

attendees were than asked to write-out their solutions and later discuss them with the rest of the group. The impromptu session proved there may be more than one solution to individual problems.

"If all else fails, read the instructions," said Art Kain, Seattle Community College, as he discussed the proper preventive maintenance for equipment. Kain discussed several practical steps for winterizing gasoline engines and continuing maintenance schedules common to most equipment.

Don Mock, past-president of I.P.A.A., discussed what he determined to be the most important factors of spray applications; tip size, spacing, pressure and rate of travel. Mock also reviewed a spray chart and explained the advantages to using the chart and how it can work for a sprayer.

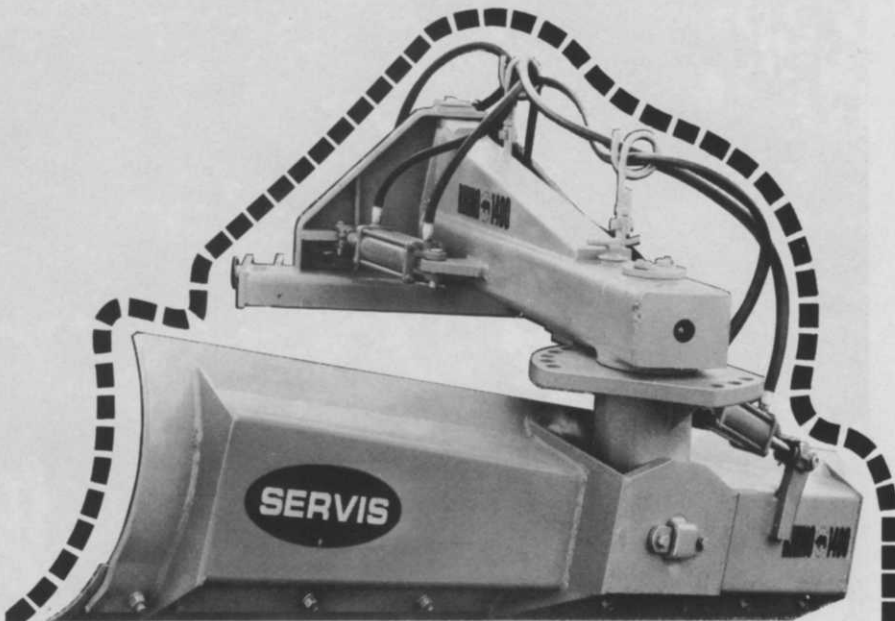
A rap panel discussion featuring Don Mock, Roy Goss, Dean Jamieson, Gary Mulkey, Don Nicklebrink, Lee Campbell and John Beyehet drew many questions from the audience. The emcee was Don Mock.

Dr. Roy Goss entitled his talk 'Fertility and other practices that effect turf grass disease development.' He discussed the cause of diseases in relation to the level of nutrition and the balance that exists between disease and fertilizer application.

A nation-wide survey conducted by Bill Owen, General Spray Service, provided information for his talk on 'Application Techniques'. Owen discovered that all spraying services polled had at least some training program for their employees. He averaged truck size, tank size, gallons sprayed per day, costs, daily gross per truck and crew size of each business. Management, said Owen, makes money for your business. A manager who plans and organizes can free the owner/boss for more public relations work and higher level decision-making, he said.

I.P.A.A. officers for 1974-75 are Gary Mulkey, Junction City, Oregon, president; Rod Fairbanks, Seattle, Washington, vice president; George Harrison, Seattle, Washington, treasurer and Larry Costello, Seattle, executive secretary.

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WT 11



Skill, Hard Work Revive Dying Course

DESERTED FOR two years and looking like anything but a golf course, Rogala Public Links challenged anyone to put it back into playing condition.

Answering the challenge was Charlie Meaker.

"I had heard about the course a year ago, but I had not looked at it until December, 1973," Meaker said.

"At that time the fairways were a 2 ½ foot mixture of bluegrass, brome and weeds. The greens were Penncross and averaging about 1 ½ feet in height," he said.

But in spite of the course's rough appearance, Meaker was able to see potential under the matted grass and crust of snow, and decided to buy Rogala.

The papers were signed in March, 1974, and Rogala had an owner. Meaker moved into the deteriorated clubhouse of this Mattoon, Ill., course and began the arduous task of readying the equipment and facilities for business.

On weekends, wife Donna and children Nancy, 10, Karen, 7, and Joe, 2, made the pilgrimage down from Bloomington, Ill., to add helping hands to the project. While Donna and the girls turned their attention to the clubhouse, Meaker concentrated on the equipment.

The equipment included a 340 International, one Toro walking greens mower, a Walter Spiker, a Red Rider Truckster, a Smith Co. sprayer, a top dresser, a '65 Chevy pickup, a 1948 cub tractor, a seven gang and a five gang. The cub, pickup and 340 were frozen up and the radiators were busted. All mowers were in need of sharpening,

(continued on page 40)

Rogala Public Links — as Charlie Meaker found it in March, 1974.

people on the move

J. Martin Erbaugh, appointed manager of marketing research and legal counsel for The Davey Tree Expert Company.

* * *

Roger Doyle, joined Safe-T-Lawn, Inc., as district salesman for the northern California area.

* * *

R. B. (Rick) Halverstadt, joined sales organization of Griswold Controls, manufacturers of automatic irrigation valves and controls.

* * *

Richard (Dick) L. Hale, became editor of The Golf Superintendent, official magazine of the Golf Course Superintendents Association of America (GCSAA).

* * *

Dennis J. Maloney, named marketing manager, agricultural-horticultural products, Construction Products Division, W. R. Grace & Company.

* * *

Dr. Frank L. Carter, appointed research entomologist for the Gulf Crop Protection Products Department, Gulf Oil Chemicals Company. Carter will be responsible for the research and development of new insecticides, miticides, and fungicides.

* * *

ProTurf Division of O. M. Scott & Sons, appointed three new technical representatives: **Murray Nonhof**, northern California; **Gary Bateman**, northern Michigan; **Dick Gethin**, eastern Missouri.

* * *

Thomas M. McFarlin, appointed manufacturing manager of Davis Manufacturing Division of J I Case.

* * *

Wes Prosser, joined the agricultural chemicals advertising and public relations staff of the Agricultural and Veterinary Products Division of Abbott Laboratories.

* * *

Dr. William C. Zschoche, appointed western research and development manager for The Kalo Laboratories Division of Marion Laboratories, Inc. Zschoche will also head the research activities for growth regulators, herbicides and adjuvants. **Dr. Lynn W. Brookhouser**, appointed southern research development manager for Kalo. Brookhouser will conduct research on seed treatment products, bactericides and fungicides.

* * *

Ramon Parega, appointed vice president of engineering at Hypro Division, Lear Siegler, Inc. The division manufactures pumps for weed and pest control spraying, high pressure cleaning and general liquid transfer.

* * *

Dennis L. Bertelsen, appointed national sales director for consumer products in Toro's Outdoor Power Equipment Group.

* * *

Eliot Wadsworth II, appointed director of corporate development, American Garden Products, Inc. (ASE).

* * *

Gene C. Moore, joined Thompson-Hayward Chemical Company as an agricultural sales representative.

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"Hello, Mrs. Smith."

This is Chuck Cissel calling from Guardian Tree Experts. I stopped by your home the other day to check your trees as part of our preventive maintenance program"

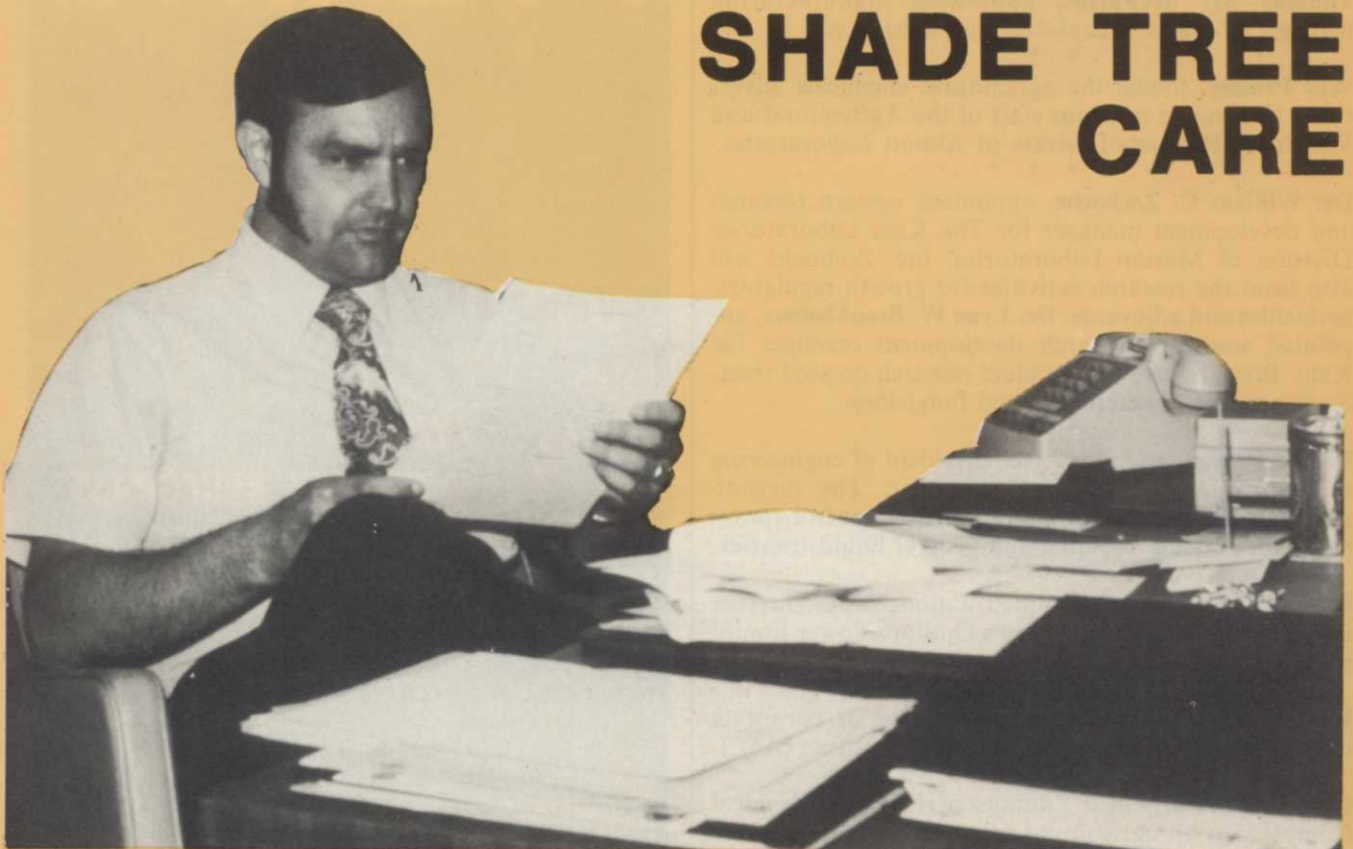
"... Yes, your trees basically look fine. But I did notice a small buildup of tent caterpillars in the two wild cherries in front. I'd suggest that we spray them before the infestation becomes too large and starts damaging the foliage."

"... We've used several products in the past. Malathion has given us good results and it is one of the best insecticides available. I'm sure you will be pleased with the results."

"... Another item I might suggest is that it is time to feed your trees again. If you remember, we fed them three years ago, and at the time I mentioned that we would contact you in another three years. I'd advise spraying the tent caterpillars this week and feeding all your trees later this fall. That will give them continued nutrition for another three years."

"... Fine, thank you. We'll have a spray crew over there Wednesday. Then we'll be back next spring to feed all your trees."

PRE-SELLING SHADE TREE CARE



THIS DIALOGUE is not uncommon. It goes on nearly every day at Guardian Tree Experts, a Maryland tree care firm serving metropolitan Washington, D. C. and surrounding counties. The conversation is built on the premise that homeowners are genuinely interested in keeping their shade trees and ornamentals healthy and free of insects and disease.

Woven cleverly throughout the dialogue is what Walt Money, president of the firm, describes as "finding out what people need and helping them to get it." This consists of pointing out a potential problem, reminding the client about tree nutrition, and generally looking after the short- and long-term maintenance of the homeowner's trees and ornamentals.

"We know that people love trees," says Money, "but few really know how to professionally care for them. Rather than wait for a panic situation or a costly take-down, I believe it is incumbent upon us as professional tree men to communicate the tree's needs to the client — not with hard sell tactics, but with a program of preventive maintenance or preservation principles.

"So early in our conversations we try to express to the homeowner that we are just as interested in his trees as he is. This reassures the client that he has made the right decision in hiring a professional tree care firm to handle the job. Then once this is established, we try to provide the most expert help available to solve the problem."

One of the techniques developed by Guardian Tree Experts is preselling this preventive maintenance program. It basically amounts to anticipating the need before the homeowner does and then educating him on what should be done. For some it may be cover sprays; others may need pruning and borer control; still others may need periodic insect control. Generally, however, Guardian Tree Experts attempts to presell the client on the tree's needs for one year.

How does preselling tree care work? "When we first started in business, we were quite aggressive," Money said. "We went out and knocked on doors, called prospective clients on the phone and wrote letters to solicit business. At that time, almost no job was too big for us.

"We kept good records on our clientele — a must if you plan to succeed — and after a time we began to note the trends that were occurring," he continued. "Much of our work each year was a repeat of the previous year. For example, we would spray for scale every year; bagworms and tent caterpillars could be predicted almost with regularity. Pruning deadwood from trees could be anticipated.

"We also discovered that too many tree men make the mistake of answering a call about a dead tree and just sell a removal," he said. "Too often when we'd go out on a job like that we'd end up asking ourselves: Why did the tree die? Are there others in danger? When were the trees fed last, if ever? What diseases and insects caused a weakening of tree vitality?

"Chuck Cissel and I put our heads together and decided that we could be of more service to our cus-

tomers if we could educate them on the concept of preventive maintenance. We could then presell the work as much as a year or two in advance. The work would be easier to do and the customers we serve would more tangibly appreciate what we try to do for them."

That's the image that now greets the customer on the phone or at the front door — one of genuine interest in the homeowner's needs, one that educates the client on professional shade tree care.

Behind this is a team of dedicated experts who must be constantly on their toes. Walt Money, Chuck Cissel and the other two partners, Charlie Weaver and Al Butler, must be virtually walking storehouses of knowledge and information to professionally answer the myriad of questions and problems that arise daily.

Guardian Tree Experts maintains close contact with specialists at nearby universities. They receive and digest reams of information from USDA, state departments of agriculture, chemical manufacturers, and from other professionals in the field. In addition, membership in organizations such as the National Arborist Association and the International Shade Tree Conference provides a good cross fertilization of ideas and a personal stimulation to maintain a professional status within the industry.

Because the field is so large, the four principals have tended to specialize. Money handles problems involving disease control; Butler and Weaver concern themselves with general tree care; and Cissel has become an expert on insect control.

"I generally develop an insecticide program that utilizes products which will do the job with the least toxicity and the lowest cost factor," Cissel said. "We follow the product label carefully and never try to deviate or take chances.

"For instance, if we spray a client's trees for bagworms, I use malathion at the recommended rate. Why? Simply because it is recommended by university entomologists and it is labeled by the manufacturer to do the job. Plus, we've found it to be an excellent material with low hazard to the applicator and relatively low cost to the homeowner."

Close rapport with entomologists and others who monitor insect infestations permits an almost daily input of what is expected to occur throughout the season. Likewise, cooperating with chemical manufacturers in establishing tests for new products helps the firm keep abreast of developments in the future.

All this behind-the-scene work pays off, too. Not only for Guardian Tree Experts, but for the homeowner. Six big ornamental shrubs located in one section of Washington, D. C. provides a good case in point.

Guardian received a panic call from the owner where the shrubs had browned out and appeared to be dying. Initial examination showed nothing, but Cissel decided to take an entomologist from the University of Maryland to the area. After observing the situation, the entomologist concluded that it was the most acute case of leafminer he had ever seen.

After reviewing literature and product labels, Cissel sprayed the shrubs with CYGON 2-E systemic insecticide and injected nutrients. Six weeks later the shrubs were green and bushy. Leafminers were not visible and the shrubs looked healthy once again.

Left: Walt Money, president, Guardian Tree Experts, Inc., reviews the records of clients to determine their needs. He takes much interest in finding out what people need and then helping them get it.

"The owners were extremely pleased with the results," Cissel said. "As a result, I presold a couple of sprays for the next year because leafminer is prevalent in the area."

The key to preselling is knowing what your customer's needs are. The idea is not to take advantage of the client. You do this only once. Rather, you presell a preventive maintenance program that will build on itself, one which will aid and care for the trees. The whole concept of preventive maintenance then is geared to preventing expensive takedowns and the resulting loss of trees. Nobody wants to lose trees; the homeowner gains no enjoyment by a costly removal.

"In preventive maintenance your first concern is for your client and their trees," Cissel said. "Keep this foremost in your head and you will make money."

Preselling preventive maintenance has other advantages, too. It permits close scheduling of like jobs. The

work for crews is not strenuous — no major equipment needed; tree accidents are fewer. (Guardian Tree Experts has employed women to work on the spray crew.) And preselling makes better use of available time.

"We've found that we could utilize our snow days in winter by preselling spring injections and spraying, both high profit items," Money said. "In fact, by using our records, we now can literally sell \$1,000 an hour on the telephone in the wintertime when the snow is blowing."

The benefits of preselling preventive maintenance are working well for Guardian Tree Experts. Their clients are pleased with the concept. The tangible results show that homeowners need and want and appreciate professional tree care. Finding out what people need and helping them get it can be a profitable way of doing business. Walt Money sums it up this way: "Our interest in the preservation of the homeowner's trees is more than genuine. It is our source of business in the years to come."



This crew professionally sprays a large hedge for aphid and mite control with malathion. Care is taken not to spray vegetation which may be adversely affected by these environmental protection chemicals.



The large pine in the foreground is heavily infested with insects. Guardian Tree Experts personnel were called after much damage had already taken place. Sprays to control insects and foliar fertilizer sprays were recommended.

meeting dates

Metropolitan Shade Tree Conference, Lubber Run Recreation Center, Arlington, Va., Nov. 14.

New Jersey Federation of Shade Tree Commissions, annual meeting, Haddon Hill Hotel, Atlantic City, N.J., Nov. 16-18.

Turfgrass Short Course, Georgia Golf Course Superintendents Association, University of Georgia, Nov. 24-26.

New Jersey Turfgrass Expo '74, educational conference and trade show, Sheraton Poste Inn, Cherry Hill, N.J., Dec. 2-5.

Midwest Association of Golf Course Superintendents, 22nd annual turf clinic, Medinah Country Club, Medinah, Ill., Dec. 3.

Ohio Turfgrass Conference and Show, Franklin Co. Veterans Memorial Building, Columbus, Ohio, Dec. 3-5.

National Agricultural Aviation Association, convention/exposition, Las Vegas, Nev., Dec. 3-7.

Delaware Turfgrass Conference, John M. Clayton Hall, University of Delaware, Newark, Del., Dec. 9.

Sprinkler Irrigation Association, irrigation short course, Fresno, Calif., Dec. 10-12.

New England Chapter, ISTC, 11th annual meeting, Kings Grant Motor Inn, Danvers, Mass., Dec. 11-12.

Western Association of Nurserymen, trade show and 85th annual meeting, Plaza Inn, Kansas City, Mo., Jan. 5-7.

Mid Atlantic Golf Course Superintendents Association, 46th annual education conference, Baltimore Hilton, Baltimore, Md., Jan. 6-7.

Tennessee Turfgrass Association, annual conference, Sheraton South Motor Inn, Nashville, Tenn., Jan. 6-7.

Penn-Del Chapter, ISTC, annual symposium, Marriott Motor Inn, Philadelphia, Pa., Jan. 8-9.

Kansas State Shade Tree Conference, K-State Union, Kansas State University, Manhattan, Kan., Jan. 9-10.

California Weed Conference, Sheraton Inn, Fresno, Calif., Jan. 20-22.

1975 Arborist Seminar, Illinois Commercial Arborists and the Cook Co. Extension Service, Sheraton-O'Hare, Rosemont, Ill., Jan. 21.

New Jersey Recreation and Park Association, 9th annual symposium, Labor Education Center, New Brunswick Campus, Rutgers University, Jan. 21.

Southern Weed Science Society, 27th annual meeting, Sheraton-Biltmore Hotel, Atlanta, Ga., Jan. 22-24.

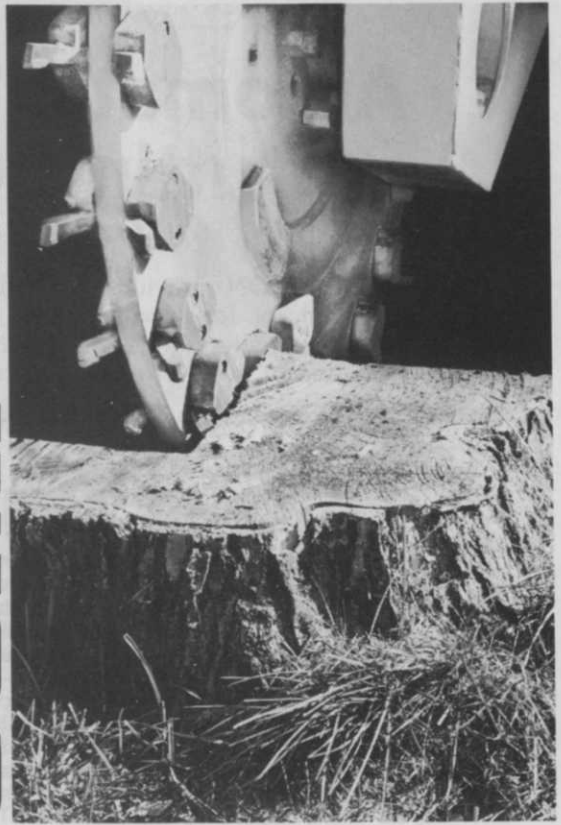
Rocky Mountain Regional Turfgrass Conference, Colorado State University, Fort Collins, Colo., Jan. 23-24.

Ohio Chapter, ISTC, annual meeting, Sheraton-Columbus Hotel, Columbus, Ohio, Jan. 26-27.

Associated Landscape Contractors of America, Inc., 13th annual meeting and trade exhibit, St. Petersburg, Fla., Jan. 27-31.

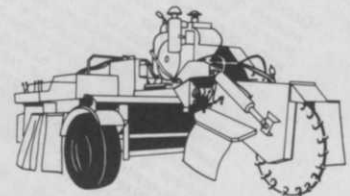
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In fact, the more difficult the project, the greater the advantages of drip irrigation seem. But even in such relatively simple landscape projects as park developments, golf courses and commercial buildings, drip irrigation also offers many distinct advantages.

Perhaps foremost among these is the amount of labor-saving automation that can be achieved through the installation of drip irrigation systems.

Importantly, this automation also allows for the mechanical metering of nutrients directly to plants through the drip irrigation line.

Water with a relatively high salt content can be readily used for drip irrigation.

Since water is applied directly at the base of each plant — instead of over a wide area, drip irrigation provides a substantial savings on water bills.

This water savings concurrently reduces weed growth between plants, since the distribution of the water is limited solely to a one to two foot ground area immediately surrounding each plant. And fewer weeds mean less weeding labor and chemical applications.

While still basically a new concept to landscape architects — even though the number and variety of installations is growing steadily, drip irrigation is an established concept in agriculture, with nearly 100,000 acres of high density crops currently being irrigated by drip irrigation systems.

Basically, whether used for agriculture or landscape applications, drip irrigation involves the placement of small, steady amounts of irrigation water to specific areas of concentration immediately surrounding individual plants. This basic concept has been utilized for many years in ornamental nurseries.

Drip irrigation can best be defined as the frequent or daily application of water drops to a specific area of the plant where the water enters the soil surface readily.

This water is discharged onto the soil from plastic devices called emitters that are installed into plastic hose lines running for lengths of up to 500 feet. The most commonly used hose is .580 in diameter. Where aesthetics dictate, these hoses can be installed underground — yet with above ground water discharge.

Anywhere from one up to four or more water emitters are placed into this hose line where it passes a plant. Each system is set up to provide specific amounts of water to individual plants, the most common amount being one gallon an hour during running periods. The purpose of increasing the number of emitters is to spread the distribution of water around the base of larger plants, rather than to increase the total amount of water applied to the plant. New plantings can be started with one emitter, and additional emitters added as plant growth dictates.

The water drips out of these emitters — literally drop by drop, onto the soil surface without disturbing the soil structure, so that the water can seep between soil particles. Once in the soil, the water moves by capillary to the surrounding areas.



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The greens on Meaker's Rogala Public Links were ready for play in about two months, following an extensive mowing and fertilization program.

SKILL (from page 32)

and none of the equipment had been started or moved in two years. But by April, Meaker had it out on the course.

"The first thing I worked on was the greens," Meaker said. "I used a 30-inch Mott walking flail mower to take the greens from 18 inches down to an inch."

With a borrowed blower, Meaker blew the clippings off and

mowed the greens again. The following week, a 30-inch reel mower trimmed the greens down to 1/2 inch.

"I started to burn the greens off, but a putting green on fire just didn't look right to me, so I put it out as quickly as I could," he said. "It was a good thing, too, because by July some of the burnt areas had not caught up with the rest of the green."

In mid April, greens height was dropped to 5/16 inch, and Meaker began applying 10-20-30 water-soluble fertilizer using 1 3/4 pounds of nitrogen per 1,000 square feet. Two weeks later, he applied Verti-green 16-4-8 fertilizer, using 1 1/2 pounds of nitrogen per 1,000 square feet. "I would have fertilized sooner," Meaker said, "but the soil temperature was too low."

While the greens feasted on their long overdue feeding, Meaker took a brush hog mower to battle with the rest of the course. He mowed the fairways from 2 1/2 feet down to two inches, and borrowed a sweeper to remove clippings and give the grass a chance to grow.

"I used my seven gang to maintain a 2-inch cut for the next three mowings, then I dropped it down to 1 3/4 inches," Meaker said.

Miraculously, the course was ready for the grand opening on May 4, 1974, but Mother Nature decided to test the Meaker family a little further. More rain, added to what was already one of the wettest springs on record, put a damper on opening day. Rain continued to limit play throughout the spring, but by the middle of June as many as 70 golfers a day were testing the new Rogala Links.

With the course in play, Meaker's problems were by no means over. The nine holes added up to 35,000 square feet of greens, 28 acres of fairways, and 60 acres of rough. Even with good equipment and an ample budget for materials and labor, this would present a small problem to any superintendent. But Meaker had been blessed with neither, so most of the work had to be done by him and his family as economically as possible.

Meaker has a bit of advice for others who are contemplating similar ventures: "Before you can start this kind of a project, you must set up a budget and stick to it. Don't go overboard; pay as you go, or make sure you don't overspend. Also, you can plan on working 20 hours a day."

Most any superintendent can keep a course in top condition, given enough labor and resources. But when resources are limited and you're starting from scratch, it takes a highly skilled superintendent to bring a course through. Charlie Meaker has shown that skill, knowledge and hard work are still a superintendent's best tools.

3 BILLY GOAT Indoor/Outdoor Vacuums



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KD50	5	26"	Steel	Lawns, drives
KD35	3 1/2	26"	Steel	Lawns, drives

For More Details Circle (118) on Reply Card