If job demands have you on edge, maybe it's time to seek some help.

The kind that you can get only from Nissan® Hardbody™ trucks.

Not only can they handle the daily abuse that's a part of doing business, they also do well over the long haul. Keeping maintenance costs, downtime and your blood pressure much lower.

And Hardbodies are available in a variety of configurations, all known for reliability, quality and longevity. With as much as 300,000 miles of use reported*

If you're ready to do something about the pressures of your business, talk to a Nissan Fleet Representative. Just call 1-800-323-5313 to locate the one in your area.

And make carrying a heavy workload a lot easier to deal with.
Just like a small sod cutter, the Blade does not spin, the oscillating motion does not throw debris. Self-propelled and push models available. Rugged design for commercial use.

Optional Blades:
- Disc Blade for cutting straight edge along sidewalks and driveways.
- Right Angle Blade for golf course sand traps, and flower beds.
- "V" Blade for removing a strip of turf along a sidewalk.

Write or call for detailed literature

TURFCO MFG., INC.
3456 N. Washington Ave.
Minneapolis, MN 55412-2688
Ph. 612/588-0741
Telex 5106013762

Circle No. 170 on Reader Inquiry Card

TURFCO's light and rugged Turf Cutter

- Self-Propelled
- Low Initial Cost
- Easy to Operate
- Less Service

Only 140 lbs. but rugged enough for all types of turf. Cuts 12” wide, 3/4” to 1½” thick at up to 75 fpm. The lowest cost turf cutter in its class features a high speed oscillating blade that keeps vibration at a minimum; ease of handing; one-lever, no-adjustment operation; and minimal maintenance.

Write for detailed literature

BUSINESS

Hidden costs boost hourly pay

LANSONG, Mich. — Employee benefits are the unseen labor costs that turn $6 per hour employees into $9 or $15 per hour workers.

Tim Doppel of Atwood Lawn Spray, Sterling Heights, Mich., points out that an employee might question a $6 per hour wage after writing out the bills and seeing the totals on the gross receipts. But Doppel reminds that there are many factors that make up what might be called a hidden labor rate. Beyond the base hourly rate, contributions to FICA—Social Security—can be about 7.5 percent per employee, matched by the employer.

In the insurance category, the biggest deduction is unemployment insurance. "Whether or not there are claims," said Doppel, employers pay state and federal unemployment tax; and depending on your experience ratio, you could pay as little as 2 percent, or up to 10 percent of the first
Cut aeration labor by 75 percent.

Introducing the new Cushman Core Harvester® attachment.

Now one person in a Turf Truckster® vehicle can scoop up, load and dump aeration cores in the same time it takes three workers with shovels. In fact, with the revolutionary new Core Harvester attachment, you can clean up an average 7,000 sq. ft. green in about 15 minutes — two to three times faster than you’ve ever done it before.

As gentle as it is quick.

The Core Harvester’s unique spring-balanced parallel link flotation system protects your fine turf from scuffing. Because they float, the Core Harvester’s gathering blades automatically adjust to undulating greens for quick, gentle operation.

The Core Harvester attaches easily to Turf Trucksters, and retrofits 1985 and newer models. After the Core Harvester has been attached, it’s easy to take off by just removing four bolts, two hoses, and you’re ready to go.

There’s nothing else like it on the market today. The new Core Harvester, only from Cushman. For a convincing demonstration on your course, contact your Cushman dealer today. Or call toll free: 1-800-228-4444.
There's an easier way to stop surface feeding insects.

It's called DURSBAN* turf insecticide. Not as satisfying, perhaps, as batting the bugs with a polo mallet—but a whole lot more effective.

Broad-spectrum control that lasts. DURSBAN insecticide is the most efficient way to control surface-feeding turf insects. It's labeled for use against a broad spectrum of pests that attack turf, ornamentals and shade trees. And its residual power keeps them under control for weeks. No wonder it's the favorite of leading LCOs across the country.

Part of the "hit list." DURSBAN is particularly effective against billbugs, chinchbugs, sod webworms, cutworms and armyworms, among others. And because it bonds tightly to turf as soon as it dries, DURSBAN stays where it's applied. Won't wash away with rain or sprinkling.

Packaging options. DURSBAN turf insecticide is available as an emulsifiable concentrate in 2.5 gal. plastic jugs and 55 gal. drums. If you prefer a wettable powder, you can get the same efficacy in DURSBAN 50W, now offered in water soluble packets, pre-measured for the simplest, quickest mixing ever.

Why horse around? Control surface feeding insects the easy, sure way. With DURSBAN turf insecticide. Talk to your distributor today.

DURSBAN TURF INSECTICIDE

Attention: Always read the label before use and carefully follow all label directions and precautions.

Circle No. 117 on Reader Inquiry Card

*Dow Ex.-Ingredient of The Dow Chemical Company
for the Landscaper

NORTH AMERICAN
SPECIAL REPLACEMENT ENGINES

ON SALE NOW
NATIONWIDE
AT YOUR LOCAL
PARTICIPATING
TECUMSEH SERVICE
DEALER

REPLACES ORIGINAL 8-10-11-12 H.P.
RIDING MOWER AND LAWN TRACTOR ENGINES

OVXL120 - 12 H.P.

Overhead Valves
Cast Iron Sleeve
Ultra-Balanced
Recoil Start
Electronic Ignition
3 Qt. Rust Proof
Fuel Tank
Multi-Stage Air Cleaner
Oil Pump Lubrication
2'N10Year Warranty

$37025
& FACTORY FREIGHT

REPLACEMENT FOR SNAPPER AND MANY OTHER
BRANDS OF ROTARY MOWERS

TVXL840
4 H.P.
2 Year Warranty
Electronic Ignition
Dual Air Cleaner

$19235
& FACTORY FREIGHT

Look For Your Nearby
Tecumseh Service
Dealer in The
Yellow Pages Under
"Engines, Gasoline"

$9,500 of salary, to the state,
pending on gross payroll.
Liability insurance pro-
tects the entire company in
the event an employee causes an
accident. Depending on the
company's experience
ratio, it goes from 5 to 6
per cent. In the quality of life
category, perks such as sick
days, paid vacations, train-
ing days and dental and
dental coverage all add up.

LAWN CARE

LCOs growing for
several reasons

NEW ORLEANS — In-
creased customer demand
and a strong desire for
greater profits were the
main reasons lawn care op-
erators (LCOs) expanded
their services in 1988, ac-
cording to a Dow Chemical
Company survey.

Ninety-nine percent of
LCOs polled said they now
offer services beyond tradi-
tional lawn care, while 88
percent said they've seen
an increase in customer de-
mand for different services
in the past year.

Additional services most
frequently offered are tree/
shrub fertilization and in-
sert spraying (64 percent),
mowing and lawn renova-
tion (59 percent) and land-
scape planning (41 percent).

Forty percent of LCOs said
their customer base turns
over 5 to 10 percent a year, 28
percent reported a 15 to 20
percent loss and 25 percent
said they lose 15 to 20 percent
of their customers annually.

LCOs suggested various
tactics that could reduce cus-
tomer attrition, including
better customer communica-
tion and education, better
and more service, improved
weed control and enhanced
employee training.

The LCOs were polled at
Dow's booth at the PLCAA
meeting in New Orleans.

PLCAA

$10,000 donated
for NY court fight

MARIETTA, GA — The Pro-
fessional Lawn Care Associa-
tion of America has given
$10,000 to the New York
Pesticide Coalition war chest.
The money is to help the
Coalition in its ongoing court
battle against New York state
pesticide regulations.

"PLCAA is ready to
challenge unreasonable
regulation and legislation
on a case-by-case basis and
to put both dollars and peo-
ple behind that fight," says
PLCAA president, Robert
F. Parmley.

PLCAA believes the New
York lawsuit represents a
significant step in the strug-
gle for reasonable regulation
of the use of pesticides, both
for lawn care services and
the entire green industry. A
1987 law enacted by New
York state, plus further reg-
ulations enacted by the New
York Department of Envi-
nmental Conservation, re-
quire customer contracts,
prenotification and posting
when pesticides are applied.

PLCAA, the Coalition and
other national trade associa-
tions feel the regulations and
the law are unreasonable,
overly broad and unjustified,
given the pesticide safety
data available.

PLCAA reports it has
dedicated nearly a third of
its 1989 operating budget to
issues management, which
covers legal activity, per-
sonnel, and a variety of
public relations and coaliti-
ion-building activities.

"Our mission is clear,"
said Parmley. "We have put a
high priority on issues
management."
10 years, 25 trucks, 32 mobile radios, and one GE dealer.

Why are some businesses more successful than others? Chances are they've had some help.

10 years ago many companies like Douglass General Contractors opened with a small fleet of trucks, a few two-way radios, and one reliable business partner—their local GE two-way radio dealer.

Over the years, GE dealers have helped these companies use two-way radios to increase productivity and profits, and to serve their customers better. From day one, GE dealers have made an extra effort to know the demands of growing businesses, and to always be available—with helpful advice, quality equipment, and fast service.

GE has the world's largest independent two-way radio dealer network. So there's bound to be a GE dealer in your community—ready to help your business grow—year after year.

For the name of your local GE dealer, call toll-free 1-800-GE-12345.

We bring good things to life.

Circle No. 130 on Reader Inquiry Card
We improved these fairways by putting 11½ of our best feet forward

Your first impression is correct. The John Deere 3325 Professional Turf Mower is different from others you've seen. It's accessible, precise, lightweight. Designed to deliver what others don't.

Start with single lever reel lift. Here, one lever is all it takes to simultaneously raise all five cutting units. A big benefit when cross-cutting.

The five, quick-release cutting units combine to mow 11½ feet on every pass. And, the 38 net hp 3325 walks softly with a ground pressure of only 9.7 psi with the units down.

Frame design allows the center cutting unit to carry a full-size grass catcher. Another John Deere exclusive that saves you time, makes your operation more efficient.

As you mow, features like power steering, differential lock, 12-function systems monitor, cruise control, and a 20-gallon fuel tank help make you more productive.

Service is also a snap. Here, a hinged fuel tank and engine cowling give unequalled access to the entire drivetrain.

All told, the 3325 is an entire collection of advantages you won't find on other machines. Advantages that make you more productive, your course better kept.

Talk to your distributor today for a look at this impressive new mower. Or write John Deere, Dept. 956, Moline, IL 61265 for free literature. We know you're going to like what you see.

Nothing Runs Like a Deere®
Almost all string trimmers are fast and efficient. You've got to look at small differences to find the one best suited to your work.

by Jay Holtzman, contributing editor

Almost all landscapers interviewed said durability, safety and operator comfort are the most important elements to consider before buying a string trimmer.

Operator comfort and the ease of use are important factors in safe use. The weight of the machine and whether or not the operator uses a harness or shoulder strap to support it all come into play.

"We primarily use the Echo 2500, which is lightweight enough that the guys don't get tired using it," says Wilster. They can hold it in their hands and not have to worry about having something slung over their shoulder to hold it up, yet it is powerful enough to get things done quickly and not bog down in heavy grass."