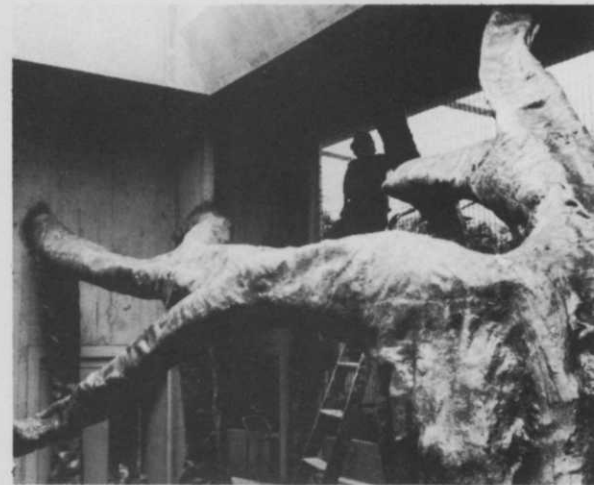
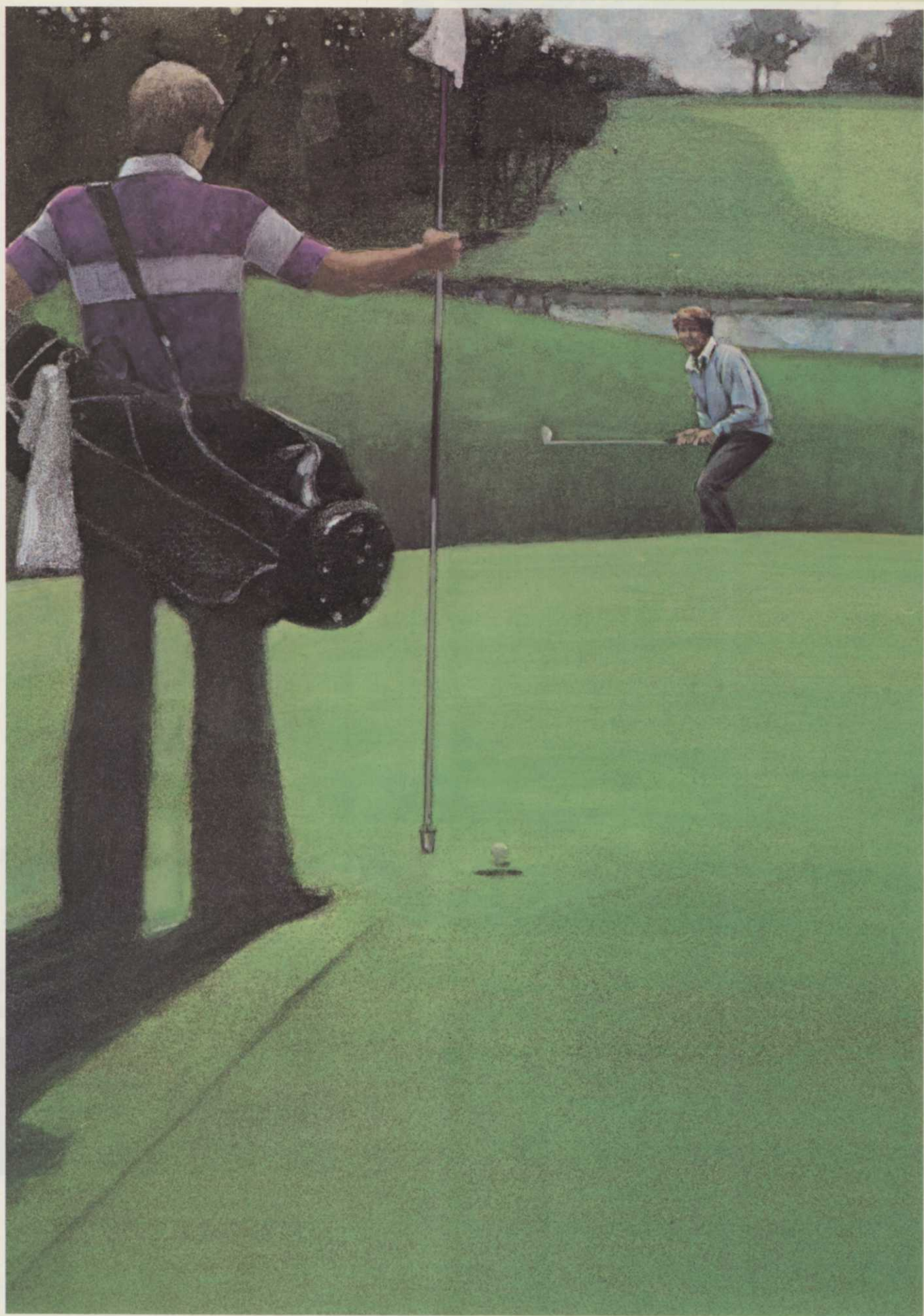


Just like the real thing

Before and after photos of the Cleveland Zoo. The old facilities were ugly bars and bare cages. The new quarters have creature comforts like trees to swing on, rocks to climb, and jungle foliage in the background.



The trees are constructed of fibreglas and cement over a steel frame (top). Behind the cages protected by heavy screen are the tropical plants (left).



Drive 9 fungus threats off your turf...

Go full season with Daconil 2787. You can't afford not to.



Turf professionals everywhere are using DACTHAL[®] fungicide full season. They want championship quality turf. Vigorous and healthy. So they start their Daconil 2787 program early. And follow through all season long to protect against nine fungus diseases.

Full-season protection costs less than you think. By starting early, you save throughout the season with lower rates and extended application intervals. And, if you've ever lost turf to fungi, you know that the cost of prevention is small compared to the cost of renovation.

Broad spectrum Daconil 2787 is America's leading turf fungicide. It controls more fungus diseases than any other fungicide. Full season use helps you get strong, healthy growth of crown, blades and root system. Turf is better able to survive hot weather... drought... heavy foot traffic... and other types of stress.

In addition to Daconil 2787, Diamond Shamrock offers a broad line of turf herbicides including DACTHAL[®], DACTHAL[®], DACONATE[®], and DACAMINE[®]. See your turf chemicals supplier and get complete information on full-season protection for your turf. Or, contact the Diamond Shamrock Agricultural Chemicals Division Sales Office nearest you: Three Commerce Park Square, 23200 Chagrin Blvd., Beachwood OH 44122 • 1401 W. Paces Ferry Rd. NW, Atlanta GA 30327 • 5333 Westheimer, Suite 850, Houston TX 77056 • Commerce Plaza Bldg., 2015 Spring Rd., Oak Brook IL 60521 • 617 Veterans Blvd., Redwood City CA 94063



**Diamond
Shamrock**

The resourceful company.

Circle 136 on free information card

DiSanto

nursery business. "Retailing is a whole different ballgame from contracting," says Dennis. "It's tough to control both successfully. You have to separate the books because one side might be eating up the profits of the other." He mentioned a case of a business in both retailing and contracting where the retail end was draining the profits of the contracting end. Cost accountants told the owner to phase out or sell the garden center and concentrate efforts on the contracting business. DiSanto sells a small amount of its plant stock to other landscapers in the area.

The advantage DiSanto has over many landscape contractors is the ability to do all types of landscape work from design to maintenance. Currently, 90 percent of the projects designed and constructed by DiSanto are maintained by its crews during and after the guarantee period. It also can, and will, do any size job from maintaining a residential lawn to designing, constructing, and

and small trucks are on three-year leases. Usually, DiSanto buys the vehicles at the end of the lease. Maintenance and repair costs were slightly more than \$40,000 in 1977. DiSanto estimates that for every three pieces of equipment he has one piece in backup.

The company has the following equipment:

- aerator — 1
- forklift — 1
- tractor mowers — 12
- push mowers — 30
- rototillers — 2
- tank trucks — 1
- pickup trucks — 4
- dump trucks — 2
- vans — 3
- tractors — 2
- spray rigs — 3
- cars — 5

Dennis has strong words to say about some of the equipment. "One of our biggest problems is equipment maintenance and repair. Not so much the trucks or tractors, main-

times each day. You can't afford to leave equipment at a job site, it has to be transported." DiSanto tries to impress upon his employees to take care of the equipment.

The company spent approximately \$30,000 for chemicals in 1977. "We do not carry tremendous inventories of chemicals because the products change rapidly within the market," DiSanto says. "We stock up for our spring application, reorder in June for our summer application, and order again in July and August for our fall application. We don't believe in tying up the money or space for a whole year's supply of chemicals."

DiSanto's three divisions each have a different approach to advertising. The landscape division depends entirely upon word-of-mouth advertising. The lawn care division uses direct mail and Yellow Page display advertising. The interior landscaping division uses the Yellow Pages, local magazines, and something extra, a newsletter. The newsletter has proven very effective in educating the customer about the need for regular maintenance.

The interior landscape division, Interior Green, was created in 1975 when DiSanto was awarded the contract for a new mall in Akron, and in response to a growing demand by its customers for tropical plants. In 1977, the division's revenue exceeded \$200,000. DiSanto hired Carolyn Brown, who had experience with tropical plant care at the retail level, to help design and direct the division. Interior Green's latest achievement is providing both spectators and animals in the Cleveland Zoo's new primate center with a tropical environment. A unique design makes the animals appear in a jungle-like setting without the animals actually being near the plants. DiSanto worked with a firm to build cement and fiberglass trees for the monkeys and gorillas inside their cages.

Interior Green has not limited its services to large, commercial clients. It also serves residential, small commercial, and industrial offices with installation and maintenance of tropical plants. Maintenance service includes watering, fertilizing, pruning, pest control, and addition of seasonal flowering plants to add color. Malls, banks, department stores, and office buildings are Interior Green customers.

Interior landscaping presents new challenges to a landscape company, DiSanto says. "All your plant

"When you spend \$3,000 for a mower and it's in the shop once a month at \$150 each time, you get frustrated."

maintaining the huge, two-level, indoor shopping center Randall Park Mall.

The comprehensive design/build/maintain approach is paying off for DiSanto. It is invited to bid on nearly every major landscape project in Northeast Ohio. And when quality is considered equally with price, DiSanto often gets the job. One side effect of emphasis on quality in design is the loss of public jobs due to the one-sided price consideration of public bids.

Types of work subcontracted out by the company are large irrigation work, stone work, and hydroseeding. The company does most of its own patio and deck construction. DiSanto does the rest with an in-season staff of 35 and an off-season staff of eight. In 1977, construction and maintenance each accounted for half the company's business. Very rarely does the company do only design.

Expenditures for equipment in 1977 totalled nearly \$45,000. All cars

ly cutting equipment. I just don't think the manufacturers have really addressed themselves to the landscape contractor who is using equipment six days a week. They are building equipment for the golf course and residential markets, not for the guys who are cutting millions of square footage.

When you spend \$3,000 for a piece of equipment and you have it in the shop more than once a month at \$150 each time, you get frustrated. The main problems are belts, pulleys, reels, chains, and adjustments. The local repair shops can't meet our needs nor can they provide overnight service. That is why we have backup equipment."

DiSanto showed us an old Jacobson estate mower. "They stopped making this mower two years ago. We thought it was a great mower and can't understand why they stopped making it."

"The manufacturers don't seem to realize that we load and unload mowers from trailers six or more

material comes either from Florida or California. Transportation to Ohio is risky because of the delicate nature of the plants. To fill an order for one major project may require three or four different suppliers and three to four months to get the material.

"The important thing with tropical material is the lead time necessary to acclimate the plants to their new growing conditions. Without this adjustment period, during which the plants are shaded, and gradually adjusted to lower temperatures, and humidity, the plants' chance for survival is only 60 percent. DiSanto claims that contracts are now beginning to require acclimatized material. "There are many things unknown about tropical plants and interior landscaping. It's a learning experience trying to keep these plants alive and healthy in a foreign environment."

Interior landscaping is also spreading into residential jobs. A few large homes are now being built or remodeled to accommodate tropical plants as a central feature.

The lawn care division, American Green Corp., incorporated in

1976, started primarily by making the lawn applications for existing maintenance accounts. Designed for the homeowner who does not wish a complete maintenance program, American Green applies herbicides, fungicides, and insecticides as a liquid spray and fertilizers in granular form. The firm also offers liming and a choice of liquid fertilization. Crabgrass preemergents can be mixed with the dry fertilizer and applied together.

The lawn care division uses vans which contain an 800-gallon tank for spraying and enough room for two tons of dry material. This system permits American Green to apply the various chemicals selectively, rather than using the same mixture for all accounts in one day.

As mentioned earlier, the company promises its customers, "only what your turf and trees need, and only when they need it." DiSanto and American Green manager Al DiSante (not DiSanto), have adjusted this policy slightly to align it with the lawn care customer's attitude. "The average lawn care customer is interested primarily in price and

visible results with no headaches. They do not appear to care what you put on their lawn." To confuse the customer with a large number of decisions and prices can make selling difficult. The company is still very willing to discuss alternatives with an interested customer.

Three supervisors are certified chemical applicators. Although the company has eight year-round employees, DiSanto has made it a major goal for the next two years to find a way to employ all valued employees year-round. He is working on other ideas, like interiorscaping, to keep his employees busy in the winter.

One thing that has helped DiSanto and other landscapers in Ohio is periodic meetings held by the state extension service during which contractors candidly discuss major problems. At one recent meeting a landscape contractor from Michigan discussed his business.

The company belongs to the Associated Landscape Contractors of America, Inc.; the Ohio Turfgrass Foundation; the American Horticultural Society; and the Ohio Nurserymen's Association.

EQUIPMENT & PARTS

- HOWARD
- YAZOO
- BILLY GOAT
- GOODALL
- FAIRBANKS-MORSE
- REMINGTON
- CHAIN SAWS
- F. D. KEES
- HUSTLER
- TURF EQUIP.

Call 301-665-6500

LYONS & LYONS

GLEN ARM ROAD, GLEN ARM, MD. 21057

Circle 124 on free information card

NEW NO DRIFT HERBICIDE APPLICATOR



The weed killer is applied to the ground by the ribbed roller right alongside borders with no possibility of drift onto shrubs and flowers. There is no waste. The herbicide is applied evenly and exactly where you want it.

Models from 18" to 36" wide; 1½ to 6.6 gallons

VANDERMOLLEN CORP.
119 Dorso Ave., Livingston, N.J. 07039

Circle 145 on free information card

USE THE FLUSH — BEAT THE RUSH

MEDICAP

TREATMENT FOR MINERAL DEFICIENCY

Spring or early summer might seem to be the ideal time to treat trees for mineral deficiencies... but spring is a busy time, too! With Medicaps you can implant while trees are dormant using off-season labor. Then when the Spring Flush of Growth comes the minerals will be available when the tree needs them.

You'll be ahead three ways with the unique Medicap Method. 1. You can treat more trees in less time. 2. You can utilize off-season labor and 3. you'll have satisfied customers. Medicaps are available to furnish iron, manganese or zinc as well as a total nutrient booster.



TREE SYSTEMS*

MEDICAP

SYSTEMIC TREE CARE

Medicaps feed nutrients directly into the sap stream for quick availability. Implanting is easy and does not harm the tree.

Creative Sales Inc.

222 No. Park Ave.
Fremont, Ne. 68025
Phone (402) 727-4800



Circle 120 on free information card

LADYBUG INDUSTRIES: MAINTENANCE SPECIALISTS

Frank Timmon's Ladybug Industries landed its first commercial landscape maintenance job five years ago. The company now has three locations in Florida (Jacksonville, Fernandina Beach, and Boca Raton) and is grossing in the area of \$545,000 a year. The company performs only maintenance work, and some plant replacement and installation of annuals.

"We basically don't advertise. We have a quarter-page in the Yellow Pages, but for the last three years we've done no soliciting at all," says Timmons. "We've got a very good reputation in the cities and we're known for quality."

How does a company which doesn't advertise account for a 28 percent increase in business over the year before? "The bulk of our business is coming from good clients who have opened another facility or

bought another piece of property, or are operating in another city and want us to look at that. I think word of mouth and reputation has contributed to our growth as much as anything," says Timmons.

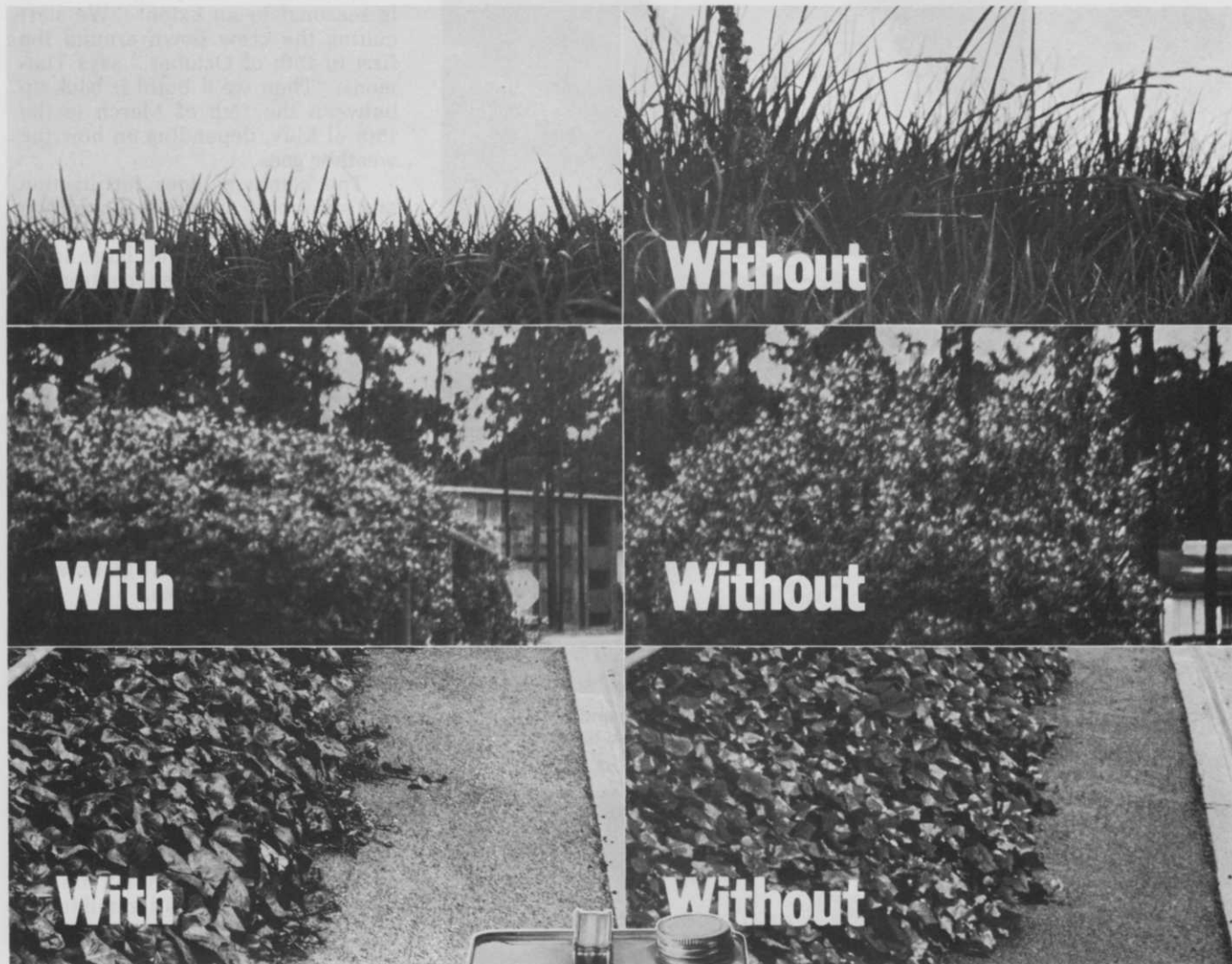
The company has 37 full-time employees. "We shoot for \$9.00 to \$9.50 per man hour," Timmons says. "We bid a lot of our work on condominiums and apartments on a unit cost basis. This will run anywhere from \$5.50 to \$8.00 a unit per month, depending on the density of the project, how much mowing there is to do, and how much shrubbery and bed work there is. You can put a good-sized mower in there and mow like crazy. Get in and get out. Others are quite sophisticated in their landscaping and they are time consuming."

Ladybug Industries handles only about 15-20 customers per year. "We

Royal Palm Plaza in Boca Raton is maintained by Ladybug.



Don't kill it. Control it.



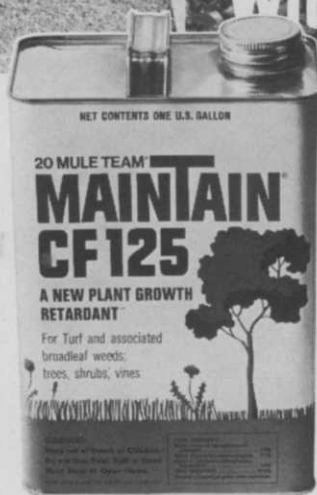
MAINTAIN® CF 125 is the growth retardant that thinks like a gardener. It works with nature, not against it.

MAINTAIN effectively slows the growth rate of grass, shrubs and trees. That means less mowing, trimming, edging and pruning. And that means you'll be cutting down on maintenance costs.

Just about everything MAINTAIN touches grows slower. (How much slower depends on the kind of weather and greenery you've got.)

Your maintenance people won't have to go out on a limb, either. MAINTAIN can be sprayed where machinery can't go. Up steep slopes, around guard rails, along fences.

Besides keeping a green thing from



U.S. BORAX
A MEMBER OF THE RTZ GROUP

getting out of hand, MAINTAIN practically puts a stop to pesky broadleaf weeds.

In your business, nature running wild can increase the chance of fire or damage. So you can spend a lot of money on maintenance, use a soil sterilant to eliminate vegetation, or use a growth retardant to control nature and keep things green.

Naturally, it makes more sense to use MAINTAIN.

Contact your U.S. Borax distributor or your nearest U.S. Borax office.

California: 3075 Wilshire Blvd., Los Angeles 90010

Georgia: 296 Interstate N. Parkway, Atlanta 30339

Illinois: 1700 E. Sherwin Ave., Des Plaines 60018

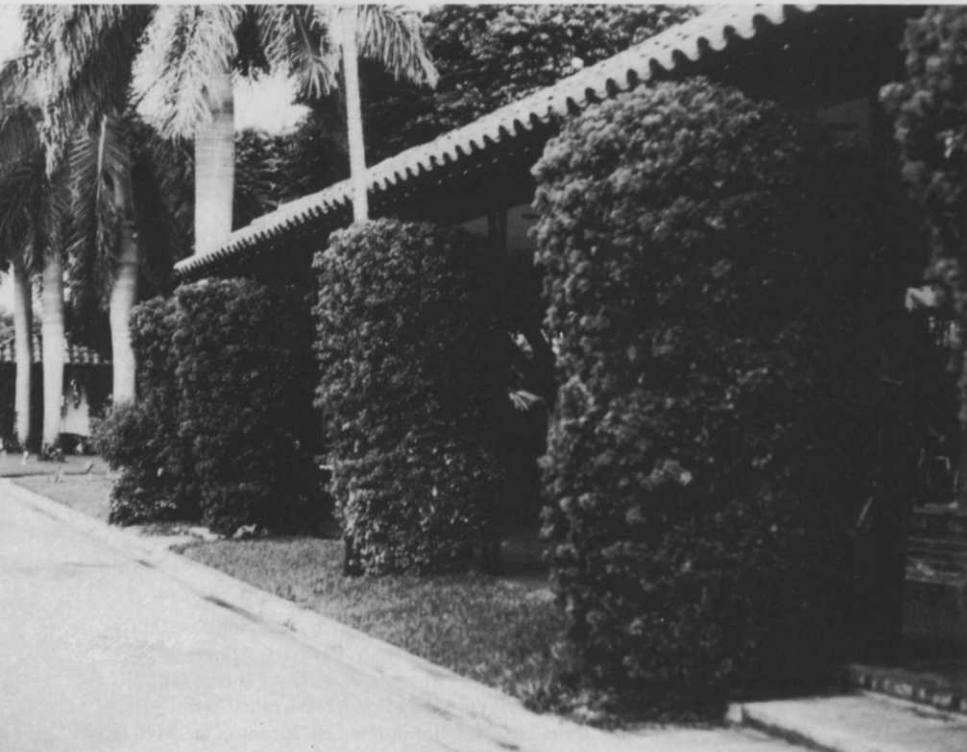
New Jersey: 60 Craig Road, Montvale 07645

Canada: 234 Eglinton Ave., E., Toronto, Ont. M4P 1k5

Ladybug Industries



Ladybug keeps the busy shopping center trim and colorful. It has numerous courtyards and tree-lined walkways.



don't have a tremendous number of customers," says Timmons, "we've just got good-sized customers."

Business for Ladybug Industries is seasonal to an extent. "We start cutting the crew down around the first to 15th of October," says Timmons. "Then we'll build it back up between the 15th of March to the 15th of May, depending on how the weather goes."

The company does fertilization and shrubbery spraying, in addition to other maintenance work such as mowing. At this time, all large areas of lawn spraying are subcontracted, though there are plans to add this service in the future.

Shrubbery spraying involves several different chemicals, says Timmons, but they are readily available and we don't maintain large inventories. "We do have enough on hand to do anything we want to when we need to do it. Right now, we spend annually \$5,000 to \$7,000 on chemicals and about \$30,000 to \$32,000 on fertilizers. We find that granular is better for our purposes."

Getting and maintaining good equipment seems to be a general headache for large-scale landscape contractors. Timmons echoes that sentiment. "The equipment that is available for landscape maintenance is either for the homeowner, or it's geared toward golf course operation. "We're much harder on equipment because we're mobile. We're loading and unloading either once, twice, even five or six times a day from a truck or trailer and it just gets used much harder. For example, we'll run an edger five to seven man-hours per day. The edgers that are available today are also those available to homeowners, where they might edge for an hour or two every two weeks. They just do not hold up.

Ladybug Industries probably spends \$40,000 to \$50,000 a year for new equipment. Approximately \$24,000 to \$25,000 is spent annually for equipment parts and repair.

As far as equipment inventory, Ladybug Industries maintains one car, a four-wheel drive vehicle, six vans, and two pickups. It owns two Kubota diesel tractors (17½ and 22 hp), two 16 hp tractors, and a number of Toro Groundmasters for mowing. All equipment is owned. Other equipment includes about 35 push

Continues on page 62



BEAUTIFUL ALL OVER.

0217® brand Fylking Kentucky bluegrass is beautiful in every way; brilliant green in early spring, consistent green in summer heat and long-lasting green into autumn. It has improved resistance to many diseases, drought, heat, cold, smog and traffic. Low-growing, Fylking forms exceptionally thick-knit rhizomes and root system for a dense sod that helps resist weed invasion. Now you can have a home putting green

because fine-textured Fylking thrives on low-mowing (even as low as 1/2 inch).

This physically pure, genetically true seed contains no annual bluegrass (*Poa annua*), bentgrass, or short-awned foxtail.

Beautiful in price, too. Fylking Kentucky bluegrass seed costs less than most other elite bluegrasses. Ask for the Swedish beauty, 0217® brand Fylking Kentucky bluegrass seed when ordering at your local wholesale seed or sod distributor.



FYLKING KENTUCKY BLUEGRASS

U.S. Plant Patent 2887

Another fine, quality-controlled product of Jacklin Seed Company.



BITE

Control 15 major turf pests with versatile SEVIN® carbaryl insecticide.

They nip, munch, burrow and bite. As sure as grass is green, turf pests will try to make life miserable.

You can end the misery with SEVIN carbaryl insecticide. And protect the turf you manage from as many as 15 different problem pests.

Both the most common ones and the worst: ants, bluegrass billbugs, chiggers, chinch bugs, cutworms, earwigs, European chafer, fall armyworm, fleas, green June beetle, leafhoppers,

millipedes, mosquitoes, sod webworms (lawn moths) and ticks.

Broad registration only starts the list of SEVIN benefits.

It's also compatible with many other commonly used insecticides, miticides, fungicides and foliar nutrients. And residents can resume using the grounds or yard as soon as the spray dries. There's a choice of

STOP! ALL PESTICIDES CAN BE HARMFUL TO HEALTH AND THE ENVIRONMENT IF MISUSED. READ THE LABEL CAREFULLY AND USE ONLY AS DIRECTED.

