

## Money For Your Advice

We are often reminded that Socrates went about giving advice. He was poisoned. But times have changed. People are willing to pay for value received, and today good advice carries a monetary value.

Norman J. Scott of Willowdale, Ontario, Canada, made this point at the recent International Shade Tree Conference at Philadelphia, Pa. After finding retirement a bit too monotonous, he started a horticultural consulting service. His point, directed to arborists attending the 43rd Conference was that they dispense advice freely with no thought of remuneration for advice only. He said this is not true of many other professions, the implication being that it should not be true in any business where technical information based on years of experience and background are so important in determining overall costs of a venture.

Scott has found that municipalities no longer depend on advice from a firm doing the landscaping or tree work but come to him for professional advice. He believes that the consultant in the horticultural field can serve a role parallel with that of the architect in the building industry.

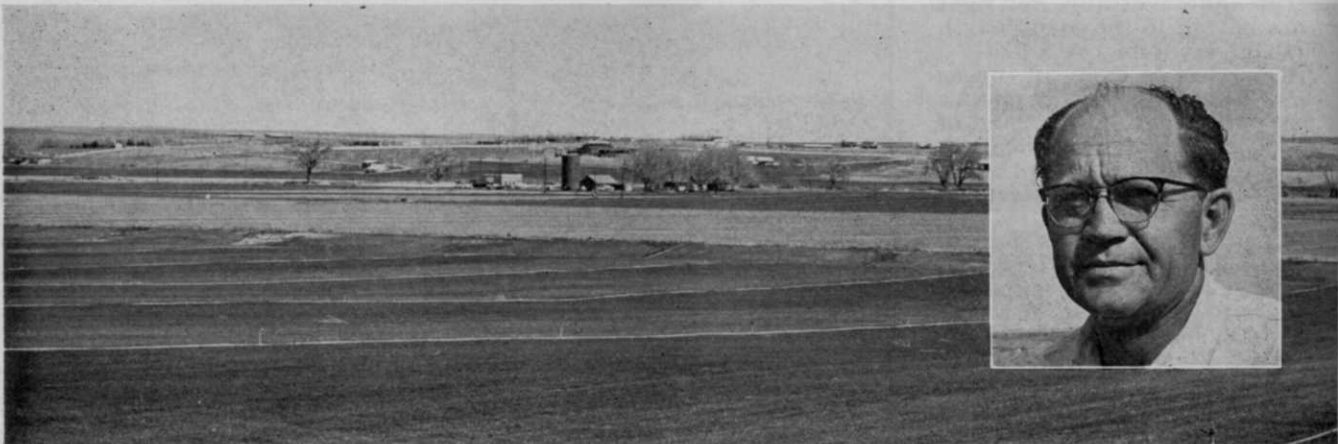
In talking to tree care company men and to contract applicators, we find they offer their qualified advice and many times see the job go to a competitor or even a part-time operator. Scott says there will be little business to be found with

the private homeowner on a strictly consulting basis. But government departments at all levels, industries, insurance companies, and large stores dealing in retail horticultural products can use a paid consultant to advantage.

We know that few tree men would give up their business for a strictly consulting venture. Nor would many choose this on retirement. But there are likely numerous tree companies with the size and experienced personnel to run a consulting service as a distinct and separate phase of the existing business. Queries which obviously call for advice which could logically be chargeable could be referred to this department.

Advertising by direct mail might bring in more business than expected. Scott has found that word of mouth by lawyers, real estate appraisers, and others have kept him busy.

**WEEDS TREES AND TURF** is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.



Melvin C. Rich, Richlawn Turf Farm, Littleton, Colorado

### WITH A ROTAVATOR . . . "Germination is Better, Stands Superior"

"The Rotavator has definitely increased our turf yields . . . germination is better, stands superior, and we have fewer bare spots than we used to. We figure that our Rotavator saves from 30% to 40%

in operating costs over conventional equipment." Melvin Rich, of Richlawn Turf Farm, knows what a Rotavator can do for him. Fill out this coupon and see what a Rotavator can do for you.

**HOWARD**

**ROTAVATOR**

WORLD LEADER IN ROTARY TILLAGE®

HOWARD ROTAVATOR  
COMPANY INC.  
Dept. 104, Harvard, Ill. 60033

Please send latest information.

Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
No. acres I till \_\_\_\_\_ tractor model(s) \_\_\_\_\_