

PLCAA adopts a code of ethics

The Professional Lawn Care Association of America (PLCAA) has adopted a Code of Ethics and a Symbol of Good Practice.

"This newly formed association is acting to let the public know what to expect from qualified service companies," PLCAA president Jerry Faulring said. He is also president of HydroLawn, Gaithersburg, Md.

The formal Code of Ethics and Symbol of Good Practice will be presented to the public via the press, local advertisements and use of logo on trucks, stationery and business premises of PLCAA members.

Membership in the association requires a principal owner/manager's signature indicating compliance with the established Code of Ethics.

"There may be companies in the lawn care industry that abide by good business conduct that do not become members," PLCAA executive director Glenn Bostrom said. "The important point is that by their membership, companies do agree to support the Code of Ethics, standards of and objectives of this association."

PLCAA's Code of Ethics reads as follows:

"This Code of Ethics is adopted by the Professional Lawn Care Association of America to promote and maintain high standards of public service and conduct in order that membership in PLCAA may be deemed a badge of ethical conduct; that lawn care justly may be regarded as a profession; that the public may have increasing confidence in its integrity; and that the practice of lawn care may best serve the public interest.

Each PLCAA member agrees to abide by the following code:

1. To adhere to recognized agronomic principles of turf management.

2. To maintain a reputation for fair and honorable conduct in relations with customers, em-

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Round 3 in sod grower/lawn care battle; second release sent to garden editors

In a news release sent out early last month to newspaper garden editors across the country, the Sod Growers Association of Mid-America charged that there is "no control over liquid lawn fertilizer in Illinois."

The release, the second in about five weeks, was toned down somewhat from the initial release sent to 150 garden editors. But although toned down, the release still used terms such as "unscrupulous," "crooked operators," and "applying nothing more than a light mist of water."

One section of the two-page, single-spaced release says: "In our previous news release we inadvertently used the term 'lawn doctor' not realizing that those words are actually the trade name of a lawn service firm in the East.

"This firm, we understand, uses only dry fertilizer material and should not be confused with liquid applicators," the release continued. Part of the reason for this second release may have been a lawsuit threatened by Tony Giordano, President of Lawn Doctor, Inc., Matawan, N.J.

Giordano told LAWN CARE INDUSTRY he called William Morgan of William Morgan Associates, Calumet City, Ill. — the firm which handled the release — and threatened legal action.

The earlier release was of concern to many lawn care businessmen across the country. However, the Professional Lawn Care Association of America, based in Chicago, has decided not to take any further action in the matter. Comments from PLCAA president Jerry Faulring were carried in last month's issue of LAWN CARE INDUSTRY.

Basic sections of the second release were:

- In the state of Illinois, there is little or no control over what is contained in tanks of liquid lawn care businessmen.

- "Unscrupulous" or "crooked" operators could take advantage of this situation and apply nothing more than a light mist of water to a customer lawn.

- The first release was not an intent to harm any firm who honestly uses either liquid or dry material.

- Several sod growers have experienced problems of newly

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LCI SURVEY

LCI readers spent \$32.9 million last year on mowers and tractors

Readers of LAWN CARE INDUSTRY spent more than \$32.9 million in 1978 for purchases of mowers and tractors, according to a recent survey conducted by the magazine.

This breaks down as follows: Almost 28 percent of lawn care businessmen spent an average of \$3,050 each for riding mowers, for an \$8 million projection to the industry; almost 50 percent of

lawn care businessmen spent an average of \$921 on walk-behind mowers, for a \$4.3 million projection to the industry.

Tractor categories, percentage of lawn care businessmen purchasing, average yearly purchase and projection to industry are:

Tractors less than 10 h.p., five percent purchasing, \$1,090 average yearly purchase, \$520,000 projection to industry; 10-20 h.p., 12 percent purchasing a yearly average of \$4,370, industry projection of \$4.8 million; 21-30

h.p., six percent purchasing an average of \$7,240 for an industry projection of \$4.4 million; 31-50 h.p., four percent purchasing an average of \$14,600 for an industry projection of \$5.6 million; and larger than 50 h.p., three percent purchasing an average of \$19,200 for an industry projection of \$5.3 million.

When asked what their present mower/tractor equipment inventory was, almost 79 percent of lawn care businessmen said they owned an average of seven rotary walk-behind mowers for an industry projection of 50,000 units; more than 29 percent said they owned an average of almost four reel walk-behind mowers for an industry projection of 10,000 units.

Also, more than 55 percent of

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mower/tractor equipment inventory

equipment	% owning	number/owner	industry projection
walk-behind mowers			
rotary reels	78.8	6.79	50,000
reel reels	29.4	3.80	10,000
riding mowers			
rotary reels	55.5	1.99	10,000
reel reels	15.2	1.42	2,000
tractors			
less than 10 h.p.	26.2	2.02	5,000
10-20 h.p.	44.7	1.54	6,500
21-30 h.p.	20.1	1.47	2,800
31-50 h.p.	25.3	2.10	5,000
larger h.p.	19.9	2.32	4,300

Source: 1979 LCI survey

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ChemLawn reports loss despite higher sales

ChemLawn Corp., Columbus, Ohio, reports sales up 37 percent for the third quarter to \$31.7 million, compared to \$23.1 million for the 1978 period, but reported a loss for the nine-month period.

Net income for the third quarter was \$5.2 million, compared to \$3.3 million, bringing the year-to-date loss at July 28 of this year to \$2.3 million, compared to \$2.6 million for the 1978 period.

Net income for the quarter was \$2.05 compared to \$1.13 per share for the 1978 period.

The company said results reflect the seasonal sales and cost nature of the business and are consistent with patterns of past years and within budget objectives for 1979.

Management expects the fourth quarter to follow historical company patterns where the year's profit growth is achieved in the second half.

At the end of the third quarter, annualized sales volume was \$86.6 million, compared to \$64.7 million for the 1978 period. This reflects the fact that the firm had 694,000 customers at the end of the third quarter, compared to 562,000 for the 1978 period, the company said, and price adjust-

ments for service in a number of markets.

There is every reason to expect 1979 will be another good year, said Jack Van Fossen, company president. He also announced expansion to Birmingham, Ala., and Nashville, Tenn., with a major expansion into 11 new markets scheduled this fall. Sales figures were reported in the *Columbus Citizen-Journal*.



Officials of The Toro Co., Minneapolis, stand in a hay field in Mason City, Iowa, where the company will build a \$6 million plant to manufacture lawn mowers and snowthrowers. On the right is company chairman David T. McLaughlin, and at left is Robert A. Peterson, company treasurer.

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MEMOS

Lawn care denting bag fertilizer market? At a recent meeting of the Turf and Garden Committee of The Fertilizer Institute which LAWN CARE INDUSTRY attended, the main question was "Is the growth of the lawn care industry for real, and if it is, what affect will it have on the bag fertilizer market?"

Members of the committee represent some of the largest fertilizer manufacturers in the country, and although many of them are not supplying the lawn care industry at present, the situation could change in the future, giving the lawn care businessman more options as to where he can go to purchase fertilizer.

At the meeting, John Mohle, of the marketing department for ChemLawn Corp., Columbus, Ohio, stated that the lawn care industry is growing at a rate of about 20 percent, which is a far greater rate than the average five percent rate of growth of suburban areas. His figures turned some heads of committee members.

Chairman of the committee is Charles Dinsmore, Agway, Inc., Syracuse, N.Y. Members include: Ross Allmon, Boots Hercules Agrochemicals Corp., Wilmington, Del.; Richard Bangs, O.M. Scott & Sons, Marysville, Ohio; Vernon Bishop, Lebanon Chemical Corp., Lebanon, Pa.; A.H. Bowers, Hawkeye Chemical Co., Clinton, Iowa; Charles Butterworth, Chase & Co., Sanford, Fla.; George Hawkes, Chevron Chemical Co., San Francisco; Frank Jarc, Swift Agricultural Chemicals Corp., Chicago, Ill.; Ron Meier, The Andersons, Maumee, Ohio; Jim Pursell, Parker Fertilizer Co., Sylacauga, Ala.; Fred Robbins, Kaiser Agricultural Chemicals, Savannah, Ga.; Ed Rynas, W.R. Grace & Co., Lansing, Mich.; H. Dean Smith, Voluntary Purchasing Groups, Inc., Bonham, Texas; George Valentine, Seaboard Seed Co., Bristol, Ill.; and John Wells, USS Agri-Chemicals, Atlanta, Ga.

Handling pesticides? Wash clothes with care: Persons involved in pesticide application should take special care to see that clothing worn during application is laundered correctly to avoid needless contamination.

Residues from actual spillage on clothing or from drift can — in some instances — enter a worker's body through the skin. Daily laundering is an important way to eliminate this potential. Many lawn care businessmen have realized the problem and provide freshly laundered work clothes for their applicators each day.

The following are procedures that should be followed for removing pesticides from clothing, according to Ciba-Geigy Corp., Greensboro, N.C.:

- Launder work clothes worn while applying chemicals daily.
- Do not mix contaminated clothing with other laundry.
- Place contaminated clothing in a plastic bag to await laundering or place directly into the washing machine after removal.
- Use hot water (140°F.) and a full water level.
- Use the manufacturer's recommended amount of heavy duty phosphate-based detergent.
- Dry the clothes thoroughly in an automatic dryer for 30 minutes at the regular fabric setting.
- Remove any leftover chemicals from the washing machine by running the machine through the complete laundering cycle using the detergent, but no clothing.

Ryegrass marketing in Northeast and Midwest: Many lawn service companies use ryegrass far beyond what the species is best-adapted for, according to Richard Hurley, vice president and director of agronomy and research for Lofts Pedigreed Seed, Inc., Bound Brook, N.J.

Speaking before turf seed executives in Albany, Ore. recently, he said: "An example of this would be ryegrasses being seeded into dense shade with the knowledge that continual overseeding would be necessary to maintain stand density."

He said lawn service companies use the fine leaf turf-type perennial ryegrasses in almost all of their mixtures and many use blends of 100 percent improved turf types in all of their seedings. The perennial ryegrasses remain popular because companies receive very few complaints with its use.

"The companies that utilize Kentucky bluegrass as the main component of their mixtures report many complaints due to slow germination and establishment, he said. "The homeowner has a black-and-white opinion of grass seed. If it germinates and establishes quickly, it is good. If it is slow to establish, it is bad."

NEWSMAKERS

Joseph A. Contini is owner of **Lawn-A-Mat of Canada**, based in Conestogo, Ontario.

With retail outlets in Lincoln and Omaha, Neb. and Des Moines, Iowa, **Ream's Sprinkler Supply Co.** has been named a full-line master distributor for the Turf Division of **Rain Bird Sprinkler Mfg. Co.**, Glendora, Calif. President is Ernie Bousquet and general manager is Mike Bousquet.

The Toro Co., Minneapolis, has named Marshall Malden to the new position of marketing manager for its International Division.

Frank McKenna is owner of **Frank McKenna's Landscaping and Lawn Service**, Philadelphia.

Williams Schmidt is a partner in **Schmidt Brothers Landscaping**, Peotone, Ill.

Dick D'Andrea is owner of **Empire Lawns**, Orange, Conn.

R. W. Motley is president of **R & M, Inc.**, Dearborn, Mich.

Donald R. Flowers is owner of **Don Flowers Lawnscape Service**, Plain City, Ohio. The independent company is mowing/maintenance-based and applies granular pesticides and fertilizer.



Petritz



Hammes

Chris Petritz Melgar has joined **Californialand Jacobsen**, a distributor of lawn and garden care equipment manufactured by Jacobsen Division of **Textron, Inc.**, Racine, Wis., as sales manager. Californialand Jacobsen is based in La Mirada, Calif. She previously was a district manager for the Outdoor Power Equipment Div. of **J I Case Co.** in New England.

Eileen Hammes has been named manager of marketing services for **Jacobsen Division of Textron, Inc.**, Racine, Wis., according to Roy L. Beatty, director of advertising and sales promotion.

Larry T. George is owner of **Villa Valet**, Gaithersburg, Md.

D. Michael Meyer has been appointed director, Management Information Services, for **Jacobsen Division of Textron, Inc.**, Racine, Wis., according to company president Thomas V. Bruns. Steven M. Ramig has been appointed manager of Management Information Services.

John Cazzell is a partner in **Four Seasons Lawn Care**, Parkville, Mo. The company handles lawn maintenance, has a complete nursery, and is one of the largest sod companies in the Kansas City area. The company also handles residential fertilization and tree care. Crown Center in Kansas City is one of the company's accounts.

Circle 107 on free information card

Earl Jones is owner of **Allied Lawn Maintenance**, Newark, Del.

Richard Gaulli is owner of **Gaulli Landscaping**, Brookhaven, N.Y. The landscape gardening company is expanding into the liquid lawn care business.

R.W. Jenkins is president of **ABC Pest Control, Inc.**, San Antonio, Texas.

F.R. Whitcomb is owner of **Perfect Lawns, Inc.**, Rockford, Ill.

Richard G. Ritenour is owner of **Ritenour Lawn Maintenance**, Butler, Pa.

Paul J. Grimes is president of **Landscaping, Inc.**, Dedham, Mass.

Cleveland-based **Yard-Man Co.** distributor of the year was

recently awarded to **Ideal Mower Sales, Inc.**, Ferndale, Mich. John Botsford, Sr. accepted the award at the annual Yard-Man sales awards banquet in Cleveland. New distributor of the year award went to **Power Edge Corp.**, Malvern, Ark. Dorsey Glover accepted the award.



Nordmann



Hawley

H.G. Nordmann has been named vice president, finance for **Jacobsen Division of Textron, Inc.**, Racine, Wis., according to company president Thomas V. Bruns.

Don Burton, president of lawn care franchise **Lawn Medic, Inc.**, Rochester, N.Y., said his company is expanding into the New Hampshire area.

Clifford Royer is owner of **Lawn Surgeon**, Granville, Ohio.

John M. Daly is owner of **The Lawn Man**, South Bend, Ind. He formerly owned a franchise of Westbury, N.Y.-based **Lawn-A-Mat Chemical & Equipment Corp.**

Charles S. Putnam, vice president of sales for **Weathermatic Division of Telsco Industries**, Dallas, has appointed Tom W. Hawley regional sales manager for the company. Hawley will be responsible for the company's Pacific Northwest sales territory which includes Oregon, Washington, northern Idaho, western Montana and the Canadian provinces of Alberta, British Columbia and Saskatchewan. He will be based in Portland, Ore.

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MEETING DATES

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

Franchise Management Workshops, Capitol Hilton Hotel, Washington, D.C., Oct. 10-11. Contact: Richard Levin, International Franchise Association, 1025 Connecticut Ave., N.W., Suite 1005, Washington, D.C. 20036, 202-659-0790.

Central Plains Turf Foundation/Kansas State University Turf Conference, K-State Union, KSU, Manhattan, Kan., Oct. 10-12. Contact: Dr. Robert Carrow, Dept. of Horticulture, Waters Hall, Kansas State University, Manhattan, Kan. 66506, 913-532-6170.

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

Society of American Foresters Annual Meeting, Park Plaza Hotel, Boston, Mass., Oct. 14-17. Contact: S.A.F.: Curtin, 217-333-2777.

Symposium on Pesticide Applications, McCormick Inn, Chicago, Ill., Oct. 16. Contact: David Lindsay, Mobil Chemical, P.O. Box 240, Edison, N.J. 08817, 201-321-6379.

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

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

Turf Irrigation Short Course, sponsored by Sprinkler Irrigation Association, San Diego, Oct. 16-18. Contact: IA, 13975 Connecticut Ave., Silver Spring, Md. 20906, 301-871-1200.

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

Environmental Management Association 22nd Annual National Educational Conference Caribbean Gulf Hotel, Clearwater Beach, Fla., Oct. 21-25. Contact: Harold C. Rowe, 1701 Drew St., Clearwater, Fla. 33515, 813-446-1674.

Michigan Green Industry Seminar and Trade Show, Davisburg, Mich., Oct. 23-24. Contact: Gregory Patcham, Michigan State University, Cooperative Extension Service, North Office Building, Pontiac, Mich. 48053, 313-858-0887.

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

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

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

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

California Landscape Contractors Association Annual Convention, Hilton Riviera Hotel, Palm Springs, Calif., Nov. 8-11. Contact: CLCA, 1419 21st St., Sacramento, Calif. 95814, 916-448-2252.

South Carolina Turf Conference, Clemson University, Nov. 13-14. Contact:

Dr. Landon Miller, Department of Horticulture, Clemson University, Clemson, S.C. 29631.

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

Planning and Budgeting Seminar, sponsored by Associated Landscape Contractors of America, Ramada O'Hare Inn, Chicago, Nov. 15-16. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.

Southern Turfgrass Conference, Camelot Inn, Little Rock, Ark., Nov. 18-20. Contact: Dr. G. Euel Coats, Drawer CP, Mississippi State, MS 39762, 601-325-3138.

New Jersey Turfgrass Expo '79, Cherry Hill Hyatt House, Cherry Hill, N.J., Nov. 26-29. Contact: Dr. Henry W. Indyk, P.O. Box 231, Cook College, Rutgers University, New Brunswick, N.J. 08903, 201-932-9453.

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

25th Annual National Fertilizer Solutions Association Convention and Chemical/Equipment Exhibition, Alfonso J. Cervantes Civic Center, St. Louis, Mo., Dec. 3-6. Contact: NFSA Housing Bureau, 1375 North Highway Drive, St. Louis, Mo. 63026.

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

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

Planning and Budgeting Seminar, sponsored by Associated Landscape Contractors of America, Marriott Inn North, Dallas, Dec. 4-5. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.

Planning and Budgeting Seminar, sponsored by Associated Landscape Contractors of America, Airport Hilton, Den-

ver, Dec. 6-7. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.

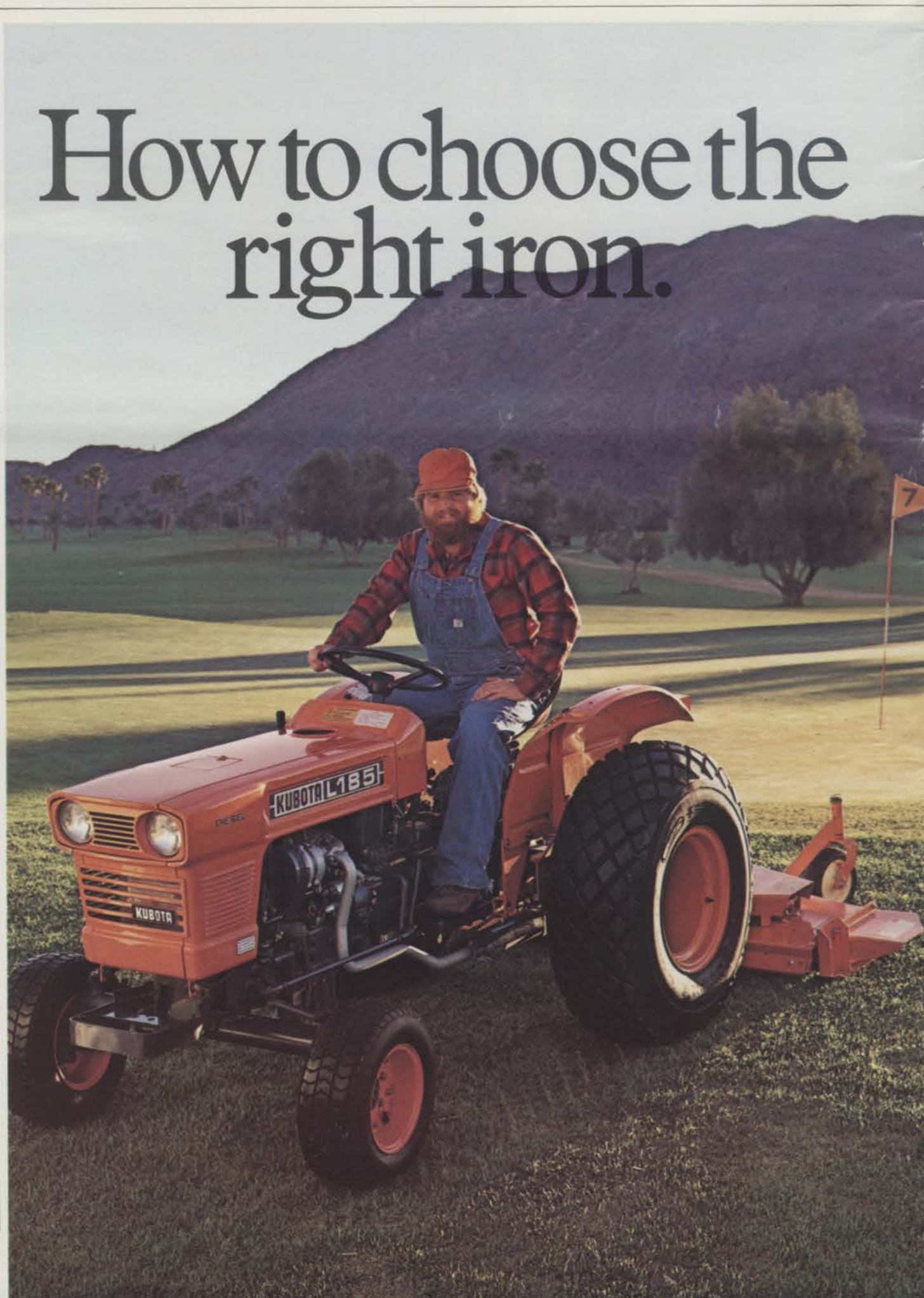
Oklahoma Turfgrass Research Foundation Annual Meeting, Lincoln Plaza, Oklahoma City, Okla., Dec. 6-8. Contact: Dr. R. V. Sturgeon, 115 Life Science East, Oklahoma State University, Stillwater, Okla. 74074.

Illinois Turfgrass Conference, Ramada Inn Convention Center, Champaign, Ill., Dec. 18-20. Contact: Dr. John Street, 106D Horticulture Field Lab, University of Illinois, Champaign-Urbana, Ill. 61801, 217-333-2123.

Mid-America Trade Show, O'Hare Exposition Center, Rosemont, Ill., Jan. 20-23. Contact: James Kelly, 4300-L Lincoln Ave., Rolling Meadows, Ill. 60008, 312-359-8160.

Annual Turf & Landscape Conference, Tappan Zee Inn, Nyack, N.Y., Jan. 30. Contact: Frank Claps, 136 Laurel Ave., Larchmont, N.Y. 10538, 914-834-6846.

Associated Landscape Contractors of America Annual Meeting and Trade Exhibit, Town & Country Hotel, San Diego, Calif., Feb. 3-8. Contact: ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, 703-821-8611.



How to choose the right iron.

TOOLS, TIPS & TECHNIQUES

Texas businessman builds windy-day sprayer

Lawn spray drift can reach out several yards in the dry, windy region of Amarillo, Texas, so Jim Bruce, owner of Bruce Landscape Service has built his own push sprayer for windy-day work.

He built a chassis which holds two three-gallon tanks and a hand pump to build pressure. A pressure gauge registers to 30 psi, so the spray can be maintained evenly.

"I used sheet metal to build a rectangular shield of 36 inches by about six inches, and along the bottom attached rubberized flaps that reach down to within three or four inches of the ground," he told LAWN CARE INDUSTRY. "With this rig, we can spray a lawn in almost any kind of wind, because the spray is confined to a very small area." Story and photo by Jess Blair.



Choosing the right golf club is a serious matter. You need one that's just right for the shot you have to make. You should take into account the distance, wind, lie, and obstacles.

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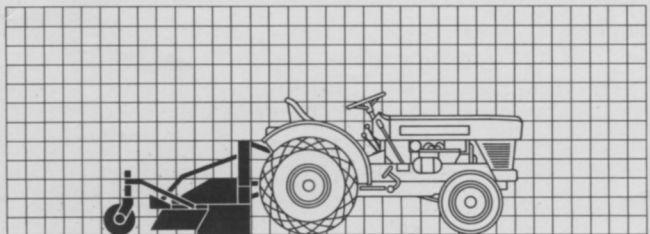
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STATE _____

ZIP _____

AREA CODE _____

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LC110

HERBICIDES

Basagran now also produced in the U.S.

Production of Basagran post-emergence herbicide is now underway at the Geimar, La. works of BASF Wyandotte Corp., New York, N.Y.

The company has previously supplied the U.S. with imports from its parent company, BASF AG, in Germany. The new complex in Louisiana cost \$70 million, and employs 58 persons.

MOWING/MAINTENANCE

Maintenance symposium set for Milwaukee

The 1979 Landscape Maintenance Symposium, sponsored by the Associated Landscape Contractors of America, will be held Nov. 5-9 at the Red Carpet Hotel in Milwaukee, according to program chairman Ron Kujawa. He is president of KEI Enterprises, Cudahy, Wis.

The meeting will feature a unique dual program — one program for owners, executives and managers, and a concurrent, separate program for mechanics and shop managers.

The owners/managers program will cover such topics as control of direct costs, use and control of outside assistance, information systems for overall financial management, and personnel hiring, training and motivation.

The shop mechanics' program, which will utilize training facilities at nearby manufacturing plants, will cover such topics as mechanic training, controlling shop costs, vehicle equipment specifications, and a hands-on equipment servicing course.

There will be two "general" sessions which all will attend, as a part of both programs, and two "semi-structured" buzz sessions in the evenings.

Complete information and registration materials for the symposium are available from: ALCA, 1750 Old Meadow Rd., McLean, VA 22102.

planted sod deteriorating quickly where liquid fertilizers were being used.

The text of the second release is:

Recently we issued a news release which referred to the use of liquid lawn fertilizers by numerous firms who are in the lawn care business.

The release brought out the fact that some of the liquid fertilizer companies, in Illinois and other states, could be dispensing little or no fertilizer because there is little or no control as to what is contained in the tanks from which the liquid fertilizer is taken when applied to a homeowner's lawn.

The Illinois Department of Agriculture has approved an analysis of 00.0-00-00 for liquid fertilizer applicators. An analysis of 00.0-00-00 is, of course, an approval to apply nothing to a lawn except a fine mist. Unscrupulous or crooked operators could take advantage of such a ridiculous situation, charging the property owner for applying nothing more than a light mist of water which contains absolutely no plant food whatsoever. Vendors or applicators of dry fertilizers are state-regulated, requiring the analysis to be boldly and plainly imprinted on bags or containers.

In our previous news release we inadvertently used the term "lawn doctor" not realizing that those words are actually the trade name of a lawn service firm in the East. This firm, we understand, uses only dry

fertilizer material and should not be confused with liquid applicators. No intent was made to harm anyone or any firm who honestly uses either liquid or dry material.

What was intended was to point out the danger the homeowner encounters when he employs the services of any firm which is not state-regulated and could be guilty of taking advantage of a silly, ridiculous regulation such as the Illinois Department of Agriculture has approved with its 00.0-00-00 analysis approval of liquid fertilizer applicators. We cannot help but wonder if such an approval by the Illinois Department of Agriculture does not smack of graft on the part of some liquid applicator and some bureaucrat in that department. It is hard to believe that any intelligent state employe could be so naive as to approve an analysis of 00.0-00-00 unless there was a healthy incentive to make such an approval.

Actually, what started all the conversation about liquid fertilizers was the difficulty being experienced by several sod growers when newly planted sod deteriorated quickly where liquid fertilizers were being used.

In discussing the situation with Bob Warren of Warren's Turf Nursery (the nation's largest sod grower) Mr. Warren remarked: "It has come to our attention that in some instances liquid fertilizer people have blamed the quality of the sod used on a particular job when the grass began to deteriorate after the

use of a liquid fertilizer.

Mr. Warren went on to state: "I have personally watched the application of liquid material which contained very little fertilizer, seed or anything except water. We don't propose to see our top-quality sod faulted by crooked or unethical operators without putting up a fight. I believe our competitors and members of the sod growers association are of the same opinion. We shall continue to fault the Illinois Department of Agriculture until their foolish analysis okay of a 00.0-00-00 analysis is corrected."

businessmen said they owned an average of more than two tractors with a horsepower of less than 10 for an industry projection of 5,000 units; almost 45 percent of businessmen said they owned almost two 10-20 h.p. units for an industry projection of 6,500 units.

Also, more than 20 percent of businessmen said they owned an average of more than one 21-30 h.p. tractors for an industry projection of 2,800 units; more than 25 percent said they owned an average of more than two 31-50 h.p. tractors, for an industry projection of 5,000 units; and almost 20 percent of businessmen said they owned an average of more than two tractors of larger than 50 h.p. for an industry projection of 4,300 units.

The survey results are based on a 47.4 percent response to 500 questionnaires mailed to readers of *LAWN CARE INDUSTRY* on July 10. Returns were closed August 27. Further information is available from *LAWN CARE INDUSTRY* market research manager Clarence Arnold.

LCI SURVEY from page 1

businessmen said they owned an average of two rotary riding mowers for an industry projection of 10,000 units; more than 15 percent said they owned an average of more than one reel riding mower for an industry projection of 2,000 units.

For tractor equipment inventory, more than 26 percent of

COST CUTTINGS

Checklist for buying used computers

More and more lawn care firms across the country are moving to computers, and for many of them, the only way to break in is with used equipment. Here are some guidelines on buying used equipment, suggested by Joseph Auer, president of International Computer Negotiations, Winter Park, Fla.

- Know the name of the computer vendor and the specific model number for each part of the system. Make sure the equipment includes all of the manufacturer's engineering changes and software improvements.

- Shop around for the best price. Get telephone quotes from a variety of computer dealers, brokers and users.

- Check the record of the broker or the dealer you would like to do business with. It is not uncommon for these firms to operate out of a small office, with only a telephone and a post office box. To be sure the dealer is reputable, ask for bank references and names of past clients. Keep in mind, too, that brokers and dealers offer very different services. A broker simply puts a buyer and seller together, while a dealer maintains an inventory, refurbishes equipment and provides services such as help with arranging financing.

- Commit the seller to selling you the "real" thing. If he claims to have the equipment you want, ask for a serial number or some evidence that he has the exclusive right to the machine. Too often a broker will promise a particular computer that he does not have, hoping to find one quickly. Sometimes he will find one, but at a higher price than he quoted.

- Eyeball the computer. Go to the seller's site and examine the maintenance logs. Look for repetitive repairs within a short time period. And find out how long the machine was "down" or inoperable.

- Have the dealer do minor repairs. Many will pull the "skins" or exterior, off and push out dents, repaint, and blow out the dust gathered in the machine. Some can refurbish the system to make it eligible for, in IBM's case, certificate of maintenance.

- Avoid buying equipment that needs a lot of work. Refurbishing a computer tends to be expensive and time-consuming, although it should be the seller's responsibility and must be completed before delivery. Get the seller to warrantee the machine's readiness for a standard service contract within a specific time (10, 20 or 30 days).

- Make sure the seller assumes all risks while the computer and/or peripherals are in transit. If the computer is damaged (falls off a forklift truck, for example) on its way to you, the seller is responsible for getting it fixed.

- Tie down a firm delivery date and schedule when the computer will be up and running. Ask for liquidated damages if the machine is not up and performing as expected. Also make sure that you are getting all the equipment, such as cables, terminators and hardware panels, as well as logic diagrams and documentation.

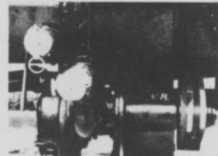
- Avoid paying for the system until it is fully installed and running to your satisfaction. If the dealer balks at this, arrange to put some money in escrow until you fully accept the system.

Professional SPRAY EQUIPMENT

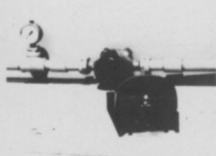
AT AN ECONOMICAL COST!!!



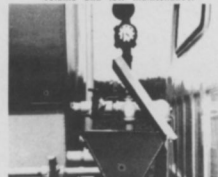
DEPENDABLE
ACCURATE • ECONOMICAL



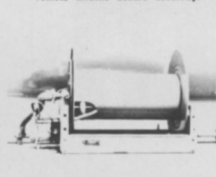
1. Two stage pump provides high volume and low maintenance.



3. Tachometer pressure gauge and remote throttle assure accuracy.



2. Inductor allows you to mix chemicals one yard at a time.



4. Electric hose reel provides quick rewinding and proven service.

Your spray company is different than others so you need a sprayer tailored to your needs. That's why the Professional Turf Specialties system is used by lawn spray companies from Chicago to Texas. No other system can suspend large particles such as IBDU and nitroform and offer a separate tank that allows you to mix one product, one lawn at a time, through an inductor as well as these features:

- 1) A pumping system that can load or unload itself and other trucks.
- 2) Remote throttle tachometer and pressure gauge for finite accuracy.
- 3) Ability to suspend slow release nitrogen such as IBDU® or nitroform.
- 4) Can be mounted on your present equipment or on any new truck.
- 5) Optional compartmentalized tank, allowing you to fill one section from the other and custom mix chemicals on the job through an inductor.

Professional Turf Specialties
CALL COLLECT (309) 454-2467

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Circle 121 on free information card

LCI survey charts second quarter buying

Almost 14 percent of respondents to a recent survey conducted by LAWN CARE INDUSTRY said they spent almost \$6,000 apiece on lawn care tractors in the 10 to 20 horsepower range during the second quarter of this year — the months of April, May and June.

Results for this second quarter "pulse report" are based upon figures submitted anonymously by 166 respondents. This represents a 41 percent response to questionnaires mailed to readers of LAWN CARE INDUSTRY, according to LCI market research manager Clarence Arnold.

The results in the 10 to 20 horsepower category would project to \$7.8 million worth of purchases by the total readership of LAWN CARE INDUSTRY, Arnold said.

In the less than 10 horsepower tractor category, 12.7 percent of the respondents said they purchased an average of \$4,030 worth of tractors for a readership projection of \$4.8 million purchased during the second quarter of this year.

For tractors in the 21 to 30 horsepower category, 6.6 percent of the respondents said they purchased an average of \$6,778 worth of equipment, which would project to total purchases of \$4.2 million in the second quarter.

In the 31 to 50 horsepower category, 8.4 percent of the respondents said they purchased an average of \$13,530 worth of tractors, which would project to total purchases of \$11 million by readers of LAWN CARE INDUSTRY in the second quarter.

For the tractor category of larger than 50 horsepower, 2.4 percent of the respondents said they purchased an average of \$13,361 worth of equipment, which would project to total purchases of \$3 million by readers of LAWN CARE INDUSTRY in the second quarter.

Arnold noted that there were some particularly large purchases in the tractor category that raised averages higher than in previous "pulse reports."

Here are figures for other categories of purchases of lawn care businessmen. The first figure in the column represents the percentage of respondents making a purchase. The second column represents the average purchase per respondent. The third column represents the projection to the total readership of LAWN CARE INDUSTRY.

Turf fertilizer:		
81.3%	\$5,487	\$42,000,000
Pre-emergence herbicides:		
62.7%	\$1,772	\$10,000,000
Post-emergence herbicides:		
59.0%	\$2,395	\$13,000,000
Fungicides:		
56.0%	\$753	\$4,000,000
Turf insecticides:		
59.6%	\$3,211	\$18,000,000
Tree insecticides:		
57.8%	\$993	\$5,400,000
Turf seed:		
62.0%	\$1,583	\$9,200,000
Sod:		
48.8%	\$3,574	\$16,000,000

Tree fertilizer:		
45.8%	\$818	\$3,500,000
Trees:		
51.8%	\$5,467	\$27,000,000
Ornamentals:		
56.0%	\$10,494	\$55,000,000
Soil amendments:		
33.1%	\$1,653	\$5,100,000
Self-propelled rotary mowers:		
29.5%	\$2,762	\$7,700,000
Self-propelled reel mowers:		
6.0%	\$934	\$530,000
Tractor-drawn rotary mowers:		
9.0%	\$1,613	\$1,400,000
Tractor-drawn reel mowers:		
1.2%	\$250	\$28,000
Tractor-drawn flail mowers:		
0.6%	\$1,500	\$85,000
Irrigation pumps:		
12.7%	\$1,274	\$1,500,000
Sprinklers:		
26.5%	\$1,944	\$4,800,000
Irrigation pipe:		
18.1%	\$4,066	\$6,900,000
Irrigation controls:		
10.8%	\$2,667	\$2,700,000

PLCAA from page 1

ployes and suppliers.

3. To endeavor at all times to conduct business upon the basis of service to the public and the lawn care industry.

4. To present qualifications consistent with the integrity and high standards of the lawn care industry and to scrupulously avoid any false, misleading and deceptive statements or advertising with respect to quality or extent of service.

5. To support and advance the progress of research, technology and education in the lawn care field.

6. To understand and monitor safety and environmental factors relating to services performed.

7. To acknowledge that governmental and recognized standards are the mutual responsibility of the product manufacturer and user.

8. To abide by laws and regulations affecting the industry and to promote their enforcement.

9. To refrain from unfair business practices.

For further information, contact: Glenn Bostrom, executive director, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611.

MARKETING IDEA FILE

Is an agency necessary for success?

Does the average lawn care company need an advertising agency? Probably not, but if you want to present a more professional image to potential customers an agency can be very helpful.

John Reeves, sales coordinator for Davey Lawnscape, Kent, Ohio, said, "It's expensive to have an ad agency, but I think the professionalism you get in association with them is worth it." Davey has worked with Meldrum & Fewsmith Advertising Agency, Cleveland, Ohio, since 1954.

Reeves added that you can decrease agency costs by taking the time to 'communicate exactly' what you want in terms of advertising to agency representatives. "If you spend a little time researching what you want to do you can save a lot of money," he said. "Before going into any major advertising function you should tell the agency specifically what you have in mind. They can take it from there, refine it, and come back with an improved piece of work."

The main advantage to retaining an agency, according to Timothy Shallcross, Jr., of Green-Lawn, Inc., Louisville, Ky., is it allows you to concentrate on improving other areas of your business. "We have enough problems on our hands seeing that our customers are taken care of and our employes are trained without worrying about advertising too."

Other lawn care professionals argue that agencies are often unresponsive. Fred Rowley, president of Rollins Care, Atlanta, Ga., said, "We stopped using an agency because we felt we were a little more keyed to what we wanted to do and we also thought we could do a better job."

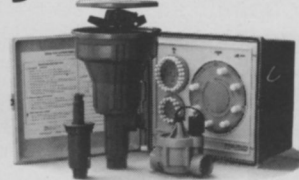
However, Jim Rose, of ChemLawn's agency, Stone & Adler, Chicago, Ill., said a good advertising agency will work hand-in-hand with their clients to develop a successful advertising campaign. "We work with the Marketing Department at ChemLawn and try to understand their corporate goals," he said. "We then try to establish the mission that the advertising is supposed to accomplish within those corporate goals."

Rose said Stone & Adler provides ChemLawn with creative, media, and research services. The typical agency rate is about 15 percent of the total advertising expenditure. "Sometimes the agency will charge more than the 15 percent rate in the form of a labor fee if the total billable advertising is too small to cover their costs and make a reasonable profit," Rose said.

According to Rose, even small lawn care companies can afford the services of an agency. "A full-service agency like Stone & Adler is by nature designed to interface with larger companies," he said, "but there is no reason smaller companies can't work with smaller agencies."



To improve your lawn care business, just add water.



You've got a growing business, we've got a growing business. Why not combine them?

Installing underground automatic sprinkler systems is easy and profitable.

And with quality controllers, heads and valves from Rain Bird, rainmakers to the world since 1933, your customer is assured the best system available. His lawn stays healthier and so do you.

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ORGANOPHOSPHATES

Cholinesterase test could save your life

If your firm is using organophosphate insecticides, you should be taking steps to protect yourself and your employees from organophosphate poisoning, according to Alan Bebka, logistics manager for Techniturf, Inc., South Berlin, Mass.

"Know the physician you will have to contact if you get into trouble," he told a Florida turf audience recently. "Better yet, become acquainted with him now. If you find the doctor at the local poison panic center too busy or too indifferent, get another one. Hunt until you find one who will really listen to you. You will probably have to educate him.

"Next, locate a lab that can do tests for you and establish a base before the spraying season begins," Bebka said. "This has to be done through the doctor you choose, since a doctor must authorize the tests. We have a doctor who has left a standing order so that we can obtain a test anytime we want. Bebka's experience with organophosphates and the testing program his firm has set up was outlined in *Florida Turf*. He described how organophosphates affect the nervous systems of humans by inhibiting the enzyme cholinesterase. The nervous system sends all of its messages in the form of impulses, he said. When the message reaches the synapse, or nerve end, acetylcholine is released and the muscle or gland responds.

Within the next 1/500-second, cholinesterase must destroy the excess acetylcholine. If supplies of cholinesterase are low, proper muscle control will not be achieved. This applies to involuntary as well as voluntary systems.

The endocrine system, particularly the liver, is affected in a different way. In addition to manufacturing cholinesterase and other enzymes, the liver is a detoxifying or cleaning center. In trying to remove these toxic materials, the liver can be overworked to the point of losing efficiency or being damaged.

"The amount of chemical needed to damage varies not only with the specific compound, but also with the person being exposed," he said. "Different people have varying tolerances. As if this were not enough, an individual's ability to resist the effects of small doses of organophosphates will change according to the way he is living at the time."

He said his firm has had individuals whose levels of pseudo-cholinesterase have increased above base level during spraying operations. This means it is hard to ever really be sure how any one individual will react to a given amount of exposure at any given time.

"Just because you have been using organophosphates for years and have had no indication of ill effects doesn't mean that you can't have them tomorrow," he said.

When Techniturf set up its

testing program, it ran its first test before any spraying began in the spring. This was done to establish norms against which to judge tests made during the season.

"A month after we began spraying we ran a second test, and hit our first snag," Bebka said. "There are two different tests for pseudo-cholinesterase and our test results came back for a different test the second time. It was difficult to compare the two tests."

Bebka recommended that lawn care businessmen all get a copy of Bulletin No. 134 366 77R, published by Dow Chemical Co., Midland, Mich., entitled *Suggested Handling Procedures for Custom Lawn Spray Application*.

"It was one of those flyers that a salesman leaves on your desk which you give about two seconds of your time to," he said. "We should have given it two days. Reading through it we

found that we were on the right track in setting up our blood tests, and that the pseudo-cholinesterase enzyme is the most sensitive to organophosphates and therefore the most important one to monitor. Since then, pseudo-cholinesterase is the only enzyme we have monitored regularly, at intervals of a month or less."

The results of this testing also prompted Techniturf to examine its daily routine and pinpoint the areas of exposure. The first thing the company did was isolate all chemicals in an area away from the daily routine. Then the entire work area was decontaminated. Next they examined the actual spray procedure and noted all phases where contamination occurred. The complete operation, as well as the equipment used, was modified to reduce exposure. The risk involved in handling concentrate was also reduced. This was accomplished by re-packaging pesticides in

containers with pre-measured amounts coinciding with Techniturf's spray tank capacity. Only one person then handled concentrate and greatly reduced amounts of concentrate were carried on each truck.

"When it became apparent that management was very concerned about exposure, all employees caught the concern as if it was chicken pox," Bebka said. "There was no more whining about stuffy suits and hot rubber boots. Each day silicone cream is applied to hands, arms, neck and face. Rubber boots, rubber gloves, goggles, a charcoal-type respirator with a dust filter and a PVC rain suit are provided."

At the end of the work day, all safety equipment is dipped in a diluted bleach solution and then in rinse water. Items too large for this, such as truck interiors, are sprayed with the same solution and rinsed after a brief interval.

"In using bleach as a decontaminant, be extremely careful

The 2-Step Turf Renewal Plan with Roundup® and Pennfine.

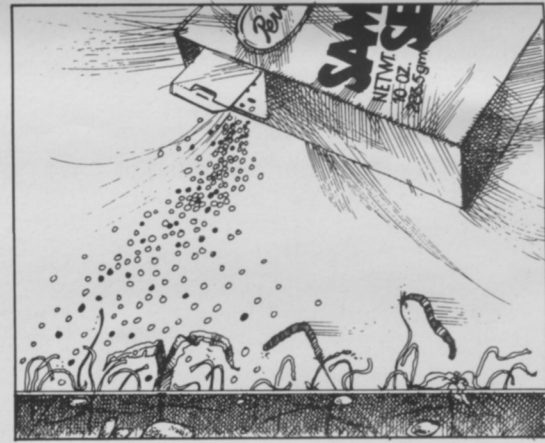
One. Two.



Spray Roundup® on the turf area to be renewed.

With just one application of Roundup® herbicide by Monsanto, you can control or destroy most unwanted vegetation. Including stubborn intruders like annual bluegrass, bermudagrass, quackgrass, johnsongrass, tall fescue, and kikuyu grass.

In a matter of days, Roundup circulates throughout these weeds. Even into the below-ground roots, destroying the entire plant. Yet Roundup has no residual soil activity. That means there is no injury to new seedings planted after application.



Spread Pennfine Perennial Ryegrass seed over the area treated with Roundup.

After applying Roundup, seed with fast-growing, fine-leaved Pennfine Perennial Ryegrass. Pennfine was developed by Dr. Joe Duich at Pennsylvania State University. Pennfine has been proven to germinate quicker, grow denser, and resist disease better than traditional ryegrasses. And it penetrates compact soil, sending its roots to depths of 12 to 18 inches. These qualities make Pennfine an excellent choice for turf renewal and help to explain why it's used by turf professionals from coast to coast. In a short time, you'll see the proof for yourself.

ALWAYS READ AND FOLLOW THE LABEL FOR ROUNDUP.®
ROUNDUP® IS A REGISTERED TRADEMARK OF MONSANTO CO.,
ST. LOUIS, MO.
MONSANTO COMPANY 1979

PENNFINE PERENNIAL RYEGRASS HAS BEEN ACCORDED U.S. PLANT VARIETY PROTECTION CERTIFICATE NO. 7200019.

that you do not mix it with ammonia, or ammonia-type fertilizers," he said. "If you do, you will release chlorine gas immediately and it is deadly."

All clothing should be discarded for washing at the end of the day and the person spraying should shower, paying particular attention to hair, before dressing in uncontaminated clothing. Bebka said that after implementing this program, pseudo-cholinesterase levels returned to normal and stayed there.

RESEARCH

Thatch can cause turfgrass decline

Excessive thatch is a major contributor to turf decline and in some instances, loss. Although injury or loss may be attributed to some other cause such as lack of moisture, insect injury or dis-

ease, thatch has contributed to the situation under which the final causal agent developed.

Thatch is almost always confined to well-managed turf, according to John F. Shoulders, extension turf specialist at Virginia Polytechnic Institute and State University, Blacksburg. Home lawns and other areas of highly maintained turfgrass are subject to excessive thatch accumulation.

"It should be recognized that a small amount of thatch is beneficial," Shoulders said. "It is useful in maintaining moisture, for example. However, the beneficial effects cease when the thatch layer exceeds a thickness of about one-fourth inch. Once a thickness of one-half inch or more is reached, control or management measures are in order to prevent the detrimental effects of thatch which occur with increasing severity as the thickness of the thatch layer increases."

Undesirable results occurring from thatch accumulations of about one-half inch or more include:

- Problems in maintaining soil moisture, particularly that of rewetting thatch and getting water to move through the thatch layer and into the soil.

- Interference with surface-applied fertilizer, nutrients and lime reaching the soil.

- The loss of nitrogen by volatilization from surface-applied nitrogen fertilizers.

- The tendency of thatch to attract insect pests because of the protection offered.

- Increase in disease pressure due to favorable medium provided by thatch.

- As the thatch accumulation mounts, the tendency of the turfgrass roots to grow in the thatch with less and less penetration into the soil and the thatch layer thickens.

"The result of these and other factors is a general decline of

turf vigor, quality and appearance followed by turf loss in severe instances," Shoulders said.

A number of factors have an influence on thatch development, including the species and variety of turf, level of the fertilizer program, pest control practices, intensity of traffic and others.

Practices which promote growth, vigor and persistence also promote thatch develop-

The thatch layer should not exceed a thickness of about one-half inch.

ment. But these practices are necessary for high turf quality and appearance and must continue to be used.

Thatch management entails the integration of a number of practices, including the selection of species, cultivars, blends and mixtures, lime, fertilizer programs, pest control and cultivation. However, after one has done the best he can with the usual management practices, cultivation remains as the most useful and practical means by which thatch accumulation is controlled.

There are several points to bear in mind in cultivating turf for thatch control:

(1) Thatch control is a continuous practice which must be performed again and again just as other cultural practices.

(2) Avoid severe dethatching. The cultivation should not be so severe that the turf does not recover in from three to 10 days, depending on the area. More frequent, less severe cultivations should be the rule.

(3) Cultivation should be restricted to the times of the year when turf is growing fastest, i.e., cultivate cool-season turfgrasses in spring and fall, and warm-season turfgrasses in summer.

(4) If the thatch layer has reached an excessive thickness, be especially careful not to vertical mow too deeply or with knives placed too close on the mower shaft. In such instances, more frequent vertical mowing with knives far enough apart to avoid tearing the turf between cuts is normally the best approach, again restricting mowing to the seasons when the turf will recover rapidly.

THE COURTS

Toro wins ruling in Weed-Eater suit

A federal judge has ruled in favor of The Toro Co., Minneapolis, in a patent infringement lawsuit filed over the design of flexible line trimmers by Weed-Eater, Inc., a subsidiary of Emerson Electric Co., St. Louis.

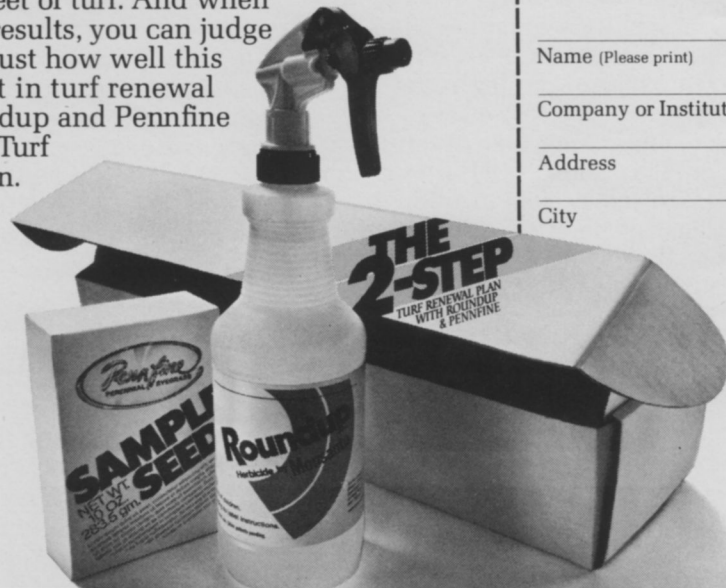
U.S. District Judge George Templar of Topeka, Kans., ruled the patents held by Weed-Eater were invalid because they were based on designs generally available before they were filed.

Free.*



***It will have cost you nothing to see how dramatically the 2-Step Turf Renewal Plan can improve your turf.**

Our free kit contains enough Roundup and Pennfine to renew about 200 square feet of turf. And when you see the results, you can judge for yourself just how well this new concept in turf renewal works. Roundup and Pennfine—the 2-Step Turf Renewal Plan.



Put Our Free Kit to the Test.

Find out for yourself how effectively these two superior products work together in a simple turf renewal program. All it will cost you is the price of a stamp.

Name (Please print) _____

Company or Institution _____

Address _____

City _____

State _____

Zip _____

Send this coupon to:
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Box 923, Minneapolis,
MN 55440

Note: this offer is restricted to turf professionals—those whose livelihood depends on the maintenance of quality turf. Limit one per company or course. Offer void where prohibited by law.

Mower and tractor manufacturers listed

The following partial listing of mower and tractor manufacturers may be useful to the mowing/maintenance businessman in gathering information to help him make his buying decisions for the 1980 lawn care season:

The Toro Co.
One Appletree Square
8009 34th Ave. South
Minneapolis, MN 55420
612-887-5900

Kubota Tractor Corp.
300 W. Carob St.
Compton, CA 90224
213-537-2531

Ryan Turf Equipment
P.O. Box 82409
Lincoln, NE 68501
402-475-9581

National Mower Co.
688 Raymond Ave.
St. Paul, MN 55114
612-646-4079

Deere & Co.
John Deere Road
Moline, IL 61265
309-752-4459

Excel Industries, Inc.
Box 727
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316-327-4911

Jacobsen Division
Textron, Inc.
1721 Packard Ave.
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414-637-6711

Satoh Agricultural Machine Mfg. Co.
345 Park Ave.
New York, NY 10022
212-935-8826

The Sensation Corp.
3601 N. 16th St.
Omaha, NE 68110
402-345-3884

Simplicity Mfg. Co.
Box 512
Milwaukee, WI 53201
414-475-3511

American Honda Motor C. Co.
100 W. Alondra Blvd.
Gardena, CA 90247

Ariens Co.
655 W. Ryan St.
Brillion, WI 54110
414-756-2141

Bunton Co.
4303 Poplar Level Rd.
Louisville, KY 40232
502-459-3810

Dixon Industries, Inc.
Box 494
Coffeyville, KS 67337
316-251-2000

Engineering Products Co.
P.O. Box 284
Waukesha, WI 53186
414-547-5558

FMC Corp.
Agricultural Machinery Division
Industrial Drive
Minden, LA 71055
318-377-0383

FMC Corp.
Outdoor Power Equipment Division
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Port Washington, WI 53074
414-284-5521

Ford Tractor Operations
2500 E. Maple Rd.
Troy, MI 48084
313-643-2764

Gravely
One Gravely Lane
Clemmons, NC 27012
919-766-4721

Heckendorn Mfg. Co.
Cedar Point, KS 66843
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Hefty Tractor Co.
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Juneau, WI 53039
414-386-2401

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Woods Division
Oregon, IL 61061
815-732-6156

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Chesterfield, MO 63017
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Schaumburg, IL 60196

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Beatrice, NE 68310
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Galesburg, IL 61401
309-343-0141

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312-860-4670

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Cleveland, OH 44111
216-267-2600

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Kankakee, IL 60901
815-937-6223

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South Bend, IN 46614
219-291-3112

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Roxy-Bonner, Inc.
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Huntingdon Valley, PA 19006
215-675-6869

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Bridgeport, CT 06607

Austin Products, Inc.
1000 Singleton Blvd.
Dallas, TX 75221
214-651-0733

WICHITA FALLS

Lawn Doctor franchisees aid tornado victim

At 6:15 p.m. on April 11, 1979 most lawn care businessmen were in the process of completing another typical day in the field. However, for John Hooker, owner of Lawn Doctor of Wichita Falls, the day was anything but typical.

In fact, it will undoubtedly be a day he will recall with pangs of nausea for the rest of his life. For at 6:15 p.m. on April 11 one of the most devastating series of tornadoes in Texas history roared through Wichita Falls at 70 m.p.h., leveling 2,000 homes.

Hooker, 26, and his family (Wife Kay and daughter Michelle, 5) were not spared the destruction. "The storm knocked out everything we owned," he said. "Our house, the warehouse where we kept our supplies, the service vehicle, and my own car were all damaged."

Not only were most of their personal belongings damaged, but their 13-month old lawn care franchise was also severely impaired. "We lost a lot of our 300 customers because of the storm," Hooker said. "All over town lawn care was obviously the least of people's concerns."

But fortunately for Hooker his affiliation with Lawn Doctor, of Matawan, N.J., was not the least bit damaged. Shortly after the disaster Lawn Doctor ran a short item in its newsletter, the *Blade*, informing other Lawn Doctor franchisees of Hooker's plight.

Tony Giordano, owner of Lawn Doctor, said, "After we ran the article in the newsletter we started getting calls from our

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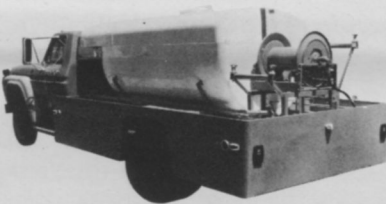
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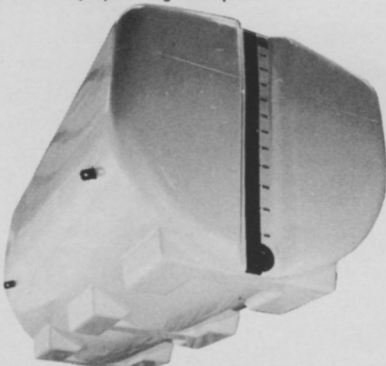
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Model #PC 1200 fiberglass tank equipped with fiberglass pump cover, Model #D 200 gallon mixing tank shown mounted on a custom truck body by Strong Enterprises.



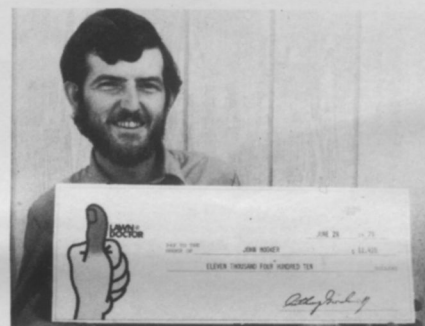
Bottom view of the Model #PC 1200 tank showing to best advantage the integral molded mounting base and steel hold-down lugs designed for ease in mounting on your truck and eliminating costly installation.

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Texas Lawn Doctor franchisee John Hooker holds a check for more than \$11,000 donated by other lawn franchisees when his home and business was ravaged by a tornado earlier this year.

dealers asking what they could do to help out. So we announced we were opening up a fund for anyone who wanted to contribute and within two or three weeks we collected \$11,400. Some dealers gave as much as \$300."

Needless to say, Hooker was surprised when Giordano flew to Wichita Falls in June to present him with the check. "I would not have been surprised if it had been contributions from the Dallas dealers or other dealers in the area," he said, "but I received money from people I had never even seen. And more importantly, they didn't know me from Adam!"

Hooker said without the other franchisee's help it is unlikely he would have been able to stay in business. "By losing so many customers so fast it could have overextended me to the point where it would have been impossible to continue the business," he said.

However, because of the generosity of nearly 190 Lawn Doctor franchisees Hooker will be able to continue developing his lawn care business in the Wichita Falls area.

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Circle 112 on free information card

More comments from LCI readers

A feature on how lawn maintenance businessmen view mowers and tractors on the market is the second of a new series of articles which began last month in **LAWN CARE INDUSTRY** — "Inside the Industry." It begins on page 14.

"Inside the Industry" will feature topics suggested by readers of **LAWN CARE INDUSTRY** each month.

Here are some of the suggestions we have received from readers:

".... I would like to see more articles on technical problems confronted in servicing homeowners such as types of grasses, weeds, etc another subject would be collecting money from past due accounts..."

Mark Tamn
Perf-A-Lawn
Hilliard, Ohio

".... steps in setting up a lawn care business ... information on combines and various spray set-ups ... article on native or wildflower seedings for low-maintenance areas...."

Paul Price
Tamarack Industries
Whitefish, Montana

".... industry breakdown on fees charged for applying liquid or dry fertilizer and all forms of pesticides. Also, for mowing and commercial lawn maintenance...."

Richard Buchman
Lawn Service
Paulding, Ohio

".... OSHA and EPA effects on employes, equipment and facilities ... more of on FIFRA ... consumer protection in lawn care ... labeling for liquids ... product liability with tank mixes ... more information is needed that is of a practical nature such as various company's solutions to problems...."

Ed Hiestand
Noble Lawn
Hillsboro, Ohio

".... needs of different grasses concerning fertilizer and other nutrients such as iron and lime ... times of the year when insects and disease do the most damage and what can be done about it...."

Steven Fry
Nu-Lawn
South Vienna, Ohio

".... management and personnel information ... confidential wage, net profit surveys ... fringe benefit programs...."

B. L. Spencer
The Spencer Co.
Houston, Texas

".... lawn care in the Southwest, especially weed control for this part of the country...."

Dan Blair
Blair Lawn Service
Snyder, Texas

".... what to do or what steps should be taken to renovate lawns after insect or fungus damage has destroyed turf...."

Daniel Gundler
Agri-Care Lawn Co.
Hamilton, Ohio

".... hydromulch seeding ... tips and pointers for young, small independent companies ... various programs used by companies in different parts of the country...."

John Thomas
Thomas Lawn Spray Service
Bentonville, Arkansas

".... managerial improvement procedures and recommendations...."

Bruce Kopitz
Berkshire Hills Grounds Maintenance Co.
Hazel Park, Michigan

".... cooperative advertising programs available through manufacturers ... regional market saturation statistics ... pictorial and statistical explanations of application methods used ... industry abuses, how to avoid consumer problems and how to correct ones that do arise...."

John Kenney
Turf Doctor
Framingham, Massachusetts

".... profitability comparison between liquid and dry fertilizers...."

Kenneth Mock
Super Green Lawn Service
Warren, Ohio

".... help keep up-to-date on new laws and license requirements, for spray and irrigation and the industry-related fields...."

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

".... fertilizer responses and benefits, slow-release versus other, types and amounts, method of application ... turf pest control chemicals, characteristics, method of action, residual ... spraying nozzles in detail...."

Robert Habermehl
Agrilawn, Inc.
Owensboro, Kentucky

".... case histories of various companies...."

Kurt Graeser
Graeser's Landscape & Nursery
Louisville, Kentucky

".... please spend at least one article a month on technical data and techniques in the lawn care industry ... we in the industry would also appreciate a Q & A section...."

David Brown
Pinebrook Guardian Systems
Winston-Salem, North Carolina

MONEYWISE

Salary guide for small firms

If, as your lawn care business grows, you are having problems determining how much your key people should be compensated *How to Install and Administer a Wage and Salary Program* is a detailed compensation guide for small- and medium-sized companies.

It provides a step-by-step program for the administrative manager, including job descriptions, wage guidelines and pertinent government regulations.

It is available from the Administrative Management Society, Maryland Road, Willow Grove, PA 19090, for \$29.95.

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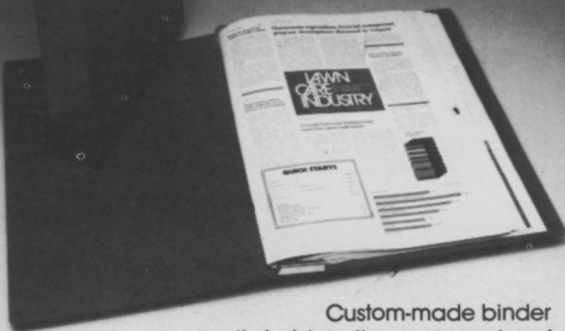
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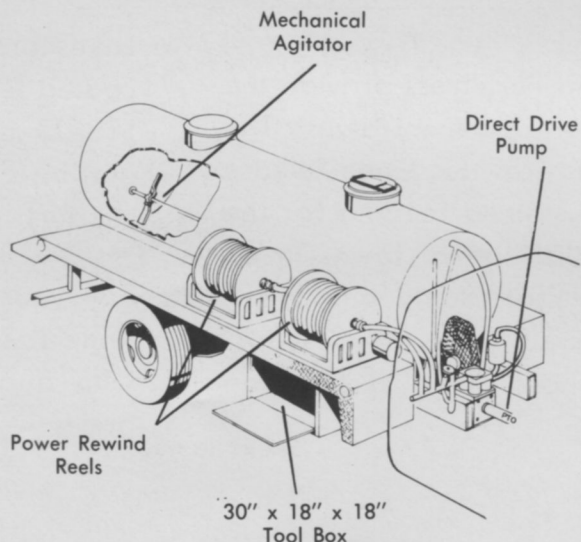
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 3. Is your business:
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The editors of LAWN CARE INDUSTRY would appreciate your comments on the magazine's contents. Please write your message below, tear out the card, and mail. Postage is prepaid.

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

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

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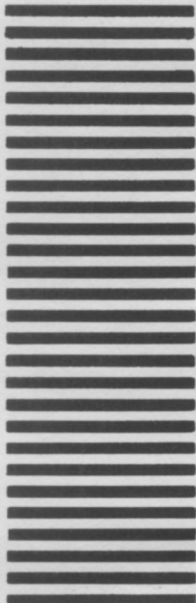
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".... government control, effects on applicators ... licensing of applicators ... applicator responsibility in terms of insurance...."

R. L. Hendricks
Wonderlawn-Twin Cities
St. Paul, Minnesota

".... the most helpful articles are the ones about lawn care companies who offer lawn spraying as well as mowing and allied services I would like to see some articles on how to stay busy in the winter...."

George Hass
Hass Complete Lawn Care
Bloomington, Indiana

".... more coverage on the independent owner (commercial and residential) who contracts complete lawn care mowing, fertilization, weed control and shrub trimming...."

Kenneth Torborg
Chapman-Torborg Grounds
Maintenance Co.
Prior Lake, Minnesota

".... my company needs more information concerning lawn maintenance in the areas of grass mowing equipment, edging equipment, pruning equipment and other related equipment. This is the equipment we use every day, week in and week out. This equipment costs us the most money from date of purchase, through lifetime in parts and repair...."

Lenwood Hudson
Taylor Yard Services, Inc.
Florence, South Carolina

".... federal law requires certification for everyone applying chemicals for hire. I would like articles that would prepare us for the certification test...."

George Keating
Desert Green Landscape
Victorville, California

".... in-depth articles on herbicide, insecticide and fertilizer damage on heat and/or drought stressed lawns. How to avoid damage and still maintain a four-time-a-year application program...."

William Clutter
Fert-A-Lawn
Kettering, Ohio

PUBLICATIONS

New booklet explains landscape evaluation

How does a tree, nursery or landscape professional go about the business of appraising the value of living plants?

And when trees or other plants are damaged or destroyed by casualty, how does the professional arrive at a fair value to cover the loss?

The Council of Tree and Landscape Appraisers Appraisers (CTLA) has developed a booklet and slide/tape program to cover the subject. It is entitled the *Tree Casualty Puzzle*.

For further information, contact: CTLA, 232 Southern Building, Washington, DC 20005.

".... I have also benefitted from your various articles on management and organizational techniques...."

Jim Miller
Miller Landscaping
Fresno, California

".... We have found all of your articles to be extremely informative. We have been particularly interested in your comments pertaining to marketing, advertising and how to provide better service to customers...."

Rick Eldred
A-Perm-o-Green Lawn
Austin, Texas

".... Show us copies of maintenance service contracts that have been used successfully by other landscape maintenance companies...."

E. W. Slater
Green Gene's
Longview, Texas

".... I wish to see articles on equipment for mowing and fertilizing, and also ones on publicity for and building my type of business...."

Paul J. Foreman
Florida Cracker Lawn Care
Venice, Florida

".... how in-house training of applicators is accomplished ... how to motivate employes without promising the world ... how to drop customers who expect too much and won't do their part in keeping lawn watered, etc...."

Ron Dodson
Kaw Valley Turf Farms, Inc.
Silver Lake, Kansas

".... cost-benefit analysis of new lawn care techniques ... advertising techniques (new, unconventional methods) ... personnel-related issues (absenteeism, turnover)...."

David Calvin
David's Landscaping
Langley Park, Maryland

".... contract writing in the green industry...."

Colin Vorgang
Tree-Lawn, Inc.
Washington Crossing, Pennsylvania

".... what types of work landscape contractors do during the winter months ... more information on management techniques ... efficiency control...."

William H. Peterson
Neville's Landscaping
Hatfield, Pennsylvania

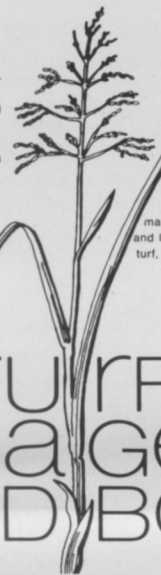
".... New chemicals on the market ... EPA outlook for the future...."

William J. Siegel
ChemLawn Corp.
Willow Grove, Pennsylvania

INSIDE THE INDUSTRY begins on the next page.

Finally, An Aid For Teaching Turfgrass

Superintendents, Contractors, Lawn Care Managers, New, On-the-Job Reference. The Turf Managers' Handbook is a comprehensive, organized approach to turfgrass science and care. It has been designed and written by leading turf specialists from Purdue, Dr. William Daniel and Dr. Ray Freeborg, for on-the-job reference and as a text for students. The book contains 150 illustrations and 96 color photographs. Data includes 240 tables and forms. Included are specifications for rootzones, employment, calculations for



chemical applications, and extensive metric-imperial conversion. Business and technical aspects of turfgrass management are covered in this 424-page Planning, purchasing, hiring, construction, and plant selection are put together for easy on-the-job reference. Markets covered include lawn care, sod production, golf course management, cemeteries, athletic fields, and low maintenance areas. If it concerns turf, it's in the Turf Managers' Handbook.

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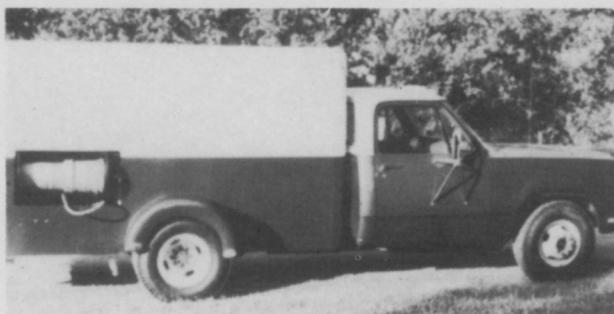
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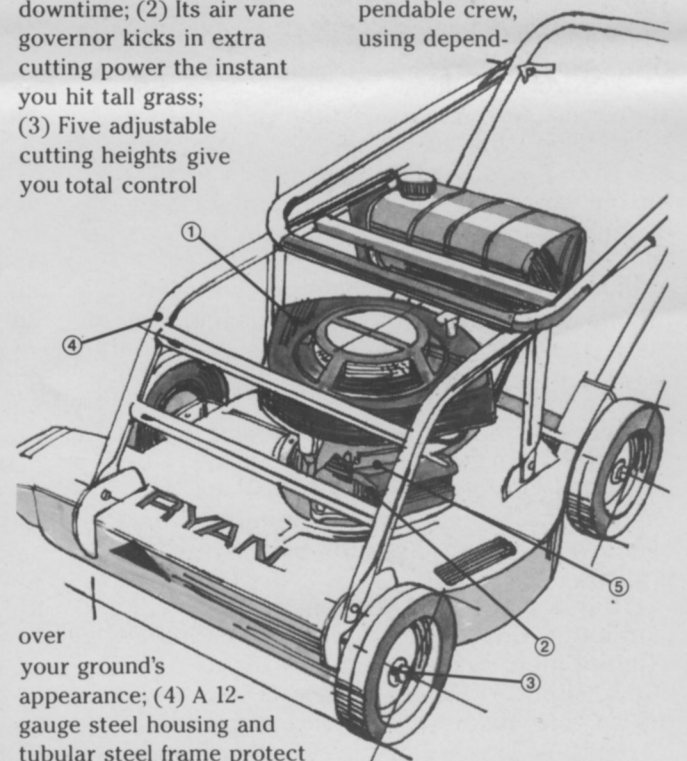
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How do you keep a mowing/maintenance businessman happy?

Give him mowing equipment that can jump curbs, is easy to load and unload, has a heavy-duty deck, and don't forget parts availability

by Bob Earley, Editor

Mowing/maintenance lawn care businessmen are some of the hardest people to please in the green industry.

You spend a little bit of time with some of them in their shops and offices, and you start to get a feel for some of the problems they face in their jobs every day. Labor is a big one, and right up along with that are problems they have with mowers and tractors manufactured for their business.

Some of them say the mower/tractor industry still caters to the consumer first and the golf course second, and that most units still don't fit the needs of the company doing landscape maintenance.

And when you find a lawn care businessman who is happy with the equipment on the market, there is always the possibility that he is unhappy with parts availability and follow-up he gets from his local dealer.

Here are some other comments from mowing/maintenance lawn care businessmen across the country:

- "Build us equipment that can jump curbs and be loaded and unloaded all day.
- "We need parts available now, we can't afford any downtime."
- "Give us better warranties."
- "Build stronger mower decks that can withstand the abuse of contract work."
- "We need good commercial baggers for our riding mowers."
- "Talk to us about our needs, don't rely simply on your dealers."
- "Don't be as restrictive with your dealership areas. Give us room to negotiate our best deal, not have to simply rely on a man who has 'the only game in town.'"
- "Dealers: Make price breaks available to us when we buy in volume, or a certain amount each year. Many of us feel that we are being 'raked over the coals.'"

Rick Baird, maintenance division head for AAA Lawn Industries, Inc., Tucker, Ga. is pretty direct when asked if he has anything he wants to say to manufacturers of mowers and tractors for the lawn care industry:

"Build us mowers and tractors that will load and unload and jump curbs, or build us equipment that will do that for us," he told LAWN CARE INDUSTRY.

"In our business, the biggest problem we have is that we are jumping curbs all day and loading and unloading five or six times a day," Baird said. "The front running wheels just can't hold up to it and they break off."

He says that most equipment is built for the golf course market, where there are few problems with curbs and unloading and loading, for the most part. He says what is needed is a clearance of 18 inches — not just four inches — because when an operator is going over a six-inch curb there is no way that part of the unit is not going to scrape.

Another thing Baird takes issue with is price.

"We don't have the kind of budgets that golf courses have," he said. "The costs are getting so high that we can't afford to replace units that need to be replaced. We just keep rebuilding as long as we can."

And this runs into other problems, like getting the work done, and finding parts to do the work. Baird spends a good deal of his time looking for alternate sources of parts, and has to go all over the country to keep his supply up.

"We have 77 20-inch walk behind mowers, but only 48 of them are running now," he said. "We can't get wheels, and we can't get short blocks. We're robbing parts from the ones that go down to keep the other ones running. I've got an eight-crew division now running with nine walk-behinds, when they usually would have 24." He also says that he has five of his riding mowers down for some of the same reasons.

A partial listing of Baird's maintenance equipment inventory would include: Eight Jacobsen Commercial 60-inch riding mowers, nine Hustler 72-inch riding mowers manufactured by Excel Industries and 77 Jacobsen Commercial 20-inch walk-behind mowers. Jacobsen is a division of Textron, Inc., based in Racine, Wis. Excel is based in Hesston, Kans.

Also, he says: "I just bought a 60-inch Jacobsen Turfcut yesterday, and it looked great in our tests. Call me later today, and I'll let you know how it worked out."

AAA Lawn Industries also owns three 24 horsepower tractors manufactured by Kubota Tractor Corp., Compton, Calif., fitted with mowers for wide-open work. He likes them.

"Maybe diesel — which the Kubotas are — is the answer," he said. "We've had two of these Kubotas for two years, and we haven't been in the engine yet. It just runs and runs. Of course it is impossible to get the in-close work with them, but they haven't given us any other problems."

What Baird looks for most when he purchases equipment is flexibility. He and other lawn maintenance businessmen need units that can do wide-open work, and also do the close-in work.

"The Hustler is the best on the market but it can't mow fine bermudagrass," he said. "That is why we got the Turfcut. But for most of our wide-open work, we schedule the Hustlers."

AAA Lawn Industries has two full-time mechanics and what Baird estimates to be a \$100,000 parts inventory. If a crew supervisor notices work that needs to be done, it is taken into the shop. The company will be hiring a full-time night mechanic this winter to handle minor repairs from 2 p.m. to 10 p.m., so that the unit can be ready for the next day.

Terminology on factory recommendations for service of mowers and tractors are a joke, as far as John Cazzell, of Four Season Lawn Care, Parkville, Mo., is concerned. He also feels that warranties on the same equipment could be a lot — perhaps 30 percent — better.

With three tractors in two years, he had to replace four short blocks, two transmissions, two engines and four sets of brakes, following factory recommendations for maintenance at "worst" conditions. He has since taken the amount of hours recommended before a certain maintenance task is done, cut them in half,

and he has had fewer problems since.

"My motto is," he told LAWN CARE INDUSTRY, "if in doubt, do a little more than is recommended."

You start talking about recommended maintenance with Cazzell, and the subject of warranties is not too far behind.

For a lot of lawn care businessmen, he feels that, "when you go in to buy the mower or tractor, they say their warranty is for one year, and covers everything except just about gas and oil changes. But when you go back with a problem, they say it was because of 'abuse.'"

Cazzell estimates that he has to "eat" \$250 a year of what he feels should be covered by companies on warranty, things like repairs to steering wheels, seats, wheels on mower decks ("I burn up four a year for about 170 hours of work, and they cost between \$7 and \$13 apiece") and belts.

Cazzell estimates that he spends \$10,000 a year replacing tires, wheels, blades, belts, etc. on his tractors, hand mowers and string trimmers, and he feels that at least 30 percent of this should be covered by warranty.

He owns four tractors manufactured by Deere & Co., Moline, Ill., and seven walk-behind mowers manufactured by Lawn-Boy, Galesburg, Ill.

One of his Deeres is a 20-horsepower 400 series unit with a five-foot width of cut. It also has power steering, and he calls it the best tractor/mower he has ever used in 15 years in the business. One of the reasons he feels so good about it is that the mower deck is made of 1/8-inch steel, and it holds up to just about everything his operators can dish out.

He is happy with his three other Deeres — 16-horsepower 316's, with a 48-inch cut. However, he doesn't like the electric clutches, because they "heat up, they won't kick on, and the employees don't know how to adjust them to get them going again, and they have to wait about an hour to use them."

He is also not happy with mower decks that are not made of strong enough material and that often "cave in." He says that "when you are doing contract work, you have to really hustle to make any money, and you are going over curbs, stumps, rocks and things like that at times. If you cave in the discharge chute, you lose the vacuum of the mower."

He uses Deere agricultural tires for his tractors because he gets better traction. "These tires don't spin when the operators are going around corners or up hills, they really bite in. The wheels have individual braking, but many of the operators forget that at times."

He is not happy with the depreciation on his 316's. He says that he bought one for \$2,850 in April of last year, and says that he is now offering it for sale for \$1,800 "firm."

"You have to mow an apartment complex a year just to pay for depreciation," he says. "I think the depreciation is too high."

Cazzell says that his 400 series Deere is like a "mountain goat. It takes 2-to-1 hills like nothing. It has that individual braking, has great balance and is very low to the ground. I've mowed up hills where the front wheels have been off the ground."

He says that next season he will be going

INSIDE THE INDUSTRY

to an 88-inch unit manufactured by Heckendorn Mfg. Co., Cedar Point, Kans., for the wide-open areas he maintains that do not require bagging or vacuum. He likes the 1/4-inch decks on the mowers.

He calls his Lawn-Boy heavy-duty 21-inch walk-behinds "fantastic. They are light, require little maintenance, it holds the bag on the side real well, and it is easy to change the tires."

Of course, as he says: "It is a \$250 mower, but I have a little different attitude from some lawn service guys. Many are happy to buy \$39.95 mowers, and throw them in a ditch when they burn up. Not me."

He says he gets between 1½ and two years per mower, and then sells them to a customer who might be interested. The wheels and the modular carburetors are the only thing that have to be replaced or rebuilt at the end of the first year. He has found a wholesaler where he gets his wheels for about \$3.50 apiece.

The mower/tractor industry neglects the lawn care industry in two big ways, according to Hans Hauser, manager of Lawn-Pro Lawn Care Services division of Sassaman Enterprises, Sarasota, Fla.

First, he told LAWN CARE INDUSTRY: "The more you know about this industry, the more you know that the proper type of equipment is simply not being made for us. Oh, it's a little more sophisticated than what the homeowner has available to him, but it is still basically designed for the consumer. We are neglected, the units being built and sold to us are not really commercial, and it is costly to us."

Second, there are no commercial baggers available, Hauser said.

"We have to do a lot of backing up, and there is no bagging unit that really works good in that situation. It's like having a piano attached to your equipment."

He said that in the Florida lawn care market, there is absolutely no way a lawn care company can do business without bagging. This is because of the high moisture content which promotes disease, and the clippings also give insects a place to live, he said.

"We build our own bagging units with ducts and a bracketry system we developed, and we feed the blower off of the PTO or an auxiliary engine," he said. "If somebody could come up with a mass-manufactured molded fiberglass bagging unit kit that could be bolted on to competitive machines, they might be able to build a real tidy business"

Hans Hauser uses five 42- to 48-inch Wheel Horse units, two Deere & Co. 16 horsepower units, seven Snapper 32-inch units manufactured by McDonough Power Equipment Co., McDonough, Ga., and six 36-inch Dixon ZTR units manufactured by Dixon Industries, Inc., Coffeyville, Kans. He also has more than 20 walk-behind mowers manufactured by Murray Ohio Mfg. Co., Brentwood, Tenn. Wheel Horse Products, Inc. is based in South Bend, Ind.

He says that the Wheel Horse units hold up well, and particularly likes the flotation system on the mower decks of the Deere units.

"We have a lot of hilly work in the condominiums we care for, and often can get into problems with scalping and gouging and poor discharge," he said. He says that the Snappers are good for bagging, but are often too small for many areas to really be efficient. The Snappers also have a good pickup system with the right amount of lift.

"We try to use our equipment at least 24 months," he said. "By that time there is too much repair work to be done to keep them going. Many guys like to keep repairing them, but at that point we buy new ones."

Charles Racusin, of Environmental Landscape Services, Inc., Houston, feels that more mower and tractor manufacturers and dealers/distributors are a bit complacent in the way they deal with many lawn care businessmen.

"I think many manufacturers are missing an important step when they simply go to their dealers and distributors to get input on new designs and changes in equipment for mowing," he told LAWN CARE INDUSTRY. "If I were a manufacturer, I would be digging a little deeper, be spending time with the guy who actually uses the equipment."

Racusin also says that he feels the mower/tractor dealers are not as aggressive as they could be.

"After I have bought a piece of equipment, I've never had the dealer come back to me and follow up and ask if the mower or tractor was working well, to see if I was having any problems with it," he said.

The general attitude of dealers, as Racusin says, is: "Here it is in the catalog, and if you ask them about it, they will tell you more, but I don't see the aggressiveness that I see in other areas of sales," he said. "The dealers should be doing more to get equipment that fits the needs of the customers, not fitting the customer to the equipment he carries."

Racusin uses Hustler riding mowers, and says they are mobile, durable and require little maintenance. They are well-built, and can take heavier abuse than other units in the same price range, he said. He feels the same about the Toro Groundsmaster 52. He also uses Snappers, manufactured by McDonough Power Equipment Co., and in the past has also used units manufactured by Yazoo Mfg., Jackson, Miss. The Toro Co. is based in Minneapolis.

He uses the Jacobsen Turf King reel mower for mowing bermudagrass turf, and also uses smaller Jacobsen reel mowers. For walk-behind mowers, he does not use major brands. The reason for this is simply that he can buy the off-brand mowers cheaper than he can buy an engine to rebuild a more expensive model. When he buys a walk-behind mower, he replaces the wheels and bearings so that it will be easier to push for the operators.

"This might not be the right thing to do, but I never justify the price of a piece of equipment based on the volume I am doing, but rather whether or not I need that particular piece of equipment for a particular job that I have taken on," he said. "Many of my accounts have particular pieces of equipment written into the job specifications, and after I have that piece of equipment, I try to pick up other jobs that need it."

Racusin has some of the same feelings as other lawn care businessmen across the country about bagging and curb-jumping abilities of many units on the market.

"It's a funny thing about mowers and tractors," he says, "many companies manufacture this relatively large piece of equipment, and there is no effective means of catching or bagging the clippings. They always say they are coming out with something to handle that next year. I need it now."

"And I just don't see how they can make mowers and tractors for commercial work that don't have the ability to jump curbs," he said. "I don't care where you are working, you are going to have to jump a curb sooner or later. That's one reason why we use Hustlers, they can take a curb."

"We have some strong feelings on that," says Wayne McKinnon of Land Maintenance, Inc., St. Louis, when you ask him about the quality of mowers and tractors on

the market today, and ease of repair and getting parts.

"The market for the big mowers — the Toros, Jakes and Howards — is good," he told LAWN CARE INDUSTRY. "They are basically doing a good job designing units for the landscape maintenance businessman and keeping up on parts and repairs. But there are some real problems in the small mower market, the walk-behinds."

His main problem with walk-behind mowers is getting replacement parts. He has 12 Lawn-Boys and eight Jacobsen Commercial 20's.

"The Jacobsen is a great hand mower," he said. "I've got one that I have been running five years and never had to replace a short block. There must be thousands of them running around St. Louis, but you can't buy a base plate for the motor. Unavailability of parts is the big problem. Maybe the dealerships are too restrictive." He says he particularly likes the Lawn-Boys because of their heavy cutting table, and he also recently picked up a dealership for the line. He also says the square deck design unit is "indestructible."

McKinnon owns eight riding mowers manufactured by Howard Price Commercial Turf Equipment, Inc., St. Louis — six with an 82-inch cut, and two with a 72-inch cut. He also owns two Jacobsen 60-inch riding mowers, two 36-inch Goodall mowers, three 36-inch Bunton mowers, and a number of Bobcats manufactured by Wisconsin Marine, Inc., Lake Mills, Wis. Bunton and Goodall are based in Louisville, Ky.

"Price used to be our main consideration when we first started in business, but now that has taken a back seat to versatility of a unit," he said. "And more and more, parts availability is becoming our main consideration. The Bobcat is a very versatile mower for the kind of work we do, but there is no dealer for us to work with in this area."

McKinnon doesn't see how a landscape maintenance businessman can operate anymore without his own shop.

"Downtime will just kill you," he said. "If you have to take a piece of equipment into a shop, it is one or two days minimum for a repair that takes only a half-hour."

In addition to major repairs handled during the day by one of the company's partners, Land Maintenance has two men that come in at night and handle such preventive maintenance items as changing and sharpening blades, grease jobs, changing tires, etc.

McKinnon is also hoping to get a commercial turf mower/tractor rebuilding operation off the ground soon — to of course aid his own operation, but also to bring some extra dollars in. The idea would be to have a set price established for valves, gaskets and rebuilding.

"It costs me \$400-500 now to get an engine rebuilt," he said. "I'd like to be able to offer a basic rebuilding job for \$150, depending on what needed to be done, of course. Most motors are quick-pull now, so they are not that hard to work on."

He feels that on any unit over a 48-inch cut, that present mowers on the market are trying to throw too much grass out of a single discharge chute. He also has some problems with wear on mower decks, and after about six months or a year sends the decks to a welding shop to have a whole new rear section put on. He also has the spindles and yokes strengthened, and the total cost is about \$150-200 per deck. Then they last for about three or four years with no serious problems.

"We figure to get two years out a big mower," he said, "with no major problems. Then we rebuild them and get them back out. You get about two years for free."

LAWN CARE INDUSTRY ORGANIZES

PURPOSES OF THE ASSOCIATION

- To provide and disseminate information to the industry regarding laws and regulations affecting the industry and to promote the enforcement of same
- To provide industry statistics
- To exchange knowledge among the members for the improvement of the industry
- To collect and disseminate information regarding lawn care for the betterment of public interest
- To recommend standards of nomenclature for the improvement of the industry
- To sponsor and promulgate research related to lawn care among other persons or institutions
- To provide information to the public regarding lawn care by sponsoring or participating in seminars, conferences and congresses related to education in the lawn care fields
- To promote the lawn care industry in all other lawful ways.

MEMBER ACTIVITIES AND SERVICES

- NATIONAL CONVENTION**
An annual event for the professional exchange of new ideas, innovations and operating know-how. Also a forum for Lawn Care industry suppliers to sell and demonstrate their wares.
- NEWSLETTER**
A periodic publication distributed to dues-paying members to keep them abreast of the latest thinking and activities affecting their business and industry and what other Lawn Care professionals are doing about it. The proposed Newsletter will include regulatory and consumer market trends, technical, economic, legislative and industry news as it happens.
- SEMINARS**
Conferences, clinics and workshops will be conducted in sessions aimed at continuing management education for today's business climate and conditions relating to the Lawn Care profession.
- TRAINING PROGRAMS**
Specially designed courses for sales, service and supervisory employees of member firms to project a strong overview of the Lawn Care profession and to teach, with case histories wherever possible, the common fundamentals of business practices, customer relations, regulatory and legal aspects, cost control and the importance of economics to business success.
- RESEARCH AND DEVELOPMENT**
Industry-funded projects will be initiated relating to advancement of Lawn Care technologies, analysis of new or unique methods, preparation of generic and industry-wide information for general dissemination, conduct of studies relating to supplies, safety, equipment, transportation and other general market data.
- CONSUMER EDUCATION**
A generic (non-proprietary) approach to inform potential customers of the advantages of Lawn Care and the importance of putting the proper care of lawns in the hands of dedicated, trained, skilled professionals.
- STATISTICS**
Surveys to enable each PLCAA company to compare its performance against the average performance of all member companies and to compare business performance factors, such as: sales volume, profit, investment, inventory levels, growth, etc. The Association will gather proprietary data from participating members for statistical analysis and prepare generalized data for dissemination to participating members while protecting the confidential information of each participant.
- SAFETY PROGRAM**
The establishment of safety standards that, effectively followed by an industry, can better prepare that industry to contend with the multiplicity of national government regulatory groups and state and municipal codes that might seriously inhibit a business activity. Self-regulation and standards create a strong position on safety comprehension. Safety education films can also be produced for use in employee training, presentation to regulatory groups, management or customers as required.
- ENVIRONMENTAL PERSPECTIVE**
A basic concern of all Lawn Care professionals is proper understanding of environmental factors relating to services performed and the responsibility to protect the environment.
This important aspect of consumer and governmental awareness of environmental treatment will be carefully monitored and an alert system will be maintained.
- DIRECTORY**
A listing of each member of the Association in good standing, the PLCAA statement of objectives, code of ethics, active committees, members' management personnel and association representatives. Current officers, directors and active projects will also be listed to facilitate participation.
- INSURANCE**
An extremely important service to members is the availability of insurance programs tailored to the specific needs of the average PLCAA member. A package of selective coverage is planned to include health and medical plans, accident, death, liability, comprehensive business insurance and risk management.
- LEGISLATION**
A significant factor in today's business climate is the constant presence of state and national legislation that could seriously affect the operation of Lawn Care professionals through laws and regulations controlling industrial material and processes for example. Reports to member companies in these areas will provide advance notice of pending legislation which will enable PLCAA members to respond.
- GOVERNMENT RELATIONS**
In a broader concept, federal government activities relating to labor, standards, safety, liability, consumer interests, finance, trade, revenue, environment, imports and exports and other areas of special interest will be monitored. Appropriate agencies will be contacted when necessary. PLCAA, as spokesman for the entire industry, can present your interests with greater force and effectiveness than can an individual company.
- STANDARDS**
Establishment of acceptable and common technical and safety standards will allow the Lawn Care profession to look upon criteria for their own performance and to have specifications that are tangible and demonstrable to both critics and allies.
- TRADE PRACTICES**
Development and recommendation of industry objectives and encouragement of practices that will reflect favorably on the industry as a whole constitute an important Association function. Special problems in trade matters can then be addressed and solutions recommended within the framework of industry objectives and policies.
- ASSOCIATION LIAISON**
The exchange of information and industry viewpoints with related Associations in industry, arts and sciences will significantly expand the influence and prestige of PLCAA as well as give PLCAA members a broader insight into their own industry.
- INDUSTRIAL RELATIONS**
Motivation of employees, the proper utilization of human resources, standard operating procedures, labor relations, training and job descriptions will be explored under this activity.

MEMBERSHIP APPLICATION

INSTRUCTIONS

Please read qualifications and answer all questions on this application. Membership in the PLCAA may be held in the name of the company only. Send together with your check for the \$50 application fee.

I, (WE), HEREBY APPLY FOR MEMBERSHIP IN THE PROFESSIONAL LAWN CARE ASSOCIATION OF AMERICA, AS FOLLOWS:

- REGULAR MEMBER — \$200 per year**
Application for Regular Membership in the PLCAA may be made by any person, firm or corporation active in the chemical lawn care business for at least six months prior to this application.
- AFFILIATE MEMBER — \$100 per year**
Application for Affiliate Membership in the PLCAA may be made by an operating branch or division of a Regular Member or business-related entity/individual designated by a Regular Member entitled to all rights of membership other than voting.
- ASSOCIATE MEMBER — \$500 per year**
Application for Associate Membership in the PLCAA may be made by any person, firm, corporation or other association engaged in business or research activities, related to, but not directly engaged in lawn care management, i.e. chemical suppliers, manufacturing and equipment suppliers, distributors and manufacturer's representatives.

Name of Company _____

Street _____ Phone (____) _____

City _____ State _____ Zip _____

Name and title of individual(s) who will represent your company to PLCAA:

_____ Name	_____ Title	_____ Name	_____ Title
_____ Name	_____ Title	_____ Name	_____ Title

In making application for the class of membership indicated above, I certify that the applicant is qualified in accordance with the requirements for membership as defined above. I further certify that all information submitted in this application is true and, if accepted as a member _____

(Name of Applicant Company)

agrees to abide by the Articles of Incorporation, By-laws, and Code of Ethics of the Professional Lawn Care Association of America.

A check in the amount of \$50 is enclosed. I understand the application fee is not refundable if the company is not accepted as a member. If accepted, I will be billed for annual dues.

(Fiscal year of association extends from July 1 through June 30. Dues are payable a full year in advance, but credit will be made on the following year if a portion of current fiscal year has passed when joining.)

Date _____ Signature _____ Title _____

Please complete the reverse side of this application and return with your check to:
Professional Lawn Care Association of America, 435 N. Michigan Avenue, Suite 1717 Chicago, IL 60611.

BACKGROUND DATA

- Date applicant company started: _____
- Applicant company is primarily involved in:
Chemical lawn care and maintenance services **Application**
 Chemical application only Liquid
 Mowing and other maintenance services Granular
 Other (specify: _____) Both
- Are you licensed? YES NO
- Applicant company is an:
 Independent
 Partnership
 Corporation
 Chain
 Franchise
 Other (specify: _____)
- Applicant's type of business:
 Manufacturer
 Dealer
 Distributorship
 Lawn Care Service
 Other (specify: _____)
- Is applicant company's business location:
 Headquarters
 Branch Office

CONVENTION PLANS

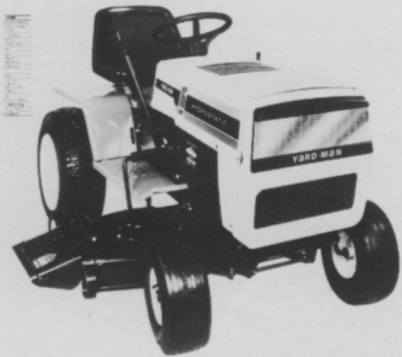
- Will you attend a national PLCAA meeting?
 YES NO
- What time of year would you prefer the meeting to be held?
 Winter Summer Other

FOUNDER'S DESIGNATION

Please send the necessary information for this membership to receive "Founder" member status. YES NO

Yard-Man: "No-shift" hydrostatic drive

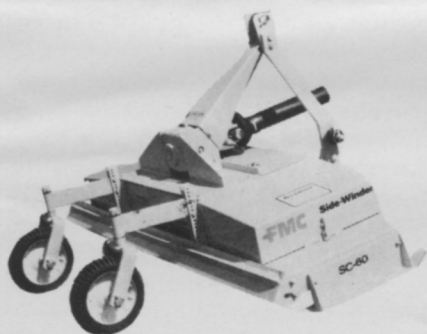
Yard-Man's new Model 13780 heavy duty lawn tractor features "no-shift" hydrostatic drive — instant forward, reverse and speed changes, eliminating gear shifting and clutching. With a 16 HP, synchro-balanced twin cylinder engine, the unit provides power for big jobs, uphill mowing and towing, and for operating a big selection of front, center or rear-mounted optional accessories.



Isolated engine is shock-mounted on all-steel frame weldment for a vibration-free ride. Steel hood, grill and rear fenders. High back adjustable seat. Convenient controls, including hydrostatic lever, lift lever for accessories and "on-the-go" cutting height adjustment lever for the all-steel 44-inch twin-blade cutting deck.

Other features include: pivoting front axle, segment and pinion steering, disc brakes. A similar 11 HP hydrostatic model and a five-speed transaxle drive model are also available.

Circle 229 on free information card



FMC: Rear-mount rotary cutters

FMC Sidewinder has introduced the SC-60, smooth-cutting utility mower, as the newest addition to its line of rear-mounted rotary cutters. The SC-60 was designed to maintain large lawn acreages. It is equipped with three updraft blades with an overlap of 1½ inches that allows for even, controlled cut and a handsome lawn finish. The unit was designed with a gear box and two belts to drive the spindles. This eliminates the big pulley arrangement mounted behind the tractor that is often found on other models. The unit features a 35 HP rated gear box, front roller and adjustable side skids to prevent scalping. Also, an easily adjustable cutting height to suit a wide variety of lawn-cutting chores.

Circle 233 on free information card



Deere: 14 HP with hydrostatic drive

If you want the convenience of hydrostatic drive and hydraulic equipment lift, consider the John Deere 300 Series Lawn and Garden Tractors. The company offers a full line of tractors and

attachments from low horsepower to 50 HP. Detailed information is available. The 314 is powered by a 14 HP cast iron engine that is isolated to reduce vibration. New this year on the 314 are right front hydraulic outlets as standard equipment. Drum type brakes on each rear wheel are activated by a single pedal. Hydraulic lift provides near effortless control of attached equipment. The 317 is powered by a twin-cylinder engine for super smooth ride. Dual brake pedals give you exceptional control: To make a tight turn, brake one of the rear wheels and let the opposite wheel continue to rotate, providing a pivoting motion. Brake pedals can be locked together for simultaneous braking. Choose a 38- or 46-inch rotary mower attachment that mounts to the tractor frame for firm support and level mowing.

Circle 226 on free information card

Lawn-Boy: Commercial application mowers

A three-model line of commercial application Lawn-Boy is being formally introduced by



Lawn-Boy Product Group of Outboard Marine Corp., Galesburg, Ill., according to R.W. Reid, group manager. Reid said the Lawn-Boy Commercial Mowers have been specially strength-



Fit your EXCEL HUSTLER tractor for winter, and work your investment the year around.

The EXCEL HUSTLER tractor that excels at cutting labor costs all summer shows off those same qualities when the leaves fall and snow flies. All it needs is a change from mowing deck to snow season attachments.

All EXCEL HUSTLER tractors feature dual hydro drive and easy fingertip controls. ROPS is standard on model 402 that keeps a level head on slopes; optional on 275/285/295. For more operator comfort, install cab enclosure panels, doors, and heater.

1. Rotary Broom sweeps up storm debris, litter, sand, leaves, silt, etc. Fixed angle or hydraulic angling, depending on your needs.

2. Dozer Blade lifts/lowers by hydraulics. Angle adjusts manually, or install optional cylinder kit for hydraulic angling to any point 30° right or left while on the job. Dozer pushes heavy litter, snow, silt. Ideal for backfilling around construction and repair sites.

3, 4, 5. Snow Thrower gets rid of snow, period. Hard packed, high drifts, dry powder, or heavy, wet slush. Angle of spout adjusts from inside cab. Makes short work of clearing walks, drives, parking lots, patios, entries. Superior maneuverability of EXCEL HUSTLER tractor (any model) lets you move freely in many places an ordinary snow thrower cannot function.

All EXCEL HUSTLER tractors can be equipped with headlights, permitting full nighttime snow removal. No more waiting for daylight to get the area cleared; the day shift can report for work without parking delays (and short tempers!).

Watch for a field demo or write for free literature and Distributor's name. Call toll-free (800) 835-3260; in Kansas or Canada, call (316) 327-4911 collect. EXCEL HUSTLER turf and groundskeeping equipment is built right by Excel Industries, Inc., Box 727, Hesston, KS 67062.

For GSA: GS-07S-03665

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Turf Equipment
There's a Difference!

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Circle 104 on free information card

ened to answer the needs of professional lawn maintenance. All three models have six-inch front, eight-inch rear steel wheels with greasable ball bearings; full in-terrace hubs; floating type heavy guage tubular handles; heavy guage handle mounting brackets; a die cast aluminum carburetor equipped with a special air filter that can also accept an optional remote air inlet; and a five quart fuel tank. The Lawn-Boy Commercial Line consists of a 21-inch pushmodel that can, with optional accessories, be equipped to mow and mulch.

Circle 224 on free information card

MOWERS/TRACTORS

Excel: New engine gets high torque at low RPM

A new model featuring a liquid-cooled industrial engine

has been added to the Excel Industries, Inc. line of commercial mowers. The Model 295 retains all the maneuvering ability that has characterized the firm's mowers since their introduction 14 years ago. The significant difference between the new Model 295 and the Model 285 is its engine. Unlike automotive type engines commonly installed on mowers, this two-cylinder, long stroke Continental engine develops high torque at lower RPM, which adds to engine life and delivers good performance. Dula hydrostats move each drive wheel independently, with twin hand levers that control both the speed and direction of movement, including the start and stop as well as reverse. The 72-inch mower can perform intricate turns without time-consuming maneuvers. This also relieves operator fatigue.

Circle 220 on free information card

MOWERS/TRACTORS

Yanmar: 19 HP diesel tractor, 72-inch mower

Pictured is YanmarDis Diesel Tractor's 19 HP diesel tractor and the YRM 72-inch mower.



Specifications for the tractor include: engine is two-cylinder, vertical, four-cycle pressure cooling system; 60.8 cubic inches; 19 HP at 2400 RPM; dual range transmission with eight speeds

forward and two speeds reverse; dry, single disc clutch, standard 1 3/8-inch PTO drive. Specifications on the mower include: 540 PTO speed; 35 HP gearbox; three blades each 24-3/4-inch long; and anti-scalp chains which are adjustable to eliminate scalping. The company also features 13 HP and 24 HP units. Further information is available on all three.

Circle 223 on free information card

MOWERS/TRACTORS

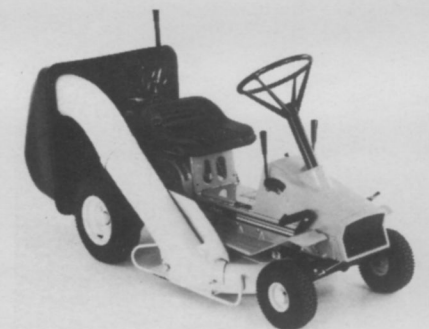
Simplicity: 17 HP tractor, attachments

A 17 HP garden tractor with a twin-cylinder engine has been announced by the Simplicity Mfg. Co., Port Washington, Wis., an Allis-Chalmers Co. This unit is just one of the company's complete line of lawn and garden tractors and walk-behind mowers. Detailed information is available on the full line. The



pictured Model 7117 features hydrostatic transmission and replaces the 18 HP single-cylinder model in the company's line for 1980. The twin-cylinder Kohler cast iron engine provides a high level of smooth, quiet operation in addition to an efficient source of power. Contributing to quiet running is a new muffler on all of the 7000 series, which also includes 16 HP, 14 HP, 12 HP and 10 HP units. Turning radius is 32 inches measured inside the rear tires. Engine speed at 3600 RPM is 0 to 7 mph forward and 0 to 4 mph backward. A large selection of attachments are available for the new tractor including Simplicity's full floating, anti-scalp mowers in 42 to 48 inch widths.

Circle 225 on free information card



Ariens: Rear grass collector attachment

Available for selected 1980 Ariens rear-engine riding mowers is the company's rear grass collector attachment. The attachment helps cut big mowing jobs down to size by picking up grass clippings, leaves, and debris as grass is being mowed.

Circle 127 on free information card

Five new compact diesels!

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

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

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

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

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

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

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

It's a new kind of Ford!

FORD TRACTORS





If crabgrass is the problem, Lescosan* is the only solution

Ron Giffen,
National Marketing Director

We can save you money and misery if your lawns are plagued with crabgrass. Lescosan (Betasan*) is outselling other pre-emergence crabgrass controls — and for good reason. For full-season control of crabgrass and other annual weeds, there is no more effective product on the market than Lescosan 4E (emulsion) and Lescosan granular (in 12.5 and 7% granules). Lescosan is also labelled for many ornamentals and ground covers.

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required until next spring. Ask us about our dating program—it can save you money.

LESCO has a complete family of quality chemicals and fertilizers—including herbicides, pesticides, insecticides and LESCO Thirty-Seven Sulfur-Coated Urea.

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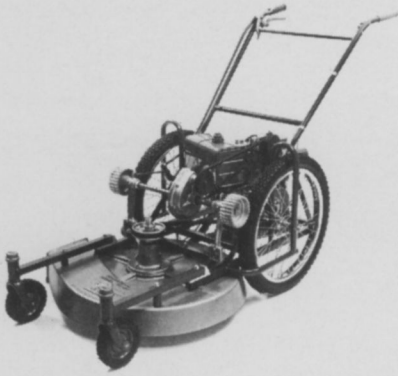
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Circle 113 on free information card

Grass clippings are funneled through a durable tube to the rear collector.

Circle 230 on free information card



MOWERS/TRACTORS

Kee: High wheel 24-inch power mower

Kee Mfg. Co., Inc., the makers of high wheel mowers, has an-

nounced the introduction of its Model GC-25 power mower. The rugged design coupled with a 7 HP Briggs & Stratton or 8 HP Kohler engine makes this mower a top performer in both residential and commercial use, the

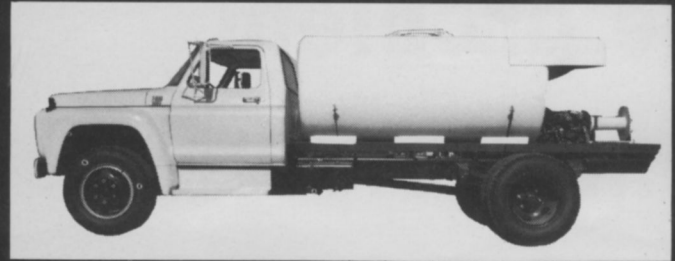
company said. Double-swivel front wheels with ball bearings and 20-inch by 2.125 heavy duty rear wheels with pneumatic tires give good maneuverability. Cutting width is a full 24 inches and the cutting height adjust from

about 2 1/4 to 3 1/2 inches, depending on the type of grass. Other standard features include welded frame construction using one-inch square steel tube, grease fittings at all wear points

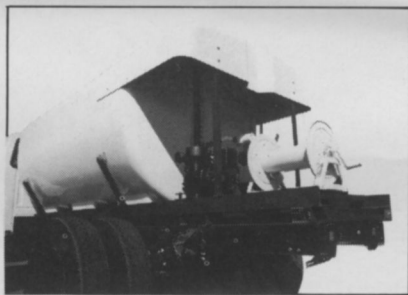
(10 grease fittings in all) tough, non-rust aluminum deck, one-inch diameter steel blade shaft with precision ball bearings.

Circle 227 on free information card

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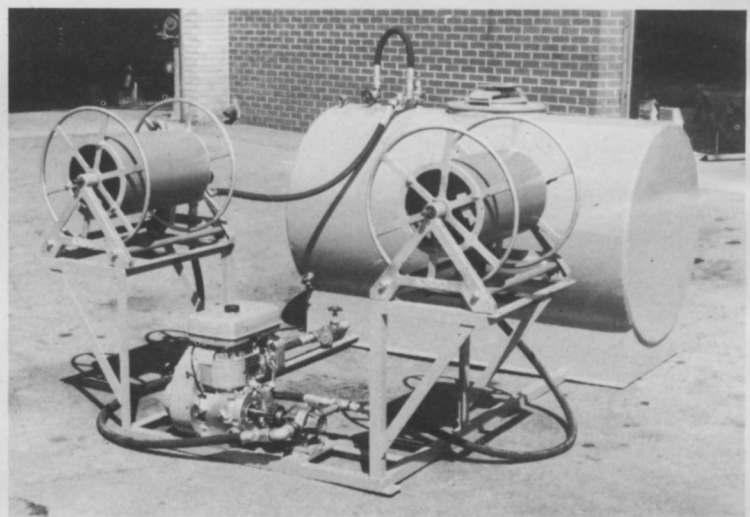
'Quick-response' mower

A quick-response governor, which maintains power even in tall or thick grass, is featured on Ryan's 20-inch commercial lawn mower. The air-vane governor eliminates linkages by operating directly from the air flow off the flywheel cooling fins, reducing governor 'lag time' in responding to suddenly higher grasses.

Circle 234 on free information card

THE WEED & FRUIT SPRAYING UNIT OF THE 1980's

**Skid mount spray equipment
for your pick up truck**



PACKAGE INCLUDES:

250 gallon or 500 gallon, mild steel (12 gauge) cylindrical tanks c/w inspection & access cover, pressure gauge, agitator & sway baffle. 2 only — Nordic hose reels, 400' x 1/2" hose (hand or electric rewind) Honda — 5 h.p. general purpose hand start motor & reduction gearing. Hypo — big twin piston pump c/w surge limiter. Piping — flexible thick wall rubber hose or built to customer specification.

Available for fall delivery

2 only — 1979 Ford F350 — 140" wheel base, "styleside", 8' box pickups. c/w 500 gallon spraying package. Used only one (1) month. For purchase or lease.

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Circle 117 on free information card



MOWERS/TRACTORS

Flymo: Rides on a cushion of air

A cushion of air enables the hand mower manufactured by Flymo Products Co. to float anywhere you want it to go, making it easy to maneuver, according to national product manager Gary Livemore. Hand pressure moves the mower sideways, forward or backward. The 19-inch blade is adjustable for a cutting height from 3/4-inch to 2 1/2-inches. Flymo is perfect for lawns with shrubbery, since it can go under bushes without damaging them. It also floats over curbs and cuts along edges of flower beds and sidewalks, without scalping. This reduces the need for hand finishing. An impeller fan draws in air and pushes it to the edge of the hood. The resulting air cushion lifts the machine, making it float about 1/4-inch from the ground. "Whether grass is dry, wet or tall, the mower's circulating air action raises the grass for an even cut," Livemore said.

Circle 222 on free information card



MOWERS/TRACTORS

Roper: 16 HP, opposed-piston design

The new, Twin 16 HP opposed-piston, four cycle, twin cylinder tractor from Roper Sales Corp. is a new concept in performance and operation, the company said. There is less vibration and quieter operation than with standard engine designs. The all-gear transmission provides a full selection of speeds (six forward, two reverse) to match the unit's

power to the job. It is shown a rotary mower that is 42 or 48 inches wide. The Twin-16 rides on a heavy duty chassis with a rugged front axle to stand up to tough tasks. Front axle pivots for firm footing and oscillates to follow uneven terrain. Many implements and attachments are available.

Circle 228 on free information card

MOWERS/TRACTORS

Roseman: 5-gang

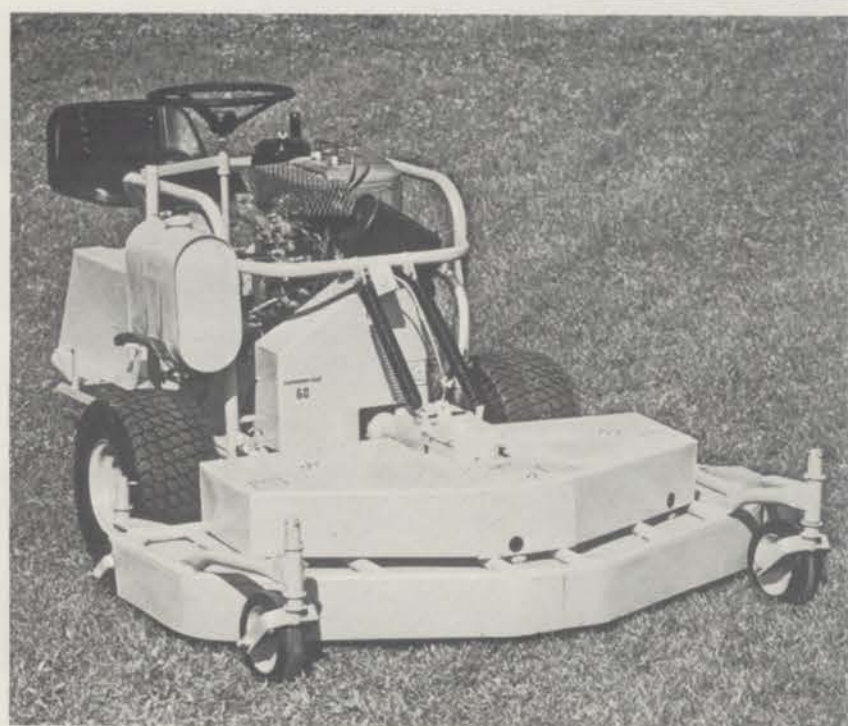
A 5-gang hydraulic lift-type mower from Roseman Mower Corp. raises clear of ground for easy transporting, according to the company's Warren J. Roseman.

Circle 221 on free information card

**Jacobsen mower**

Designed for daily commercial mowing, the Commercial 20 and 21 feature rugged decks, constant engine lubrication, and multiple bearings on the crank shaft for durability.

Circle 236 on free information card

**Howard Price: Front cutting rotaries**

A detailed catalog describing the complete Howard Price Turf Equipment, Inc. line of commercial front cutting rotaries is available. The Turf Blazer line includes units from 16 to 19.9 HP and with cutting widths of 48, 60, 72 and 82 inches.

Circle 231 on free information card

MOWERS/TRACTORS

Ford: New tractor series, 13 to 30 HP

A new series of five diesel-powered tractors — 13 to 30 HP — is being offered by Ford Tractor Operations. All five models are available with two- and four-wheel drive. The top model in the series, the Ford 1900, has a three-cylinder diesel engine

rated at 30 HP, with 26.5 PTO HP. Ten- and 12-speed transmissions offer the operator a choice of working speeds. Optional creeper-speed ranges add flexibility, providing 15 or 24 speeds.

Circle 232 on free information card

**Wheel Horse tractor**

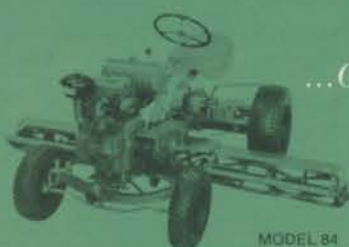
Wheel Horse Products' B-165 tractor features a twin-cylinder 16 h.p. Briggs & Stratton engine, balanced for a smooth ride.

Circle 235 on free information card

*Pretty
it
ain't*



MODEL 68



MODEL 84

You won't find fancy shrouds, shiny hubcaps or chrome accent strips on a NATIONAL
...Only its performance proves its worth!

FAST! Mows a 68- or 84-inch swath at speeds up to 4 MPH. That's half an acre in 15 minutes! Trimming time is reduced as reels reach out over curbs and up to obstructions.

EFFICIENT! Three power driven, free-floating reels follow ground contour. Reels shear grass cleanly without "tip burn."

DURABLE! Timken bearings; automotive-type transmission; heavy duty, tubular steel tie rods and bed knife frame; and cutter bar lip...all add to more years of use!

SERVICEABLE! No-nonsense design makes normal maintenance faster than any mower on today's market!

National Mower Company...our reputation is your guarantee of *quality!* Our start in 1919 makes us one of the (if not *the*) oldest power mower manufacturers in the U.S.A.



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Circle 105 on free information card

BEHIND THIS ISSUE



It is that time of the year when politicians begin to hit the campaign trail, and also the time that lawn care businessmen, manufacturers trying to reach them, and lowly magazine editors hit the conference trail.

There are going to be some good ones this year, and we urge you to mark your calendar now after checking assistant

editor Dan Moreland's compilation of what is on tap this fall and winter on page 4 of this issue.

Look for special turf sessions and participation by lawn care businessmen at the Michigan Green Industry Seminar in Pontiac Oct. 23-24. Of special interest to mowing/maintenance businessmen is the excellent Maintenance Symposium sponsored by the Associated Landscape Contractors of America in Milwaukee Nov. 6-9.

The Missouri Lawn and Turf Conference will feature participation by the newly formed Professional Lawn Care Association of Missouri. The Southern Turfgrass Conference Nov. 18-20 in Little Rock will feature a lawn care session expanded over what it has been in the past. Same for the New Jersey Turf Expo Nov. 26-29 in Cherry Hill.

Three of the best meetings for lawn care businessmen are the Texas Turfgrass Conference Dec. 3-5 in College Station, the Ohio Turfgrass Conference Dec. 4-6 in Cin-

cinnati, and the Illinois Turfgrass Conference Dec. 18-20 in Champaign. All have trade shows with heavy participation by manufacturers trying to reach the lawn care businessman.

Others which promise to have programs of real interest to the lawn care businessmen are the Maryland and Virginia turf conferences in January, the Associated Landscape Contractors of America annual meeting and the Golf Course Superintendents Association of America meeting and trade show in February, and the Massachusetts Turf Conference and Midwest Turf Conference at Purdue University in Indiana in March.

Dan Moreland and I will be there. We hope to see you too.

Bob Earley

PRODUCTS



Lawn sprinklers

Rain Jet underground sprinklers feature a patented rotary, pop-up pendulum action which provides even coverage over an entire lawn. The sprinkler produces rainlike droplets rather than fog or mist.

Circle 202 on free information card



Riding triplex mower

The Deluxe Turf King riding triplex mower can mow up to 33 acres of lawn in one eight hour day when fitted to an 84-inch cutting width. The mower, from Jacobsen Division of Textron, Inc., features an electric starter, ducted air intake, large muffler for quiet operation, and hydrostatic drive that eliminates gear shifting.

Circle 205 on free information card

Circle 103 on free information card

A bigger little-big tractor.

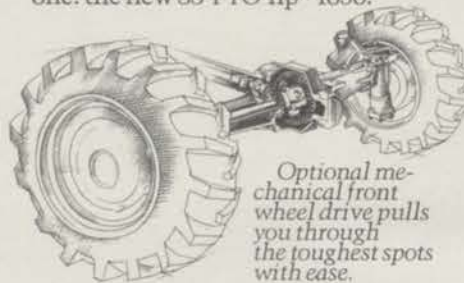
Introducing, a new John Deere diesel tractor with a 33-PTO-hp turbocharged engine

Two years ago, John Deere introduced the 22-PTO-hp 850 and the 27-PTO-hp 950 diesel tractors.

They were simple, reliable, sensibly-priced tractors. And people loved them.

At John Deere, we called them our "little-big" tractors because they were big enough to handle many landscaping and construction jobs, yet small enough so they were economical to buy and operate.

And now along comes another one: the new 33-PTO-hp* 1050.



Optional mechanical front wheel drive pulls you through the toughest spots with ease.

It's a little bit bigger and more powerful than the other two, and it has some interesting new features.

But the principle is still the same. A simple, basic tractor at an affordable price.

Features

Like the other "little-big" tractors, the 1050 has a number of big tractor features. Liquid-cooled diesel engine. 8-speed transmission. Differ-

*Maximum PTO horsepower measured at 2400 engine rpm (factory observed).

ential lock. 3-point hitch. Adjustable wheel tread.

It also has some features the others don't have.

For instance, the 1050 is the only tractor of its size to have a turbocharged engine.

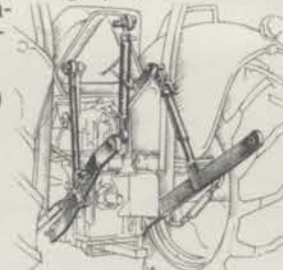
With a turbo, you get greater power in a smaller package. Plus fewer emissions. And smoother, quieter performance.

The 1050 also has a continuous-running 540-rpm PTO that keeps your implements running even while the tractor is standing still.

A "load-and-depth-sensing" 3-point hitch (Category 1) that can be set to compensate for variations in soil density. And both the 1050 and 950 offer optional mechanical front-wheel drive to give you sure-footed traction in almost any terrain or ground condition.



Turbocharging gives you more power, better fuel economy, a cleaner, quieter ride.



Load-and-depth-sensing 3-point hitch maintains constant depth when working with ground-engaging tools.

Attachments

Of course, one of the big reasons for buying a John Deere is the variety of tractor-matched attachments that go with it.

We have over 20 implements to choose from, including 4 different kinds of mowers, front loader, backhoe, box scraper, planters, cultivators, plows, rear blade, posthole digger and more.

We also offer a choice of bar or turf-type tires.

Parts and service

Needless to say, your John Deere dealer is a man you can count on for parts and service. And his inventory of implements is nearly always complete.

So if you're looking for a real work-horse at a sensible price, see the new 1050 at the John Deere dealer nearest you.

Better yet, take it for a test drive. We think you'll agree it's the smoothest-running, quietest, most solidly built tractor in its class.



Continuous-running 540-rpm PTO keeps implements running at full power even while tractor is standing still.



Nothing runs like a Deere®.

For free literature, write John Deere, Dept. 63, Moline, Illinois 61265.





Landscape edging

Weather-resistant, woven nylon lawn and landscape edging is offered by Louis A. Green & Co., Inc. The edging measures seven inches wide to provide extra stability and sharp definition of boundaries between lawn and

planting beds. The flexible black edging blends with vegetation and retains moisture to promote plant growth.

Circle 206 on free information card

Electric hedge trimmers

True Friends Garden Tools, Inc. offers a line of electric hedge trimmers for the professional landscaper. The trimmers feature a ball bearing mounted armature shaft which reduces jamming and ensures evenness of operation. Other standard equipment includes heat-treated cutting blades, friction safety clutch, and chrome-armored teeth. Further, both motor and housing are double insulated.

Circle 212 on free information card

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FOR SALE: 1978 Ford 350 completely equipped with 700 gal. steel tank, pump, Hannay electric reel, hose, etc. Complete unit, excellent condition, ready for immediate use. Phone 301 473-8777 9 A.M. to 3 P.M.

2 STAINLESS STEEL combines that roll, aerate, apply seed plus liquid and granular chemicals. Call 301 987-5901.

78-750 FORD spray truck, 1300 gallon tank, hypro pump, two electric reels, 300 ft. hose, ready to spray. Assume lease of outright purchase. Phone 512 855-4853.

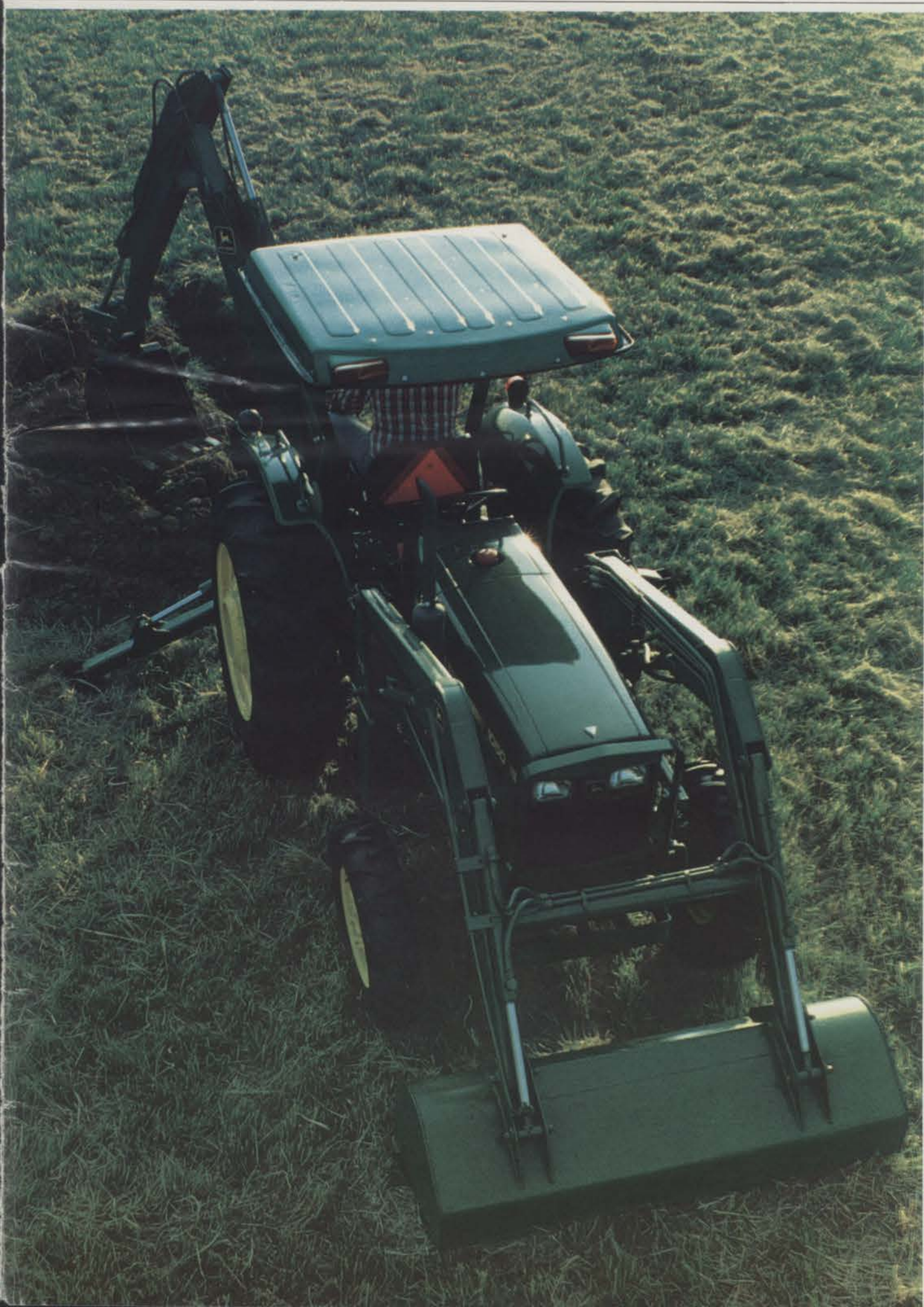
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LOOKING FOR EXPERIENCED PERSON who has knowledge of tree & landscape business. Must be able to take charge of complete operation & have sales ability. Must have a good business background. Salary plus bonus depending on qualifications. Send resume & salary requirements or call A-1 Tree & Landscape Co., 50 Flushing Pond Rd., Westford, Mass. 01886. 617 692-3166, 692-7825, 453-3736.

MISCELLANEOUS



"KNOW pH INSTANTLY. Electronic tester, portable, handheld. For soil, liquids, etc. \$21. Details free. A & H Marketing, Dept. L4, 8325 Dru Ave., SE, Albuquerque, NM 87108. Phone 505 266-4821."

KELWAY SOIL pH TESTER, used by professionals everywhere. Direct reading, longlasting, portable, lightweight, no power source. Model HB-2 reads moisture too. Available through local distributors or contact Kel Instruments Co., Inc., P.O. Box 1869, Clifton, N.J. 07015. 201 471-3954.





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**In the public eye,
and under its feet...**

**“Lofts  Turf-type Perennial Ryegrass
and  thrive
even under the abuse
of over a million
visitors each year.”**

“Yorktown is a superior ryegrass. . . texture, color, fast germination, disease resistance. . . everything about it is better. Yorktown and Baron do so well in Hershey, we've incorporated them into our private landscaping business,” William Bowman, General Manager of Hershey Nursery & Hershey Gardens, Hershey, Pennsylvania. “Hershey Gardens has an image to maintain. And that's not easy when you consider the traffic stress our grass has to take. Even a large staff of nursery/grounds employees can't keep the grounds looking this good without a really superior grass seed.”

That's why Hershey uses literally tons of Lofts Baron/ Yorktown mix to maintain its image. Yorktown Perennial Ryegrass holds its color in summer when others yellow out. Added to Baron Kentucky Bluegrass, it's a tough combination to beat.

If Yorktown and Baron can look this good under these tough conditions, just think what they can do for YOUR image.



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Pedigreed Seed, Inc.**

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