

**TELL
US
WHAT
YOU
WANT**

READER FEEDBACK/QUESTION CARD

A. I'd like to see more articles on _____

B. My question for the Problem Solvers is _____

C. Have you heard the news? _____

YOUR NAME _____ TITLE _____ DATE _____

BUSINESS NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE () _____



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2675 CLEVELAND, OHIO

POSTAGE WILL BE PAID BY ADDRESSEE

THE EDITORS

WEEDS TREES & TURF

7500 OLD OAK BLVD.
CLEVELAND, OH. 44130

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



**TELL
US
WHAT
YOU
WANT**

— SEE THE — WORLD OF OUTDOOR PRODUCTS IN ACTION!



JULY 23-25, 1984

KENTUCKY FAIR & EXPOSITION CENTER, LOUISVILLE

- All major manufacturers will be exhibiting the broadest range of outdoor products ever assembled in one location
- Air-conditioned exhibit areas
- Actual product demonstrations in outside area near exhibit hall
- All exhibits on one floor
- Industry-sponsored seminars
- Special air fares available to dealers and distributors

For pre-registration or exhibitor information, contact:

**INTERNATIONAL
LAWN
GARDEN
& POWER
EQUIPMENT
EXPO 84**

Show Office
Kentucky Fair & Exposition Center
P.O. Box 37130
Louisville, KY 40233
(502) 366-9592
Telex: 312121 KFEC/LVL

Circle No. 140 on Reader Inquiry Card



PREVENTIVE TREATMENTS WITH BAYLETON CAN KEEP YOUR

Fungi. Never have so many been fought off for so long by one product. ®BAYLETON Turf fungicide, now in water dispersible granular form for less dust and easier measuring.

It works.

Preventive or curative applications of BAYLETON give grass the guts to resist dollar spot, copper spot, powdery mildew, red thread, and rusts. Preventive applications of BAYLETON will effectively control

anthracnose/*Poa annua* decline, stripe smut, Fusarium blight, Fusarium patch, plus pink and gray snow mold. Control lasts up to 30 days or longer, depending on environmental conditions. Use it on greens by



HEY, WHY DON'T
WE TURN BROWN
LIKE WE DID LAST
SUMMER?

THE
SHADOW
KNOWS.

TURF'S GREEN BEAUTY FROM TURNING INTO BROWN UGLY.

all means—and fairways, too. With its lasting residual action, it provides the most cost effective control for summer diseases.

BAYLETON works so well for so long because it gives you systemic activity through

both foliar and root uptake. Use recommended rates and follow label directions.

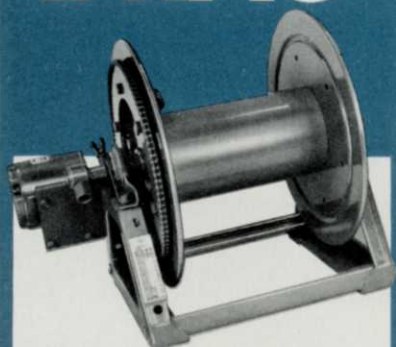
BAYLETON Turf fungicide. It can prevent your turf's green beauty from turning into brown ugly. See your turf chemicals distributor.



Mobay Chemical Corporation
Specialty Products Group
Box 4913, Kansas City, MO 64120

Circle No. 134 on Reader Inquiry Card

HOSE WITHOUT A REEL IS A DRAG



Eliminate hose mess with Hannay Reels!

- Store hose neatly, ready to go when you are.
- Pull out smooth & easy. Wind up straight & fast.
- Less wear and tear on you and the hose.
- Fertilizers. Pesticides. Herbicides. Whatever you spray, rely on Hannay!

Request a Free Reel Guide Today!



CLIFFORD B. HANNAY & SON, INC., 600 EAST MAIN STREET
WESTERLO, NEW YORK 12193 • TELEPHONE (518) 797-3791

Circle No. 120 on Reader Inquiry Card

ORR from page 60

sonal interest in what we do. Not too many people understand what we do and that ours is a profession that deals with living things."

Calculated ambitions

Orr keeps his own operation lean.

Ed Olson has worked as senior field supervisor and estimator for Orr for about seven years. Linda Crist has taken over about 60 percent of the estimating and does all of the scheduling of material delivery and purchasing. Orr's wife, Diane, is office manager and bookkeeper. There are three foremen in the field, each with five or six laborers. ("We're capable of doubling that capacity overnight," Orr said.) The company owns five pick-up trucks (two are 2-1/2-ton dumps), one Bobcat front-end skid loader with attachments and one 300-gallon spray tank.

"Most of the heavy stuff like grading, hydro-mulching and irrigation, we subcontract out," he said.

His modest office sits on an acre of land on Houston's west side. The backyard is a potpourri of one-of-a-kind plant leftovers, things "we've been too hard-headed to throw away."

Most of Orr's plant material comes from growers in Louisiana, California and Florida. He only grows a few larger containerized trees in the front yard of his office. Orr says his biggest technical problem is the Houston soil condition.

"Everything is clay and lots of bed preparation is necessary which makes it difficult. We are blessed with a good climate, though.

Orr's company is also blessed with a practical and realistic owner.

"I do suffer from blind ambition sometimes. I always knew I could compensate where I failed. But I know my limitations and my reputation is too important to me to go beyond those limits." **WT&T**

ARM YOURSELF FOR THE BUSY MONTHS AHEAD

... with vital marketing data gathered by our experts in these proven research techniques:

- WATS Telephone
- Focus Groups
- Direct Mail
- Personal Interviews

We provide top quality in-house printing, mailing, tabulating, data processing, and analytical systems.

**Count on us
for your
special
research needs.**

Free cost estimates.

Infometrics National Research Center

A SERVICE OF HARCOURT BRACE
JOVANOVIICH PUBLICATIONS

131 West First Street
Duluth, Minnesota 55802
Ph: (218) 727-8511

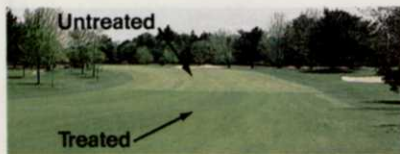


Put down the *Poa annua* seedhead uprising before it starts. Use Embark® PGR.

Tame *Poa annua* while it's young. Or it will grow to become a rebellious turfgrass, producing stiff seedheads that don't mow well, turning fairways oyster-white or a pale yellow, discoloring shoes, irritating allergies and generally making golfers uneasy. Not to mention course directors.

However, a little Embark PGR (Plant Growth Regulator) applied early in the growing season will keep *Poa* in its place.

Just one-half pint per acre arrests *Poa* seedhead development. And by preventing seedheads, root



systems are strengthened, summer vigor is increased, summer color is enhanced and early discoloration is minimized.

The result is a uniform, dense, attractive and long-lasting playing surface.

Embark PGR also controls the growth of other grasses. Use it to

reduce mowing frequency on slopes, around trees and creeks, and other hard-to-maintain areas. Saves manhours and wear on mowing equipment.

Now you can also buy Embark PGR in quart containers, and at a dramatically new low price.

For more information, contact Agricultural Products/3M, 223-1N, 3M Center, St. Paul, MN 55144. Or see your local 3M Embark PGR distributor.



3M Hears You ...

3M

Circle No. 165 on Reader Inquiry Card

of expanding farther west than Chicago, but the Florida market is a ripe area. His nursery may also be another area of expansion in the future.

"We don't actively seek branches, but if we see good growth potential, we'll look into it."

Brickman feels competition is healthy and has no concerns

about his company ever replacing the smaller landscape businessman.

"There's plenty of room for both," he says. "Just by the nature of how our companies do business, we define our market. Even our equipment is specialized for the type of business we do."

Brickman, a Howard-Price dealer, is proud of the 104-inch bat-wing rotary mower Howard developed and Brickman tested. It

will be marketed this spring.

"This machine was created out of a need for this size mower in this market," Brickman said. "We see ourselves getting more and more involved in the development and dealership of equipment in the future."

Brickman's operation in Long Grove is unionized. He says it presents no problem.

"Where we run into a union situation we work with it and deal with the issues up front."

A legacy

Brickman was raised in Chicago. He and his wife, Sally, recently moved to Bryn Allyn, a northeast Philadelphia suburb, to be close to the Langhorne office. Two of Brickman's sons are following in their dad's and grandfather's footsteps. Steve is a salesman in maintenance operations for the company and Scott is a junior in landscape architecture at Penn State. A daughter, Sue, attends Sweet Briar College and another daughter, Julie, is a high school freshman.

Brickman is a licensed pilot who used to fly the company plane. With business responsibilities, his flying time was cut to a minimum. He still finds time to golf and play tennis. He is on the board of directors and is very active in The New Church, based in Bryn Allyn. He chairs the Associated Landscape Contractors of America's curriculum committee and is a past national president. He serves as treasurer of the Landscape Architecture Foundation.

Much of Dick Brickman's success has to lie with his ability to deal with people, especially his clients.

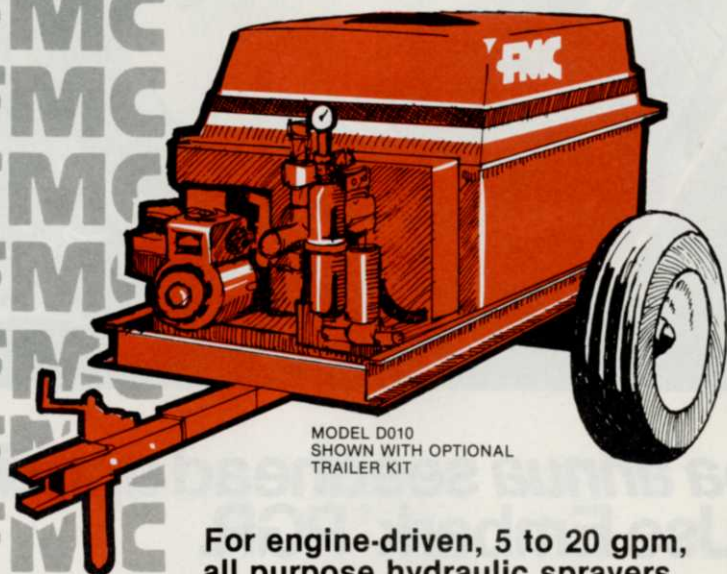
Not even being referred to as a "landscaper" by a client (which does happen occasionally), can dull his sensitivity to their needs.

"This is a people development business we're in," he said. "It is successful only to the degree it is committed to excellence. We constantly strive to meet the needs of the client. We can't force our ideas on them. The client is spending money to achieve a goal. The process is not important. The end result is.



1884-1984

A TRADITION OF LEADERSHIP



MODEL D010
SHOWN WITH OPTIONAL
TRAILER KIT

**For engine-driven, 5 to 20 gpm,
all purpose hydraulic sprayers.**

FROM \$1600

Four configurations

- 5 hp, 50 or 100 gal tank, 5 gpm @ 400 psi
- 5 hp, 100 or 200 gal tank, 10 gpm @ 350 psi
- 7 hp, 100, 200 or 300 gal tank, 10 gpm @ 500 psi
- 12 hp (electric start), 200 or 300 gal tank, 20 gpm @ 500 psi

Mount on trailer—carry in pick-up bed.
Bean piston pump with ceramic cylinders.



FMC Corporation

Agricultural Machinery Division
Jonesboro, AR (501) 935-1970



Keep ornamental growth from eating up your manpower. Spray Embark® PGR.

Keep ornamental growth from consuming too many of your valuable manhours — pruning, trimming and cleaning up clippings.

Just a little Embark® PGR (Plant Growth Regulator) will slow the growth of ornamental shrubs, hedges, trees and ground cover. And keep them from devouring your profits.

One spraying with Embark PGR keeps ornamentals within inches of their clipped height for two months or longer. Plants retain



a healthy appearance. And you can spend more manhours working other jobs. The overall result is uniform, dense, attractive and long-lasting ornamentals, with a signif-

icant savings in labor, thanks to reduced trimming, clean-up and disposal time.

What's more, **Embark PGR is now available at dramatically reduced prices: \$79/gallon and \$27/quart***

For more information, contact Agricultural Products/3M, 223-1N, 3M Center, St. Paul, MN 55144. Or see your local 3M Embark PGR distributor.



*Suggested retail price.

3M Hears You...

3M

TURF MANAGERS' HANDBOOK

By Dr. William Daniel and
Dr. Ray Freeborg

\$23.95* **hardcover** \$18.95* **paperback**

This essential reference book covers:

- scope and organization
- grasses and grooming
- rootzones and water
- nutrition
- pests and controls
- uses of turf
- serving turf needs
- AND MORE

The TURF MANAGERS' HANDBOOK is an easy on-the-job reference to planning, purchasing, hiring, construction, and plant selection. These 424 pages contain 150 illustrations, 96 color photographs plus 240 tables and forms.



**ORDER
YOUR COPY
NOW!!!**

Ordering Information

Please send _____ copies of the hardback (\$23.95* ea.)
_____ copies of the paperback (\$18.95* ea.)

Quantity rates available upon request.

*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Please charge to my Visa, Master Card, or American Express (circle one)

Account Number _____

Expiration Date _____

Please allow 6-8 weeks for delivery.

Signature _____

Name (print) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Send to: Book Sales

Harcourt Brace Jovanovich Publications

One East First Street

Duluth, MN 55802

WTT 24

Scientific Guide To Pest Control Operations

by Dr. L.C. Truman
Dr. G.W. Bennett and
Dr. W.L. Butts



Domestic: \$32.50* (hardcover)
Foreign \$37.50* (hardcover)

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is designed to provide a sound basis for studying the scientific aspects of pest control and promote technical competence. It places emphasis on urban and industrial pest problems. This volume also covers the laws and regulations concerning the pest control industry.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is written for owners, supervisors, servicemen, salesmen, students, persons preparing for state certification under the EPA/state programs for commercial pesticide applicators, and people interested in structural pest control.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS - a *must* for anyone involved in the field of pest control!

Return this coupon to: Book Sales

Harcourt Brace Jovanovich Publications
One East First Street, Duluth, MN 55802

Domestic: \$32.50* (hardcover)
Foreign \$37.50* (hardcover)

YES! Please send me _____ copy(ies) of the SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS.

A check or money order for _____ is enclosed.

Please charge to my Visa, Master Card, or American Express (circle one)

Account Number _____ Expiration Date _____

*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Name _____

Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

Phone _____

WTT 24

Quantity rates available upon request.

Please allow 6-3 weeks for delivery

Buckner®
Brings Beauty
With Another
New Gearshifter



Buckner Model GS-670 retrofits gearbox, nozzles and lid of the Toro® 650/670 series. A perfect mate for the GS-690 which fits the 690. Wider nozzle selection and fewer parts than the original. Rubber cover standard.

Better Performance • Less Cost

Royal Coach Sprinklers, Inc.
4381 N. Brawley, Fresno, CA 93711
(209) 275-0500 TWX 910 362 1167