

Call today! (214) 522-5159  
www.thelawnmowgul.com

## NOTHING WORTHWHILE IS EASY

Our goal is to improve each and every service we provide, and our commitment to this goal is undiminished. Far beyond the concept of customer satisfaction lies the glittering prize we seek: to be the best at what we do. We will attain that prize and when we do it will be in part because of your willingness to interact with us.

We at The Lawn Mowgul appreciate those of you who responded to our request for feedback. Rest assured that every suggestion and complaint has been (or soon will be) addressed. Some of you may have noticed a man with a camera revisiting your yard. He is there to take photographs of problem areas that you have brought to our attention. These photographs are a tremendous help in our crew discussions, and we thank you for your patience and cooperation. By now you should have noticed that the crews are taking more time on each yard and paying much more attention to details like neatness and finish, direct results of your feedback.

On the back of our new, larger payment envelopes (another customer suggestion) you will find space to write to us about a problem, praise an action, or simply suggest an improvement. Please do so. We can't fix it if we don't know it's broken.



# YARD SMARTS

A QUARTERLY NEWSLETTER FOR THE FRIENDS AND CUSTOMERS OF THE LAWN MOWGUL

## CALENDAR

### JUNE/JULY

**Fertilize:** Granular fertilization and pre-emergent broad leaf weed control, plus Crab Grass and Dallis Grass weed control.

**Mulch:** Add mulch around your trees and shrubs to keep soil moist.

### AUGUST/ SEPTEMBER

**Aeration:** Creates a thicker, greener, and healthier lawn.

**Fertilize:** Add 28-3-10 fertilizer with iron.

**Flowers:** It's time to pre-order your fall flowers. Late summer is a great time to plant irises

## KEEPING YOUR YARD BEAUTIFUL

**D**ensity, texture, color, root growth and mowing influences other measures of turf quality. Grass species and varieties differ in their mowing requirements; Lawn Mowgul employees know exactly how and when to mow your yard to give you the best results.

We set our mowing schedules to make your yard look the best and here's why. Bermudagrass should be mowed shorter than St. Augustine grass because closer mowing stimulates rhizomes and leaf production in bermudagrass. St. Augustine becomes quite stemmy if mowed too close .

The depth of the root system of a turfgrass is proportional to the mowing height. The shorter the mowing height, the shorter the root system. Common bermuda grass should be mowed at 1 to 2 inches high and St. Augustine grass at 2 to 3 inches. Also, grasses growing in partial or dense shade should be mowed higher than those grown in full sunlight.

Mowing frequency is another factor that affects your yard's appearance. When a turf is mowed frequently, only a small percentage of the leaf area is removed each time. As a general rule, the shorter the mowing height, the more often the grass should be mowed. Another general guideline is to remove no more than 30 to 40 percent of the growth at any single mowing.

Grass clippings contribute valuable plant nutrients and organic matter to the soil when left to decompose in the turf. Removing these clippings may deplete the soil of nutrients and organic matter. However, if the mowing frequency is not adequate, large amounts of clippings will remain on the surface after mowing and should be removed for appearance and to prevent smothering the grass. Mowing height and frequency should be timed so that the grass clippings may be left to decompose.

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## IT'S ALL ABOUT WATER

**G**ardeners waste a lot of water. Probably half the water we use on a typical Texas summer day never gets to our plants. It evaporates before it goes into the soil, or weeds suck it up first, or it runs down the street, or the soil hasn't dried out before we start watering again. Whatever the excuse, many times we end up wasting too much water.

Many cities have strapped us with unusually stiff watering restrictions. Following are guidelines to help you get the most out of every drop of water.

From the plant side

- ✓ Chose plants that are adapted. Avoid types that require wet soils, or that wither in the heat.
- ✓ Mulch your plants liberally.
- ✓ Remove all competing weeds. They generally use more water than the desirable plants.
- ✓ Avoid high-nitrogen fertilizers that would encourage soft, succulent heat-vulnerable growth.

From the sprinkler side

- ✓ Tune your sprinkler system to be sure all heads are clean and properly aligned, valves are functioning properly and pipes are all secure.
- ✓ Leave the sprinkler system in the "Manual" mode. That way, you determine when your plants are irrigated. This simple step alone will do more to save water than all the others combined.
- ✓ Water early in the morning when humidity is highest, wind flow lightest, and temperatures are at their coolest.
- ✓ Avoid sprinklers that spray fine droplets or mist high into the air.
- ✓ Water infrequently, but deeply. That encourages deeper rooting.

## MULCH MATTERS

Here are some of the most suitable organic mulches for Texas:

- ✓ Composted yard waste: make your own. It's also available free from some cities.
- ✓ Chips of conifer bark, particularly pine or redwood: attractive, fairly inexpensive and available in bags; will fade to gray and may blow or wash away.
- ✓ Shredded cypress: lighter in color but the best for long life and its tendency to form cohesive mats; ideal for preventing soil erosion.
- ✓ Pine needles: readily available in the eastern half of the state.

- ✓ Sheet or shredded newspaper: works well in vegetable gardens.

These are suitable inorganic mulch materials:

- ✓ Stone and gravel: excellent mulch for rock gardens or for adding texture and color contrasts to the landscape.
- ✓ Sheets of black plastic film: good for weed prevention in large areas without plants.
- ✓ Landscape fabric: allows passage of air and water and prevents weeds.

## 5 TIPS FOR A HEALTHY LAWN

**A**lthough you can still plant warm-season turfgrasses such as St. Augustine and Bermuda in late summer, be prepared to water thoroughly and regularly until your grass is established, usually for about three to four weeks. If your lawn is already up and growing, here are some tips to keep it healthy and attractive during these hottest months of the year.

Call us for your fertilizer needs at (214) 522-5159.

- 1 Leave your automatic sprinkler system in the "Manual" mode whenever possible to conserve water.
- 2 Fertilize your Bermuda turf. Repeat in late September. Withholding fertilizer from St. Augustine in August will reduce the chance of gray leaf spot disease.
- 3 Watch for chinch bug, damage in sunny parts of St. Augustine turf. They cause dry areas. The insects are black, with white diamonds on their wings.
- 4 White grub worms may be devouring grass roots. Check soil for four or more young grubs per square foot.
- 5 Symptoms of gray leaf spot damage resemble chinch bug damage in St. Augustine. Lesions on leaves are diamond-shaped, gray-brown on leaves and runners.

## SUMMER SPECIALS

### TELL ALL YOUR FRIENDS AND NEIGHBORS

This is the time of year when we actively seek new customers. We would appreciate any referrals that you send to us. If you are happy with our services, tell your friends and neighbors and get a bonus from us.

For one qualified referral, you get one week's regularly scheduled service FREE!

For three (3) or more qualified referrals in your neighborhood, you receive one week's regular scheduled service FREE, AND you are eligible for a great group discount!

**CALL SCOTT OLDEN AT  
THE LAWN MOWGUL !  
214/522-5159**

### THE LAWN MOWGUL PROVIDES:

- ✓ Friendly employees whom you will recognize week-to-week
- ✓ Highly trained and licensed (if applicable) personnel
- ✓ Top-of-the-line, well-maintained equipment
- ✓ An organized company with computer support for scheduling and communication
- ✓ Quality Assurance: system of checks and balances
  - In-house quality inspection
  - Customer surveys
- ✓ Experience
- ✓ Dependability
- ✓ Professional Newsletter
- ✓ Competitive pricing
- ✓ Continual reinvestment in company
- ✓ Referral program: 1 Qualified Referral = Big Savings!