



Robert Niedermann (left) and Lee Kelnhofer chart customers on their schedule board.

Tractor "Mounties" Provide Custom Lawn Care Service

Red trailers toting a fleet of garden tractors indicate that special "mounties" are at work in the Milwaukee area this season. Their rescue mission: to relieve homeowners from the burdens of lawn care and maintenance.

Non-gardening homeowners can now go golfing or vacationing while a Lee Services, Inc. "mountie" mows, edges, trims, leaf-sweeps, thatches, fertilizes and treats their lawns for weeds and diseases, according to Lee Services. Customers—including doctors, cardiac patients, widows and salesmen who travel a great deal—are systematically charted on a schedule board. Lee's says it is equipped to handle all landscape maintenance operations for the home, school, hospital or industrial plant.

From a 1-man operation catering to 23 customers in 1965, Lee's enterprise now enlists the services of 11 mounties who serve over 250 customers. According to Lee Services' Lee Kelnhofer, they are enlarging their new building to double its present

shop size and will expand their tractor fleet from 14 units to 35.

Kelnhofer is particularly pleased with one aspect of his operation: the discovery of a healthy and useful new "career" for retired men. Gray-haired grandfathers become excellent tractor operators who can be proud of their landscaping skills, says Kelnhofer.

Lee Services feels it is a "growing" business in more than one way as it reports that franchises are planned for extending the operation to other cities.

A Lee's "mountie" diligently at work.



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