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The Jacobsen Turfcats family . . . the rugged breed that thrives on tough conditions.

Tall, thick grass. Undulating terrain. Even snow. You name it. Jacobsen Turfcats do more than survive tough operating conditions. They master them. Quickly and efficiently.

Pounce on one of seven gutsy Turfcats from 17-hp to 36-hp, in 3-wheel and 4-wheel models. Exclusive 2-speed, full-time, limited-slip transaxle delivers maximum power and traction in low range, to cut more and climb higher. Shifting to high range increases transport speeds, so you lose less time between jobs.

For superior stability, Turfcats have a low center of gravity and a hill-hugging, wide-track stance. Plus, quick, easy steering lets these agile cats dart around trees and in-and-out of tight spots.

The largest Turfcats give you an exclusive hydraulic implement drive system that eliminates belts, drive shaft and universal joints for

reduced maintenance. And the harder you work this power delivery system, the better it works.

Tackle mowing tasks with your choice of durable 50", 60" or 72" rotary decks.

The rugged Deep-Tunnel rotary decks channel clippings out faster to increase cutting capacity without windrowing or clumping.

In areas where thrown objects and noise are a concern, use the 50" or 60" fine-cut flail decks with downward

discharge and a cut rivaling reels.

Turfcats won't hibernate once your mowing's done. Blades, brushes, snow blowers and a variety of other attachments keep these cats producing year-round.

So take a Turfcats for a run. Arrange a free demonstration with your Jacobsen distributor today. Attractive lease and finance plans available. Or for more information contact: Jacobsen Division of Textron Inc., Racine, WI 53403.



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Golf humorist speaks at GCSAA conference

Bob Drum, golf humorist for CBS-TV sports, will address the opening session of the 60th International Golf Course Conference and Show in Anaheim, Calif. this month.

Drum has co-authored three books with Arnold Palmer and consulted on golf tournaments across the United States. He is a past president of the Golf Writers Association of America.

New officers for the Professional Grounds Management Society (PGMS) are:

Russell Studebaker, president; **Theodore H. Shull**, 1st vice president; **Thomas L. Smith**, 2nd vice president; **John Abernethy, Jr.**, treasurer; **Douglas A. Masters**, director-at-large; **Steven W. Chapman**, Northeast regional director; **Bill Starnes** Southwest regional director.

The recipient of the 1988 PGMS Scholarship is **Carol D. Goodwin**, a master's degree candidate at the University of Guelph in Toronto, Canada.

David C. Fondrie has been promoted to executive vice president of Ransomes, Inc. He supervises market-

ing and technical service support functions, while retaining responsibility for all financial operations.

Fondrie joined Ransomes in 1987 as vice president-finance.



David C. Fondrie



David R. White

David R. White has been named director of marketing for the Coron Corp. He is responsible for all sales and marketing efforts for the company on a national and international basis.

The Merion Golf Club of Ardmore, Pa., was recently granted an honorary sustaining membership to the Pennsylvania Turfgrass Council. The award was given to the club's membership and staff in recognition of exemplary contributions to the

Pennsylvania turfgrass industry. It was presented during the Twelfth Annual Joseph Valentine Memorial Golf Tournament.

Accepting the award were **Scott Smith**, Merion president; **Richard Valentine**, course superintendent; **Peter Burford**, manager; and **William Kittleman** golf professional.

Robert A. Russell, was named Seedsman of the Year by the Atlantic Seedsman's Association at its recent convention in Arlington, Va.

Owner and president of J & L Adikes, Inc., Russell began his career in the seed industry with Adikes in 1946. He was responsible for the market introduction of Adelphi Kentucky bluegrass in 1970.

The association also named **Kenneth G. Beachley**, co-founder of Beachley-Hardy Seed Company, a Lifetime Honorary Member. Beachley and friend **Bill Hardy** founded the Beachley-Hardy Seed Company in 1950. The company became a full time wholesale field seed company with emphasis on quality forage seed.

Olathe SLIT SEEDERS/DETHATCHERS for turf professionals

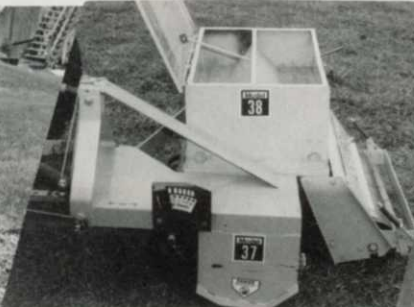
With Olathe Slit Seeders you: • use less seed • get higher germination rates • have a healthier root system • thin out thatch and undesirable species • provide safer turf for sport areas • achieve the most important goal in over-seeding, namely, seed to soil contact.



MODEL 85 — 5 hp Seed 'n Thatch, low cost combination thatcher/seeders.



MODEL 84 walk-behind slit seeder, 18 hp, self propelled.



MODEL 37/38 for tractors in 16-25 hp range, bare dirt capabilities with dual feed hopper.



MODEL 83/93 — 4' PTO model for tractors 25 hp and up. In 1962, Buck Rogers built the first Rogers Slit Seeder. Now, in 1989, he has improved and expanded on his original ideas under the Olathe trademark.

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Get a Free Sample. Judge for yourself just how effective this new, natural insecticide really is. Fill out and return the coupon and Safer® will send you a free sample, a user's guide, and complete information including field trials. This offer expires April 30, 1989. Limit one sample per customer. Or see nearest dealer for special cash rebate offer.

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Who supplies your chemicals? _____

City: _____ State: _____ Zip: _____

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I have completed the simple survey questions on the left. Now send me my FREE sample of Safer® Insecticide Concentrate along with a user's guide and field trial data.

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Operation Name: _____

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City: _____ State: _____ Zip: _____

Phone: (_____) _____

How to reduce the cost of weed control today, tomorrow and beyond:

George Toma, Kansas City's own world-class groundskeeper, insists that most of us already know everything it takes not only to reduce the cost of herbicide but at the same time to improve the overall quality of the turf-grass. He contends that we simply need to keep reminding

ourselves of those things we already know. In this edited version of a recent visit with him, he reviews those basic reminders.

Everett Mealman, President
PBI/Gordon Corporation

Mealman: George, we hear reports from time to time that you say the best way to reduce the cost of weed control is to stop using herbicide.

Toma: Yes, I've said that. But it's like the duffer who, after a bad round, said he was going to quit playing golf

— not immediately, of course, but gradually over the next 20 years.

Mealman: You think a groundskeeper can gradually break the habit of using a herbicide to control weeds?

Toma: Yes, providing he can also break his turfgrass from the habit of associating with weeds.

Mealman: In other words, a herbicide program that is so good it eventually kicks out all the weeds, and a grass-growing program so good that the weeds can't get back in.

Toma: You've got it! At the Truman Sports Complex we're almost doing that right now. Today, we use no broadcast pre-emerge or post-emerge on the ornamental turf and landscaped islands around either stadium. All we use is some TRIMEC® Plus to spot treat for an occasional broadleaf or grassy weed.

Mealman: But, George, is this a realistic goal for a commercial lawn and landscape management company?

Toma: Absolutely! Of course, irrigation is a must, and you have to be involved in the sodding and seeding and fertilizing.

Mealman: What is the program?

Toma: Program isn't the right word. It's following through on the three

The Super TRIMEC treated turf on the perimeters of Arrowhead Stadium at the Truman Sports Complex is so immaculate that many visitors actually get down and feel it to find out for sure if it's real. George Toma tells Everett Mealman that the day he doesn't get a charge out of running his fingers through immaculate turf will be the day he hangs it up as a groundskeeper.



Super

basic fundamentals of cleaning up; keeping up; and building up.

Mealman: Can you enlarge on that?

Toma: Early spring is an excellent time to clean up . . . to clean out every weed, down to the very last root hair, so the turfgrass has a chance to thicken up. Whenever I am cleaning up some turf, I use Super TRIMEC® turf herbicide. I've never found a herbicide that does such a thorough job and yet requires such a small amount.

A big part of keeping up involves the green color you want in the spring and summer, and I always caution against using nitrogen during the growing season. Too much nitrogen in the spring and summer will result in too much top growth that weakens the roots and invites disease. To get color in the late spring and summer, I use Ferromec® Liquid Iron. Every year when they televise the Super Bowl, the announcers always rave about the beautiful color . . . that's no accident . . . that's Ferromec!

The time to build up is in the fall. That's when I pour on the fertilizer — and, if I reseed, I spray on Bov-A-Mura® (Natural Organic Activator). It does an excellent job of helping new seeds build strong roots . . . and I always use it whenever I lay new sod.



Dr. Jan Van Diepen shows a printout of a radioisotope tracer study to Everett Mealman and George Toma. The purpose of such studies is to determine the smallest possible amount of the strongest

possible chemical formulation that can translocate to the root system of a weed and result in total control. Toma says, "We constantly test herbicides, and nothing is as efficient as Super TRIMEC."

Facts turf pros should know about Super TRIMEC

Super TRIMEC is a remarkable breakthrough in herbicide chemistry. To make it, we combine several esters with dicamba in a synergistic and homogeneous complex in which every droplet is an exact mirror image of the total. No one except PBI/Gordon has ever been able to do this.

The esters have unparalleled penetrating power, which enables the complex to get through the cuticle and into the circulatory system of even the toughest weeds far more rapidly than other types of formulations. And once Super TRIMEC gets into a weed . . . that weed is terminal . . . period!

But please note: The dicamba in Super TRIMEC is in acid form and is virtually insoluble in water. Therefore it is less likely to migrate in soil and endanger off-target ornamentals.

Because Super TRIMEC is so powerful, one gallon will cover four acres. And

yet the spectrum is so broad that it controls even such tough species as ground ivy, oxalis and spurge.

The benefits of Super TRIMEC

- 1) You can start earlier in the season:** Super TRIMEC gets into the weed so quickly that neither a sudden rain nor a quick freeze is a threat. This allows you to start earlier in the year.
- 2) Dramatically reduces the need for retreatments:** Super TRIMEC does it right the first time. Saves time and labor.
- 3) Reduces herbicide costs:** You use less herbicide per acre and you spray

fewer times per year. Both your weed control and your profits are better.

4) Friendly to the environment: Super TRIMEC uses less chemical. One gallon will treat four acres.

Yes, Super TRIMEC is a low-volatile ester. Yes, Super TRIMEC is labeled for professional use only. But you are a professional. Utilize your professionalism to increase your profits.

If you have any questions about Super TRIMEC, please call us.

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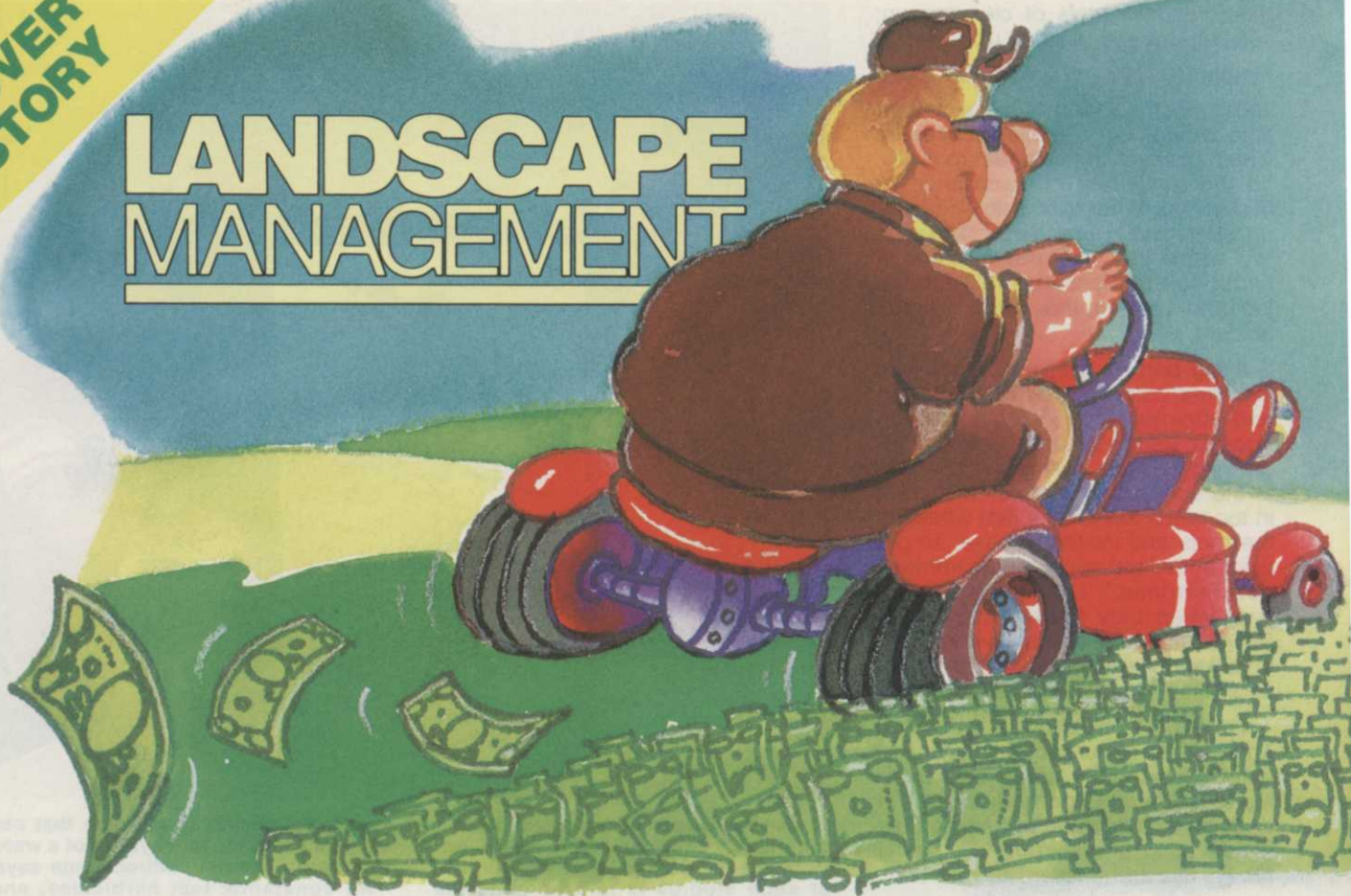
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BROADLEAF HERBICIDE

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LANDSCAPE MANAGEMENT



SURVIVAL OF THE FATTEST

The biggest companies did the best in 1988, "The Year of the Drought," according to LANDSCAPE MANAGEMENT's third annual survey of landscape contractors.

by Terry McIver, associate editor

LANDSCAPE MANAGEMENT's survey of the top landscape contractors of 1988 finds that the larger companies were not left "high and dry" in 1988, despite adverse weather conditions. That fact serves as a testament to staying power and/or the ability to adapt.

Among those companies reporting gross sales above \$3 million, the average increase in gross sales was \$830,000. Smaller companies, on

average, lost \$55,000 in gross sales.

Environmental Industries, Inc., of Calabasas, Calif., was once again the green industry's leading contractor in our "Top 50" survey, with gross sales of \$140 million. Environmental also posted the largest gain over 1987, \$26 million, on 1,600 maintenance contracts. Bob Scofield, vice president of corporate relations for Environmental, attributes the growth to "hard work, which made up for

slower business in the flatter markets." According to Scofield, cities such as Denver, Phoenix and Houston, have been flat due to the decline in the oil industry.

In second place, and new to this year's survey, was Tropical Plant Lenders, Riverwoods, Ill., with sales of \$35 million, followed by a third place tie between two solid companies, De Laurentis Construction and Vidosh Brothers.

The top 10 landscape contractors for 1988, based on gross sales of those companies which responded to our survey are:

1. Environmental Industries, Inc., \$140 million.

2. Tropical Plant Lenders, Riverwoods, Ill., \$35 million.

3. A tie between **De Laurentis Construction**, Mamaroneck, N.Y. and **Vidosh Brothers**, Sterling Hts., Mich., \$18 million.

5. Carlacio Landscape, Inc., Fullerton, Calif., \$16 million.

6. Davis Landscape Contractors, Inc., Harrisburg, Pa., \$15 million.

7. Cagwin & Dorward, Novato, Calif., \$11.7 million.

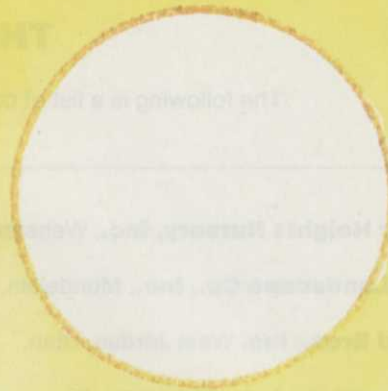
8. American Landscape Inc., Canoga Park, Calif., \$11.6 million.

9. The Bruce Company, Middleton, Wisc., \$11 million.

10. Landscape Contractors of Illinois, Bartlett, Ill., \$10 million.

Other large gainers were **American**

TOP 50 LANDSCAPE CONTRACTORS



Landscape, Inc., of Canoga Park, Calif., (up by \$3.2 million), and **Rood Landscaping**, of Jupiter, Fla., which recorded sales of \$8 million, up from last year's figure of \$3 million. Rood's Tomas Aiello attributed most of the gain to the acquisition of a \$3.1 million shopping mall contract.

The following is an alphabetical listing of the green industry's top landscape contractors who returned surveys. (Branch offices are in addition to a main office):

AAA Lawn Industries, Tucker, Ga., grossed \$5.8 million on 375 maintenance and 30 design/build contracts. AAA employs 120 peak and 65 annual workers out of three warehouse locations.

American Landscape, Inc., Canoga Park, Calif., upped its total gross sales by \$3.2 million to be one of this year's leading gainers. Total gross sales were \$11.6 million, on more than 95 design/build jobs and more than 150 maintenance contracts. American employs 225 peak and 200 yearly workers, and operates one branch office.

Big Pine Farm of Marietta, Ga. grossed \$7.6 million on 183 design/build jobs and 46 maintenance contracts. The company has two branch offices, and employs 240 workers during peak season, and 126 annually.

The Bruce Co., Middleton, Wisc., grossed \$11 million on 500 design/build jobs and 40 maintenance contracts. Employee figures for Bruce have leapt: peak-season employees have gone from 200 to 350, and average annual staff numbers 200, up from 45 one year ago.

Cagwin & Forward, Novato, Calif., grossed \$11.7 million on 29 design and

build jobs and 297 maintenance contracts— an increase of \$3.2 million. Five offices employ 174 peak and 135 annual workers.

Carlacio Industries, Inc., Fullerton, Calif., has added one branch office. Its four branches completed \$16 million of design/build work, with 300 peak and 140 yearly employees.

Chapel Valley Landscape Co., Woodbine, Md., grossed \$9 million in 1988, which is a \$1 million jump from 1987. Chapel now operates two branch offices, employing 140 peak and 90 yearly workers. Design/build jobs totalled 32 in 1988. Maintenance contracts increased to 95, a 20-contract hike over 1987.

Robert W. Childs Landscape Contractors, Inc., Arnold, Md., had a good year. One hundred fifty design/build jobs and 30 maintenance contracts grosses \$3.8 million. Average number of employees for a year is 30, with 100 peak-season workers.

Clark-Morrell, Inc., of Lithonia, Ga., obtained an astounding 43 percent growth during 1988, with gross sales of \$7 million. Revenue came as a result of great increases in jobs and contracts. Design and build work was up more than 100 percent and maintenance contracts totaled 175, a 52 percent leap. Interestingly, staff was cut back to 120 peak and 85 yearly workers, down from 130 and 85, respectively.

Contra Costa Landscaping, Inc., of Martinez, Calif. grossed \$3 million on 20 design/build jobs and 90 maintenance contracts. It employs 50 peak and 40 yearly workers at three branch offices.

Control Environmental Services, Secaucus, N.J., estimated gross sales of \$4.3

million for 1988. Fifteen design/build jobs and 90 maintenance contracts kept busy a staff of 150 peak-season employees and 60 yearly workers in one branch office.

Clarence Davids & Sons, Inc., Blue Island, Ill., grossed \$4.25 million on 130 maintenance contracts and 200 design/build jobs. Davids operates one branch office and employs 125 peak and 30 yearly employees.

Davis Landscape Contractors, Inc., of Harrisburg, Pa., one of the top of the tops, grossed \$15 million in sales, a \$3 million increase. Contributing to the gain were more than 200 design/build jobs and 40 maintenance contracts. Three branch offices employ 250 peak and 175 annual employees.

De Laurentis Construction Co., Inc. Mamaroneck, NY, had sales of \$18 million on 10 design/build jobs. The company employs 135 workers during peak season.

Designs by Lee, Inc. of Stamford, Ct., grossed \$5.7 million on more than 100 design/build jobs and 40 maintenance contracts.

Doerler Landscapes, Inc., added 25 contracts, and grossed \$4 million. Design/build jobs totaled 170 and 90 maintenance contracts were serviced from two branch offices by 100 peak and 50 yearly workers.

Environmental Industries, Inc., Calabasas, Calif., is once again the top contractor in the land, with \$140 million in gross sales. Environmental operates three divisions: landscaping, maintenance and a tree nursery. It has 26 branch offices, and employs 2,600 workers during peak season, and 2,000 annually. Environ-

THE BEST OF THE REST

The following is a list of companies with revenues between \$1 million and \$3 million which responded to the survey.

Arbor Heights Nursery, Inc., Webster, N.Y.

BGT Landscape Co., Inc., Mundelein, Ill.

Bland Bros., Inc., West Jordan, Utah.

Bregenzer's, Inc., Alpharetta, Ga.

Four Seasons Lawn & Landscape,
Kansas City, Mo.

Garden Gate Landscaping, Inc.,
Silver Spring, Md.

Greathouse Landscape Co., Inc.,
Nashville, Tenn.

Green Carpet Landscape, Inc.,
Worcester, Mass.

The Ground Crew, Arlington, Texas

L & L Landscape Services, Inc.,
Santa Clara, Calif.

Lifescapes, Inc., Canton, Ga.

Marvin's Garden & Landscape Service, Inc.,
Sarasota, Fla.

**McDugald-Steele Landscape Architects
& Contractor**, Houston, Texas.

Oak Brook Landscape Company, Naperville, Ill.

Richway Landscaping, Humble, Texas.

SLB Lawn, Clarkston, Ga

The Spence Co., Houston, Texas.

Suburban Landscape Associates, Inc.,
Daveport, Iowa.

Virginia Turf Management Associates, Inc.,
Norfolk, Va.

White Oak Landscaping, Kennesaw, Ga.

Land Design Group, Inc., Dallas, Texas.

mental had 1,600 maintenance contracts for the year.

(ED. NOTE: Brickman Industries, Longwood, Ill., generally acknowledged as the second-largest landscape contracting company in the country, did not respond to the questionnaire.)

Gibbs Landscape Co., Atlanta, Ga., earned \$6 million on 1,000 design/build and 500 maintenance jobs. The company employs 150 workers at 1 location.

Greenleaves, of Chamblee, Ga., grossed \$8 million on 122 maintenance contracts and 90 design/build jobs. The company has two branch offices, and employs 275 employees at peak-season and 90 year-round workers.

Greeno, Inc., Concord, Ma., boosted sales considerably over 1987. In the \$2-\$3 million range last year, 1988 gross sales will top out at \$5 million. The company held 75 design/build jobs, and employed 65 peak and 28 annual workers.

Ground Control Landscaping, Inc., Orlando, Fla., grossed \$4.2 million on 80 maintenance contracts and 25 design/build jobs. Gross sales were down slightly from 1987's \$4.3 million.

The Groundskeeper, Tucson, Ariz., is new to the survey. Gross sales for the year were \$5.6 million, within 2 percent of the company goal of \$6 million. Operating three branch offices, Groundskeeper held 250 maintenance contracts and completed

76 design/build jobs. Average staff numbers 150; peak employment reaches 250.

Heyser Landscaping, Inc. of Norristown, Pa., posted a \$1 million increase in gross sales, with \$7.2 million from 76 design/build jobs and 128 maintenance contracts. Two branch offices employ 22 peak employees and 65 yearly workers.

Edmund M. Hayden, Inc., Woodstock, Ill., had revenues of \$5.5 million on 12 maintenance contracts and 20 design/build projects.

Hillenmeyer Nurseries, Lexington, Ky., has 160 peak and 110 year-round employees. It posted \$3.5 million in gross sales on 50 maintenance contracts. The company also operates garden centers.

D.A. Hoerr & Sons, Inc., of Peoria, Ill., completed 240 design/build jobs in 1988, and handled 5 maintenance contracts. Hoerr employs 120 peak and 80 yearly employees in two branch offices. Gross sales were \$4 million.

Ireland/Gannon Associates, East Norwich, N.Y., grossed \$4.5 million on about 60 design/build jobs. The company operates one branch office and employs 50 peak and 30 year-round workers.

Johnson Hydro Seeding Corp., Rockville, Md., recorded gross sales of \$6.2 million, an \$800,000 increase over 1987. Design/build jobs doubled to 70, which is work done mostly for building contractors. Maintenance contracts for Johnson totaled 430.

KT Enterprises, Alexandria, Va., reached \$9 million in gross sales, an increase of \$700,000. KT now has three branch offices, two more than 1987, and employs 380 peak and 150 annual workers.

Allen Keesen Landscape, Inc., Denver, Co., grossed \$4 million on 60 design/build jobs and 175 maintenance contracts. Keesen operates two branch offices and employs 120 peak and 50 annual workers.

Lambert Landscape Co., Dallas, Texas, grossed \$9.5 million from 250 design/build jobs and 100 maintenance contracts. In peak-season, Lambert employs 200 workers. Annual workers number 150.

Lancaster Landscape, Alexandria, Va., boosted sales slightly, but is still one of the largest companies. Gross sales for 1987 reached \$14 million, based on approximately 300 maintenance contracts. Eight branch offices employ 450 peak employees and 250 annual workers.

Landscape Contractors of Illinois, Bartlett, Ill., grossed \$10 million on 200 contracting jobs and 50 maintenance contracts. It employs 150 peak and 25 yearly workers.

Landscape Design & Construction, Dallas, Texas, operates three maintenance branches and one landscape operation. The company acquired a landscape contracting company during the year, and grossed \$8.8 million from 315 maintenance contracts. During peak-season, LDC employs 350; yearly staff number 210.

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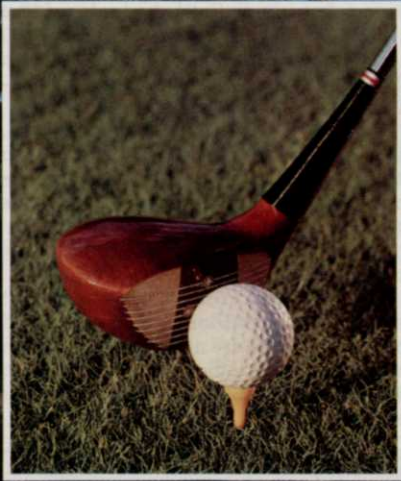
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...to dollar spot (!?./%!)

Larchwood Construction Corp., Holtsville, N.Y., grossed \$5.8 million for approximately 30 city, municipal, highway and building contracts. The company employs 75 workers during peak-season, and operates one branch office.

Lied's Nursery Co., Inc., Sussex, Wisc., increased gross sales to \$7.5 million, up 87 percent over 1987. Totals on jobs and contracts were not available. With one branch office, it employs 210 peak and 100 year-round people.

Maintain Inc./Landscape Design and Construction, Inc. of Dallas, Texas, did a total gross sales business of \$8.4 million from 310 maintenance contracts and 30 design/build jobs. The companies employ 160 yearly and 260 peak-season workers in three branch offices.

Meadowbrook of Savannah, Inc., Savannah, Ga., took in \$4.2 million for 120 design/build jobs and 35 maintenance contracts. Its 20 regular employees are joined by 40 peak season workers.

North Haven Gardens, Dallas, Texas, reports \$4 million in sales on 200 maintenance contracts and 12 design/build jobs. Two branch offices employ 206 yearly and 175 peak-season workers.

For **Oyler Bros.**, Orlando, Fla., sales increased by half a million dollars, hitting \$9 million. Design/build jobs increased from 65 to roughly 125. Maintenance contracts, however, dropped by half, to 150. The company added two branch offices, and now has five, employing 180 workers year-round, 275 peak.

Rood Landscape Co., Inc., Jupiter, Fla., was another huge gainer, with sales of \$8 million, up from 1987's total of \$3 million. Design and build work was listed at 150, and maintenance contracts totaled 75.

Ruppert Landscape Co., Inc., Ashton, Md., had a good year, with total gross sales of \$9 million, a \$3 million hike over 1987. Maintenance contracts for Ruppert's 160 peak and 110 yearly workers totaled 101; 70 design/build jobs were completed from one branch office.

Alfred L. Simpson & Company, Inc., Atlanta, Ga., had sales of \$6 million for landscape design, build and maintenance in 1988, an increase of \$1 million. Simpson has no branch offices, and employs 95 annual and 125 peak season employees.

R. B. Stout, Inc., Akron, Ohio, recorded gross sales of \$5.5 million from an impressive 400 design/build jobs and 280 maintenance contracts. Stout employs 160 people at the height of the season. Annual average is 40 employees.

Scapes, Inc., Marietta, Ga., had \$5 million in sales for the year, with 27 design/build jobs and 34 maintenance contracts. Yearly employees number 85; peak staff is 120. Scapes operates one branch office.

Southern Tree & Landscape Co., Charlotte, N.C., grossed \$6.5 million on 250 design/build jobs and 60 maintenance contracts. Southern employs 100 peak and 75 annual workers out of two branch offices.

Torre & Bruglio Landscape Contractors, Mt. Clemens, Mich., had 220 design/build jobs and 125 maintenance contracts, bringing in \$3.8 million. One branch office employs 85 peak and 20 year-round workers.

Tropical Plant Rentals, Inc., of Riverwoods, Ill., is one of this year's top 10 companies, thanks to \$35 million in sales from 10,000 maintenance contracts and "many" design/build jobs. It operates 10 branch offices, and employs 750 employees year-round.

Van Herrick's, of Gardena, Calif., grossed \$4.3 million on approximately 950 maintenance contracts. Five branch offices employ about 100 people throughout the year.

Valley Landscaping & Maintenance, Inc., Lodi, Calif., had sales of \$3.4 million on 70 design/build jobs and 50 maintenance contracts. With one branch office, Valley employs 150 workers at peak-season, and 100 year-round.

Varsity Sodding Service, Inc., Swoyersville, Pa., grossed \$3.65 million on 44 design/build jobs and 41 maintenance contracts, many of which were for clients in neighboring eastern seaboard states. One office employs 82 peak and 18 yearly employees.

Vidosh, Inc., Pontiac, Mi., had a great year, with \$18 million in sales. Job and contract figures were not available. Vidosh has three branch offices, one less than in 1987. It employs 250 peak and 100 year round workers.



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Discover the Mid-Size Walker Mower*

Accepted practice in the lawn maintenance business has been to use the BIG commercial rider mower for open areas and walk-behinds for trimming. Now maintenance operators all across the country are discovering a new, fast efficient way to mow landscaped areas...for many jobs the maneuverable MID-SIZE WALKER MOWER does the whole job saving time, labor, and equipment investment. And Walker offers high productivity without sacrificing a quality cutting job, sure to please the most discriminating customer.

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