



Frank J. McDonald, Director of Marketing
Cushman Division, Outboard Marine Corporation
Lincoln, Nebraska

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Frank J. McDonald

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n investment in Cushman® turf vehicles and attachments is an investment in a true turf care "working system".

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The Cushman Turf-Truckster™ vehicle offers plenty of power with the OMC-built 22-hp engine. Choice of 3-wheel or 4-wheel models. And a ground-speed governor control for uniform application over uneven terrain. The Turf-Truckster also rides over fine turf areas without damage to the turf.

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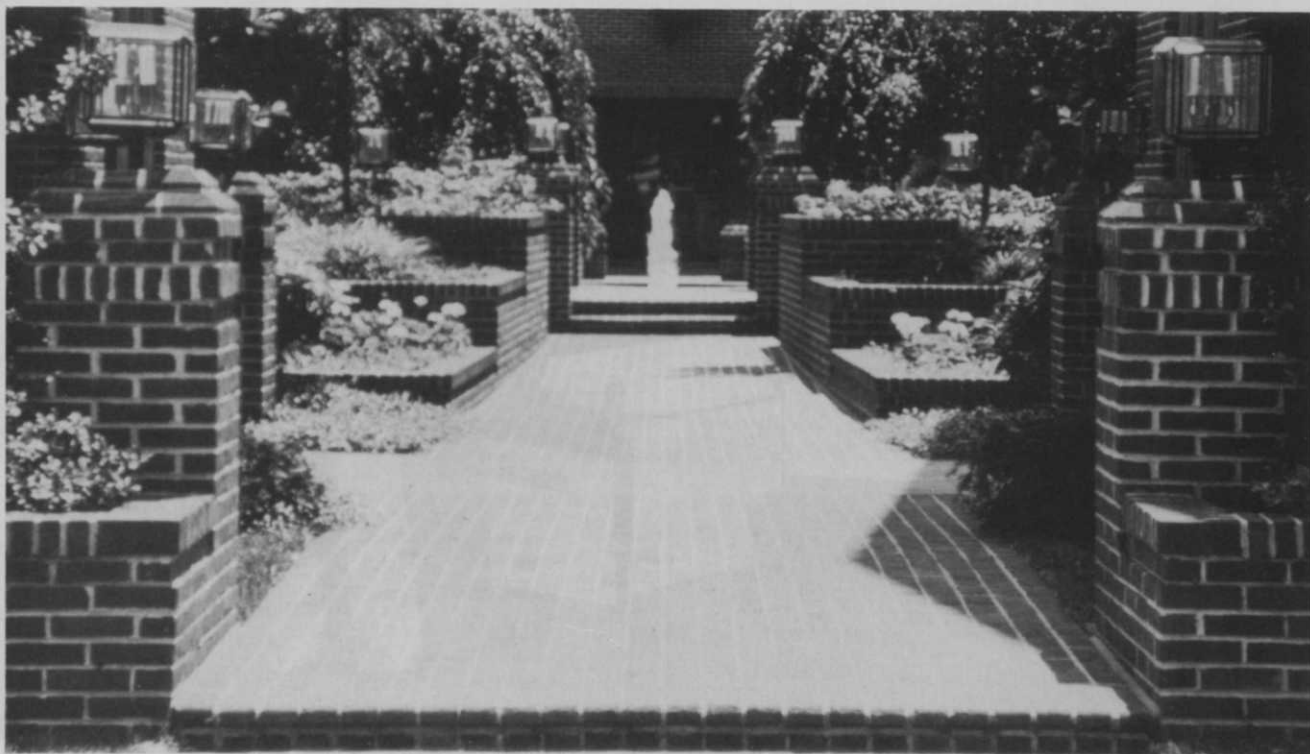
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"OUR REPUTATION IS BUILT TO LAST"

LANDSCAPE PROFILE



A harmonious water fountain installed on the Duke Street project in Alexandria, Va.

I thought we would," he says. "My goal has always been to do a quality job and let the result of that dictate the size we will be. I felt we could grow, but we didn't sit down and say we would be this size by this date."

His partnership in a lawn and garden center lasted from 1964-67 ("we struggled," he recalls), but working every day from March 1 to July 4 left the University of Maryland grad little time for his wife Janet, who was expecting their second child.

(Daughter Deonne, 19, is now a sophomore at Western Maryland College while son James is a junior at Blue Ridge School in Dyke, Va.)

They solved their problem by starting their own business on a plot of land purchased in 1967.

A commercial business

Little Chapel Valley, officially seeded in 1968, prospered from day one. Landon and Janet still worked six to seven days in the early years until growth and key hirings made possible more relaxing five-day weeks.

Chapel Valley started in both residential and commercial landscaping but has made an intentional turn toward commercial.

"Ten years ago we did as much residential as commercial," says Reeve. The switch, he says, allowed the

company to reach a "comfort level."

"We felt our production could be a little better with the commercial end. We get a better return on our dollar," he says.

"We felt you couldn't serve both with the same attitude and same people. Residential is a much more emotional experience while commercial is much more objective."

Reeve feels his company—with its large-equipment inventory—is more effectively geared toward the less labor-intensive commercial construction end. "We really felt we weren't serving the residential customer properly," he says. "We still do a certain amount of residential, generally large residential projects."

Reeve: a support person

Commercial landscaping, maintenance, marketing, quality control—Chapel Valley's services are prototypical of a successful firm.

Reeve touches all areas, both directly and indirectly, in the form of a support employee. "I spend a lot of time working with the four managers, working to help them achieve their goals. Since I am a horticulturalist I might accompany the sales people to a presentation."

At other times, Reeve thinks

about tomorrow, not today. "I'm spending more and more time doing forecasting and planning—that is, what are we going to do next year," he says.

He's also the PR man. "I'm involved with ALCA (he's immediate past president of the Associated Landscape Contractors of America/Landscape Maintenance Division) and other associations. As a person I feel I have an obligation to try and project our company in a positive way to both the industry and the public," he says.

One of his PR tools is a slick, full-color brochure titled "Landscape." It's published quarterly.

The marketing tool showcases Chapel Valley accounts, explains company philosophy, and introduces and reintroduces company employees.

Employees Tom Tait (Baltimore marketing manager), Stewart Rom (landscape architect), and Peter Koeppen (marketing representative) collaborated on the editorial material while Koeppen and Reeve handled photography.

Group participation. Teamwork. A blending of various talents into one coherent whole. Satisfied clients. That's why Chapel Valley has enough awards to wallpaper its office. **WT&T**

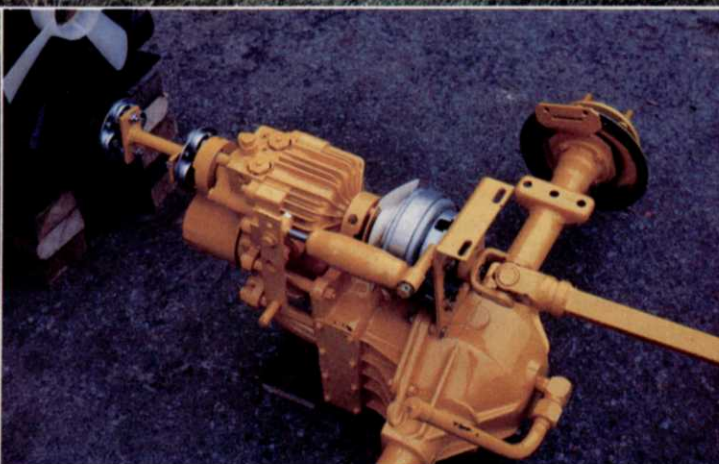
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SELECT the KUBOTA engine to fit your needs.

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A new direct drive system to the cutting deck eliminates PTO belts. This direct drive system assures maximum power transfer to the deck. NO belts means NO belt wear and no slippage.

Choose a 48", 60", 72" or 82" deck. These side-discharge rotaries allow close trimming and uniform discharge of clippings.

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A Frank Statement to Golf Course Superintendents about Weed Control Today

Yesterday, Trimec® Broadleaf Herbicide was the undisputed champion. Today, it is a Classic, and the new champion is Super Trimec®. Let me explain what this new herbicide can mean to you.

Everett Mealman, president
PBI/Gordon Corporation

Before I get into this, let me briefly review our love affair with golf courses.

It started back in the sixties when we were measuring the sales potential for Trimec prior to launching it in the U.S.A. In those days, most golf courses were using herbicides from AG-oriented companies who considered 70% control as *total* control, and assumed that a golf course superintendent could arrange his schedule to apply herbicide on nice warm days when the weeds were actively growing.

Trimec control was very close to 100%, and could be applied in cool weather. We needed to know just how important these features were to a golf course superintendent.

A superintendent in Tulsa told us the facts of life.

In the process of our market survey, one of our salesmen called on the superintendent of a very prestigious course in Tulsa, and asked him how important it was to eliminate all weeds, and, if so, did the greens committee care how much time and money he spent getting the job done.

The superintendent answered with a question of his own: "Do you know what

they call golf course superintendents who wonder if a few weeds are acceptable, and if the greens committee cares about money?" And then he answered his own question. "They call them unemployed golf course superintendents."

We got the message. We did put Trimec on the market, and it became by far the number one herbicide wherever the objective was immaculate turf.

Records are made to be broken.

Surveys have shown Trimec being used by 87% of the golf courses in America, and receiving the fewest complaints of any chemical used on golf courses. On the other hand, we occasionally heard that Trimec didn't always get Spurge, Oxalis and Ground Ivy with one treatment; that some superintendents would like to spray even later in the fall and earlier in the spring; and would like to use even less chemical per acre.

We reacted to these problems like the president of Rolls-Royce, who said, "We've got to silence that

blankety-blank clock," when he was shown an ad that said . . . *At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock.*

We wanted to get all of those blankety-blank weeds, including Spurge, Oxalis and Ground Ivy. We wanted to give the superintendent more dominion over the weather. We wanted to help him reduce the amount of chemical he released into the environment; and we wanted to further reduce his cost per acre.

And thus it was that we launched an all-out effort to find a way to combine different esters with the ability to form a complex with dicamba and hold it firmly in place . . . Today, the formulation exists and is called Super Trimec Broadleaf Herbicide.

There's no doubt about it: Dollar for dollar and acre for acre of immaculate weed-free turf, Super Trimec is the most efficient post-emergent broadleaf herbicide on the market . . . period!



ONLY PBI/GORDON



"What a beautiful sight. Number 3 green at Mission Hills in Kansas City, getting a beauty treatment. Mission Hills is surely one of the finest country clubs in America, and just as surely they use Trimec. Carl Beer, the super-

intendent, tells me that the members want immaculate turf, but want it achieved in an efficient manner. According to Carl, that means Trimec."

Everett Mealman

Does this mean that Super Trimec is even more efficient than the old-reliable Classic Trimec?

Yes sir, that's exactly what it means. But let me make one thing clear. Super Trimec is not for amateurs. It's a professional product that needs to be handled in a professional manner. And, to express its maximum efficiency, it needs to be applied evenly at a rate that doesn't exceed label directions per acre.

So what about Classic Trimec? Will PBI/Gordon continue to make it?

Indeed we will. There's still a time and a place for Classic Trimec, just as there is still a place for 2,4-D. And because you're a professional, you'll know the time and the place to use both products.

Furthermore, we will continue our efforts to further improve the effectiveness of Classic Trimec.



Ask for Samples of these New Products from PBI/Gordon

Among the new products that have been developed and thoroughly tested by PBI/Gordon, and are now ready to help the golf course superintendent improve his efficiency, are Ferromec™ Liquid Iron Complex and Bov-A-Mura® Natural Organic Activator.

Ferromec is a patented sprayable liquid iron that will not only deliver dramatic color response within 24 hours, as a result of

foliar intake; but will also deliver a therapeutic dose of iron to the turf through root absorption. It can be mixed with fertilizer and Super Trimec.

Bov-A-Mura will bring new life and vigor to your golf course • Thatch will be reduced and humus will build up • Insect and disease problems will be reduced • Total cost of maintenance will go down • Replaced divots will knit better • Greens will respond better to back spin • Putts will hold the line better • You'll manage your course rather than reacting to its problems • Being a golf course superintendent will be a more rewarding profession.

If you would like to have samples of these products, simply write to us or call.

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Ask for Customer Service Department.

Inform us of bids to be let.
We will furnish detailed specs and names of distributors serving your area.

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CAN MAKE TRIMEC®

TURF HERBICIDE



ISLAND OF GAMES AND GRASS



Great Britain's sports scene includes everything from bone-jarring rugby to afternoon lawn bowling with tea. The common thread? A love for natural grass playing surfaces

by Ron Hall, associate editor

Rivulets of perspiration stream down my back. Darn this blazing red wool sweater. Hot enough even without this coat.

Alternately jogging and walking in stiff wing-tips, the radiator boiling over in this surprising late-afternoon English sun, I realize he's going to get a kick out of this. This is picture-book stuff.

Can you believe it, a lady's tea party over a game of bowls (lawn bowling) in a public park bordering Nottingham University. The elderly women, hatted and bedecked in white finery, chatter like so many little birds on this warm fall afternoon. Ebony woods (oblong balls made of rockhard *lignum vitae*) litter the gutter-bounded court, a grass surface as smooth as a bridge table. Framing everything, tiers of manicured shrubbery.

"He" is Dr. Kent Kurtz, turfgrass professor at Cal-Poly University, my traveling partner, and, it's dawning on me, my friend. Days in the same hotel rooms, the same cramped overnight sleeper, the same tiny rent-a-car will do that.

It's that, or sharpened bunker rakes, toe to toe.

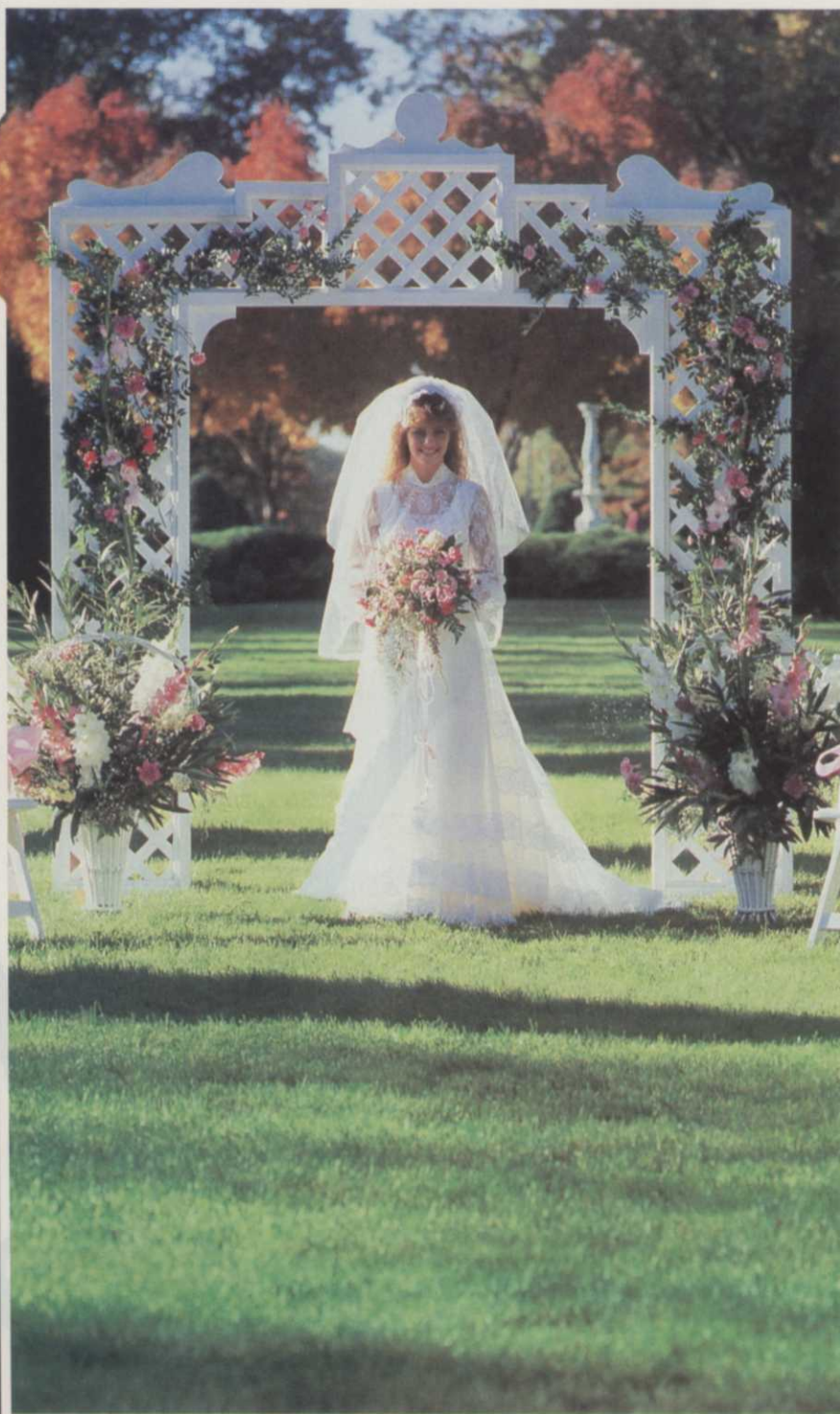
And "he," chin on chest, is propped in a chair in the back of a lecture hall. The speaker at the National Turfgrass Council creeps into informational overdrive. Kurtz snoozes.

Can't blame him really.

Nine days and dozens of faces rattled by like the clacking of that over-

English schoolboys after an afternoon soccer game in Yorkshire.

A thing of beauty
is a joy forever.
Unless there are grubs
in there.



Grubs. They're spoilers. Give them an inch and they'll take a lawn.

Only one product works good enough and lasts long enough to effectively prevent grub damage. ®OFTANOL insecticide.

OFTANOL works in the top 1-1½ inches of soil, where the grubs are, and remains active.

Grub infestations can be a costly problem for both your customer and you. Before you have to cure it, prevent it. With OFTANOL. Available in liquid or granular form. Always read the label before use.



**OFTANOL.
IT STOPS THE SPOILERS.**



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OFTANOL is a Reg. TM of the Parent Company of
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A thing of beauty
is a joy forever.
Unless there are grubs
in there.

The grubs eat the roots of the plant and they will kill it. Only one product works fast enough and lasts long enough to effectively prevent grub damage. **GRUBKILL** works in the top 1-1 1/2 inches of soil, where the grubs are, and remains active. Grub infestations can be a costly problem for both your carport and your babies you have to care for. It prevents it with **GRUBKILL**. Available in liquid or granular form. Always read the label before use.



GRUBKILL
IT STOPS THE SPILLERS



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Diazinon® does.
And helps you outsmart 52 surface and
sub-surface insects.

We've learned a lot about turf and ornamental insects since we invented Diazinon over 20 years ago. We've covered a lot of ground, and gotten rid of a lot of pests. Because we know almost every move they make. Chinch bugs, sod webworms, armyworms, aphids and more. Including grubs, cutworms and other sub-soil insects. Diazinon penetrates thatch for a quicker kill and longer residual control.

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Only Diazinon outsmarts 52 insects. It's safe, non-restricted and convenient to use. Apply Diazinon near homes, hospitals or schools. You need no special clothing or protective equipment. Mix it with fertilizers and fungicides. In liquid, granular or powder formulations. The choice is yours.

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 Greensboro, NC 27419.

Diazinon. The bug stops here.

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Fine turf like this is common in public parks near Nottingham University.

night rail spring in a sleeper London's King Crossing to Edinburgh. That's the way to run a railroad: midnight and on time, tee and cookies before turning in too. Chalk up another 1,100 miles of open road in a rented Renault.

We were part of the 35,000 to kick tires at the massive IOG Trade Show in Windsor before fingering turf at some of the finest lawn tennis facilities in London (and the world), and cruising cricket pitches on village greens.

With the sluggish Thames as a

backdrop, diplomat's families putter on the immaculate grass bowling and croquet courts at exclusive Hurlingham, a private club. Hurlingham and its grass impressed us.

In brooding Edinburgh, massive Murrayfield Stadium, home of Scottish rugby, sat silent in the rain (nothing's as empty as a stadium without a game). The groundsman here coaxes the grass tall and healthy.

We shivered in Glasgow's Ibrox Stadium as the hometown Rangers played listlessly in a game-long down-

pour and lost to visiting Dundee 2-0. This was soccer, world-class variety, and the grass was mowed shorter, the field surprisingly firm.

On this island, an island of gardens and games, the grass of a playing surface is important. Groundsmanship can be a respected life's work if not well paying. And universities teach groundsmanship; trade journals serve it. Both stress the technical in hand with the practical.

In Britain, where only two major stadiums sport synthetic turf, you don't just announce yourself as a groundsman.

Equidistant between Glasgow and London, in tiny Bingley, is The Sports Turf Research Institute, a 64-year-old institution with new headquarters. Here grass is pampered then literally reduced to fibers to determine the best possible playing surfaces. This facility with a staff of 45 sells its services to sport and golf. It's virtually self sufficient.

These impressions will last. And this final one of the tanned, young groundsman waiting to care for the court in that Nottingham park as the women's club concluded its afternoon bowl.

WT&T

PROTECTING A GREEN HERITAGE

London's exclusive Queens Club stays atop the international lawn tennis world with aggressive solutions to today's sports problems.

BANNED: American tennis whiz John McEnroe and a new-generation tennis shoe.

Neither are welcome at the Queens Club, an exclusive London tennis enclave. The reason? They're irritating—McEnroe to club members, the shoe to the grass playing surface.

Dawns the new hard-charging world of sport at this oasis of gentility—turfed tennis playground for London society. Aggressive play and modern equipment push the grounds manager and the grass here to their limits.

Groundskeeper Dave Kimpton shoves back.

"We banned them," says Kimpton of the new pimple-soled footwear. Initially worn by visiting pros for better traction and quicker starts, the new shoe caught on till finally 90 percent of the players on the club's famed grass courts were wearing them. The

grass—a mixture of perennial rye, creeping red and chewing fescue, bluegrass, and browntop—couldn't take it.

Blame also today's athlete.

"These people are super fit and they can run around for three or four hours," says Kimpton. "It's really a different game now. These people are more aggressive. The courts take a bashing."

Centennial year

Kimpton, intense as he is short, ranks as one of England's most respected (and better paid) groundsman. This marks the 100th year for his club which began as an ice rink and rifle range and, about 50 years ago, installed tennis courts. Old, well-maintained apartments circle the club with blocks of startlingly different architecture marking the fall of German bombs 43 years ago. Dave starts his

20th year here.

Tennis is this club's calling card. In addition to the turf courts, players have their choice of clay and synthetic surfaces. New indoor tennis and squash courts recently came into play also.

Things are happening at this square patch of green in the bustling, over-grown West Kensington area. The club is internationally known.

Financially hurting through the 1950s, the Queen's Club revived under the management of the Lawn Tennis Association, England's governing body of tennis. Along with this infusion of cash and renewed spirit rises new offices of the International Tennis Federation bringing 100 new faces.

While better-known Wimbledon numbers 375 members, the Queen's Club counts 4,000 with about half that number playing regularly. "This is a club that is used and used all the time," says Kimpton. Court time is booked eight days in advance.

But, like Wimbledon, the Queen's Club hosts a major tournament annually when spectator stands cover two of Kimpton's turf courts. Galleries of 15,000 crowd to watch top interna-