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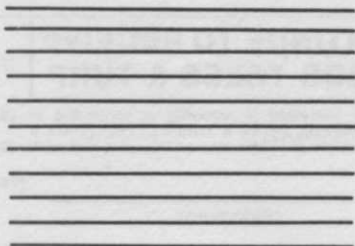
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WEEDS TREES & TURF

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 (2) Tree Service Companies
 (3) City Managers
 (4) Contract Applicators
 (Ground and helicopter)
 (5) Rights-of-Way Maintenance,
 Highway
 (6) Rights-of-Way Maintenance, Utility

- (7) Rights-of-Way Maintenance, Railroad
 (8) Golf Course Superintendents
 (9) City Purchasing Agents
 (10) Parks & Grounds Superintendents, (federal, state, municipal)
 (11) Irrigation & Water Supply Contractors
 (12) Turf Specialists (Includes Seed Growers)
 (13) Armed Forces Installations
 (14) Airports
 (15) Hospitals, Schools, Colleges, Race Tracks, Shopping Centers
 (16) Cemeteries
 (17) Athletic Fields
 (18) Industrial Parks (Factory Lawns)
 (19) Golf Course Greens Chairmen, Owners, Managers and other Supervisory personnel
 (20) Consultants
 (21) Industrial Research
 (22) Institutional Research and Teaching
 (23) Formulators of Herbicides, Insecticides, and Related Compounds for Vegetation Maintenance and Control
 (24) Retailers or Wholesalers of Chemicals Used in Vegetation Maintenance
 (25) Libraries
 (26) Regulatory Agencies, Associations

Servis machines are built with one simple idea in mind.

If you're familiar with the name, Servis, you know that we've been manufacturing rotary mowers, cutters and shredders, box scrapers, landscape rakes and rear-mounted blades for a long time. Since 1946 to be exact.

Interestingly enough, some of the first equipment we put in the field is still being used today. That's dependability.

And that kind of dependability is no accident. Servis equipment is designed to do specific jobs. And to do them better than anything else. It's also designed to last.

Take construction. Servis frameworks are unibody constructed to provide extra frame strength. And the high-stress areas are reinforced with heavy gauge tubing.



To be the best.

In addition, all of our rotary cutters feature safety devices to protect the tractor and cutter drive trains.

The gears and gear box shafts used on our machines are precision machined to increase strength and durability, and reduce noise.



And Servis is one of the few lines of equipment that offers you an option of blade carriers on rotary cutters. The Cyclone (dish-pan type) for cutting up to 3" brush. And the Gyro ("A" frame type) for cutting heavy 4" brush.

Of course, this is only part of our story. The point is that Servis builds a complete line of equipment with one simple idea in mind. To be the best.

So whether you've got 4" brush to cut, stalks to shred, ditches to dig, soil to move or land to level, see your Servis dealer. He's got the equipment you need.

For more information about the Servis line, contact your nearest authorized Servis dealer, or write: Austin Products, Inc., Dept. 2-75 S, P.O. Box 1590, Dallas, Texas 75221.

We build equipment the way we do because you wouldn't settle for less.



AUSTIN PRODUCTS, INC. An Austin Industries Company

Lawn Care Business is Changing . . . Are You?

By STANLEY L. WEBER, Executive Vice President, Lawn Maker, Inc.

IT IS generally recognized that the custom lawn service segment of the Green Industry has grown very rapidly over the past decade and that this expansion will probably continue briskly in the foreseeable future.

As WEEDS TREES & TURF suggested in a recent editorial (July, 1975), homeowners have been especially receptive to the idea of paying a professional to apply the required seed, chemicals and fertilizer to their lawns as well as aerating and dethatching.

The development of specialized multi-function power equipment in the early 1960's, along with the adaption of spray techniques, made it possible for the properly equipped professional to offer an attractively priced, comprehensive application service which included all materials and labor for about what the homeowner would pay if he bought or rented the materials and necessary equipment and did the work himself. In addition to doing the job very economically, the conscientious professional was also able to get better results than the do-it-yourselfer.

Along with the advent of time and labor saving "one pass over the lawn" equipment, which made this concept possible and profitable, the other key to the explosive growth of the custom lawn service market was the use of modern, hard-hitting selling and merchandising techniques that made the homeowner aware of the value that awaited him and tempted him to try it.

Unfortunately, the professional was very slow to recognize the potential impact of this combination on the largely untapped and highly lucrative do-it-yourself market. Equally sad is the fact that, even today, a majority of professionals still view low-cost custom

application as a passing fad, hoping it will eventually go away. It hasn't . . . and it won't . . . and by ignoring a major marketing change that was taking place right before his eyes the professional has already forfeited a large part of a market segment that he should have been enjoying.

Back around 1960, it was the established lawn maintenance or landscaping operator who initially disparaged the idea that the average homeowner would ever simply buy an economical custom application program for his lawn, without the labor-intensive, time-consuming mowing, trimming and clean-ups that he thought was indispensable to attract and hold a customer.

The developers of the early multi-function equipment first offered it to the logical users, the professionals already active in the industry. They were turned down cold, because the equipment and the concept represented radical change from the time-honored (but less profitable) way of doing business. The developers tried mightily to change these long established habit patterns, and they failed.

Frustrated in their attempts to introduce their equipment to the professionals, the manufacturers went outside the industry and franchised it to laymen who were simply seeking new and promising business opportunities.

Because virtually all of these early custom applicators were recent laymen, without preconceptions or rigid opinions about marketing, they approached the subject openmindedly as businessmen. Their consumer literature; flyers, mailers, instruction sheets were professionally created, bright, lively, informative, attention getting and, above all, persuasive.

They gave away premiums and

souvenirs. They used doorknob hangers and posters. Their vehicles and equipment were attractively and professionally lettered and decorated. Every piece of paper they used in dealing with the public, including the service agreement signed by the customer, was designed to project a modern, efficient image.

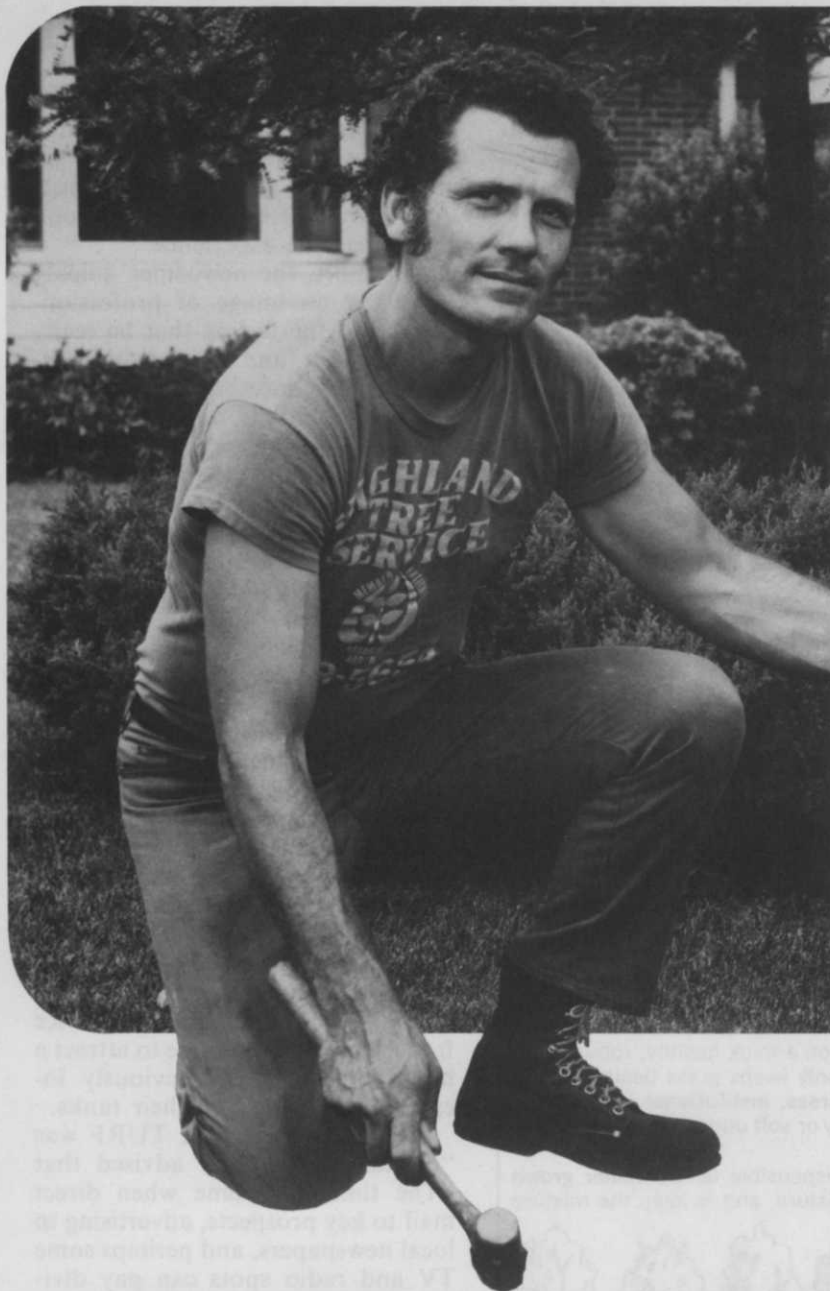
The customer received clear, informative printed matter explaining exactly what program of applications he was purchasing, approximately when they would be made, their purpose and the precise cost. Misunderstandings were minimized in advance. The customer was advised clearly and forcefully of the results he could reasonably expect and, most importantly, what he should not expect. Special literature clearly advised him about the possible effects of unusual weather conditions and the need for proper watering practices. How many professionals have ever really taken the trouble to do this?

Above all, the new custom applicators advertised consistently, using newspapers, radio, television, direct mail, inserts and billboards that told their story in a lively, provocative way. A fair estimate would be that their annual advertising budgets at the start equalled at least 10 percent of their gross revenues and probably remain at that general level. Whether by accident or design, they succeeded in convincing the public that they were NOT landscapers or mowers of grass, but lawn application **specialists**.

It is ironic that their success stemmed largely from disassociating themselves from the old line professionals who, logically, should have been the users and beneficiaries of the new equipment and marketing concept in the first place.

Perhaps it was because they were

(continued)



**“When work
slacks off in
the fall, we
get busy with
JOBE’S Tree
and Shrub
Spikes.”**



Werner Reichenback
Highland Tree Service,
Highland Heights, Ohio

“I think it's smart two ways to feed trees in the fall. It's good fill-in work for my crew, and it's the best time for the trees. Roots grow in late fall and early winter. That's the time to provide nourishment to help trees survive rough winter weather and have a reservoir of plant food for good growth next spring.

“In just 10 minutes, I put 8 Jobe's Spikes around the tree above. It's a green ash, 15 years old. With Jobe's there are no heavy bags to lift, no electric wires to tangle and no drills to break.

“I've been in the tree and landscaping business in the Cleveland area for 20 years. You've got to please your customers to stay in business that long. Jobe's Spikes get the results your customers want.”

Jobe's Tree and Shrub Spikes used in the fall help overcome weakness brought on by summer heat, lack of moisture, ravages of insects and battering winds. They help winterize trees and give them a faster start next spring.

Each spike is a pre-measured amount of plant food you can put close to the root zone where trees need it . . . without drilling. All you do is drive them into the ground, and rainwater does the rest.

Call your local jobber or distributor or order direct. \$30 per case (105 spikes) prepaid. 15 or more cases, \$25 per case. Jobe's Tree and Shrub Spikes have been fully tested at Purdue University. Write for the complete report.

Jobe's
TREE FOOD SPIKES

— THE EASY METHOD
FOR PROFESSIONAL TREE CARE
International Spike, Inc.

462 East High Street, Lexington, Kentucky 40508

unencumbered by the past that the new custom applicators paid careful attention to basic marketing details and elementary merchandising logistics. They kept their current and old customer lists up to date and frequently sent informative "Public Service" mailings to both groups. When they signed up new customers, they sent mailings to nearby neighbors, suggesting that the latter observe the results of their applications. This helped keep re-

newal rates high, salvaged "drop outs" and stimulated referrals to other prospects. The name of the game was "volume," and they understood how to achieve it.

The new applicators somehow found the time to check back on each customer's lawn between programmed services, leaving individualized comment forms advising the homeowner of the lawn's progress and condition, doing "touch-ups" and suggesting better watering

and mowing procedures, if needed. What they lacked initially in turf care experience, they more than made up for with business sense. And droves of new customers soon gave them the experience.

In short, the newcomer quickly projected an image of professionalism and the feeling that he really cared about and valued his customer. By educating his customer about the pitfalls and vagaries of residential lawn care, he was able to take full credit for the results he did achieve without raising the homeowner's level of expectation beyond what he could produce.

Amazingly, despite the tremendous past progress and obviously promising future of custom lawn application, and the substantial inroads it has already made into the business of many traditional residential landscapers and lawn maintenance people, most of the entrants into the field continue to be non-professionals.

The records of Lawn Maker, Inc. show that over 65% of sales of multi-function power lawn combines over the past two years were to non-professionals. From all indications, the automated lawn service franchisors also continue to attract a high percentage of previously inexperienced people to their ranks.

WEEDS TREES & TURF was "on target" when it advised that "The time has come when direct mail to key prospects, advertising in local newspapers, and perhaps some TV and radio spots can pay dividends." Equally appropriate was its conclusion that, "As an industry, we know these ideas are not new. But we also know that many in our industry are not capitalizing on these money making areas of their business."

Perhaps WEEDS TREES & TURF was too gentle in its prodding. Despite the great advances that are continually being made through agronomical research, improved chemicals, more efficient equipment and better seed, etc., too many professionals are sadly lacking when it comes to selling their expertise. Having valuable hard-earned field knowledge and experience is not a surefire way to fatten a bank account if you don't let the potential buyers know what you

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Horticultural Perlite...

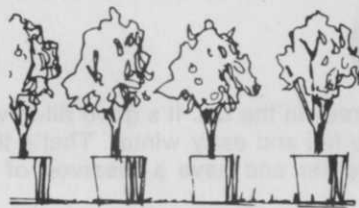
The multi-purpose soil conditioner for turf, containers and propagation.

Professional landscapers and grounds maintenance men have long made Horticultural Perlite one of their main 'tricks of the trade'. It's an ideal soil conditioner that

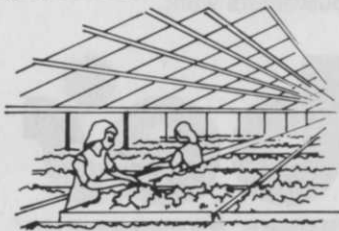


helps promote "a sea of green velvet". You see, by preventing compaction, it keeps the soil loose enabling more oxygen to reach and help nourish the root system. And because Horticultural Perlite also retains three to four times its weight in moisture, it keeps the root network moist long after watering. The result is a beautiful blanket of green growing on a thick healthy, robust root-system that not only keeps grass beautiful, but prevents **golf courses, institutional and campus lawns and residential lawns** from getting soggy, mushy or soft underfoot.

Nurserymen find Horticultural Perlite practically indispensable for **container grown plants and shrubs** because of its ability to retain around the root environment loose. It is also a great "starting mixture" for transplanted stock as it helps reduce the incidences of transplant shock. And because Horticultural Perlite is sterile and non-toxic, it won't rot, decompose, disintegrate or break down. Nor will it help promote insect life. Being light in weight, Horticultural Perlite makes container moving light work and shipping costs a lighter expense. It's not only ideal for your plants—Horticultural Perlite is ideal for your business.



For **plant propagation**, Horticultural Perlite soil mix is almost as important as sunlight. Because of its water-retention characteristics, this mixture maintains an even distribution of moisture to stimulate fast root development in cuttings and to speed seed germination. Most important, by keeping the starting mixture loose, Horticultural Perlite permits a freer flow of oxygen to help nurture the new growth. This also makes transplanting easy; without root damage; and without undo shock. Horticultural Perlite is inert matter that can last indefinitely in your seed beds. It is sterile, odor-free and can't promote insects or bugs. It is a great asset for the new beginnings of plant life.



Perlite Institute, Inc.

45 West 45th Street • New York, N. Y. 10036 • (212) 265-2145

Circle 110 on free information card



It takes a boy to do a man's job.

Our Cub 185 Lo-Boy® was built to do a man's work. And what makes him such a hero is the way he can manicure the largest lawn areas. His low profile gives him greater cutting stability on inclines and embankments, greater maneuverability under trees and close to bushes, and even easier cutting through thick and thin weeds and brush.

With the extra muscle of the new 18.5 hp engine the Lo-Boy won't be just a fair weather worker. Add a snow-thrasher or a front blade, and the Lo-Boy clears out driveways and parking areas fast. Come spring, he's rarin' to go on landscaping, tilling, earth moving and hauling. And remember, there's a whole range of optional attachments avail-

able. All of them easily operated by the hydraulic lift and the independent PTO—sure fire ways to keep a Lo-Boy working your property year 'round.

But the Lo-Boy is more than rugged, it's dependable, too. Built-in IH quality, plus the new Service Maintenance Agreement, and ever reliable IH service will keep your Lo-Boy in great shape for years and years.

And the thing that really makes it easy to take on a Lo-Boy is the flexible finance plans available through an IH dealer. They require little or no down payment to qualified buyers.

Stop in to see your dealer soon, and take a look at the Lo-Boy. He's all the help you'll need.



INTERNATIONAL HARVESTER

TRIMEC[®]

BROADLEAF HERBICIDE

TRIMEC[®]

Only Trimec Costs less -

Now you can begin to manage the whole spectrum of broadleaf pests in a total-control program starting this fall.

We concede that nothing is perfect.

But we do say that TRIMEC comes closer to the turfman's dream of weedkill perfection than any other herbicide.

Before we examine the reasons why — all four of them — we want to discuss the exclusive, patented TRIMEC formulation and synergistic action. For therein lies the key.

Trimec's active ingredients — 2,4-D, MCPP and dicamba — are no secret. Each is a chemical widely used and thoroughly proved in broadleaf control.

Each chemical has its unique qualities and different effects in weedkill. But each also is limited so that none of the three chemicals, alone, can deliver the all-round versatility essential to a total, professional turf program. The reach of each chemical is too limited.

Through research and testing, these three chemicals finally were combined in a way that enhances the best of each for broadleaf control. Significantly, it was also discovered that the 3-way formulation assumed a fourth dimension of power — a synergistic strength that has far more than mere additive effect. Mathematically, 1+1+1 added up to 4, 5, or more in weedkill power.

Such multiplication of effect from combined ingredients is called synergism.

TRIMEC herbicides are synergistic. Thus, surprisingly light applications to turf pack a deadly wallop to broadleaf enemies.

Now, these three proven chemicals have been carefully reacted and balanced together, inseparably, to form a new and far superior herbicide . . . TRIMEC.

is Four ways better: safely controls all weeds, works even in cool weather.

The name is TRIMEC.

Read on to learn why TRIMEC is the best broadleaf herbicide you can buy.

1) TRIMEC is positively effective.

No other herbicide is so totally reliable in destroying the wide spectrum of broadleaf weeds.

The fact is, we have yet to discover a broadleaf weed that can resist TRIMEC'S lethal punch.

Normally, this escape-proof herbicide completely kills actively growing weeds with one application, correctly timed and applied. The result is positive and definite — turf thrives in weed-free abundance.

2) TRIMEC is safe

It's the safest herbicide available for grasses, because of the small amounts of both 2,4-D and dicamba. And because the recommended dosages are so light, there is no significant root uptake. Consequently, TRIMEC does not harm flowers, trees and shrubs.

Thus while TRIMEC is deadly to weeds, it is gentle and harmless with grasses, flowers, trees and shrubs, when properly applied.

More, TRIMEC is friendly to the environment. The small dosages required put less chemical into the soil. And, because all components are biodegradable, they are soon rendered harmless by natural soil organisms.

3) TRIMEC herbicides cost less

Although the cost-per-gallon may be as much or more than other herbicides, the actual cost-per-acre of weed control is substantially less. Smaller amounts of chemicals just naturally reduce the cost. Additional economy results from its effectiveness, which almost always eliminates the need for repeated applications, which saves labor and equipment costs.

TRIMEC's effective cost is the lowest of all broadleaf herbicides.

4) Cool-weather wallop

TRIMEC herbicides work well in late autumn or early winter, when temperatures are in the fifties. This gives you a tremendous advantage.

At last, you can destroy promptly those late-starting dandelions, plantains, chickweeds, etc. that sprout **after** your summer spraying.

Going into winter with a clean turf has a great **spring** benefit — you needn't spray so early for dandelions that you miss most of the later-starting weed crop.

No longer are weeds in control. Now you're in command, planning your work and working your plan to nip weeds at the correct time, in any season.

Special for sensitive grasses

TRIMEC is available in a special Bentgrass formula made especially for Bentgrass, and other grasses sensitive to higher rates of 2,4-D.

"I've had better results on our fairways with Trimec than with any other chemical I've ever used."

Bill Norrie
Superintendent
Scenic Hills Country Club
Pensacola, Florida

"Trimec is the most effective and economical broadleaf herbicide a sod grower can use."

Lyle Reiss
Owner
Marshall County
Sod Farms

"We want immaculate, weed-free turf . . . Trimec delivers it."

Carl Ripper
Resthaven Cemetery
West Des Moines, Iowa

Why fall is the best time to "TRIMEC" dandelions

TRIMEC's cool-weather wallop lets you destroy them with one treatment in late autumn or early winter, when temperatures have cooled to the 50s range.

This gets the latecomers — any weeds that sprout after your summer spraying. The advantages are obvious.

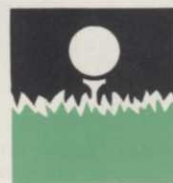
By going into winter with a weed-free turf, you can spray *later* next spring, when the *late-starting* weeds are coming on. You won't have to spray *early* just to knock out the blooming dandelions!

This is your *first step* toward total control with TRIMEC — the best herbicide available.



GORDON'S

PROFESSIONAL TURF PRODUCTS



TRIMEC® is a registered trademark of PBI-GORDON Corporation, U.S. Patent No. 3,284,186.

Mfd. by  **pbi / GORDON**
CORPORATION
KANSAS CITY, KANSAS 64110

Circle 115 on free information card

Reducing Maintenance Costs— And Keeping the Quality Up

“WITH PEOPLE having so much leisure time and golf increasing so much in popularity, I had to find a way to get things done in less time,” said Charles Santoianni.

Superintendent of Sayville, New York’s Island Hills Golf Club, Santoianni has concluded that the business of maintaining golf courses will probably never return to what it was a few years ago.

“Golfer traffic has gotten heavier and heavier for about the last four years,” Santoianni said. “We have one 18-hole course, and it used to be that we could work on nine holes from seven to nine o’clock in the morning, then open them to golfers and get the second nine holes completed before the

golfers got on it. We can’t do that anymore.

“On Tuesday, for instance, we have 225 ladies playing in the morning and we have to be off the course by nine a.m. We’re lucky to get back on it by three o’clock, and three-fourths of our working day is shot. It goes like that every day, with about 600 golfers on the weekend and a total of 1,500 or 1,600 per week. We can’t do maintenance work at night because the daytime golfer pressure has made it necessary to water at night.”

Too Much Overtime

The expenses were getting out of hand, Santoianni said. Because his crew was forced to work at odd

hours, overtime costs were reaching about \$10,000 per year. With golfer numbers continuing to increase, he didn’t expect to see any change in the future. “And,” he added frankly, “there’s a possibility of money getting tighter and budgets getting smaller.” So, with an eye on costs, he modified his maintenance program.

Mechanizing as many operations as possible and reorganizing his fungicide program are the two major ways he’s saving money and getting the job done more efficiently.

Adding a Toro Sandpro to Santoianni’s stable of equipment has cut the job of raking sandtraps from

(continued)



Santoianni compares his recently-obtained Sandpro with the smaller machine his crew formerly used to rake sandtraps. The bigger machine reduced the time requirement by more than half, he says.



The 27-year veteran of turf management combines a four-season, full-fairways preventive fungicide program with frequent spot-checks. His biggest disease problem in past years has been Pythium.



Whether it's fertilizer, fungicides, or insecticides, applications must be timely to get the desired results, Santoianni says. His goal is not only to cut costs, but to get the job done on time.