$3,744 per year per firm, with a total market figure of $17,400,000 based upon 4,700 firms. Most chemical buying takes place in March. However, a significant amount of chemical buying occurs in April, May and September. Chemical buying is not as winter-oriented as is equipment buying.

The median number of full-time landscape staff members was three. The median number of seasonal or part-time workers was six.

The annual gross revenue of contractors responding was $173,718, with a median figure of $100,000. Projecting the average to the magazine's qualified circulation in the market provided a total revenue figure of $800,000,000. Projecting total market revenue using 7,000 firms gave a figure of $1,216,026,000.

When asked what they charged for various services the following rates were obtained:

- Sod—average 27¢/sq. ft., median 25¢/sq. ft.
- Seeding—average $71/1000 sq. ft., median $50/1000 sq. ft.
- Hydromulching—average $52/1000 sq. ft., median $40/1000 sq. ft.

- Aerating—average $19.50/1000 sq. ft., median $11/1000 sq. ft.

Advertising expenditures are greatly centered around Yellow Page advertising. Eighty-four percent of the respondents use the Yellow Pages at an average cost of $900 per year. More than half advertise in newspapers at an average annual cost of $1,200 and a median cost of $300. Direct mail and brochures are used by a fifth or more of the respondents. The average spent for direct mail was $1,000, with a median of $500. Brochures cost an average of $500, with a median of $200 per year.

Other types of advertising used are radio (10 percent spending an average of $1,200), television (4 percent), and trade journals (7 percent for an average of $275). Seventeen percent indicated costs of selling in person for an average of $1,100 and a median of $500.

The respondents to the survey have a good feeling about the coming year. Nearly three-fourths expect an increase in business this year. Seventy percent reported gains averaging more than 20 percent in 1977.

<table>
<thead>
<tr>
<th>Type of Equipment</th>
<th>% who own this type</th>
<th>projected # of pieces owned by 4660 contractors</th>
<th>projected # of pieces owned by 7000 contractors</th>
</tr>
</thead>
<tbody>
<tr>
<td>aerator</td>
<td>41%</td>
<td>2960</td>
<td>4470</td>
</tr>
<tr>
<td>backhoe</td>
<td>35%</td>
<td>2320</td>
<td>3500</td>
</tr>
<tr>
<td>bulldozer</td>
<td>12%</td>
<td>920</td>
<td>1390</td>
</tr>
<tr>
<td>cultivating disks</td>
<td>26%</td>
<td>1800</td>
<td>2720</td>
</tr>
<tr>
<td>fork lifts</td>
<td>16%</td>
<td>760</td>
<td>1150</td>
</tr>
<tr>
<td>hydromulcher</td>
<td>18%</td>
<td>1120</td>
<td>1690</td>
</tr>
<tr>
<td>tractor mowers</td>
<td>59%</td>
<td>5970</td>
<td>9010</td>
</tr>
<tr>
<td>manual mowers</td>
<td>75%</td>
<td>25,700</td>
<td>38,800</td>
</tr>
<tr>
<td>rototiller</td>
<td>70%</td>
<td>6090</td>
<td>9190</td>
</tr>
<tr>
<td>sod harvester</td>
<td>17%</td>
<td>1200</td>
<td>1810</td>
</tr>
<tr>
<td>pick-up truck</td>
<td>84%</td>
<td>8770</td>
<td>13,200</td>
</tr>
<tr>
<td>dump truck</td>
<td>76%</td>
<td>7490</td>
<td>11,300</td>
</tr>
<tr>
<td>flat-bed truck</td>
<td>9%</td>
<td>1040</td>
<td>1570</td>
</tr>
<tr>
<td>tree spade</td>
<td>13%</td>
<td>840</td>
<td>1270</td>
</tr>
<tr>
<td>trenchers</td>
<td>12%</td>
<td>720</td>
<td>1090</td>
</tr>
<tr>
<td>tractors</td>
<td>57%</td>
<td>6130</td>
<td>9250</td>
</tr>
</tbody>
</table>
CONTRA COSTA: GENERAL LANDSCAPING AND HYDROSEEDING

Landscape contractors in the Oakland/San Francisco area have contended with drought for nearly three years. Until recently, lack of rainfall placed a damper on business, but Ken Gerlack (CLCA), president of Contra Costa Landscaping Inc., in Martinez, discovered some relief by being one of three Bay Area contractors offering hydroseeding for erosion control.

The rain finally returned this winter and Gerlack, and vice president Burt Harrington anticipate a boom this spring.

Contra Costa depends primarily on commercial construction and maintenance for its $750,000 business volume. Nearly 90 percent of construction is derived from bidding on public and private work. Currently, construction represents 40 percent of gross revenue, maintenance 35 percent, and hydroseeding the remaining 25 percent. Mainte-
Playground equipment should be a part of the park, not just structures placed there. Here are a few of Contra Costa creations.

Contra Costa does relatively little residential work, primarily large estates. The Bay Area is one of the last holdouts of the estate gardener. There are a significant number of very wealthy homeowners in the San Francisco area who invest more than $200,000 in a home. A small percentage of these still have full-time gardeners and many have part-time gardeners.

Another factor is the large number of uncertified, generally untrained individuals who, because they are enamored by outdoor occupations, are willing to do basic maintenance chores at below standard rates.

Types of work subcontracted out by Gerlack are large earth moving, much of the irrigation and drainage installation, and structural jobs such as construction of patios, decks, sidewalks, and fences.

The company has not experi-
...the tough one, for total vegetation control!

- Less pounds last longer!
- Gets most tough weeds and most brush others leave behind!
- Gets most tenacious vines, brambles and woody plants!
- Is remarkably resistant to leaching and lateral movement!

Acceptability!

For the past several years, SPIKE has been tested in actual field situations with commercial equipment. When applied in accordance with label directions, SPIKE will result in a high level of long lasting total vegetation control.

Test plot demonstrates dramatic result of single application of SPIKE.

Durability!

Commercial field use has demonstrated that at recommended application rates SPIKE remains effective longer than most other products tested, and permits lower application rates in succeeding years. Long-term control prevents regrowth for extended periods of time.

Missouri test plot treated with SPIKE shows residual control 2 years later!
Capability!

Five years of development and more than three years of extensive nationwide on-site testing in non-crop areas have proven SPIKE highly effective in the control of a wide spectrum of vegetation, including many of the so-called hard-to-control species. SPIKE effectively controls many tough perennials, as well as many woody brush and vine-type species that escape other control products.

Dead common mullein along right-of-way is a dramatic example of SPIKE's effectiveness on tough-to-control species.

Commercially-applied test plot demonstrates SPIKE's ability to eliminate persistent varieties such as Bouncing Bet.

Suitability!

Because of SPIKE's features

- Less pounds last longer
- Gets most tough to control weeds and brush
- Gets most tenacious woody vines and brambles
- Is remarkably resistant to leaching and lateral movement

SPIKE belongs in your total vegetation program.

"Before" and "after" views of the same test plot clearly demonstrate SPIKE's ability to control brush and woody vegetation.

Dependability!

...that’s what all of SPIKE’S abilities add up to. SPIKE is a proven total vegetation control product that is truly tough on weeds! What’s your tough vegetation control problem? Whatever it is, consider SPIKE an essential weapon in your chemical arsenal. Contact your ELANCO distributor for full details on SPIKE...the tough one for total vegetation control!

SPIKE is a registered trademark for Elanco Products Tebuthiuron

Circle 103 on free information card
All fertilizers are not created equal.

Scotts ProTurf® High Density Fairway Fertilizer is unlike any other fertilizer you can buy. The name itself tells you the kind of beautiful, vigorous results a professional turf manager like you can expect.

Scotts . . . the grass people. We have more than a century of experience in making things grow.

ProTurf . . . Scotts' professional turf division. It means that this is no garden store variety of turf product. It's developed, manufactured and sold specifically—and exclusively—for schools, colleges, golf courses, landscape contractors, lawn service companies, cemeteries, parks, sod growers and other professional users.

High Density . . . a combination of both fast-acting and controlled release forms of nitrogen in each granule. And unlike conventional mechanically mixed fertilizers, each individual granule is the same analysis that's printed on the bag. It's a completely homogeneous fertilizer, so the nitrogen, phosphorus and potassium are distributed evenly. This means the grass plants get the nutrients in the same proportions you selected. It spreads quickly and easily. And is safer for your turf than many commercial fertilizers. When compared to a 12-4-8 fertilizer, it saves you two-thirds of the storage space and reduces labor by as much as fifty percent because you apply fewer bags per acre.

Fairway Fertilizer . . . originally developed to meet the needs of golf course superintendents for a high quality, high nutrient, non-burning, long lasting maintenance fertilizer. ProTurf High Density Fairway Fertilizer is now applied by thousands of turf managers in the United States and Canada in all sorts of use and environmental conditions.

But find out for yourself. Try Scotts ProTurf High Density Fairway Fertilizer on your turfgrass this season. The proof will be in the results.

All ProTurf products are sold directly to professional users. For more information about High Density Fairway Fertilizer or our fifty other fertilizers, fungicides, insecticides, herbicides, combination fertilizer/pesticides, seed and equipment, call the toll free Scotline: 800/543-0006. (In Ohio, call collect: 513/644-2900.)
enced a great demand for interior landscaping service although it has completed a number of inside jobs. Gerlack is especially proud of an indoor landscape he did for the Marin County Courthouse. The company does not aggressively seek indoor maintenance contracts at the present time.

One growing area for Contra Costa is maintenance of public athletic fields. Getting the fields in shape for the football season and repairing them afterward are two tasks more school officials are giving to professionals. Often, much of a school's athletic budget is derived from gate receipts of games played in its stadium. Consequently, the production of athletic contests is as much a business as it is a public service. Gerlack is currently working with a number of school systems for their stadium maintenance.

Contra Costa has a greenhouse for some of its plant stock. No retail selling of nursery stock or wholesale selling to other landscapers takes place.

Shunning large inventories, Gerlack purchases most chemicals by the job. Except for fertilizer, he makes monthly purchases of herbicides, fungicides, pesticides, and conditioners. These purchases total roughly $15,000 per year.

Equipment expenditure per year averages $25,000. He buys all vehicles rather than lease them. An inventory of Gerlack's equipment shows the following:

- passenger autos — 8
- pickup trucks (3/4 ton or smaller) — 6
- dump trucks — 2
- tractors — 2 Massey-Ferguson 40 hp, 1 MF 65
- hydroseeder — 1 Finn
- riding mowers — 6
- push mowers — 6
- rototillers — 3 walk behind

Gerlack estimated his repair and maintenance costs at $5,000 per year. He keeps an inventory of problem parts such as belts, pulleys, etc. He does not keep a large inventory of backup equipment and stresses the importance of proper equipment care to his men. If a mower does break down Gerlack has to drive 70 miles to get service.

For ad on preceding page circle 115 on free information card

Residential landscaping entails combining manmade structures with nature's to provide a relaxing atmosphere.
When asked about prices for certain types of work, Gerlack said nearly all his prices are bid according to specifications and costs. Rates for sod installation, he said, can be as little as 20 cents/sq. ft. for large areas with little soil preparation or as much as 40 cents/sq. ft. for small jobs with considerable soil preparation.

Contra Costa does little advertising. It carries an ad in the state's landscaping magazine for its hydroseeding service. Beyond this, it has brochures for selling maintenance service. Most of the job seeking is done by staying on top of the local building scene to be included in all available bidding.

If Gerlack has one single concern, it is the abundance of untrained and uncertified landscape contractors in the area. He anticipates the number of such people to jump when the market takes off this spring. He is a certified landscape contractor and thinks anyone spending money on landscaping should check the credentials of any individual claiming to be a contractor before giving the go ahead. Gerlack dreads competing with the “have pickup truck, will do anything” firms. They are the only negative aspect of what he anticipates to be a banner year for the landscape contracting business in the Bay Area this year.

Only three landscapers offer hydroseeding in the San Francisco area. Contra Costa is one.

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**GOODALL**

The Goodall Fillies

Introducing the 52 inch cut Goodall Rear Discharge mower. A new design deck allows close trimming on both sides, helps prevent windrows and gives you a clean manicured cut (not that just-cut look). The new variable speed drive gives a wider range of ground speeds. The 3 gallon fuel tank and Hi-Way front caster wheels are standard equipment. This new mower is designed for fine lawns and rough areas. The finger tip control gives the same easy handling and hillside stability and maneuverability as the other Goodall Self-Propelled models. Also available is a new 36 inch rear discharge mower.

Goodall Div. • 1405 Bunton Road • Louisville, Kentucky 40213
Phone 502/459-3811 Telex 204-340

Circle 134 on free information card

**Herd BROADCASTERS**

for the Commercial Operator and Homeowner

Spreads Fertilizer Seeds, Salt, Sand and Granular Chemicals

GT-77
77 LB. CAP.
FOR GARDEN TRACTORS

750 9.6 BU.
750 LB. CAP.
FOR THE LARGER BROADCASTING JOBS

Write for new colorful 8-page brochure on full line of 8 sizes and many variations to suit particular needs.

HERD SEEDER CO., INC., DEPT. 221
P. O. BOX 448, LOGANSPORT, IN 46947

Circle 137 on free information card
Now from Elanco

**Spike granular**

for broad spectrum Vegetation Control that lasts MONTH

For the past several years, Spike granular has been tested in actual field situations. When applied in accordance with label directions, Spike will result in a high level of long lasting broad spectrum vegetation control at low costs.

Test plot demonstrates dramatic result of single application of Spike.

MONTH
AFTER MONTH
AFTER MONTH
AFTER MONTH

**Dependability!**

... that's what all of Spike's properties add up to. Spike is a proven broad spectrum vegetation control product that is truly tough on weeds! What's your tough vegetation control problem? You should consider Spike an essential weapon in your chemical arsenal. Contact your Elanco distributor for full details on Spike ... the tough one for broad spectrum vegetation control!

**... the tough one, for broad spectrum vegetation control**

- Does your herbicide get the tough weeds?
- How long does your herbicide last?
- Is your herbicide as economical as Spike®?

Does your herbicide measure up to Spike? Maybe you should compare your herbicide with Spike granular in some other ways too.

**ELANCO**

Elanco Products Company
A Division of Eli Lilly and Company
Indianapolis, IN 46206, U.S.A.

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Circle 147 on free information card
When DiSanto Companies moved into new and larger quarters in Cleveland two years ago, it renewed and increased its commitment to the landscape industry.

The DiSanto brothers, Dennis and George, decided it was time to expand their outdoor construction and maintenance business into the areas of design, lawn care, and interior landscaping. As a result, DiSanto is now in the top three in the Northeast Ohio market following a 30 percent increase in business in 1977 to more than $750,000.

Short range goals are to purchase a large, local tree care company, increase its share of the lawn care market, and to continue to actively bid on both interior and exterior construction and maintenance projects.

Since last year, DiSanto has had a full-time landscape designer, Martin Pawlikowski, a graduate of the Ohio State landscape architecture program. Dennis DiSanto predicts that more landscape construction work will be under separate contract from the general building contract as landscapers develop their own design capabilities. The landscape work is often the last completed on a project and, if done improperly, can hold up acceptance and consequently payment to the general contractor. "If it's a sizeable project and the owners or the clients want to make sure the job is done properly, they will pull the landscape contract out of the general contract," Dennis says.

Landscaping has been a part of the DiSanto family for many years. Fred DiSanto, father of Dennis and George, was an estate gardener and exposed his sons to it. In 1959, the company was formed primarily for maintenance. The company's promise has been, "only what your turf and trees need and only when they need it. Some adjustment to this philosophy has been required for the lawn care division.

The company has its own greenhouse, but stays out of the retail