account, says good negotiating is a must before any business purchase can take place. "Each situation is different, there is no set pattern," he says, "and you have got to look at all the liabilities and assets, and

to page 22



ChemLawn VP Don Luke, left, presents the C.G. Knorr family, Hartford, award as the corporation's millionth customer.

## ALL SEED IS NOT CREATED EQUAL!



Not every Kentucky Bluegrass seed can produce a grass that tolerates up to 65% shade and still grows vigorously. Not every seed can produce a grass that can stand the stress of drought, cold and extreme heat. Not every seed can produce a grass that can survive low and high altitudes, poor soil and sand. Not every seed can produce a grass that tolerates short mowing down to as little as one-half inch. Not every seed can produce a grass that can stand up to the wear and tear of baseball, football and horse racing. But then, not every seed is Warren's A-34 BenSun Kentucky Bluegrass ...it can and does!

**Warren's**  
SEED DIVISION

Circle No. 116 on Reader Inquiry Card

Box 459 R.R. • Suisun City, California 94585 • (707) 422-5100

Corporate Offices: Warren's Turf Nursery, Inc. • 7502 South Main Street • Crystal Lake, Illinois 60014 • (815) 455-5100



then determine price."

One of the most important factors that needs careful negotiation is the price per customer account. The purchaser should request thorough information and have an accountant look over all the records. This will determine, Miller says, the size of the customer's jobs, the longevity of the customer's accounts, and the collec-

tion ratio on these customers.

The size of the customer's job will help set the price. A customer with a large job is obviously worth more than a customer with a smaller job. Customers who have been with the company for only one year are usually worthless, since on the average 30 to 40 percent leave after one year. The customer who does not pay his bill

## GREEN PRO COOPERATIVE SERVICES

presents

### EQUIPMENT WORKSHOP AND FALL PROFITS SEMINAR

#### ALL NEW 1982 "SUCCESS THROUGH SEMINARS" FALL SERIES

Each Session

Begins 9:15 a.m. — Ends 5:15 p.m.

- Add THOUSANDS of extra profits THIS FALL
- Full instructions on the use of the equipment that will MAKE YOU MONEY
- Pre-Tested — Complete Information — Advertising — Pricing — Portfolio
- Discounts of up to 20% on equipment, products and other services
- FREE samples — \$50 door prize drawing — Luncheon — and MUCH MORE

#### ROCHESTER AREA

Tuesday, Sept. 28

#### PITTSBURGH AREA

Thursday, Sept. 30

#### BOSTON AREA

Tuesday, Oct. 5

#### HARTFORD AREA

Thursday, Oct. 7

#### NO. NEW JERSEY/ROCKLAND

Monday, Oct. 11

#### CENTRAL NEW JERSEY

Tuesday, Oct. 19

#### VALLEY FORGE, PA.

Thursday, Oct. 21

#### LONG ISLAND, N.Y.

Tuesday, Oct. 26

NEED MORE INFORMATION? (516) 483-0100

#### TO REGISTER!

Send \$75 per person, listed on your letterhead to:

Grass Roots, Inc.

380 S. Franklin St.

Hempstead, New York 11550

Check/Visa/Mastercard

\* **DON'T MISS ONE THIS YEAR** \*

Circle No. 106 on Reader Inquiry Card

is also worthless, and will only be a tax write-off.

A customer list of residents all in an upper-class neighborhood can be expected to cost much more than a list of customers in a low-income area.

Once these terms have been negotiated, Miller says to negotiate smaller matters. Find out if there are leases to take over, if the company has liabilities, and what kind of payment terms will be expected. Details are important and careful negotiation between both parties will lead to a successful transaction.

With companies selling out at \$45 to \$55 on the average per customer account, the value of buying a company's customer list with respect to the cost of advertising has to be questioned. George Brandt, vice president of Brandt Sod Farms Inc., in Palatine, Ill.,

Paul Bizon, president of Pro-Grass Lawn Service, Inc., in Hubbard, Ohio, said his company could not afford this method of expansion. Accounts are selling at \$50 to \$55 on the average in Bizon's area, and he says with the advertising a company has already put down to let their name be known, a little extra advertising will bring in any needed customers.

Because once a company is sold, and previous customers have no legal bind to stay with the new buyer, Joe Stout, president of Complete Lawn Service, Inc., in Arlington, Va., will not purchase a company by the customer-account method.

"I think it is better to have your business appraised and get the goodwill in its entirety. It could be a real financial killer to pay for 700 customers and only get 350."

*'Details are important and careful negotiations will lead to a successful transaction.'*

says that advertising to get a customer will cost \$20 per account. Advertising campaigns also usually take two to three years to bring in clients.

Keith Wiedler, president of Shur Lawn Co. in Omaha, Neb., where businesses are being sold at \$40 per customer account, says he will only buy another company if it is in a different location than his own.

"I don't see any value in buying another firm's customers in a population of our size (the company is located in a metropolitan area of one-half million people). You have already spent your time and money in advertising to get your name known, and if the company goes out of business you will get a percentage of those customers anyway," Wiedler explains.

For a company that wants to saturate a market, buying a business's customer list will definitely move them quicker into the market. However, in order to do this the company must be heavily capitalized.

Recently Stout purchased a company in its entirety, paying one set price, and never negotiating customer accounts. The price, he says, mainly reflected the value of the equipment. Of the seller's customers only 40 percent remained with Stout. Many left because the new prices were higher than what they had been paying. However, many saw the extra service they would receive and the higher quality, Stout adds, and stayed on.

Buying another's business is tricky no matter what method is used, Stout warns, and legal counseling can save a lot of problems. "I would say don't buy another's company unless they have a good reputation and are strong financially. If you are a beginner, start out small and grow. If you are an established company," Stout says, "just make sure you have those customers before you pay for them."

Buying and selling a company is tricky business, but with careful evaluation of the company along with good negotiation techniques, transactions can take place

## Scientific Guide To Pest Control Operations

by Dr. L.C. Truman

Dr. G.W. Bennett and

Dr. W.L. Butts

Domestic: \$29.50\* (hardcover)  
Foreign: \$34.50\* (hardcover)

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is designed to provide a sound basis for studying the scientific aspects of pest control and promote technical competence. It places emphasis on urban and industrial pest problems. This volume also covers the laws and regulations concerning the pest control industry.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is written for owners, supervisors, servicemen, salesmen, students, persons preparing for state certification under the EPA/state programs for commercial pesticide applicators, and people interested in structural pest control.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS - a must for anyone involved in the field of pest control!

Return this coupon to: Book Sales

Harcourt Brace Jovanovich Publications  
One East First Street, Duluth, MN 55802

Domestic: \$29.50\* (hardcover)  
Foreign: \$34.50\* (hardcover)

YES! Please send me \_\_\_\_\_ copy(ies) of the SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS.

A check or money order for \_\_\_\_\_ is enclosed.

Please charge to my Visa, Master Card, or American Express (circle one)

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

\*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Date \_\_\_\_\_

Quantity rates  
available upon  
request.

Please allow 6-8  
weeks for delivery.

LCI 82

## TURF MANAGERS' HANDBOOK

By Dr. William Daniel and

Dr. Ray Freeborg

\$23.95\* hardcover \$18.95\* paperback

This essential reference book covers:

- scope and organization
- grasses and grooming
- rootzones and water
- nutrition
- pests and controls
- uses of turf
- serving turf needs
- AND MORE

The TURF MANAGERS' HANDBOOK is an easy on-the-job reference to planning, purchasing, hiring, construction, and plant selection. These 424 pages contain 150 illustrations, 96 color photographs plus 240 tables and forms.

#### Ordering Information

Please send \_\_\_\_\_ copies of the hardback (\$23.95\* ea.)

\_\_\_\_\_ copies of the paperback (\$18.95\* ea.)

Quantity rates available upon request.

\*Please add \$3.00 per order plus \$1.00 per additional

copy for postage and handling.

Please charge to my Visa, Master Card, or

American Express (circle one)

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Please allow 6-8 weeks for delivery.

Signature \_\_\_\_\_

Name (print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Send to: Book Sales

Harcourt Brace Jovanovich Publications

One East First Street

Duluth, MN 55802

LCI 82



**ORDER  
YOUR COPY  
NOW!!!**



Circle  
the  
Reader  
Service  
numbers  
of those  
items of  
interest  
to you.

Inquiries serviced for 90 days from date of issue. For those countries outside the U.S., please apply appropriate postage before mailing.

## READER SERVICE INFORMATION CARD 8-82 2

For more information on products or services mentioned in this issue, circle the corresponding numbers below, fill in appropriate information and mail today.

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 101 | 108 | 115 | 122 | 129 | 136 | 143 | 150 | 157 | 164 | 171 | 178 | 185 | 192 | 199 | 206 | 213 | 220 | 227 | 234 |
| 102 | 109 | 116 | 123 | 130 | 137 | 144 | 151 | 158 | 165 | 172 | 179 | 186 | 193 | 200 | 207 | 214 | 221 | 228 | 235 |
| 103 | 110 | 117 | 124 | 131 | 138 | 145 | 152 | 159 | 166 | 173 | 180 | 187 | 194 | 201 | 208 | 215 | 222 | 229 | 236 |
| 104 | 111 | 118 | 125 | 132 | 139 | 146 | 153 | 160 | 167 | 174 | 181 | 188 | 195 | 202 | 209 | 216 | 223 | 230 | 237 |
| 105 | 112 | 119 | 126 | 133 | 140 | 147 | 154 | 161 | 168 | 175 | 182 | 189 | 196 | 203 | 210 | 217 | 224 | 231 | 238 |
| 106 | 113 | 120 | 127 | 134 | 141 | 148 | 155 | 162 | 169 | 176 | 183 | 190 | 197 | 204 | 211 | 218 | 225 | 232 | 239 |
| 107 | 114 | 121 | 128 | 135 | 142 | 149 | 156 | 163 | 170 | 177 | 184 | 191 | 198 | 205 | 212 | 219 | 226 | 233 | 240 |

### PLEASE CHECK BELOW YOUR PRIMARY BUSINESS AT THIS LOCATION:

#### A. CONTRACTOR OR SERVICES:

- ☐ Lawn care service business involved primarily with fertilization, weed, and insect control.

Please specify method of application:

10 ☐ Liquid    11 ☐ Dry    12 ☐ Both

- 20 ☐ Primarily mowing/maintenance service  
30 ☐ Landscape contractor/lawn service company  
40 ☐ Nursery or garden center/lawn service company  
50 ☐ Pest control/lawn service company  
60 ☐ Irrigation contractor/lawn service company

#### B. GROUNDS CARE/MAINTENANCE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:

- 110 ☐ Private or public estate

- 120 ☐ School, college, university, hospital, or similar facility  
130 ☐ Condominium housing development or industrial park  
140 ☐ Government grounds; parks, around municipal buildings, military facilities  
150 ☐ Cemetery or memorial garden  
190 ☐ Other (please specify) \_\_\_\_\_

#### C. SUPPLIER

- 210 ☐ Chemical dealer or distributor  
220 ☐ Equipment dealer or distributor  
230 ☐ Seed broker/dealer  
240 ☐ Sod grower

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ TELEPHONE (    ) \_\_\_\_\_

AREA CODE

I WISH TO RECEIVE (CONTINUE RECEIVING) LAWN CARE INDUSTRY EACH MONTH ☐ YES ☐ NO

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_





NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

# BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 665 DULUTH, MINNESOTA

POSTAGE WILL BE PAID BY ADDRESSEE

READER SERVICE DEPARTMENT

**LAWN CARE INDUSTRY**

POST OFFICE BOX 6200  
DULUTH, MINNESOTA 55806



**GET  
MORE  
FACTS**



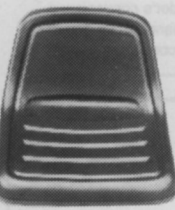
EPA Registers Banol Fungicide

Banol Turf Fungicide, made available for Pythium blight control in mid-1981 through an Experimental Use Permit (EUP), has now been registered by the EPA. Marketed by TUCO Agricultural Chemicals, Division of The Upjohn Company, Banol has demonstrated efficiency in control of Pythium blight when tested on turfgrass. It is a water soluble liquid concentrate with propamocarb hydrochloride as active ingredient. Approved label use includes rates of 1.3 to 4 fluid ounces of Banol in 2 to 5 gallons of water per 1,000 square feet as a preventive treatment when weather conditions favor development of Pythium blight. A repeat application may be made in seven to 21 days if weather conditions remain favorable for disease developnent.

Optimum temp

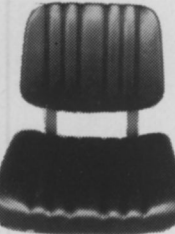
According to researchers, disease development appears most favorable when the maximum daily temperature is 86 degrees Fahrenheit or higher followed by 15 or more consecutive hours with relative humidity at 90 percent and above, while night temperature remains 68 degrees Fahrenheit or warmer. Under the Environmental Use Permit the effectiveness of Banol in controlling Pythium blight was evaluated in over 400 golf courses in 26 states. The majority of superintendents used Banol as a preventative treatment when weather conditions favored disease development. Where low to medium disease levels did occur, 97 percent of the golf course superintendents reported effective control when Banol was applied at a rate of 1.3 to 2 fluid ounces per 1,000 square feet.

New Tractor & Implement Seats These high quality seats can be used on industrial, commercial, or farm equipment. Available to you now at these tremendous savings!



Foam filled, vinyl cover, 4 bolt steel base 17" wide, 15" deep, 6" back \$50 Value

Item #1743 . \$17.40



Foam filled, vinyl cover, 4 bolt steel base 20" wide, 19" deep, 12 1/4" back

Item #1744 . \$25.50

Seat #1744

Seat #1745

Heavy duty seamless vinyl seat, excellent for farm, construction, and forklift equipment. Steel mounting base equipped to take gliders. 21" wide, 18" deep, 18" back

Item #1745 . \$46.00

Giders for seat #1745

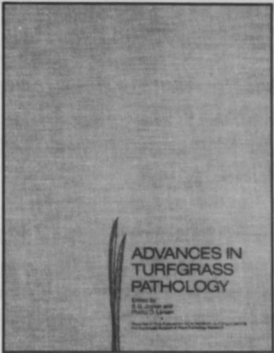
Item #1746 . \$13.50 /pair

\*Above items can be shipped UPS-COD. Send \$1 for Discount Catalog on engines, log splitters, trailer parts, generators, hydraulic parts, and more.

Northern Hydraulics P.O. Box 1261 Dept.LC18-3 1211 Cliff Road Burnsville, MN 55337 QUICK & EASY ORDERING \*CALL (612) 894-8310\*

Advances in Turfgrass Pathology

published by HARCOURT BRACE JOVANOVIICH PUBLICATIONS in cooperation with Dr. B. G. Joyner, Dr. P. O. Larsen and Chemlawn Corporation



This extensive volume contains chapters on: turfgrass diseases cool v.s. warm season pythium blight and other related pythium problems snow molds of turfgrasses fairy rings leaf spot of Kentucky Bluegrass in Minnesota initial and field fungicide screening turfgrass disease resistance PLUS MUCH MORE!

ADVANCES IN TURFGRASS PATHOLOGY is a compilation of more than 23 reports and discussions by the nation's leading turfgrass pathologists. Explore the diseases that attack turfgrass. Find out how to conquer the battle of turfgrass diseases. KEEP CURRENT WITH NEW IDEAS ON HOW TO HANDLE TURFGRASS PROBLEMS WITH ADVANCES IN TURFGRASS PATHOLOGY.

\$27.95\* (hardcover) \$18.95\* (paperback)

COPIES LIMITED — DON'T DELAY!

Return this coupon to: Book Sales Harcourt Brace Jovanovich Publications One East First Street, Duluth, MN 55802 YES! Please send me \_\_\_\_\_ copy(ies) of ADVANCES IN TURFGRASS PATHOLOGY.

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

\$27.95\* hardcover \$18.95\* paperback Quantity rates available on request.

A check or money order for \_\_\_\_\_ is enclosed. \*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Please charge to my Visa, Master Card, or American Express (circle one) Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Please allow 6-8 weeks for delivery. LCI 82

A wealth of instructional and technical material designed to make your job easier

- 010, 015 - ADVANCES IN TURFGRASS PATHOLOGY \$27.95 hardcover, \$18.95 paperback
- 340 - CONSTRUCTION DESIGN FOR LANDSCAPE ARCHITECTS \$34.50
- 345 - COST DATA FOR LANDSCAPE CONSTRUCTION 1982 \$27.50
- 410 - DISEASES & PESTS OF ORNAMENTAL PLANTS \$29.95
- 660 - DISEASES OF SHADE TREES \$23.50
- 610 - DISEASES OF TURFGRASS \$30.00
- 795 - FIRST AID MANUAL FOR CHEMICAL ACCIDENTS \$16.50 paperback
- 800 - THE GOLF COURSE \$35.00
- 455 - GRAFTER'S HANDBOOK \$16.95
- 480 - GREENHOUSE MANAGEMENT FOR FLOWER AND PLANT PRODUCTION \$15.35
- 490 - GREENHOUSE OPERATION & MANAGEMENT \$19.95
- 350 - HANDBOOK OF LANDSCAPE ARCHITECTURAL CONSTRUCTION \$48.50
- 360 - HOME LANDSCAPE \$24.95
- 510 - HORTUS THIRD \$99.50
- 690 - INSECTS THAT FEED ON TREES & SHRUBS \$47.50
- 530 - INTERIOR PLANTSCAPING \$28.50
- 335 - LANDSCAPE DESIGN THAT SAVES ENERGY \$9.95 paperback
- 370 - LANDSCAPE OPERATIONS: MANAGEMENT, METHODS & MATERIALS \$19.95
- 545 - MODERN WEED CONTROL \$21.50

BOOKSTORE

- 555 - THE NEW YORK BOTANICAL GARDEN ILLUSTRATED ENCYCLOPEDIA OF HORTICULTURE \$525.00
- 665 - OXFORD ENCYCLOPEDIA OF TREES OF THE WORLD \$24.95
- 355 - PERSPECTIVE SKETCHES \$19.50
- 365 - PLAN GRAPHICS \$21.00
- 700 - THE PRUNING MANUAL \$14.95
- 790 - RECREATION PLANNING AND DESIGN \$37.50
- 380 - RESIDENTIAL LANDSCAPING I \$22.50
- 710, 720 - SHRUB IDENTIFICATION \$18.00 hardcover, \$8.00 paperback
- 375 - SITE DESIGN AND CONSTRUCTION DETAILING \$24.00
- 750 - TREE IDENTIFICATION \$9.95
- 760 - TREE MAINTENANCE \$35.00
- 385 - TREES FOR ARCHITECTURE AND THE LANDSCAPE \$11.95
- 770 - TREE SURGERY \$18.95
- 650 - TURFGRASS MANAGEMENT \$19.95
- 630 - TURFGRASS: SCIENCE & CULTURE \$25.95
- 640 - TURF IRRIGATION MANUAL \$22.95
- 620 - TURF MANAGEMENT HANDBOOK \$14.65
- 110, 120 - TURF MANAGER'S HANDBOOK \$23.95 hardcover, \$18.95 paperback
- 565 - WEEDS \$34.50
- 560 - WEED SCIENCE \$24.50
- 570 - WESTCOTT'S PLANT DISEASE HANDBOOK \$34.50
- 580 - WYMAN'S GARDENING ENCYCLOPEDIA \$29.95

CLOSEOUTS

ORDER THESE TITLES AT SPECIAL REDUCED PRICES!

- 430 - FLOWER & PLANT PRODUCTION IN THE GREENHOUSE \$13.60
- 440 - FUNDAMENTALS OF ENTOMOLOGY & PLANT PATHOLOGY \$18.50
- 450 - GARDENING IN SMALL PLACES \$6.75
- 460 - GREENHOUSE ENVIRONMENT \$21.20
- 500 - HORTICULTURAL SCIENCE \$18.80
- 540 - INTRODUCTION TO FLORICULTURE \$25.00

Mail this coupon to: Book Sales Harcourt Brace Jovanovich Publications One East First Street, Duluth, MN 55802

Name \_\_\_\_\_ Street Address \_\_\_\_\_ P.O. Box Number \_\_\_\_\_ City/State/Zip \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_ Phone Number \_\_\_\_\_

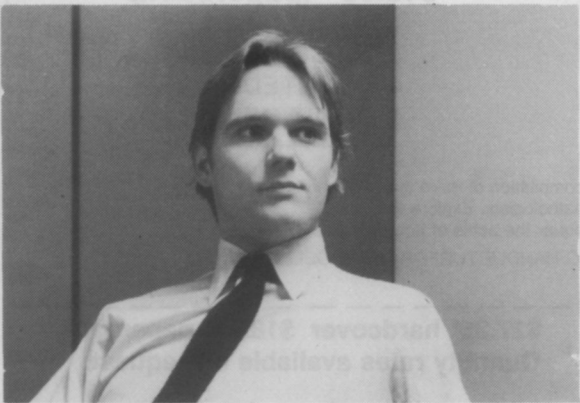
Please send me the following books. I have enclosed payment\* for the total amount. Please charge to my Visa, Master Card or American Express (circle one) Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

| BOOK NUMBER AND TITLE | QUANTITY | PRICE | TOTAL PRICE |
|-----------------------|----------|-------|-------------|
|                       |          |       |             |
|                       |          |       |             |
|                       |          |       |             |
|                       |          |       |             |
|                       |          |       |             |

\*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling. (postage & handling) Please allow 6-8 weeks for delivery Prices subject to change. Total Enclosed \_\_\_\_\_ Quantity rates available on request



# MEMOS



## The Great Truck Debate

An interesting sidelight to our "Searching For The Right Truck" article on page 1 is a letter we received from a reader in response to an article in the March issue by Greg Richards, vice president of operations for Hydro Lawn in

Gaithersburg, Md., called, "The Effect of Route Efficiency On Cash Flow and Profitability."

The reader, Robert Brown, with Michigan Lawn Spray, Inc., in Sterling Heights, Mich., writes:

"I enjoyed your article on efficiency in the March issue, and in as much as I feel I have a most efficient operation myself, it appears that Greg Richards has done a great job in keeping numbers and is headed in the right direction."

I put all of his numbers in my TRS 80 computer and find that Greg is working 188 days a year averaging 120,000 square feet per day. His truck cost of \$10,000, plus the fact that he only gets 8.5 miles per gallon, indicates to me that he uses a big truck of 1,000 gallon capacity or more.

Here's the kicker — (ed.)

If Greg wants to be efficient he should cut way down on the water he is using and get a smaller truck. I do 120,000 square feet, with only 112 gallons of water and carry it on a Datsun, getting

an average of 18 miles per gallon, and have been doing low volume spraying for years. My Datsun can carry enough material to last one of Greg's operators two and a-half days without a refill. That's efficiency! I now use 9/10 gallon per square foot. Who said we have to use three to 10 gallons per 1,000 square feet? Nobody told me that, but then nobody was around when I started 15 years ago. — Robert Brown."

The point is that no one vehicle will prove suitable for each and every company's route requirements. Calculations — with or without a computer — should be made to maximize your profitability.

*Paul Shochoy*

## CLASSIFIED

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

### FOR SALE

#### Used Spray Units for Sale

1,250-gallon stainless steel tanks, Mechanical agitation. FMC 20 gallon/minute pump. Hanney electric reel. Ford F600 and Chevy C60's — '76's, '77's, '78's and '79's. Call 502-241-7341. TF

**1981 Used Spray Units For Sale** — 1250 gallon tanks. John Bean F.M.C. 20-20 pumps. Steel beds. 16 HP Kohler engine. Ford F600's. Call 502-241-7341. TF

**FOR SALE:** Well established liquid lawn fertilizing business in Cheyenne, Wyoming. Send inquiries to P.O. Box 1753, Cheyenne, Wyo. 82003 or phone 303-635-1875. 8/82

For Sale—Finn Hydroseeder, 800 gallon 200 feet 1½" hose. Like new. Electric reel, platform for top discharge, mounted on Finn trailer. Contact: Garry Struyk, 402-592-2233 or 712-328-3909. 8/82

For sale — 1978 Ford truck (19,670 mi.), 1600 gallon steel tank mounted in steel platform, mechanical agitation, Bean pump series 20, 2 Hannay electric reels with 500 ft. of hose each, PTO and hydraulics, excellent condition, \$9,800. In Ohio call 800-282-6746, outside Ohio call 614-387-1880. 8/82

For Sale — Finn Hydroseeder, 1,000 gallon, 1973, mounted on 1971 F 700 Ford — Good condition — \$9,000.00 — 1974 Renico Mulcher Model M60f6AB — \$2,000.00 — Brillion Seeders \$600.00 — Stone Pickers 1974, Pixtone — \$1,000.00 — Write Yeneral Tree Co., R.D. #7 Greensburg, Pa. 15601 or call Day 412-834-6777, Nite 412-834-7211. 8/82

### MISCELLANEOUS

KELWAY® SOIL ACIDITY TESTER, used by PROFESSIONALS nationwide. Direct reading, lightweight, portable, fully serviceable, no power source, Model HB-2 reads moisture too. Available through distributors. For brochure contact Kel Instruments Co., Inc., Dept. T, P.O. Box 1869, Clifton, N.J. 07015, 201-471-3954. TF

### WANTED TO BUY

WANT: CHEMICAL LAWN CARE BUSINESS (MINIMUM 2000 ACCOUNTS) IN COLUMBUS, OHIO, CHICAGO, ATLANTA, FORT WAYNE, DETROIT, LOUISVILLE, LEXINGTON, KY., CONTACT: D.W. BAKER, P.O. BOX 73, WEST CARROLLTON, OHIO 45449 OR CALL: 513-866-2402. 1/83

### SERVICES

GET ACQUAINTED PRICE! ENVY Chelated Micronutrients will restore & maintain color and vigor in turf, trees, & shrubs. Check our delivered prices before you place your micronutrient orders in 1982. Call or write for more information. (312) 254-3115. NATIONAL LIQUID FERTILIZER CORP., 3724 West 38th Street, Chicago, IL. 60632. 9/82

## ADVERTISERS

| Reader Inquiry No.                      | Page No. |
|---|----------|
| 101 Balcom Special Products . . . . .   | 13       |
| 102 Broyhill Co. . . . .                | 16       |
| 103 Diamond Shamrock . . . . .          | 19       |
| 104 Dow Chemical, U.S.A. . . . .        | 2-3      |
| 105 Eclipse . . . . .                   | 18       |
| 106 Green Pro . . . . .                 | 22       |
| 107 Jacklin Seed . . . . .              | 27       |
| 108 Jacklin Seed . . . . .              | 7        |
| 109 Mobay Chemical Corp. . . . .        | 14-15    |
| 110 Monsanto Co. . . . .                | 8-9      |
| 111 Moyer & Son (Regional) . . . . .    | 20       |
| 114 Northern Hydraulics . . . . .       | 25       |
| 112 Northrup King . . . . .             | 17       |
| 113 Stihl, Inc. . . . .                 | 28       |
| 115 Turf-Seed, Inc. . . . .             | 11       |
| 116 Warren's Turf Nursery, Inc. . . . . | 21       |

| NEW PRODUCTS   |    |
|--|----|
| 150 Professional soil testing is offered for lawn care . . . . . | 14 |
| 151 Irrigation system stops evaporation and runoff . . . . .     | 14 |
| 152 Insect pesticides into turf irrigation system . . . . .      | 14 |

This index is furnished for the reader's convenience. However, the publisher can not guarantee its accuracy due to circumstances beyond our control.



## Then let us know.

This publication will be mailed only to your current business address. Please indicate changes and return this coupon to us along with the mailing label attached to the magazine cover to avoid duplication. Thank you.

Send to:  
LAWN CARE INDUSTRY  
HARCOURT BRACE JOVANOVICH PUBLICATIONS  
Subscription Dept.  
1 East First Street, Duluth, MN 55802

|                        |                       |
|------------------------|-----------------------|
| Signature _____        | PLEASE PRINT          |
| Name _____             |                       |
| Business Name _____    |                       |
| Business Address _____ |                       |
| City _____             | State _____ Zip _____ |
| Phone _____            | Date _____            |

Use our classified  
blind box service  
for confidential results!



## Dia. Shamrock Forms Chem Division

The operating and administrative structure for the recently formed Chemical Unit of Diamond Shamrock Corporation, a Dallas-based energy and chemical company, was announced by Charles E. Stewart, unit president.

The operations section of the unit will be divided into three groups: industrial chemicals, specialty chemical and international.

The unit's administrative functions will be structured into the following five areas: finance, human resources, technical, administration and planning.

James E. Long has been named vice president, industrial chemicals group, with responsibility for all of the company's chlor-alkali and soda products businesses. He was formerly vice president and general manager of Diamond Shamrock Europe.

Kenneth P. Mitchell has been appointed vice president, specialty chemicals, with responsibility for the corporation's agricultural chemicals, animal health, process chemicals, ion exchange and metal coatings businesses. Mitchell was previously vice president and general manager of the process chemicals division.

### International group

W. Dale Wegrich has been named vice president, international group, with responsibility for providing international support services to both the industrial chemicals and specialty chemical groups. In this capacity, Wegrich will oversee plant and administrative operations on a worldwide basis.

In the new unit's administrative areas, Raymond F. Wiltrack has been appointed as vice president, finance. Prior to this, Wiltrack was controller for the Americas Pacific Division.

William L. Abele has been named as vice president, human resources, with responsibility for all unit human resource, communications, and security functions. Abele was previously director, human resources, for corporate headquarters in Dallas.

George L. Fish has been named vice president, technical, with responsibility for all unit engineering, environmental and management information systems. Fish was formerly manager of operations for the Agricultural Chemicals division.

Donald L. Smith has been appointed vice president, administration, for the unit's purchasing, transportation, legal and administration services. Smith was vice president of administration for the International Technology Unit.

John Sherwin Jr. has been appointed as vice president, planning, and development. He was formerly manager of international planning for the Americas Pacific Division.



No, this is not the coup Cheech and Chong cruise in, but Joe Matulis, president of L&M Lawncare, Cleveland, does.

OFTANOL from page 7

## Mole Cricket

for mole cricket control is 40 pounds per acre or .9 pounds per 1,000 square feet. Specified dosage should be applied using ground equipment which has been accurately calibrated for uniform application of granular pesticides. Apply one-half inch of water after applying Oftanol. No pre-watering is required. Consult your local turf specialist, state agricultural experiment station, or state extension service specialist for specific information regarding application rates or timing.

In addition to mole cricket, Oftanol is also effective in controlling white grub larvae, billbugs, chinch bugs, and sod webworm larvae.

Oftanol is available in 40-pound bags. For further information, contact Mobay Chemical Corporation, Box 4913, Kansas City, Mo. 64120.

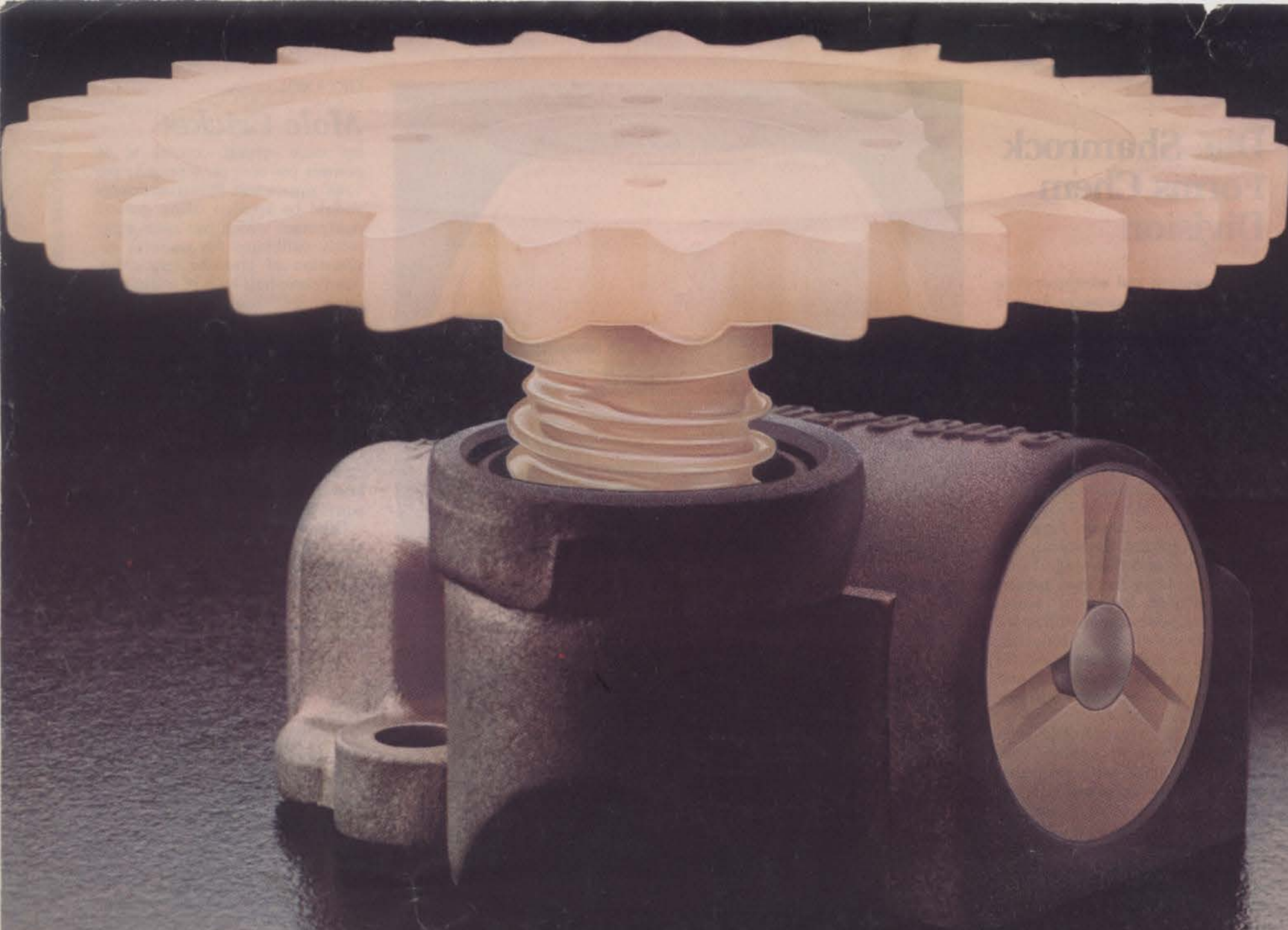
**Glade** KENTUCKY BLUEGRASS  
U.S. Plant Patent 3151  
License in Canada No. 2133

**DOUBLE TIME**

Another fine quality-controlled product of Jacklin Seed Company.

Great in the sun, Glade also doubles in moderate shade. So sun-time or shadow, it has the get-up-and-grow you need for overall good-looks: Early riser for dark greening, fine color tone and texture, better stamina for disease resistance than other elite Kentucky bluegrass. An outstanding double-duty performer, Glade rates with the best, yet costs less. Let Glade's vitality work double time for you, guarding against bare areas in sun or 60% shade under trees and near buildings. Ask for Glade at your local wholesale seed distributor.





## Stihl.® You Get What You Pay For.



The gear driven oil pump on a Stihl 028 Wood Boss™. We introduced it in 1926. And we kept improving it. The pump doesn't oil when the saw is idling, only when the chain is turning. Which means, with proper fueling, you'll never run out of oil before you run out of gas.

We call it the "Smart Pump." It only works when it needs to. And we think it's another reason our saws are just getting bro-

ken in when so many others are breaking down.

There are chainsaws and there are Stihls. And Stihl quality starts at under \$160 with the model 009. If you're considering one for less, remember this: You get what you pay for.

For your local dealer's name, call toll-free 1-800-528-6050, Extension 1430. In Arizona call 1-800-352-0458, Extension 1430.

Circle No. 113 on Reader Inquiry Card

**STIHL**®  
The World's Largest Selling Chain Saw.