

More proof that the best costs less on tees and greens

It's as true this year as it was last.

Check the chart of comparative fungicide costs and you'll see for yourself why Daconil 2787 Flowable Fungicide is more economical to use than the other leading products.

Using a typical tee and green spray schedule, Daconil 2787 gives you greater savings on a per 1000 sq. ft. basis when it comes to delivering superior control of your most serious diseases — dollar spot (including benomyl-resistant dollar spot), Helminthosporium (leafspot and melting-out) and large brown patch.

In fact, Daconil 2787 has a proven record of providing the most effective control of 10 major turf diseases.

And here are more reasons why it pays to use Daconil 2787. There's no need to add a costly spreader/

sticker. Daconil 2787 already has it built in to assure you of full and even coverage for maximum disease protection.

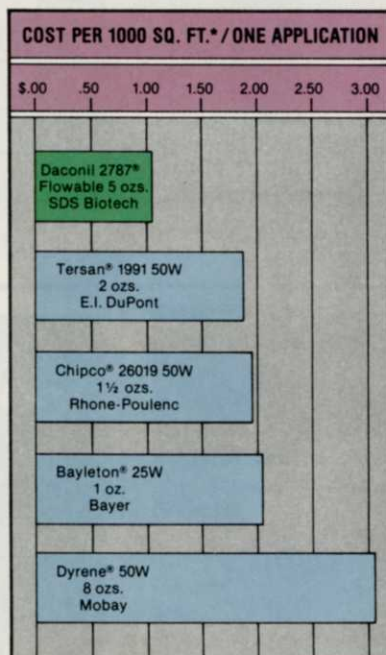
Daconil 2787 resists wash-off. Which means it keeps on working during heavy rains or watering.

What's more, in over 15 years of continuous use, there has never been a documented case of resistance with Daconil 2787. Even on courses where it was applied at weekly intervals over many years.

The facts are there. The proof is plain to see. Daconil 2787 gives you both effective and economical disease control.

So this season, make it Daconil 2787 on your tees and greens. Because the best costs less.

Daconil 2787 from SDS Biotech.



*Costs based on manufacturer suggested retail unit price as of January, 1984.

Daconil 2787® Flowable Fungicide



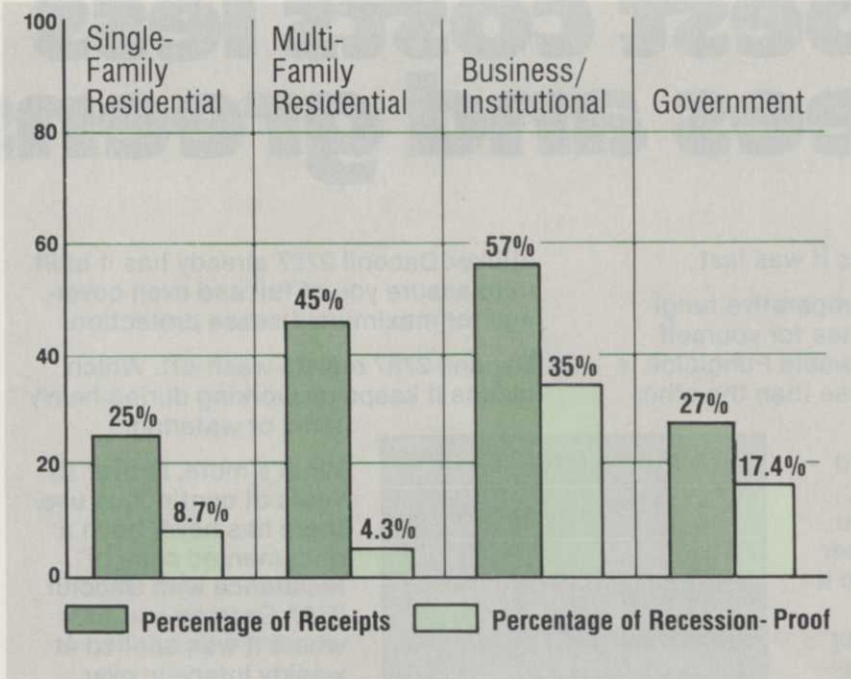
Always follow label directions carefully when using turf chemicals.



Agricultural Chemicals Business
SDS Biotech Corporation
7528 Auburn Road, P.O. Box 348
Painesville, Ohio 44077

Circle No. 151 on Reader Inquiry Card

Types of Work by Percentage of Gross Receipts, Architects



advantages of college-trained people. "They tend to be good at decision-making and have good insight to problems when they arise," one contractor said. "On the other hand, they are not always willing to work every task or area, and at times seem more interested in salary or advancement than learning the work." Leadership, initiation, and understanding instructions are three other benefits of college grads listed by contractors.

No amount of education will make up for a lack of experience in the minds of contractors. "We find it takes one year to 18 months to get a new hire up to speed," another contractor said. "The best indicator of a good college grad is his willingness to do "all" types of work, to get dirty, and to be adept with equipment."

Contractors say the potential for design work is satisfactory but that the potential for construction is greater. The architects sur-



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In just 5 minutes a TENNANT® 717 Air Sweeper installs in your ¾ ton pick. Detaches easily too, freeing truck for other uses. Cleans a 76" path at speeds to 15 mph. Sweeps right up to curbs with rear-mounted pickup head; backs into tight spots, corners, dead ends. Sweeps moving backward or forward; loads into 2 cu. yd. hopper. Quiet, dependable 36 hp liquid-cooled engine. Sweeper backed by 2-year or 1500 hour factory warranty. Lease/time purchase/rental plans.



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Lebanon is also a chemical distributor of other major proprietary products made for the turf industry.

what can lebanon do for you?

SEE PAGE 70

Circle No. 127 on Reader Inquiry Card



“Welcome
to the South’s
next great winter
golf green.”

—Howard Kaerwer, Director of Turf Research
at Northrup King’s Research Center

From one of these unlikely looking clumps of ryegrass will come the next improvement in Northrup King Medalist Brand® Over-seeding Mixtures. The South’s most successful blends for over a decade. Howard Kaerwer and the Northrup King research team have devoted thirty years to developing new grasses and perfecting blends. The results are products such as Medalist 7 Brand, the rugged, dependable ryegrass blend that lets *you* control transition. And new grasses like Delray, with lower nitrogen requirements and better tillering than any other ryegrass on the market.

When Howard isn’t in the lab he’s on the links talking to superintendents, conducting field experiments and collecting new grass samples to bring back for testing.

Has Howard’s hard work paid off? Ten years after the introduction of Medalist Brand, 90% of 250 original customers were still with Northrup King. And since then, the number has grown to over 400 golf courses throughout the South.

Ask your Northrup King distributor how to make your course even better with Medalist Brand, the South’s most successful winter over-seeding blends.

Or write: Medalist Turf Products, Northrup King Co., P.O. Box 370, Richardson, TX 75080 or P.O. Box 959, Minneapolis, MN 55440.

Circle No. 138 on Reader Inquiry Card



Potential for Business, Contractors

	POTENTIAL		
	Great	Satisfactory	Poor
DESIGN	21.2%	54.5%	15%
CONSTRUCTION	54.5%	42.4%	3%
MAINTENANCE	51.5%	30.3%	6%

veyed predict design work to grow by 15 percent in 1984, 9.5 percent in 1985, 9.8 percent in 1986, and 12.3 percent in 1987. These are averages. Some architects expect business to grow more than 30 percent per year for the next four years. Others forecast reductions of 10 to 30 percent.

Layoffs were widespread the past three years with 49 percent of the contractors. Nearly a fourth of the contractors shifted construction crewmembers to other types of work to keep them on the payroll during the recession.

A fourth of the contractors said their work never slowed. Half said business is picking up and the future is bright. More than 20 percent, however, indicated local economic conditions were holding them back indefinitely.

Forty-four percent of the contractors said they are now buying equipment which they put off buying the past three years. That means everyone except the con-

Move It!



Vermeer Tree Spades

Powerful, hydraulically-controlled, tree-moving machines that transplant and package trees/shrubs . . . in minutes!

- 2-8" diameter trees
- One man operation
- Short tower design for greater access
- Fully curved steel spade

Circle No. 168

Package It!



Vermeer TS-32 Tree Spade

Designed specifically for tree packaging operations. Simple three-spade system forms neat, clean "tree package" for easy handling/burlaping/balling.

- Adapts to both loader and tractor (with Cat. II, 3-pt. hitch)
- Short tower design with powerful chain reduction drive system.

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Grind It!



Vermeer Handle-Bar Stump Cutters

Finest, self-propelled handle-bar unit in the field. Outstanding leverage and control! Cuts out stumps . . . up to 30" wide, down to 8" deep, without repositioning.

- Compact. Squeezes thru ordinary yard gate.
- Rugged 18 hp engine.
- Easy to operate . . . to maneuver . . . to transport.

Circle No. 170

Cut It!



Vermeer Stump Cutters

Fastest, most cost-efficient, most effective way to remove dangerous, ugly tree stumps! Hydraulically cuts 'em out in minutes.

- Simple one-man operation.
- Easy to maintain.
- Four different sizes . . . from economical, self-propelled handle-bar style models to powerful commercial units.

Circle No. 171

Chip It!



Vermeer 1600 Brush Chipper

Toughest, most powerful brush chipper on the street today. Built for high production volume with solid, heavy-duty construction throughout.

- Instant Feed stop. Cuts off access to rotor in .5 of a second.
- Convenient sales and service centers all over North America.

Circle No. 172

tractors held back by local conditions are buying as normal.

Architects say they do regularly recommend contractors for their work. The most important things they look for in a contractor are the quality of workmanship, following directions, understanding and accepting the purpose of the landscape plan, finishing all the work on schedule, and honest bidding. The architects want contractors to discuss substitutions and quality of plant material with them without fighting the plan.

Contractors deny that substitutions are a major problem but doubt if architects check with local nurseries before specifying plants. They also feel nurseries should share the risk of a guarantee with them more than they do. More than half the contractors said they would consider lowering the installed price of material if they received a one-year maintenance contract following installation.

WT&T

Type of Work by Percentage of Gross Receipts, Contractors

	1981	1982	1983
DESIGN	13.7%	15.6%	19.4%
CONSTRUCTION	44.8%	47%	50.6%
MAINTENANCE	52.7%	49.1%	50.6%

Pump It!



Vermeer DP-24 Pump

20,000 gpm!* Huge capacity, tractor-powered drainage pump with 24" discharge designed for flood control near dikes/levees.

- Highly mobile. Trailer-mounted.
- Attaches to PTO of tractor.
- 24" diameter tubing available in 100 ft. lengths.

*rated at 100 hp.

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Plow It!



Vermeer LM-35 Plow

Buries cable at speeds up to 235 fpm without tearing up finished surfaces. Or, turn it around and trench up to 5" wide, down to 3 ft. deep.

- 35 hp Deutz diesel engine.
- Hydraulic steering and propel.
- Just 35 1/4" wide.

Circle No. 174

Trench It!



Vermeer V-440 Trencher

Rugged, rigid-frame, 4-wheel drive trencher. Outstanding digging torque. Most powerful trencher boom in its class. Compact. Streamlined. Built to handle a heavy diet of work.

- Digging capacities: 6-12 inches wide, down to 60 inches deep.
- Vibratory plow, backhoe, dozer blade, reel carrier

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Win It! \$5000

Visit your nearby Vermeer dealer and sign up today!

That's right! Win \$5,000 cash in the Vermeer "New Generation" sweepstakes contest going on right now!*

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What makes the Cushman Grass Grooming System worth the investment:

No mower on the market can match it for price and performance. Nothing cuts, catches and dumps as fast or as economically.

The problem with most mowers is that no matter how fast they cut, your work slows to a turtle's pace when it comes to cleaning up the clippings.

That's why we created the Cushman Grass Grooming System. With it you can cut, catch, dump and resume cutting without interruption.

But, as you are about to learn, the Cushman Grass Grooming System not only lets you do your work faster.

It lets you do your work better.

Engineered for hard work.

At the heart of our Grass Grooming System is the dependable Cushman Front Line™ mower.

And at the heart of the Front Line is a rugged, 18 hp, air-cooled OMC gas engine. It's the only mowing engine built for multi-speed work — lugging power at low speeds, agility at faster speeds.

This proven power plant is complemented by a drive train that's engineered for years of dependable service.

A hydrostatic transmission that gives the driver complete speed control via a rocking foot pedal:

A heavy-duty differential; a fully lubricated PTO shaft; and a high-capacity gear box — all engineered for virtually maintenance-free operation.

And that's just the beginning.

Built to last.

The Front Line is 1200 pounds of gutsy engineering.

Its mowing deck is 12-gauge carbon steel, reinforced, arc-welded and surrounded by a tubular torsion bar system that prevents twisting.

Underneath are 3 blades of machine-sharpened, hot-formed steel.

The floorboard is diamond-plate steel. And the 6-gallon fuel tank is made of terneplated steel.

But the Front Line is not just built to last — it's also built for results.

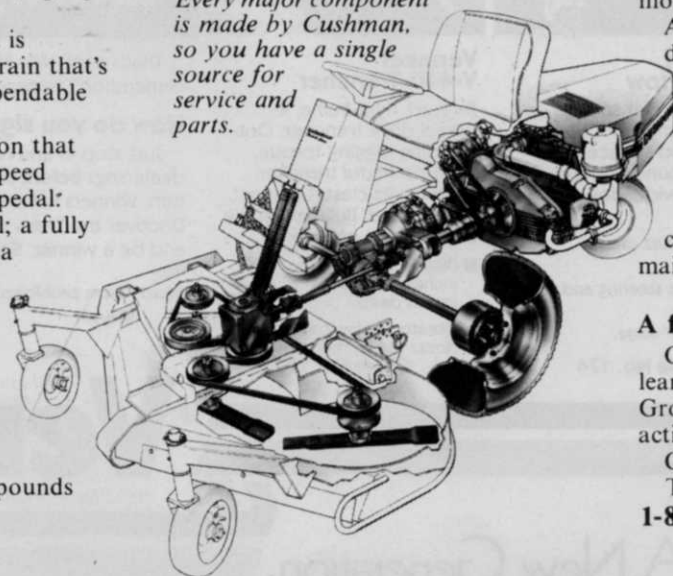
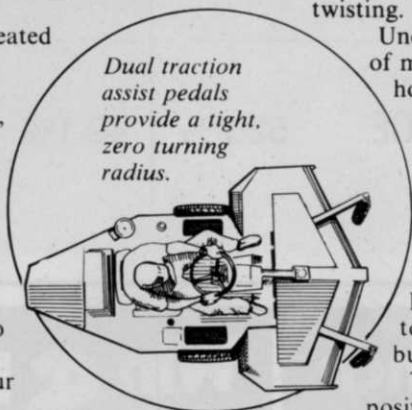
The blades are positioned so that their cutting swaths overlap slightly, leaving no uncut strips of grass.

Dual traction assist pedals give the operator a tight, zero turning radius.

Springs transfer much of the deck weight to the tractor, producing smoother cutting and additional traction on any terrain.

Every major component is made by Cushman, so you have a single source for service and parts.

Dual traction assist pedals provide a tight, zero turning radius.



And while ordinary mowers often "bottom out" over hills and bumps, the Front Line may be equipped with an anti-scalp roller option that keeps the cut clean and even.

The finishing touch.

The Grass Caddy collects up to 16 bushels between dumps.



The innovative Cushman Grass Caddy™ makes the Front Line the world's most labor-saving mower. Mounted to the operator's right, the Grass Caddy collects up to 16 bushels of clippings and debris inside a durable, non-stick polyolefin hopper.

Then, when the hopper is filled, just back the Front Line up to a truck or container, engage the hydraulic control and the Grass Caddy hopper lifts 4½ feet above the ground and dumps.

In seconds, you're back on the turf mowing again.

And you've never once left the driver's seat.

The Grass Grooming System is available only from your Cushman Front Line dealer. He's in business for the long haul, with a proven track record of service after the sale and a complete line of professional turf maintenance equipment.

A free demonstration.

Of course, the best way for you to learn about the Cushman Grass Grooming System is to see it in action.

On your grounds.

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Please arrange a demonstration of the Cushman Grass Grooming System.

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It works harder because it's built better.

Courting Success

"Growing people," a commitment to quality and delivering what the client wants are specialties of the Brickman group -- one of the largest design/build, maintenance companies in the nation.

by Maureen Hrehocik, managing editor

Dick Brickman makes success seem so easy.

Like an athlete in training, his companies, Brickman Industries and the Theodore Brickman Co., continually reach for the best -- in recruiting, training, management and motivation of their people and excellence in all phases of their work.

"Some teams play offense, some defense. We do both," says Brickman, 52, president and chief executive officer of the Brickman group.

Simply, Brickman's statement sums up the corporate philosophy of one of the major success stories in the design/build, maintenance

business. Brickman Industries, the maintenance portion of the business, and the Theodore Brickman Co., the design/build portion, forming the Brickman group, is the largest company of its kind in the country.

Dollar volume for 1983 is expected to be around \$14 million. Next year, the company hopes to do \$16 million. Brickman also owns the 40-acre Maple Leaf Nursery in Long Grove, IL. It supplies to Brickman jobs only. The Brickman corporate client list includes AT&T, Allied Corporation, Arco Chemicals, Bell Labs, Exxon, McDonalds Corp. and Rust-oleum. Condominium and apart-



John Mickle, left, marketing and sales manager for the East territory, Don Synnestvedt, operations manager of Brickman Industries, and Dick Brickman, president and chief executive officer of the Brickman group.

ment projects, shopping centers, banks, insurance companies, industrial parks, universities, recreation centers, office buildings, private businesses and residences have all been a part of the company's extensive job list.

Brickman does no advertising. It's finished projects are its greatest public relations tool.

And while Dick Brickman is proud of the projects his company has worked on, it is in the company's people where the greatest investment has been made.

"We can only grow as quickly as we can grow people," says Brickman, sitting in his newest branch office in Langhorne, PA, right outside of Philadelphia.

"We look to long-term tenure of our employees and because of this we have very low turnover. We want to grow for financial reasons,



A condominium development in Lancaster, PA, before and after the Brickman group designed and executed the landscaping.

but equally important to us is growing to satisfy the creative needs of our employees."

Teamwork

Intensive training programs, continuing education on the enrichment and graduate levels, and regular discussion sessions with employees and supervisors are some of Brickman's ways of investing in his people.

"As chief executive officer, it's my job to be the main company cheerleader and set the motivational tone. Everyone has his own style. I'm not a speech-giver. I believe in more personal contact. I have a dedicated, sincere interest

in our people."

The corporate structure of the company is streamline. Dick Brickman, as president, oversees the entire company and is responsible for planning, major clients and policy-making. His brother, Bob, in Long Grove, is executive vice president. Don Synnestvedt, in Langhorne, is operations manager of Brickman Industries and oversees all four of the company's maintenance divisions. Bruce Hunt in Illinois is operations manager of design/build with a Langhorne and Long Grove division employing 20 landscape architects. On the same level is a finance head and marketing sales

manager, each with an east and west division. Depending on the season, Brickman employs between 200 and 500 people. Each Brickman office, in Long Grove, Langhorne, Morristown, NJ and Laurel, MD, has developed its own, specific training program.

In the maintenance division, employees are given a 28-component test, ranging from job planning to employee relations representing 400 hours of training. The division also has a 40-hour winter program.

Behavioral analysis tests are given before promotions and everyone is evaluated semi-annually.



A sculpturing of the landscape, a Brickman group philosophy, is evident at the Oakbrook Club, a multi-residential development in Oak Brook, IL.

"While there is no pass/fail, this type of test gives phenomenal insight into a person," explained Brickman. "Sometimes we've seen the results years later."

For the most part, the company has formulated its own training programs, but has also adapted from corporate training programs such as Perron-Ambrose and Kraft.

Everything from MBA degrees to personal enrichment courses are encouraged -- and financed -- by Brickman after an employee has been with the company a year.

"We've never declined a request from an employee for any kind of course," said Brickman.

When hiring, the Brickman group is looking more and more

toward trained managers, people from graduate and specialty schools and strong on the business side.

"Traditionally, the type of person attracted to this field are those who like to make things look healthy and who are more 'artsy.' There aren't too many with a business background."

Brickman said 80 percent of the company's recruiting is done through schools.

The company also plans to formally start "quality circle" groups. In these sessions a trained leader or superintendent meets with employees once a week to hash out company issues as they apply to customers.

"This really gives us a chance

to get our field people involved in the decision-making process," explained Brickman.

At a more basic level, Brickman believes in cross-training his employees to provide the type of service clients need. The designers are taught what goes into maintaining a project and the maintenance group is taught to understand the intent of the design.

Back door

"Our designers are in the field," he says. "In the client's mind we provide a total service, that's why we cross train."

Brickman said design/build used to be considered unprofessional. Now, it is the fastest grow-