**Cover Feature**

12 Using perennials for 'custom jobs'

Commercial accounts are discovering what homeowners already know: perennials make landscapes distinctive. LM visited landscapers who provide this service.

Ron Hall

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**Features**

14 LM Reports: Spreaders

The industry's best spreaders cover large areas and carry heavy loads of fertilizer, chemicals or topdressing. Whether designed for pick-up trucks or hitches, this is an invaluable equipment category.

Compiled by Terry McLver

16 1994 Pick-ups

If it's high time to go shopping for a new truck or three, make sure you know what your dealer can offer. Most manufacturers are offering special buying incentives, too.

Arthur Flax

22 The coming of winter

Chemicals, irrigation systems and equipment must be carefully prepared to cope with sub-freezing temperatures in the northern U.S.

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**Tech Center**

24 Sand, silt and clay

By understanding the properties of soil texture classes, you are better able to develop management strategies best suited to soil limitations.

Charles H. Darrah III, Ph.

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**Golf 'Scaping**

38 Specialized equipment

Here are some concepts to consider when hunting for that 'dream machine' that does exactly what you want it to do.

Steve and Suz Trusty

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**Hot Topics**

42 A million elms

A relatively new type of disease-resistant American elm is replacing those lost to Dutch elm disease on golf courses and landscapes. Goal of the Elm Research Institute is to have one million planted by the year 2000.

43 Seed harvest: 'fair'

This year's seed harvest reaps modest yields. Weather conditions see-sawed from heavy rain to oppressive heat. During one hot spell the crop was near ruin.

Terry McLver

46 Gypsum saves water

Substantial savings are being chalked up to small gypsum blocks that measure moisture content. The Texas Ag Extension Service is investigating the idea, which has the potential to save thousands of dollars and millions of gallons of water annually.

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**Lawn Care Industry**

SPECIAL SUPPLEMENT

27 State of the lawn care industry

- Chemical lawn care sales flat; allied services boom: 1,000 surveys mailed, 221 returned; service 'mix' appears to be swinging slightly, toward add-ons; speculation that customer base eroded because of the economy.

Jerry Roche

- Update: combined TruGreen/ChemLawn operations on fast track: President Don Karnes and a lean management team steer the industry leader toward support of branch operations and field specialists.

Ron Hall
• Losing the focus of lawn care sales: An adversarial attitude becomes apparent to customers when they ask a technician a few questions and receive nothing but a one-word answer. And this guarantees one thing: the company will lose. 

Ed Wandtke

• Labor problems cropping up all over: Most eligible labor lacks trainability, commitment, work ethic, according to our survey. Compiled by the LM editorial staff.

Aerial photo of a beautiful residential landscape courtesy of Gary Kinman, Kinman & Associates, Dublin, Ohio.

LM READER ADVISORY PANEL

Ken Gerlack
Contra Costa Landscaping
Martinez, Calif.

Bill Prest
Springvale Country Club
North Olmsted, Ohio

Twyla Hansen
Nebraska Wesleyan University
Lincoln, Neb.

Mark Schlossberg
Pro-Lawn Plus
Baltimore, Md.

Tim Hiers
Collier’s Reserve
Naples, Fla.

Brian Storm
Terrascaping Inc.
Birch Run, Mich.