Summertime. It's either deluge or drought. A thunderstorm may dump several inches of rain in minutes...you may not see another drop for weeks. AQUA-GRO® soil wetting agents help you maintain peak turf quality—despite summer weather extremes. And it saves you time and money by making the most efficient use of available water.

Used as a part of a complete turf management program, AQUA-GRO® ensures water penetration which promotes deep turf rooting, prevents localized dry or wet spots and saves labor and money by reducing syringing and irrigation needs.

Ask your distributor for AQUA-GRO® Liquid or Spreadable, the wetting agent that's been letting professional turf managers do something about the weather for 34 years.

Now through September 15, we're offering a $10 cash rebate on every 5 gallon pail of AQUA-GRO® 'L' and $5 on every 46 pound drum of AQUA-GRO® 'S' you buy. Call your distributor for details.

Call for tech service, samples and information 1-800-257-7797, In NJ (609)665-1130

AQUA-GRO®
SOIL WETTING AGENTS

Aquatrols Corporation of America, Inc.
1432 Union Ave, Pennsauken NJ 08110

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A fairy tale? Not hardly

Once upon a time, a young baby-boomer decided to go into business for himself. Lo and behold, this insightful youngster—he was barely out of college—chose landscaping, after conducting his own extensive market research.

He liked to be out-of-doors, he liked dealing with clients on a one-to-one basis. Sure, the hours were long and tough; walking a landscape with a string trimmer in hand or sitting on a mower for hours on end is not easy.

But this particular youngster liked the freedom of having his own landscape maintenance business.

By and by, the business began to grow. His reputation spread. He was getting phone calls from people he didn’t know. Finally, working 18-hour days, he figured that it was time to add staff.

A few years later, 20 people were on the payroll. The recession was upon the country, but it seemed to have little effect on his business. While other small businessmen were throwing in the towel, his business was thriving in a relatively new “industry.”

Not much later, this particular fellow—who was no longer young, but nearer the big four-oh—decided expansion was again necessary. A lot of big bucks, he thought, awaited the landscape design/build company that could afford the expensive heavy equipment and design staff. He spent many an hour burning the midnight oil before determining that he could afford the capital investment. His company became full-service: design, build, maintain (including pesticide applications and mowing). The business flourished. This baby-boomer had made it.

Moral: Landscape contracting is about to enter another, more mature stage as baby-boomers’ maintenance companies become full-service companies. The old line between design/build and maintenance is graying. Smart, energetic landscape managers with the proper resources might consider diversifying into design/build.

The end.
MOWING SLOPES DOESN’T HAVE TO BE AN UPHILL BATTLE.

The Jacobsen Tri-King 1471 is king of the hill with exclusive 3-wheel drive.

No other triplex mower flattens hills like the Jacobsen Tri-King 1471. No-slip direct-drive traction pump and optional 3-wheel drive take you to the top while other mowers are spinning their wheels. And with automotive-type drum brakes, no one lets you hold your ground better.

With the Tri-King 1471 you get both high performance and the legendary Jacobsen quality cut. Pick either 5- or 10-blade reels to match your mowing needs. Use them in fixed position for higher cutting, or floating position to hug contours and eliminate scalping. Time-saving on-machine backlapping is another Jacobsen advantage.

Operators will like the foot-controlled hydraulic lift with automatic reel shutoff; and positive aircraft-yoke-type steering. Together, they deliver the fastest, most convenient lift, turn and mow capacity of any triplex. Plus, rubber-cushioned isolation mounting of the engine reduces vibration and noise for better operator comfort.

The Tri-King 1471 is also tops in serviceability. Interchangeable reel drive belts make replacement easy without tools. Ducted air flow keeps the engine clean and cool. And the efficient drive system design eliminates constant adjustment and replacement of drive belts.

Stay on top of your mowing schedule with a Jacobsen Tri-King 1471. See your Jacobsen distributor today. Attractive lease and financing plans available. Jacobsen Division of Textron Inc., Racine, WI 53403.