



The multifaceted landscape management market consumes a wide variety of products in significant quantities. See page 37 for the 1983 Buyer's Guide.

SEPTEMBER 1982/VOL. 21, NO. 9



23

Landscape Management Profile: Dealers and Distributors

New research and four company profiles reveal creative measures taken by distributors to grow and prosper.

27

Beckman Salesmen Keep in Constant Touch With Their Customers

St. Louis turf and irrigation distributor serves its customers by frequent calls and professional advise. This persistence is paying off as Beckman grows.

30

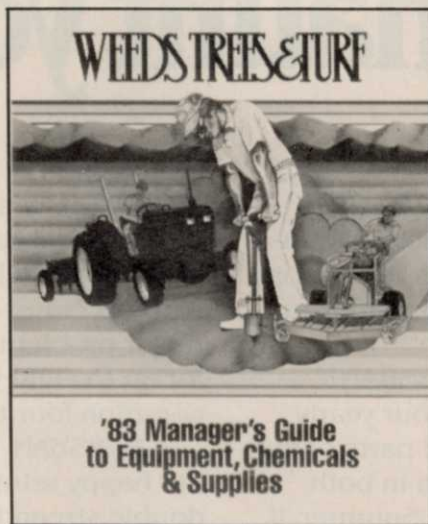
Modern Management Propels 7-Year-Old Irrigation Supplier

Hydroscape has experienced phenomenal growth in a short seven years due to a multi-talented management team and use of modern business tools.

36

Garfield Williamson Doubles Turf Sales In Five Years

New Jersey seed and chemical distributor has tapped the New York Metropolitan area for amazing growth. Not bad for a company started 100 years ago.



37

1983 BUYER'S GUIDE TO EQUIPMENT, CHEMICALS & LANDSCAPE SUPPLIES

Brand names and chemical ingredients have been added to the Buyer's Guide for 1983. Now you know who makes a general type of product as well as a specific brand or chemical. Use this comprehensive directory for planning and buying for next year.

89

Regional Distributor Becomes National Manufacturer

The fourth distributor profile is a prime example of the unlimited potential in the golf and landscape market. Lakeshore Equipment and Supply grew with the market from 1962 to present. Trucks are only part of Lakeshore's future.

92

North American Natives Need Further Study

Doug Chapman suggests we have not explored our own country for plants which fit better into today's low maintenance program.

DEPARTMENTS

Outlook	4
Green Industry News	6
Golf Update	8
Landscape Update	10
Government Update	14
Vegetation Management	90
Products	96
Events	100
Classifieds	102
Advertiser Information	104

Robert L. Edgell, Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Treasurer; Thomas Greney, Senior Vice President; Ezra Pincus, Senior Vice President; Joe Bilderbach, Vice President; James Gherna, Vice President; George Glenn, Vice President; Harry Ramaley, Vice President.

WEEDS TREES & TURF (ISSN 0043-1753) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 757 Third Avenue, New York, New York 10017. Advertising offices: 757 Third Avenue, New York, New York 10017 and 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$15 per year in the United States; \$18 per year in Canada. All other countries: \$40 per year. Single copies (prepaid only): \$2 in the U.S.; elsewhere \$4.50; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1982 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher. Microfilm copies of articles are available through University Microfilms, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

POSTMASTER: Send address changes to WEEDS TREES & TURF, P.O. Box 6198, Duluth, Minnesota 55806-9898. **HBJ** A HARCOURT BRACE JOVANOVIICH PUBLICATION