

# GIVE US YOUR BEST

Major mower manufacturers tell what is their strongest product and what features make the product their best seller.

by Heide Aungst, associate editor

Let's face it: choosing a mower is not an easy task. With so many products already on the market, and "new-and-improved" mowers with every gadget imaginable being introduced, the choice is enough to confuse anyone.

To top it all off, golf course superintendents and landscape managers have special considerations. There's a mower for greens, a different one for fairways or roughs. There are flail, rotary, reel, or sickle bar mowers...walk-behinds, riding, or pull-behind...small, mid-size, or large.

To help sort things out WEEDS TREES & TURF asked mower manufacturers to name the products they see as their stronghold in the market, and those features which make it a good mower. Here's what they said:

## Alamo Group

- Rhino general purpose and heavy duty flail mowers. These mowers give a manicured look to the cut and provide safety when working in populated areas, such as on a golf course. The mower projects objects to the ground, rather than out towards people.

## Ariens Company

- 21-inch 5-hp self-propelled walk-behind model, which has a new design with three-way discharge (rear bag/side/mulch), high horsepower, and high vac deck.
- 30-inch 8-hp rear-engine riding mower. Ariens pioneered the rear-engine rider, and it has been well-received by the market for 28 years, in part because the company has kept current in design features.

## Bomford & Evershed Ltd.

- Bandit linkage-mounted flail mower, which has a 10-year history of reliability, low running costs, and good cutting performance.
- BL68 flail verge mower, because of

versatility and ease of fitting.

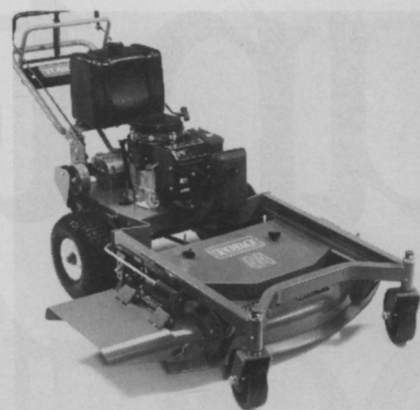
- B77-77 flail embankment mower, with electro-hydraulic controls and ability to cut on either side of the tractor.

## Brouwer Turf Equipment

- Model M20 fairway mower for golf courses.
- Model M08 standard mower used for sod farms, golf courses, and municipal areas.
- Brouwer 376 triplex used by landscapers, golf courses, and institutions. All three mowers are designed and engineered with simplicity in mind. Features include P.T.O. positive drive line, V-belt driven for low hp requirements, as well as easy and inexpensive service and repair. Units are designed for low ground compaction as well as low hp tractor requirements which also lends itself to low fuel costs.

## Bunton Co.

- 28- to 61-inch self-propelled Bunton



The Toro commercial 112 mid-size with 44-inch cutter deck.



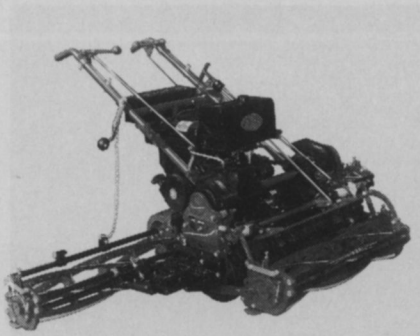
Ariens 21-inch walk-behind mower.



The John Deere 16-hp 332 diesel tractor.



Cushman Front Line Tractor, model no. 807.



Locke's 70-inch cut triplex mower with reverse transmission.



Kinco's model KMG-38 sickle bar mower.



The Jacobsen Greens King IV diesel-powered riding triplex greensmower.



A Walker mid-size riding mower.



Vrismo's Mighty Max front wheel flail.

commercial rotary mowers. Bunton markets seven different sizes of mowers within this range.

● Walk-behind greensmower. Bunton holds a dominant share of the market for both the commercial rotary mowers and the walk-behind greensmower.

#### Cushman Ryan/OMC Lincoln

● Cushman Front Line Rotary Mowers used primarily for commercial turf mowing conditions. The product features the Cushman name and long-term reputation. It comes in a variety of models and prices, and has the number-one collection and dumping system on the market.

● Brouwer Reel Mowers in 3-, 5-, 7-, and 9-gang configurations. (The purchase of Brouwer Turf Equipment by OMC Lincoln became effective Sept. 5).

#### Dandl Manufacturing Co. Inc.

● Industrial Expando mower adjusts to a width from 9 to 18 ft. while moving. It's used for park mowing. The mower hooks up with a three-point hitch for easy disconnection, while the rear machine is pulled by a hydraulically activated pull-tow. The operator controls the machine from the front seat.

● Industrial grass mower with a three-point hitch available in 74-inch, 88-

inch, 8-ft., and 9-ft. The mower features a patented self-balancing bearing on the cutting shaft which lengthens the life of the mower by minimizing vibrations. It is a heavy duty machine with 1/4-inch end plates, 1/2-inch A-frame and top braces, and a 10-gauge case.

#### Deere & Co.

● 300 and 400 series lawn and garden tractors with 50-inch and 60-inch center-mount rotaries. Based on sales figures, Deere sells more mowers in that size range. Also, it is a product they have manufactured for a long time.

#### Excel Industries

● Excel's Hustler turf equipment, the main line of 72-inch out-front rotary mowers, model Nos. 275, 320, 340, 400. All are designed with drive-wheel steering which make them more maneuverable and more productive. They cut more grass in less time.

● No. 400 is the top seller. It features a 34-hp (highest hp available), water-cooled gasoline engine.

● No. 340 is the second biggest seller. It features a 28.5-hp water-cooled diesel engine.

#### Exmark Manufacturing Co. Inc.

● 48-inch walk-behind S.P. used by lawn maintenance companies. Quality and price are the mower's biggest strengths.

#### Ford Tractor Operations

● Mid-mount mowers for compact utility tractors used for farm, home, and commercial purposes. These mowers constitute the majority of Ford's sales.

● Lawn and garden tractors.

#### The Grasshopper Co.

● Grasshopper model No. 1822 riding rotary mower with out-front rotary deck. Used in a variety of applications ranging from homeowners with larger lawns to the commercial/industrial market. The 1822 features out-front, PTO-powered mower deck, maneuverability of zero-turning radius, and compact design.

#### Gravely International, Inc.

● 5000 Series walk-behind tractors and mower attachments which provide versatility.

● Pro Line walk-behind mowers.

● Pro Master Line out-front mowers.

● 8000 Series riding tractors and mower attachments.

All products come with a two-year commercial warranty and five-year residential warranty.

#### Grazer Division, Willsey-D Inc.

● Grazer Grounds mowers which offers counter rotating steering.

#### Heckendorn Manufacturing

● Heckendorn produces two distinct mower lines. The original line has



The Mathews Co.'s Lawn Genie pickup mower.



The Grazer grounds mower.



F.D. Kees' 48-inch commercial mower.



Brouwer's model no. 376 triplex mower.



The Middlesworth C44F flail riding mower.



The Lesco 300 greensmower.

been manufactured for 35 years and has a reputation for durability and simplicity. The 36-inch and 88-inch riding rotary machines are the most popular. They are used by cemeteries, park departments, schools, and cities.

● The new line offers a twin hydrostatic out-front design rotary mower which Heckendorn has manufactured for four years. It can have a deck of up to 98 inches in width that will pick up cut grass. While it can be sold to the same customers as the other line, it is best suited for the landscape contractor. Its highly maneuverable and flexible deck allows the operator to alternate from 91 inches to 55 inches without interruption of mowing.

#### Ingersoll Equipment Co., Inc.

● Ingersoll hydraulic drive (Hydriv) garden tractors in 10- through 18-hp. With mowers ranging in width from 38-60 inches, and a wide assortment of attachments, the tractors can be used for a large variety of tasks. They comprise a substantial portion of Ingersoll's sales and are recognized industry-wide for their lasting value.

#### Jacobsen, Division of Textron Inc.

● Greens King IV diesel—the industry's first diesel-powered riding greens mower.

● Turf Groomer—a revolutionary greens grooming tool which gives faster, truer, healthier greens without lowering the height of cut.

● G-4x4—4-wheel drive, 4-wheel steer turf tractor for superior hillside turf maintenance.

● HR-15—for high capacity mowing with rugged hydraulic mowing, nearly 16-foot swath.

Jacobsen is among the industry leaders in fine-cutting reel mowers; both walking and riding greens-mowers; self-propelled and tow-behind reel gang mowers for fairways, roughs, and other large grass areas; and out-front fine-cut flail mowers.

#### F.D. Kees Manufacturing Co.

● 36-inch and 48-inch commercial mowers used by the commercial landscape and golf course industry. The strengths: quality, convenience, price.

#### Kinco Manufacturing

● Sickle bar mower model KMG-38 used for mowing weeds, brush, small saplings. Kinco has a great deal of expertise in building this type of mower, dating back to the early '30s.

#### Kubota Tractor Corp.

● F2000 4WD 60-inch front mower for commercial use. This is a diesel engine-driven mower providing more reliable rugging power. It has a shaft-driven mechanism to secure cutting performance (not V-belt-driven), and features four-wheel drive.

#### Lesco, Inc.

● The Lesco 300 Greensmower, a tri-

plex reel mower used primarily for greens and increasingly for mowing close-cut fairways. The 300 greens-mower's strength lies in its unique features, including an 18-hp twin cylinder engine, hydraulic "power" steering, and an improved filtration system. Additional strengths include the use of only the finest components and dedication to quality and service support. And by marketing direct to the end user, Lesco is able to offer the product at a competitive price.

**Locke Manufacturing Inc.**

● Model No. 6, a 70-inch triplex lawn mower with five blades used in commercial applications. Model No. 10, which is the same as a No. 6, but has a reverse transmission. This mower has been Locke's backbone in sales for more than 55 years. The average life is 20-25 years, an excellent value the customer enjoys.

**Mathews Company**

● M-C Lawn Genie flail pickup mower offers increased safety for both the operator and bystanders. It is used in a multitude of applications for homeowners, estates, parks, schools, municipalities, golf courses, and professional lawn care operators. It has consistently produced satisfactory growth not only in domestic sales, but

also in foreign sales since its development some 16 years ago.

**Middlesworth Eng. & Mfg.**

● C40 rotary riding mower with 40-inch cut, is the size mower which fits more people's needs and requirements.

● C44F flail riding mower with 44-inch cut is designed for lawn care and is safer than rotaries.

**National Mower Co.**

● 84-inch National triplex mower. It exemplifies basic simplicity and rugged construction. It has sold for 60 years.

**Ransomes Inc.**

● 21-inch heavy duty rotary mower.  
● Mid-size mowers (34- to 54-inches). Both types of mowers are used in the landscape industry. They are of heavy duty quality designed specifically for commercial use. Their superior quality has withstood the test of time.

**Scag Power Equipment**

● SW48-13K, a 48-inch belt-driven walk-behind. Scag introduced it in April and it has gone "hog wild" ever since. The SW48-13K is maneuverable and price competitive.

● ST18B, 61-inch rider used for large capacity cutting areas. Offers maneuverability, high productivity, and an exceptionally good cut.

**Sensation, Division of Gilson Bros. Co.**

● Sensation walk-behind mowers. These are heavy duty commercial mowers used extensively by lawn care professionals for small areas and trimming after larger riding mowers. Heavy cast Sensation decks are the standard designed for the commercial lawn care industry. The strength and reliability offered makes the mowers well-suited for the professional with reliable, dependable service.

**Simplicity**

● New Sunstar Series Garden Tractors feature shaft drive to 42-, 48-, and 60-inch mowers, state-of-the-art electronics, two range transaxle, and 18- to 20-hp engines. They come with a large variety of attachments and accessories such as front-end loaders, tiller plows, snowthrowers, dozer blades, and many other work saving devices.

**Snapper Power Equipment**

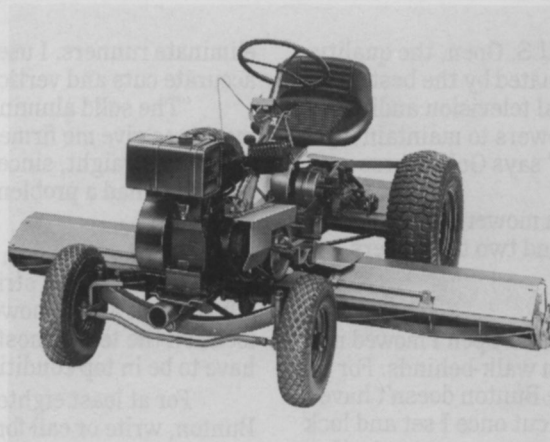
● Rear-engine riding mowers.  
● Lawn tractors.  
● Commercial walk mowers. All three lines are readily accepted by commercial users.

**Turner International Ltd.**

● Turner Hydramower, a rear-mounted boom mower reaching 17-, 19-or 25-ft., to the left and right hand



The Turner rear-mounted boom mower.



National Mower's 84-inch triplex mower.



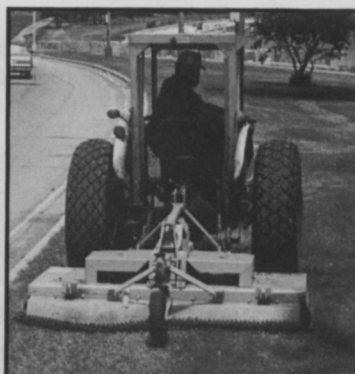
The Exmark 48-inch commercial mower.



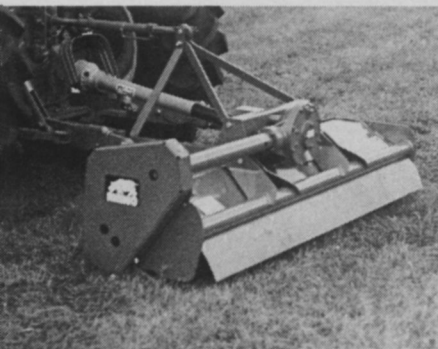
The Ford lawn and garden tractor, model No. LGT18H.



Simplicity's 18-hp SunStar series garden tractor.

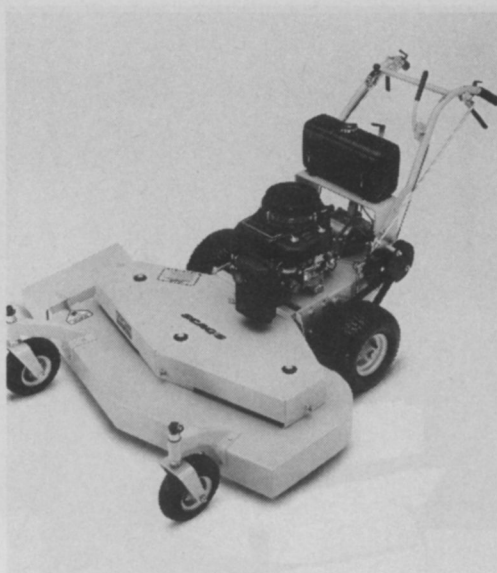


Woods' tractor-powered grass mower.



The Alamo Group's Rhino flail mower.

Scag's mid-size walk-behind mower.



The Bunton 36-inch rotary mower.



Yazoo's Eagle II, a 42-inch, front-cut mower.



Excel's Hustler model No. 340 72-inch out-front rotary mower.



Dandl's Industrial mower.

side of the tractor, hydraulically swinging similar to a backhoe, used for heavy mowing of trees, brush, and grass. The mower's unique design dramatically reduces "deadheading" time spent reversing or travelling back to make a second cut. The mower can be completely removed or fitted within 10 minutes.

#### Yazoo Manufacturing, Inc.

● **Mighty Max**, front-mounted flail for John Deere, Toro, Hustler, Ransomes, Turf Blazer, and Cushman. It can be used for mowing, thatching, and breaking up aeration cores. Jacobsen offers the only other front-mounted flail. Rotaries cannot be used for thatching and breaking up cores.

#### Walker Mfg. Company

● **Walker Mower M36-42 or C36-54** is a mid-size (36-inch or 42-inch) commercial grade riding mower used for

mowing and trimming small to medium size landscaped turf areas where maneuverability and grass catching are required for efficient performance of the job. The requirement for a mid-size mower is an emerging segment of the commercial turf care business due to a trend towards use of more small green areas around offices, condominiums, resorts, and the trend towards more residential commercial mowing.

#### Wheel Horse Products Inc.

● **300/400 Series Tractors**, lawn & garden tractors used for mowing, tilling, grading, and snow removal. The tractors have been the strength of Wheel Horse with their durability and dependability. The cast iron transaxle and angle iron frame give years of dependable service even under the day to day stress of heavy duty applications.

● **700 Series Mowing Machines**, commercial mowers for mowing. A new addition to this product lineup, the 700 Series Commercial Mowing Machines. Its speed combined with zero turning radius maneuverability, make it one of the most efficient/cost saving buys on the market.

#### Woods, Division of Hesston

● **Rotary, tractor-powered grass mowers** with a cutting swath ranging from 3.5 to 20 ft. The product is Woods' strength based on strong sales in the turf market.

#### Yazoo Manufacturing

● **Walk-behind Big Wheel mowers** which have been manufactured since 1945.

● **Industrial three-wheel front-cut tractors.**

● **Consumer riders.** The three products constitute 90 percent of sales. **WT&T**