

A WORD TO THOSE WHO THINK IT TAKES A FORTUNE TO MAKE BIG MONEY IN LAWN CARE.

ANNOUNCING THE LOW-INVESTMENT, NO-FEE, NO-ROYALTY, NO-ADD-ON PROFIT PROGRAM FROM AGRO-CHEM.

For as little as \$5000, you can become part of the fastest growing field in the great outdoors. As an independent dealer of Agro-Chem, a leader in lawn care products and training.

Agro-Chem will supply you with everything you'll need to grow along with the incredibly profitable lawn-spraying industry that has seen sales increase more than 20% in the past year alone.

As manufacturers, we ship directly to you from our modern plant in Franklin Park, Illinois.

There are no profit-picking middle-men involved. (Our profit comes from the products you buy.)

And best of all, you remain your own boss. Free to grow with the rising demand in your own area.

WE HELP YOU ALL THE WAY.

We'll teach you the very latest in organic, scientific lawn care. And we'll supply you with super-effective sales tools.

Newspaper ads. Radio commercials. Brochures, door-sellers, publicity and advertising.

You supply the desire to make big money in this growing field.

A UNIQUE, ORGANIC LAWN CARE PRODUCT LINE SUPERIOR TO OTHERS.

Agro-Chem lawn nutrients are totally organic. Natural. And specially formulated by us according to soil tests in your area.

There are no harsh chemicals that can lead to weakened, disease-ridden lawns. Instead Agro-Chem nutrients create a natural, deep-root growth that assures green lawns and turns undesirable thatch into humus. And all Agro-Chem products have been proven effective, and profitable, after thousands of residential, commercial and institutional applications.

IT DOESN'T COST A FORTUNE TO START IN BUSINESS NOW!

The return investment is substantial, from the start.

For instance, an initial product order costing you \$5000 can bring you a gross profit of about \$10,000. Even if you begin with a small truck and only a 300-gallon product tank.

IT ONLY TAKES A PHONE CALL. OR A STAMP.

Call us collect today, or fill out and return the attached coupon to receive our no-obligation booklet describing your incredible profit potential as an Agro-Chem dealer. But act now, and be ready for the big profit season ahead.

**CALL MR. THOMAS GREENE, COLLECT
312-455-6900**

BUNK!



AGRO-CHEM, INC.



Where the grass is always greener.

11150 W. Addison, Franklin Park, Illinois 60131

OK. Send me your book that shows me how I can make big money as an Agro-Chem dealer. I understand there's no obligation.

Name _____

Address _____

City/Town _____ State _____ Zip _____

**MAIL THIS COUPON TO: Agro-Chem, Inc.
11150 W. Addison
Franklin Park, Illinois 60131**



International Harvester just announced in September that it now offers a 30 h.p. diesel engine powered compact tractor. The 284D is powered by a three-cylinder diesel engine and is designed for small farm and grounds care operations. The two-speed PTO delivers 27 h.p. A position-controlled category 1, three-point hitch is standard equipment. Front-wheel drive attachment available provides four-wheel drive. The 284D is the latest addition to International's compact tractor line which includes gasoline powered models with 18.5 and 28 h.p.

Circle 703 on free information card

three-cylinder, four-stroke water-cooled diesels. Front wheel drive is optional on the 950 and 1050 models. Special features are a two-stage clutch, differential lock, adjustable wheel spacing and optional power steering. Attachments available include planters, cultivators, discs, plows, loaders, backhoes, mowers, and box scraper.

Circle 702 on free information card



Kubota offers a line of compact diesel tractors from 18.5 to 34.5 h.p. and a full line of attachments. Called the L-Series, these diesel tractors have attachments to split logs, mow a five-ft. swath, load 1,000 lbs., disc a six-and-a-half ft. swath, plow, blow snow, scrape a seven ft. swath, and till.

Circle 704 on free information card

Satoh, one of the early manufacturers offering mid-sized diesel tractors in the U.S., has eight basic models ranging from 15 to 38 h.p. Six of the eight are available in two and

Continues on page 34

AQUAPROBE



Sub-Soil Moisture Tester

AQUAPROBE takes the guesswork out of soil moisture testing. Scientifically measures moisture at depths from 2 to 26 inches. No digging; no fixed point of measurement. Amazingly light-weight, portable and easy to use. Aquaprobe is low in cost, too. Write:

HOWARD S. CRANE, INC.
Oneida, N.Y. 13421

Circle 113 on free information card



LEARN PROFESSIONAL LANDSCAPING



We prepare you to cash in on countless money-making opportunities in modern landscaping and show you how, by easy steps, to start your own business part or full time. You will learn latest developments in Modern Landscaping, including creative design—plant propagation—revolutionary new methods of growing in manufactured soils—practical soil testing—growth regulators—the low down on fertilizers—easy ways of plant identification—estimating and contracting. My unique home study course features easy to understand assignments with careful detailed illustrations. Certificate Awarded. May I send FREE, and without obligation, my informative BOOKLET?

LIFETIME CAREER SCHOOLS Dept. A-690
2251 Barry Avenue Los Angeles, Ca 90064

Circle 142 on free information card

PRINCETON "Automatic" Sod Harvester

- One man does it all!
- Cuts, aerates, crosstie stacks, & palletizes
- Up to 27,000 sq. ft. per hour

- Save time, money and manhours
- Remember—one man does it all!

For additional information write or call collect:

Rodger Osborne,
General Manager

PRINCETON

MANUFACTURING COMPANY

955 W. Walnut Street
Canal Winchester, Ohio 43110
(614) 837-9096



Circle 109 on free information card

LAKESHORE SELLS LESCOSAN!



...And Lescosan is outselling other pre-emergence crabgrass controls.

But we can't take all the credit. Lescosan sells itself.

Other companies claim to have the answer to pre-emergence crabgrass control. At Lakeshore, the undeniable proof exists in every application of Lescosan, whether it's Lescosan 4E emulsion or Lescosan 7% or 12.5% granules.

Lescosan (Betasan*) provides full-season effectiveness on all grasses, as well as on a number of ornamentals and ground covers. And when you buy Lescosan from Lakeshore, you buy from the formulator. At Lakeshore you get quality at affordable prices.

"Call me today on one of Lakeshore's toll-free numbers" — Barb

(800) 321-5325 Nationwide

(800) 362-7413 In Ohio

(216) 323-7544 Call collect

If Lescosan is selling itself to you, call Barb today and take advantage of our toll-free information service.

She'll have our representative contact you to give you the full story — what Lescosan can mean to you and how the Lakeshore family of fine Lesco Products (including LESCO 37 Sulfur-Coated Urea and Sulfur-Coated Fertilizers) is selling itself to you everyday.

Lakeshore manufactures and distributes a complete line of turfgrass supplies for golf course and turf management.

Our LESCO Quality Products and Friendly Service are always as close as your phone.

*(Betasan — registered TM of the Stauffer Chemical Company)

LESCO PRODUCTS

Div. Lakeshore Equipment & Supply Co
300 S. Abbe Road
Elyria, Ohio 44035

A Family of Fine Products:

Lescosan 12.5G — Lescorene — Lesco 4 — Lescobor — Lescopar — Lescopex — Lesco Non-Selective Herbicide
Lesco MSMA — Lesco Thiram 75W — Lescozyme — Lakeshore Chinch Bug & Sod Webworm Control

four wheel drive. Satoh equips its mid-sized tractors with professional features such as live hydraulics, multi-speed power take-off, high ground clearance, multi-capability implement hitching systems and multi-speed transmission. Currently, more than 1,000 dealerships offer Satoh in the U.S.

Circle 705 on free information card

White Farm Equipment Co. also offers the Iseki compact diesel tractor in 27 h.p. and 31 h.p. category. Called the Field Boss 2-30 and 2-35, the three-cylinder diesel powered tractors provide 540rpm speed PTO and weigh from 2,600 to 2,750 lbs. With 14-in. ground clearance and a 69-in. wheelbase, the Field Boss tractors can clear about anything. Available



with four wheel drive and power steering.

Circle 706 on free information card

"Sound Conditioned" M & M Brush Chippers

for...
less noise...
more efficiency

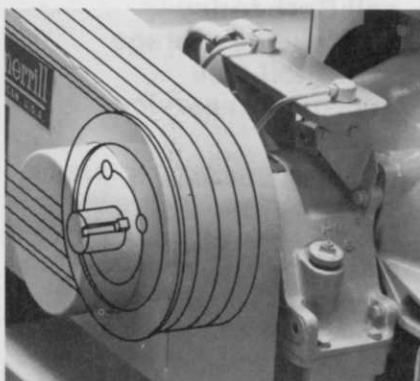


Applying engineering designs which "Sound Conditioned"™ our industrial scrap reduction machinery, Mitts & Merrill can modify our brush chippers for low noise levels. At the same time, those engineering features which have made Mitts & Merrill the leader for years have been retained.

*Copyright Mitts & Merrill, Inc., 1973, 1974, 1975. All rights reserved.



Staggered knife pattern, for years a Mitts & Merrill feature, has always resulted in a lower noise level. First, by segmenting the noise source. Second, through smoother cutting action. Third, by producing smaller chips.



Optional torque converters and the heaviest steel cylinder — even without an external flywheel — combine to give positive cutting action under the most rugged conditions. Isolates the engine from shock. Minimizes maintenance.

Plus • **Positive safety-lock pin** for greater operator safety • **Swing-away, folding feed chute** protects cutting chamber; allows instant access and increases maneuverability • **Heavy duty construction** includes coil spring, torsion-type suspension, and box tubular steel frame.

mitts & merrill



Dept. WTT 52, 109 McCoskry St., Saginaw, Michigan 48601

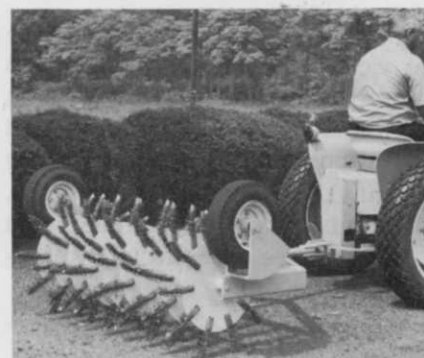
Circle 105 on free information card



Thirty h.p. Diesel Tractor for front-mounted rotary mowers by Bunton is a new step up from its 20 h.p. gasoline and diesel models. Mulching or side-discharge rotary mowers up to 71 in. can be attached, as well as rotary broom and snow plow. Bunton is also offering diesel engines on 36 and 52-in. self-propelled rotary mowers.

Circle 707 on free information card

Tractor Attachments



Aerifiers by Hahn are available in four and six-ft. widths. The four-ft. AB-1 has nine free-wheeling discs holding up to 140 aerifier spoons or slicing blades. Flip over wheels provide simple transport to job site. A three-gang hook-up is available from

Continues on page 37



No mixing, no burning, no hassle.

Introducing FOLIAN®... the easy-to-use liquid fertilizer that's safe and effective on any kind of turf.

FOLIAN is a complete fertilizer. Its special formulation of N-P-K, sulfur and iron gets nutrients directly into grass tissue. And FOLIAN will not cause tip burn when used as directed.

Convenient to use

FOLIAN is the only turf-builder you'll ever need. It saves you time because there's no mixing or agitation required before using FOLIAN. And FOLIAN can be applied in more concentrated form than most other liquids. As a result, you can service more lawns per truckload

with fewer wasted man-hours.

A clear solution of the highest quality, FOLIAN won't settle out in your tanks. It's compatible with most pesticides, too.

Greens lawns fast

Because of its patented formulation and foliar activity, FOLIAN greens up turf quickly—faster than dry fertilizers or suspensions. And at the recommended rates, FOLIAN supplies enough residual fertilizer in the soil to keep grass green and healthy for many weeks.

Good for your business

Your customers will love the results

FOLIAN gives. And you'll appreciate FOLIAN's convenience.

Best of all, FOLIAN makes your lawn care service more valuable. It means repeat business from satisfied customers and greater confidence in you.

Give FOLIAN a try and discover how it can mean more green for both of you.

To find out more about how to get started using FOLIAN, call toll-free 800-228-2178 Omaha, Neb., 800-446-1841/800-446-1845 Hopewell, Va. or write Allied Chemical Corporation, Dept. AG, Box 2120, Houston, TX 77001.

Circle 110 on
free information card



FOLIAN® complete liquid fertilizer.

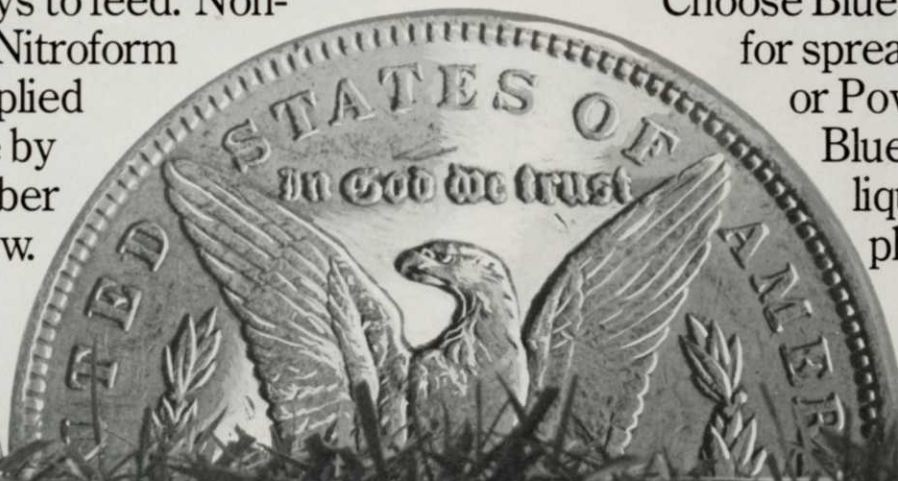
In a tight economy, it's right to insist on fertilizer that lasts longer and works harder. That's why Nitroform[®] slow-release nitrogen is right on the money for your turf budget.

The 38% nitrogen is released slowly and steadily to stretch time between applications. Nonleaching, it stays to feed. Non-burning, Nitroform can be applied with ease by any member of the crew.

Use Nitroform and give your members a golf course with lasting beauty. Use Nitroform and keep you and your crew looking good between applications.

You and your club members work hard for your money. Let Nitroform work hard and long for you. Order it today.

Choose Blue Chip[®] for spreading, or Powder Blue[™] for liquid application.



WHEN MONEY'S TIGHT, NITROFORM[®] IS RIGHT.



BOOTS HERCULES AGROCHEMICALS CO.
WILMINGTON, DELAWARE 19899

Diesel Tractors

from page 34

Hahn. The TM-140 aerifies a six-ft. width and is designed for tractors with three-point hitch. Fourteen free wheeling discs hold up to 140 spoons or slicing blades.

Circle 708 on free information card



Scraper blades from six to eight ft. in width are available from Green Mfg. Co. The blades feature a 1/4-in. by 14-in. moldboard with 1/2-in. by 6-in. reversible cutting edge. Five forward and three reverse settings give a full 360 degree angle adjustment. The blades are available in light and heavy duty models. Green also manufactures PTO powered post hole diggers, post drivers and fork lifts.

Circle 709 on free information card



The RM48 by Woods Division of Hesston Corp. uses triple blades to cut a four-ft. swath and two acres per hour. The mower is available in six models for tractors rated from 12 to 20 h.p. Cutting height is easily adjusted from one to six in. Dual casters with puncture proof tires follow ground contour for close, accurate mowing.

Circle 710 on free information card

YEAR 'ROUND WORKHORSE...



lawn genie®



72" PTO Model

THE PICK-UP MOWER



36", 48", 60" and 72" CUTTING WIDTHS—WITH OR WITHOUT LOADING HOPPER

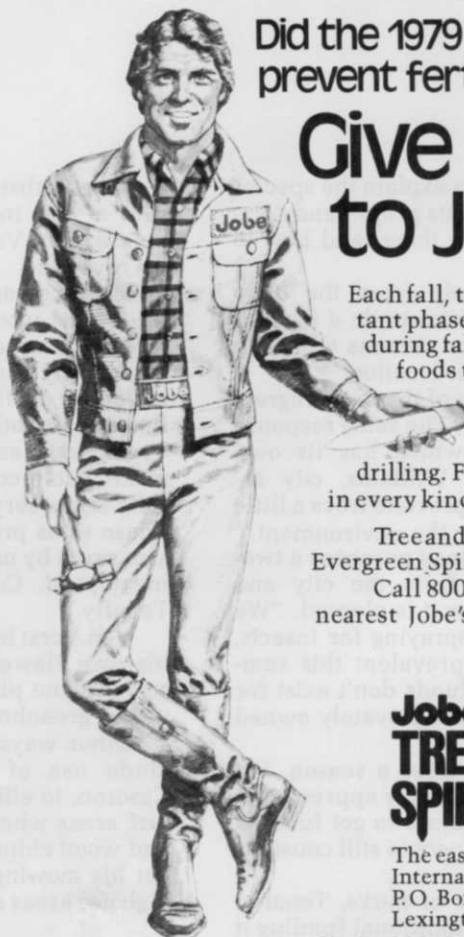
Mow smoothly and pick up clippings in one pass! The rugged, versatile Lawn Genie thatches lawns, verti-cuts greens, tees and fairways, sweeps leaves, wades through high weeds and empties easily from the tractor. Change to thatching knives or replace blades in seconds with M-C's patented spring loaded hangers! It's the three season pick-up mower that cleans, mows and sweeps.



Mathews Company

BOX 70, CRYSTAL LAKE, IL 60014, PHONE: 815-459-2210

Circle 129 on free information card



Did the 1979 wet spring prevent fertilizing your trees?

Give the job to JOBE.

Each fall, trees start one of the most important phases in their life cycle. Roots grow during fall and early winter, absorbing plant foods to use for early spring growth.

Jobe's Tree and Shrub Spikes feed trees in about one-fourth the time, at less than half the cost of drilling. Fast... efficient... less costly... in every kind of soil.

Tree and Shrub Spikes analyze 16-8-8; Evergreen Spikes 12-6-8. Fruit Tree Spikes 5-15-15.

Call 800/354-9360 for the name of your nearest Jobe's distributor.

Jobe's... TREE & SHRUB SPIKES

The easy method for professional tree care. International Spike, Inc. P.O. Box 1750 Lexington, KY 40593

Circle 114 on free information card

Physical Protection — Heavy snow or ice cover can be injurious to many plants especially those with multiple leader stems such as taxus, arborvitae, upright juniper and others. Tying can help to prevent the plants from breaking. Tying should be done before the first snowfall. The twine or soft rope should be fastened at the base of the plant and wound spirally upward to the top and back down in reverse to compress the shrub's size.

Burlap is often used to screen out the drying effects of the wind and sun and also where winter hardiness is questionable. Before covering the plant with burlap it should be either tied or staked and then the burlap applied. Burlap can be used as a wind screen with a strip of it protecting the plants from the prevailing winds or it can be used as a complete cover by surrounding the entire plant. The cover should be put on after the leaves have dropped from the deciduous shrubs and it should be removed early in the spring.

Lath can be used either over shrubs for protection against sliding roof-top snow or by surrounding them for protection against the drying effects of the wind and the sun. Snow fencing, burlap, evergreen boughs or Christmas tree greens, baskets and wooden crates also provide good protection. Whenever posts are necessary to support any type of physical protection they should be put in the ground before it freezes. The actual pro-

tector (burlap, lath etc.) should not be put around the plant until early winter.

The types of physical protection are endless since it is really a matter of common sense. Although I would like to mention that plastic should NEVER be used, for the plants under it will simply cook from the heat of the sun.

It is unfortunate that many forms of physical protection are not esthetically appealing in the landscape for they are a great tool in preventing winter damage and death of plant materials. It was interesting for me to discover just how little they are used in this area on commercial sites due to the added cost involved and the overall appearance of the landscape.

Sometimes during an unusual winter, damage occurs in spite of protective measures. Fortunately this does not happen very often but if it does, carefully inspect the plants before calling the situation hopeless. Some plants such as some forms of Ilex and others will appear to be dead. In such cases the bark should be inspected for signs of life by gently peeling back a little piece of it. If the plants are alive, prune off any of the obviously dead material. Injured plants should be carefully cared for during the following growing season by applying water at weekly intervals when rainfall is not plentiful. When the plant shows signs of recovery, by making new growth, an application of fertilizer is in order.

WTT

Municipal from page 21

phone numbers. The pamphlets explain the species of the tree that's been planted, its proper and common name, why it was planted there, and how to take care of it and water it.

Metz is also receiving help from the Ohio Department of Natural Resources to do a free inventory of all the trees. Senior citizens will help number the trees and mark their location.

People are taking advantage of the tree program and assisting in Bowling Green. The same response comes from Lancaster, PA, which has its own adopt-a-tree program. Diane Williams, city arborist, says, "I think people appreciate trees a little more because of a concern for the environment."

The residents of Lancaster may purchase a two-inch caliper tree wholesale from the city and assume full responsibility after it is planted. "We do occasional fertilizing and spraying for insects, such as aphids, which were prevalent this summer," Williams says. Yet the funds don't exist for more than emergency aid on the privately owned trees.

The city used to plant 100 trees a season, but now only 40. "The people want it, they appreciate it more, yet it's one of the last things to get funding and the first to be cut. A lot of people still consider it an extra," says Williams.

John Van Vorst, supervisor of parks, Tenafly, NJ, knows that even if he gets additional funding it

won't be substantial as he is governed by a 5 percent a year increase. This year there was no increase. Van Vorst has found his own way to boost his revenue.

He receives about \$1,000 a year in firewood sales from wood that in the past would have been thrown away or put in a landfill. Trees recently downed by Hurricane David were out and sold to residents. With this money he buys tulip bulbs, flowers, and other materials.

Autumn leaves put through a Royer shredder make a fine compost, which the park department sells to nurserymen and landscapers at \$5 a yard. These sales produce about \$2,000 a year. The city also saves by using the leaf compost instead of buying topsoil. Compost is free to all residents of Tenafly.

Van Vorst has saved dollars by planting many of his own flowers. "Anything that we're cost conscious about planting we try to breed from cuttings in our greenhouse," he says.

Other ways of cutting cost of maintenance include use of granular weed killers, such as Casoron, to eliminate hand trimming; Roundup on turf areas where grass is encroaching plant beds; and wood chips as buffer plantings. Van Vorst has cut his mowing schedule to every seven days for high use areas and every 10 days for low use areas.

WTT

Consider Harvest business publications as media for developing new markets for your company in 1980.

Many advertisers take advantage of more than one of our markets. Advertising schedules, inter-mixed between magazines, earn better frequency rates.

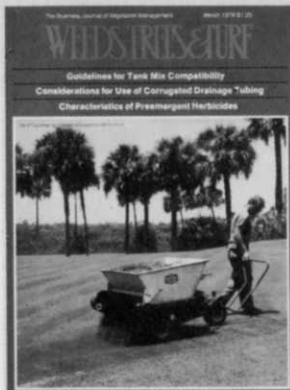


NURSERY PRODUCT NEWS
Serving 45,000 growers, garden centers, and other lawn and garden product retailers. Focusing on product news of importance in today's fast paced marketplace. Publishing August, October, and November 1979...monthly beginning in January 1980. Market research available on request.

Circle 190 on free information card

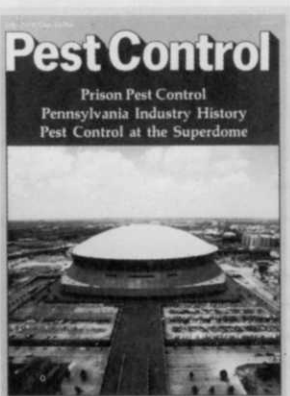


LAWN CARE INDUSTRY Read by over 12,000 lawn care and maintenance companies, who in 1978, serviced over 6 million residential-commercial lawns, producing over \$2 billion in sales and grew by more than 30%. **LAWN CARE INDUSTRY** has become the voice of one of the fastest growing service industries in the economy.



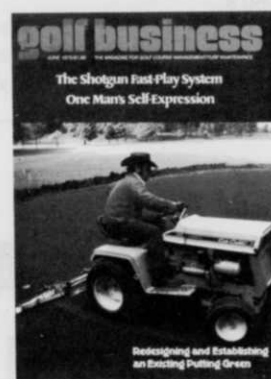
WEEDS TREES & TURF first published in 1964, is today the leading scientific/technical publication serving the multi-billion dollar green industries. 44,681 BPA controlled circulation. Readership and market studies available on request.

Circle 192 on free information card



PEST CONTROL magazine is rated number one in its field by domestic and international pest control specialists...readers who control the multi-billion dollar world market of non-crop pest control. 14,877 ABC paid circulation. Readership and market research studies available.

Circle 193 on free information card



GOLF BUSINESS is the only trade magazine reaching every golf course facility in North America. **GOLF BUSINESS** is devoted to management and maintenance of vegetation in the elite turf market. The only Golf Turf market publication audited by BPA, with a total circulation of 17,875. Market research available.

Circle 194 on free information card



THE LAND RECLAMATION REPORT is a bi-weekly newsletter covering revegetation and erosion control. The only independent publication serving the huge and expanding market. Paid subscription \$95.00 per year. Market research available.

Circle 195 on free information card



Harvest Business Publications

A Subsidiary of Harcourt Brace Jovanovich, Inc.
9800 Detroit Avenue, Cleveland, Ohio 44102

sity; and Dr. Earl Barrios of Louisiana State University.

Duich, professor of Turfgrass Science at Pennsylvania State, spearheaded the development of Pennfine at the Pennsylvania Agricultural Experiment Station in the early 1960's.

Leading off the program was the discussion of annual bluegrass (*Poa annua*) control in overseedings. A

variety of opinions existed among panel members regarding methods and products to control *Poa annua*. All agreed, however, that time of germination was a key to combating annual bluegrass.

Dr. Eucl Coats expressed an observation that many present at the conference were probably somewhat overconscious of the overseeding weed problem this year

because of a long growing season the previous fall, which contributed to an annual bluegrass situation that was worse than preceding years.

Coats discussed the use of bensulide for *Poa annua* control. He said that application of bensulide 120 days prior to overseeding provides "control of that first flush of annual bluegrass, which germinates, depending on where you are, sometime during the month of September." He added, "It would then depend on the competition from the overseeding for control of the annual bluegrass. So, quick establishment of overseeding is important to give competition," Coats added.

Duich backed up the effectiveness of bensulide as a pre-emergence material. The Pennsylvania Agricultural Experiment Station has researched the chemical for 14 years on bentgrass. Though Duich and his colleagues in Pennsylvania aren't involved in an overseeding situation, Duich did comment on another chemical, EL-222, that has shown promising results in field tests.

EL-222 is a systemic herbicide that has two properties, according to Duich. "One is pre-emergence, the other is post-emergence control. The post-emergence control of EL-222 is unique in that we can get a very gradual weakening of *Poa annua*. This is the type of effect we'd like to get at transition, particularly for bent increase and takeover and a gradual decline of *Poa annua*," Duich added.

There is a continuing need for research to determine exactly when *Poa annua* germinates, according to Dr. Coleman Ward. He commented that it is difficult to know the exact germination date because "it remains very juvenile and we just don't see it."

During years of close observation, Ward has seen the approximate date of *Poa annua* germination pushed back from October 1 to about September 1, and as early as late August in areas 100 miles north of the Gulf Coast. "So I think utilizing applying something like bensulide about 60 days prior to the date of overseeding does give fairly effective control. The big problem is, of course, the weather. I think it's widely known that the vagaries of the weather will cause difference in when *Poa annua* will germinate," Ward added.

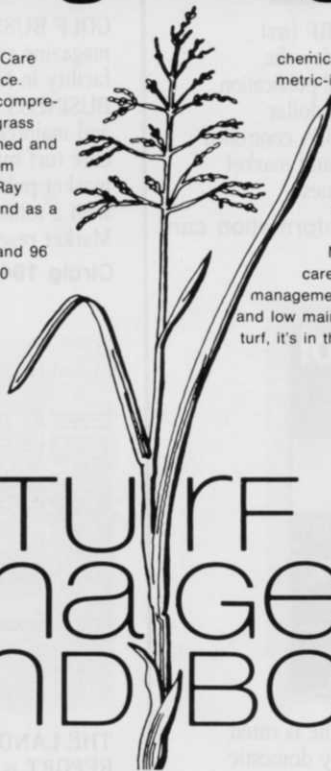
Continues on page 42

Finally, An Aid For Teaching Turfgrass

Superintendents, Contractors, Lawn Care Managers, New, On-the-Job Reference. The Turf Managers' Handbook is a comprehensive, organized approach to turfgrass science and care. It has been designed and written by leading turf specialists from Purdue, Dr. William Daniel and Dr. Ray Freeborg, for on-the-job reference and as a text for students.

The book contains 150 illustrations and 96 color photographs. Data includes 240 tables and forms. Included are specifications for rootzones, employment, calculations for

chemical applications, and extensive metric-imperial conversion. Business and technical aspects of turfgrass management are covered in this 424-page Planning, purchasing, hiring, construction, and plant selection are put together for easy on-the-job reference. Markets covered include lawn care, sod production, golf course management, cemeteries, athletic fields, and low maintenance areas. If it concerns turf, it's in the Turf Managers' Handbook.



Ordering Information

Please send _____ copies of the hardback (\$18.95 ea.)
_____ copies of the paperback (\$14.95 ea.)

A shipping charge of \$1.25 per book must be added.

A check or money order for _____ is enclosed.

Please charge to my VISA or MASTER CHARGE (circle one)
account no. _____, expiration date _____

I understand that delivery may take six to eight weeks.
Quantity and bookstore rates available upon request.

Signature _____

Name (Print) _____

Address _____

City _____ State _____ Zip _____

Send to:
Books Department
Business Publications Division
Harvest Publishing Company
9800 Detroit Ave.
Cleveland, OH 44102

