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Landscape Exposition

March 5-7, 1986 Valley Forge Convention Center
Valley Forge, Pennsylvania

Finally, you can catch the *entire* lawn care and landscape industry at one exciting show. The new Landscape Exposition will bring together the largest group of landscape/lawn care professionals and suppliers of products and equipment ever assembled in one place. At least 17 markets will be represented!

The Landscape Exposition is being held at the brand new Valley Forge Convention Center in Valley Forge, Pennsylvania, a suburb of Philadelphia. This fine center offers you many advantages including free parking, non-union staff, fantastic hotel facilities, and easy access from major highways and airports.

This exciting show has the enthusiastic support of the Professional Grounds Management Association, Associated Landscape Contractors of America, and Sports Turf Managers Association, and other professional groups. It is sponsored by *Weeds, Trees and Turf* and *Lawn Care Industry* magazines. And it is managed and promoted by HBJ Expositions & Conferences, a division of Harcourt Brace Jovanovich.

Make sales ... find new sales leads ... keep on top of the competition ... see all the newest products and equipment ... share ideas with your peers. Don't miss the largest and most comprehensive landscape show ever!

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Plan now to attend or exhibit:

Landscape Exposition

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YES! I'M INTERESTED!

- Please send me, at no cost or obligation, an
 Exhibitor's prospectus and application
 Attendee's information package

Name _____ Title _____
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HBJ

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Perhaps your organization is considering the new business advantages of creating a Show. Or you want the Show you now sponsor to grow in size and profitability. You might even own an established Show available for acquisition.

If so, contact Rod Ellis at HBJ Expositions. There are infinite means by which we can bring out the best for you.

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WHAT HAS PLCAA DONE FOR YOU LATELY?

TAKE A LOOK.

If you haven't checked out the Professional Lawn Care Association of America recently, then you're in for a surprise. We're offering a bundle of

new benefits that make joining PLCAA more rewarding than ever! We even have a new name for our service—**The ProSource**. Here's what we've been up to and how you can benefit:

- ✓ **NEW! Employee Life/Health/Disability Benefit Program.** A program designed with your business in mind. It offers flexible, comprehensive Life/Health/Disability group insurance that you can tailor to the needs and budget of your company.
- ✓ **NEW! PLCAA Safety Manual.** Emergency procedures, pesticide safety procedures, inspections, health programs and more—a complete, practical safety guide for reference and technician training.
- ✓ **NEW! PLCAA Management Monograph Series.** In-depth, easy to understand reference booklets on subjects vital to the operation of your business.
- ✓ **NEW! Legal Update Bulletin.** An exclusive monthly bulletin for members. Edited by PLCAA Attorney, Richard I. Lehr, and focused on tax, investment, labor, and legal information of interest to the industry.
- ✓ **NEW! Public Issues Alert Committee**—continually updates the membership on regulations and legislation—local, state, and national—that affect the lawn care industry. A resource for understanding and involvement in the public issues vital to the future of your business.
- ✓ **Plus a Whole Lot More...** PLCAA membership offers, in addition to these new benefits, an impressive lineup of publications and programs that are invaluable to any lawn care business: • **PLCAA Technical Resource Manual.** An important guide for helping to operate your business on a professional and agronomically sound basis. • **Turf Talks,** PLCAA's bi-monthly member newsletter. • **PLCAA Regional Seminars.** Intensive, one-day sessions offered on a regional basis and at a reduced fee to members. • **Annual PLCAA Conference and Show.** The week-long gathering of the best in lawn care that has become the one must convention of the year. • **The Professional Lawn Care Credit Association**—On hand to help you meet your delinquent account collection needs. • **Insurance Clout**—Comprehensive Property and Casualty Insurance that offer members excellent protection at competitive rates.

No matter how large or small your operation, the **ProSource** is your source for the best, most meaningful lawn care information and help. Your membership investment goes to work for you immediately—that's the PLCAA promise. Join now and grow with us!

The ProSource



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**Safety Manual
PLCAA**

Join now and receive FREE your copy of the new PLCAA **Safety Manual**, a 64-page pesticide and safe practices guide.

can be used with its rear-engine mowers and lawn tractors from 8 to 16 hp and is designed for mowing large lawns. A large door makes it easy to empty or dump the contents and the cover is quickly removed for hauling chores.

Circle No. 192 on Reader Inquiry Card

Allis-Chalmers introduces two new walk behinds

New 22-inch Groomer and new 20-inch Trimmer walk-behind mowers are being offered by Allis Chalmers. The 22-inch model is powered by a 3 1/2-hp Briggs & Stratton engine, the 20-inch mower by a 3-hp B&S. Both models meet or exceed Consumer Products Safety Commission standards.

The mowers feature automatic choke and handle-mounted controls. The engine shuts off when the safety bar is released. A side discharge deflector sends stones or other foreign objects downward. Both mowers come with double wall steel support and large semi-pneumatic tires mounted on steel wheels.



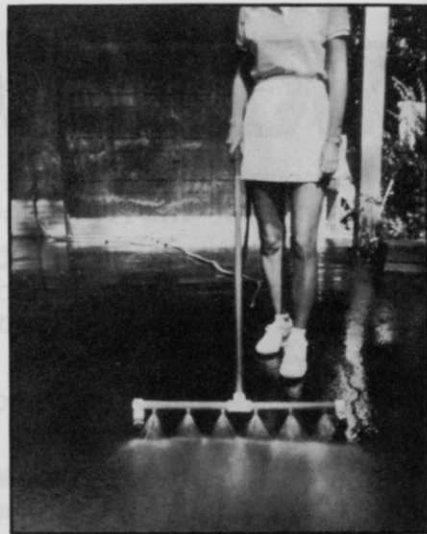
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Water broom uses less water, cleans faster

Rambo's EZ-Washer converts any garden hose into an effective surface washer for driveways, sidewalks, patios, pool decks, or garage floors. It does a better job than a conventional hose alone in 1/3 the time

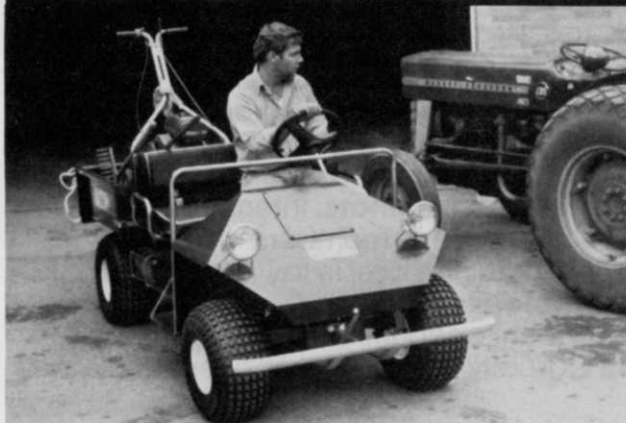
and using 1/3 the water.

It is made of rustproof polyvinyl chloride and uses six corrosion-resistant PVC jets to create a 33-inch spray path. The EZ-Washer's swivel couple attaches to ordinary garden hoses, and non-marking rubberex wheels give the unit maneuverability.



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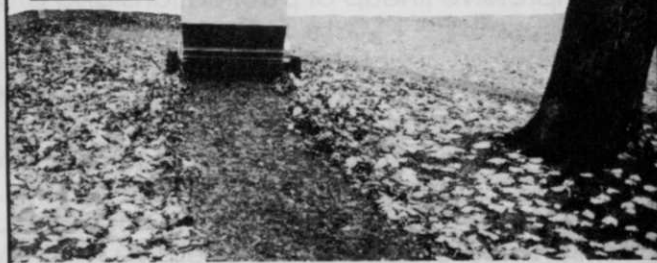
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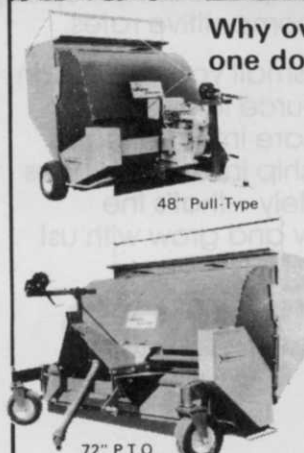
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Change mowing or thatching blades in seconds with M-C's patented spring-loaded hangers.



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EVENTS

SEPTEMBER

International Garden Horticultural Industry Association Convention and Exposition, Sept. 3-7, Louisville Convention Center, KY. Contact LeRoy Rench, IGHA, 26 Pine St., Dover, DE 19901. (302) 736-6781.

Advanced Interior Maintenance Technician Short Course, Sept. 7, Airport Hilton, Atlanta. Contact ALCA office, 405 N. Washington St., Falls Church, VA 22046. (703) 241-4004.

National Lawn & Garden Distributors Association Convention, Sept. 8-11, Intercontinental Hotel, San Diego, CA. Contact Bill Robinson, 1900 Arch St., Philadelphia, PA 19103. (215) 564-3484.

Cornell University Turfgrass Field Day, Sept. 10, Turfgrass Research Station, Ithaca, NY. Contact Dr. Norman Hummel, 20 Plant Science Building, Ithaca, NY 14853. (607) 256-3134.

Ohio Turfgrass Field Day, Sept. 12, OSU Turfgrass Research Center, Columbus. Contact Karl Danneberger, Dept. of Agronomy, OSU, Columbus, OH 43210. (614) 422-2001.

Virginia Tech Turfgrass Research Field Days, Sept. 17-19, Blacksburg, VA. Contact J.R. Hall III, Agronomy Department, VA Tech, Blacksburg, VA 24060. (703) 961-5797.

Mid-Year Turfgrass Conference & Show, Sept. 19-24, Indiana Convention Center & Hoosier Dome, Indianapolis. Contact GCSAA, 1617 St. Andrews Drive, Lawrence, KS 66044. 1-800-472-7878.

Western Fertilizer & Pesticide Safety Seminar, Sept. 23-24, Centre Plaza Holiday Inn, Fresno, CA. Contact WACA, 6650 Belleau Wood Lane, Suite 209, Sacramento, CA 95822. (916) 393-4050.

Society of Municipal Arborists Meeting and Trade Show, Sept. 22-24, Holiday Inn Mart Plaza, Chicago. Contact Robert Benjamin, P.O. Box 66113, A.M.F. O'Hare, IL 60666. (312) 569-2578. Or Dale Gaasland, RR 3 Box 614, Williston, ND 58801. (701) 774-0485.

Interior Design Workshop, Sept. 27, Tyson's Corner Holiday Inn, Washington D.C. Contact ALCA office, 405 N. Washington St., Falls Church, VA 22046. (703) 241-4004.

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LANDSCAPING COMPANY-MONTGOMERY COUNTY, PENNSYLVANIA. Good opportunity for ambitious individual. S.R. QUINN (215) 576-1372. 9/85

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LANDSCAPE MAINTENANCE SALES—Established, fast-growing Houston firm seeks career oriented self-starter. Degree or experience in landscape sales. Salary, car, commission and bonus. Grounds Management Service Inc., P.O. Box 42812B155, Houston, TX 77042. 713-780-8699. 9/85

LESCO, Inc., a growing leader in the turfgrass industry, needs three Lawn Care Division sales representatives to be located in the East, Midwest and Mid-South. Prefer experienced proven sales record and must have knowledge of lawn care industry. Excellent opportunity. Send resume and compensation history to Fred Giese, LESCO, Inc., 20005 Lake Road, Rocky Road, Ohio 44116. 9/85

Construction supervisor for golf and large turf irrigation jobs. Dynamic, young company seeking conscientious, hard driving individual with solid background. Starting pay mid 20's, expenses, benefits. Send resume to Richard Embry & Company, Inc., P.O. Box 392, Shelbyville, Kentucky 40065. TF

COMMERCIAL ACCOUNTS REP—East Coast Regional landscape care company seeking aggressive, self-starting individual to join our expanding Commercial Sales force. A two or four year degree in Agronomy or Horticulture would be helpful. Excellent salary and benefits package. Send letter of introduction and resume, in confidence, to: Personnel Dept; Hydro Lawn Commercial Services; 7905 Airpark Road; Gaithersburg, MD 20879. 9/85

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New staff, new directions

The name is Jerry Roche, and I'm one of the new guys on the block. Since becoming editor of WEEDS TREES & TURF on July 1st, I've met many of you and plan to meet many more. Because you, the reader, are our most valued attribute.

Associate editor Ron Hall, managing editor Ken Kuhajda (who is also new to the staff) and I are planning exciting new directions for WEEDS TREES & TURF.

We'd like to spit-shine this already-excellent product.

And what perfect timing: this month's GCSAA Mid-Year Conference is a good lead-in to the heavy schedule of fall/winter turf conferences. We'll be there, all three of us. And we also hope to meet you at the numerous other national and state shows.

We value your opinions, and will use them as the basis for making WT&T better than ever.

That said, here's a bit of our philosophy:

* * * * *

Every once in a while, a reader asks us to compare landscape maintenance equipment and chemicals. You want to know which kind of mower, cart, shredder, herbicide or backhoe to buy. That is understandable—the success of your business hinges on getting the best value for your money.

But our articles cannot—and should not—be required to tell you what piece of equipment is best for your particular situation. Some of our best advertisers are equipment and chemical manufacturers.

For us to say that the Jones All-Purpose Mower is better than Smith's Universal Mower would be like the dog biting the hand that feeds it.

The best that we—a responsible and forthright trade magazine—can hope to do is to provide our readers with many different options. It is your job, in turn, to whittle down your choices from the alternatives we present, and contact the people who appear to be able to make you the best offer.

Even though we at WT&T cannot do your job for you, we can help you do your job more efficiently while serving our advertisers at the same time. There is nothing we like better than to see one of our readers strike a good deal with one of our advertisers.



Jerry Roche

Jerry Roche, editor

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University of Florida
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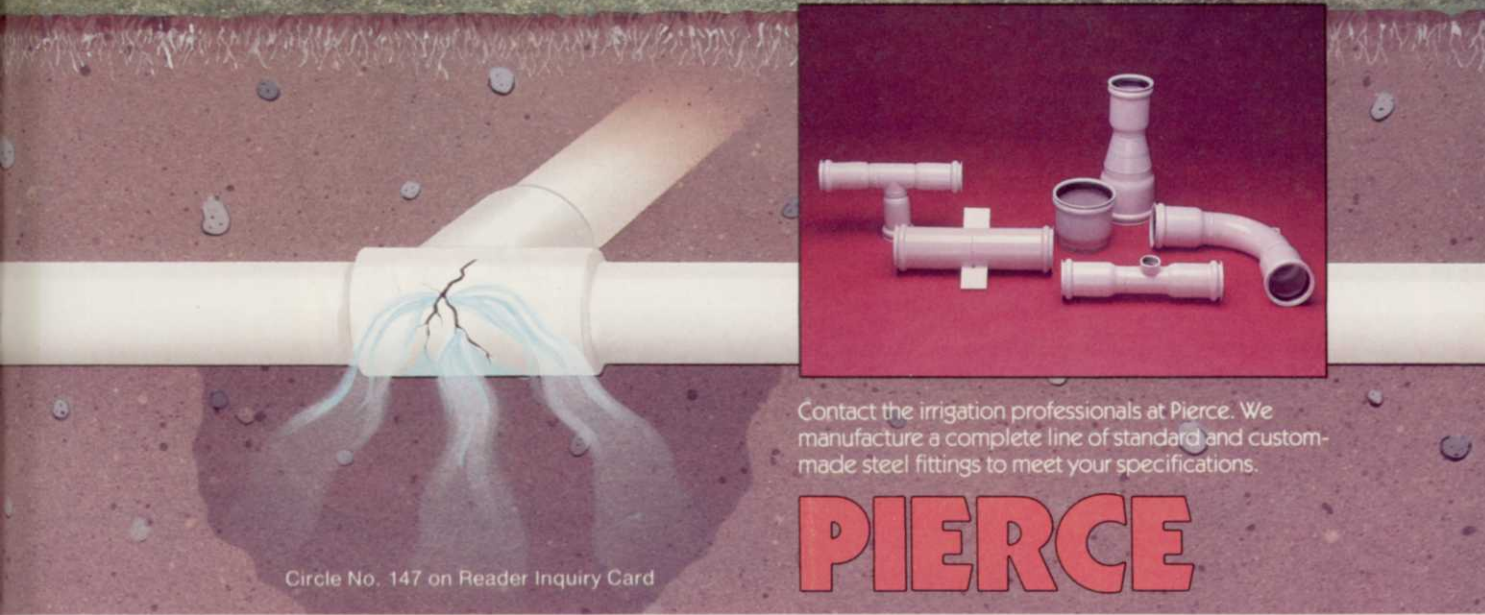
WATER HAZARDS SHOULD BE ON THE GOLF COURSE. NOT UNDER IT.



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