



Larry Maher (l) and Herbert Hoover check out the equipment in their boat prior to a job. (Below) Hoover makes sure hoses are not plugged. Hoses deposit chemicals into the water and not over the surface.

A Growing Business In Aquatic Weed Control

NUISANCE WEEDS and algae, combined with public demand for clean, clear recreational waters, are helping a small industrial weed control firm expand its business rapidly.

Control Services, Inc., a young Iowa-based company, is growing by filling the need for aquatic weed control in parts of Missouri, Minnesota and Iowa. Headquartered at Marion, Iowa, the firm already does 30 percent of its business in the

aquatic line and its owners expect that segment to increase dramatically over the next few years.

Company founder Herbert O. Hoover expects that aquatic weed control could become an equal share of his growing business as the public demand for clean water grows. Ponds, lakes, reservoirs, waterways and other recreational waters are seeing increased usage for boating, swimming and fishing.

"As more people use these waters,"

states Hoover, "there is greater demand for improved water quality and removal of nuisance weeds and algae." We've primarily sold our service to county conservation boards in Iowa, private lake developments and farm pond owners."

His firm is assisting in improving water value and recreational usage through safe and effective control of aquatic weeds and algae by qualified personnel. He and his three associates are licensed and trained to use the specialized equipment to get the job done.

"Two of us are former chemical salesmen, so we have the practical knowledge of products and labeling to enable us to solve most aquatic weed problems," explains Hoover. "We do a lot of algae control, plus we handle such problems as coontail, Eurasian milfoil and we've seen some naiad, which is tough to control."

A flat boat powered by a motor that propels the craft with a jet stream of water rather than a prop-driven motor helps them glide over the infested areas. Through another pump and either a 40-foot spray boom or a hand-held unit, they apply Cutrine or Hydrothol.

Both pumps suck water from the surrounding lake or pond, one for propulsion and one for spraying. The latter can push 300 gallons a minute, which, mixed with the chemicals, is then applied to the perimeter of the water area to be treated.

"Foot-long plastic hoses fastened over the spray nozzles insure that the application is made into the water and not over the surface," explains Hoover, "so there is no drift problem. We haven't backed away from anything yet, and we guarantee our treatments."

This one year guarantee also goes with all industrial weed control (IWC) applications. Most of that work involves weed control along fence lines, in storage areas and along rail spurs.

"Our industrial customers want results and service," Hoover says. "We use Princep and Pramitol to achieve bare ground weed control for a season. We check the results of applications and live up to our guarantee because a happy customer is what counts."

For IWC, Control Services aimed
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A GROWING BUSINESS

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at servicing smaller businesses after the firm's formation in 1970. Clients now include electric companies, used car lots, and several manufacturing plants, among others. Hoover figures his charges on the basis of the number of square feet treated.

"We usually start treating toward the end of March and work through November," he says. "Our work day during the application season may run from 6 a.m. until 10 p.m. We feel we have to generate \$500 to \$700 daily during this season. The aquatic treatments start in May and run through September."

The "we" of Control Services includes Hoover; his father, Herbert O. Hoover, Sr.; Larry Maher, former chemical salesman and, as of June, 1973, Charles Madson.

Madson and Hoover were fellow teachers in northern Iowa, and Madson now has a master's degree in aquatic biology.

"He has helped us part-time, explains Hoover, "but he'll be full time in June. Larry and I have the aquatic weed control know-how and Chuck will provide the over-all picture—he'll be concerned with the aquatic balance of nature, the relationship of plant life to fish, etc."

Hoover expects to add a fifth person in the near future. Selling is done during the winter and early spring, and the summer and fall are taken up with application work. He feels another man would provide year-round selling directly or through relief of others during the busy season.

"At present each of us is an employee of the corporation and rather autonomous," says Hoover. "Each has a pickup with a skid-mounted sprayer in the truck. All the clean ground chemical work is based on the use of triazines and is done through hand guns. Most of the equipment is something we've designed and then gone out and bought the components for."

All four men are located in different parts of the state and radiate out from there to cover the area and neighboring states. Hoover is licensed in Iowa, Minnesota and Illinois and registered in Wisconsin.

What's ahead for Control Services? "Both the aquatic and industrial segments are expanding as we sell more contracts," Hoover says, "and they may end up separate divisions. As of now, I want the business to grow only to the point where we can get the work done." □



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