

JOHN DEERE MAKES TRACTORS FOR JOBS OF ALL SIZES. BECAUSE YOU CAN MAKE MONEY ON JOBS OF ALL SIZES.



There's no such thing as a tractor that's right for any size job. If it's big enough for golf course maintenance, it's probably too big for most residential work.

That's why John Deere Tractors come in a wide range of sizes. So you can have John Deere performance and dependability going for you on any job.

Take the new John Deere 2040. It has a 40*-hp diesel engine, 8-speed constant-mesh transmission, and plenty of hydraulic power to handle any attachment you might need. Including a 6-foot, center-mounted rotary mower. The 2040 was designed to do the big jobs faster and easier.



For work that doesn't require a tractor as big as the 2040, there's the hydrostatic-drive John Deere 400. It's powered by a twin-cylinder, 19.9-hp engine. And there's a 5-foot, center-mounted rotary mower that's designed to match the 400.

To do small jobs economically and efficiently, John Deere offers you the 200 Series lawn and garden tractors. You can choose from 8-, 10-, 12-, and 14-hp models, all with variable-speed drive to change ground speed without stopping or shifting gears. Rotary mowers are available in either 38- or 46-inch widths.

With any size John Deere Tractor, you also get the John Deere tradition of expert service, parts availability and flexible financing.

For any job that comes along —big, small or in-between—John Deere has a way to do it. Profitably.

*Maximum PTO horsepower measured at 2,500 engine rpm (factory observed).



NOTHING RUNS LIKE A DEERE®



Circle 132 on free information card

Merchandising Is the Key For Fresno Custom Applicator

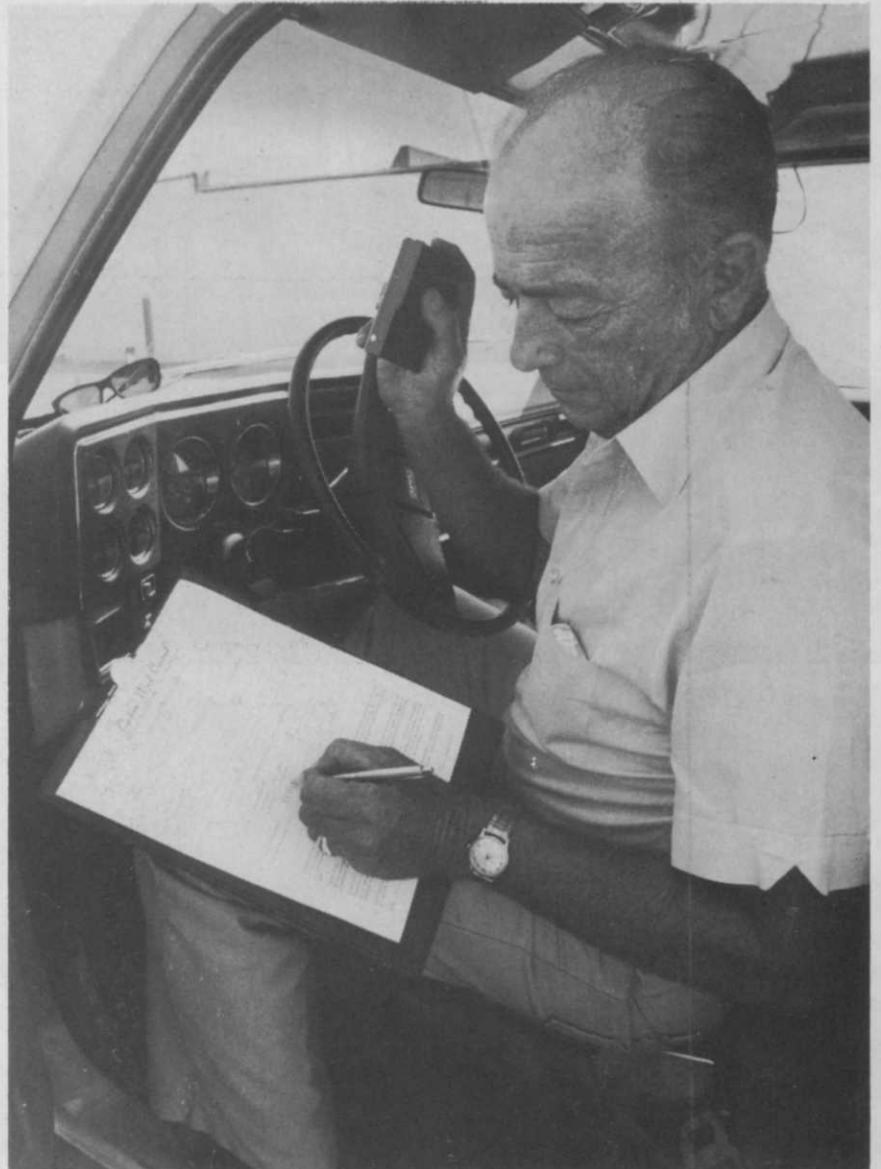
Tom Heffernan, owner of Custom Weed Control in Fresno, Calif., specializes in solving weed control problems for business and industrial concerns. He leases all spray applicator equipment, buys his own chemicals and even does his own bookkeeping. He believes in keeping a close watch over every aspect of his year-old firm, and utilizes some unique merchandising ideas to get and maintain business.

Heffernan started first by sending out a mailer to over 1,000 potential customers in a four-county area around Fresno. He got a very respectable 12 percent return, with over half of the leads becoming his first customers.

Since then, Custom Weed Control signs erected on completed projects have resulted in a call a week from each sign, but most important, his satisfied customers have been talking up the results they have seen with Heffernan's services.

A good example of how Heffernan works is the case of a new customer, Dunrite Manufacturing Company in Fresno. Dunrite, a light industrial manufacturing firm located in the sprawling urbanized area, had been trying to comply with city government requests to rid a patch of expansion-area acreage of unsightly weeds.

Russian thistle, lambsquarters, puncturevine and numerous other weeds and grasses had been infecting the troublesome area. So, when



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sprocket-nose construction
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permits engine to idle
without rotating chain.

Piston-ported engine
improves starting,
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and gives constant
cutting power.

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placed for best balance,
comfort and control.

This lightweight can really cut it.

Here's a genuine lightweight chain saw that comes up with the muscle a professional needs. It'll slice through underbrush, knock down 32" trees and cut logs fast and easy. This lightweight Skil will handle just about any cutting job that comes your way.

When it comes to having all those features that get the job done fast, it's a heavyweight. Packed with extra value. Durable, too—it keeps working all day, every day. This is the power-packed lightweight that should be working for you and your crews!

SKIL[®]
1616 Chain Saw. The powerful lightweight.



Signs erected on completed projects have resulted in a call a week from each sign.



Heffernan has his 3/4-ton pick-up rig equipped with a 320-gallon fiberglass tank, drift-control nozzles with remote controls, a brush nozzle attachment giving him a 35-foot swath with hydraulically controlled booms mounted on the front.

hydraulically controlled booms mounted on the front of the rig. He has found the unit gives him needed flexibility to go from small patch area jobs to ditch banks and large farm acreages.

In servicing his customers, Heffernan makes follow-up calls (he even uses dummy billings to let customers know he was there servicing the account) and takes photos of the work both to remind his customer what the results have been and to use with other prospective customers.

His efforts have paid off. Beginning the second year of operation many of his customers have also requested the same service.

Other Heffernan accounts, amounting to over 3,200 acres controlled in just his first 10 months of business, include many other small to large businesses and industries, subcontracting pre-paving weed control jobs for road builders, to maintaining year-round vegetation control for utility substations, tank farms and irrigation control districts. His reputation is so good that he now even gets leads from large pest control firms whose accounts are interested in chemical weed control.

Although he's limited his working area to a four-county area around Fresno — "that's almost more than I can handle," — he is now seriously thinking about franchising his business operation to handle the great number of potential customers for total vegetation control in northern California.

Heffernan brought with him to his new business 27 years of experience as a crop chemical weed control specialist, a retailer of farm chemical spray equipment, and head of the West's largest railroad applicator firm.

Tom Heffernan believes the secret to his successful business is based on:

- Ownership operation
- Solid knowledge of the technical and practicabilities of weed control
- A total feel for business management and customer relations
- Picking the right location
- And most importantly, staying localized enough to make the right decisions on time. □

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Heffernan's mailer advertising his Custom Weed Control services came in the mail, Dunrite officials called him to take measures that would get their weed control problem "done right."

Like he does with all his customers, Tom first went out and surveyed the weed growth present on the lot. He then supplied a job proposal to the Dunrite firm indicating his suggested weed control program, projected results, and a cost quotation for year-round weed control.

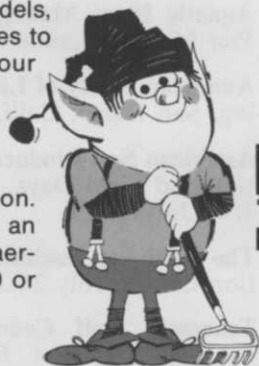
On approval from the Dunrite officials of his proposal, Heffernan went to work. After preparing the ground, Tom selected Spike from Elanco Products Co., Indianapolis, Ind., which he applied with his 3/4-ton pick-up truck spray rig.

Heffernan has his rig equipped with a 320-gallon fiberglass tank, drift-control nozzles with remote controls, a brush nozzle attachment giving him a 35-foot swath with

Best design for better penetration.

We make two heavy-duty aerators. The Ryan Renovaire has 12 tine wheels that operate in pairs. Unlike other models, they swing a full 18 inches to follow the contours of your land and ride over rocks instead of being damaged by them. Weight can be added to each pair for deeper penetration.

The Ryan Tracaire is an economical, rigid axle aerator. It's available with 9 or



RYAN
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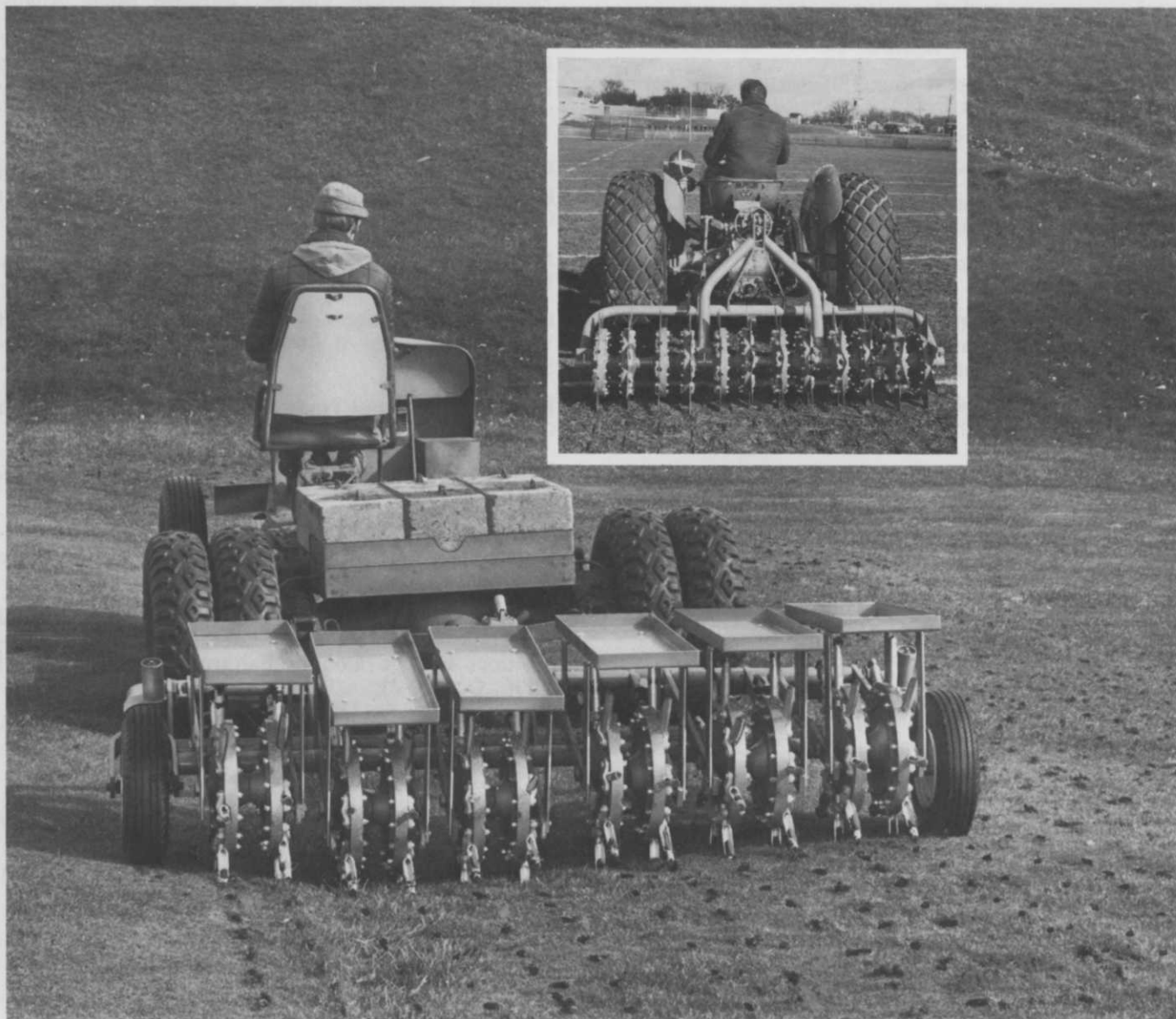
12 tine wheels and has a 3-point hitch to force the tines into the turf.

Both models are fast and easy to use. Each can be used with interchangeable open spoon, closed coring, and slicing tines. And you can order a 12' by 10' dragmat as optional equipment.

The large area aerators from Ryan. We've designed them simply to work well. And built them to stay that way. For more information see your Ryan distributor or write: OMC-Lincoln,

a Division of Outboard Marine Corporation,
6726 Cushman Drive,
Lincoln, Nebraska
68501.

The large area aerators.



Meeting Dates

Oregon Golf Course Superintendents Association Meeting, Longview County Club, April 5.

Golf Course Superintendents Association of America seminar on "Principles of Landscape", Portland, Oregon, April 6-7.

Arizona Turfgrass Council Second Annual Turfgrass Materials and Equipment Show, Veteran's Memorial Coliseum, Phoenix, April 14.

National Park Service Training Institute/Grounds Maintenance Workshop, Denver, April 12-16.

Rocky Mountain Golf Course Superintendents Association Meeting, Fox Hills Country Club, Longmont, Colo., April 15.

Metropolitan Golf Course Superintendents Association Meeting, Sunningdale Golf Club, April 15.

Wyoming Recreation and Park Association Annual Conference, Hitching Post Inn, Cheyenne, April 21-24.

Southern California Turf and Landscape Institute, Royal Inn, Anaheim, Calif., April 28-29.

Tennessee Golf Course Superintendents Association Meeting, Rockwood Country Club, May 3.

Oregon Golf Course Superintendents Association Meeting, Agate Beach Golf Club, May 3.

Pacific Seedmen's Association, 50th Annual Convention, Royal Lahaina, Maui, Hawaii, May 3-5.

Arizona Turfgrass Conference, Doubletree Inn, Tucson, Ariz., May 5-6.

Georgia Golf Course Superintendents Association Educational Program and Business Meeting, Atlanta Athletic Club, Duluth, May 11-12.

Rocky Mountain Golf Course Superintendents Association, Inverness Golf Course, Englewood, Colo., May 20.

Metropolitan Golf Course Superintendents Association Meeting, Greenwich County Club, May 20.

Florida Nurserymen and Growers Association Meeting, Thunderbird, Jacksonville, May 20-22.

International Society of Arboriculture, Western Chapter, Meeting, Hyatt Regency Hotel, San Jose, Calif., May 23-26.

California Association of Nurserymen, refresher course, California State Polytechnic College, San Luis Obispo, June 1-3.

International Marketing Conference sponsored by The Fertilizer Institute, The Greenbrier, White Sulphur Springs, W. Va., June 6-9.

Arizona Landscape Contractors Association Annual Meeting, Mountain Shadows, Scottsdale, Ariz., June 16-20.

Metropolitan Golf Course Superintendents Association Meeting, Pelham Country Club, June 17.

Golf Course Builders Association Meeting, Fresno, Calif., June 25.

Aquatic Plant Management Society, Annual Meeting, Pier 66, Fort Lauderdale, Fla., July 11-14.

American Society of Landscape Architects Annual Meeting, San Diego, Calif., July 11-15.

American Sod Producers Association Summer Convention and Field Days, Treadway Inn, Newport Harbor, R.I., July 21-23.

The Fertilizer Institute Trade Fair, Cincinnati Exposition Center, July 26-28.

Tennessee Golf Course Superintendents Association Meeting, Crockett Springs National Golf Course, Brentwood, August 2.

International Society of Arboriculture Annual Meeting, Stouffer's Riverfront Towers, St. Louis, Mo., August 8-12.

Professional Grounds Maintenance Society Annual Meeting, Greenfield, Village, Dearborn, Mich., August 9-13.

Georgia Golf Course Superintendents Association Educational Program and Business Meeting, Northwood Golf and Country Club, Lawrenceville, August 9-10.

Symposium on Reclamation of Drastically Disturbed Lands, Ohio Agricultural Research and Development Center, Wooster, Ohio, August 9-12.

Plant Growth Regulator Working Group, Baton Rouge, La., August 11-14.

International Symposium on Biological Control of Weeds, University of Florida, Gainesville, August 30-Sept. 2.

Pacific Horticultural Trade Show, Anaheim Convention Center, California, Sept. 11-13.

Fourth Arkansas Turfgrass Field Day and Conference, Country Club of Little Rock, Sept. 14-15.

Northern California Turfgrass Council Turf and Landscape Irrigation Seminar, Asilomar Conference Grounds, Pacific Grove, Calif., Oct. 1-3.

Southern California Turfgrass Council 16th Annual Turfgrass Equipment and Materials Educational Exposition, Orange County Fairgrounds, Costa Mesa, Calif., Oct. 20-21.

Rocky Mountain Golf Course Superintendents Association Meeting, Willis Case Golf Course, Colorado, Oct. 21.

Central Plains Turfgrass Conference, K-State Union, Manhattan, Kansas, Oct. 21-22.

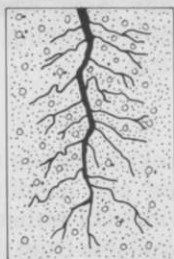
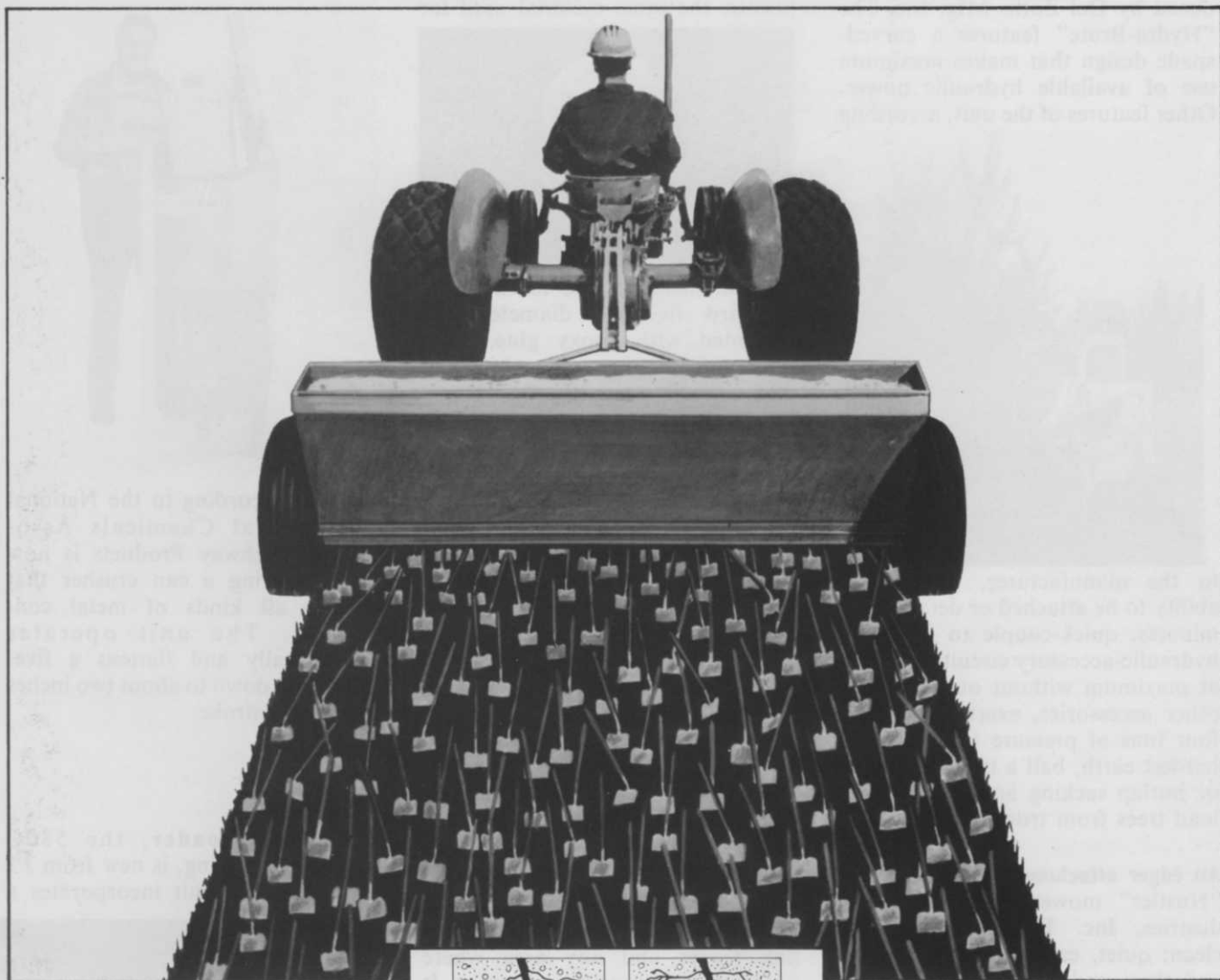
National Institute on Park and Grounds Management Conference, Marriott Hotel, Atlanta, Nov. 8-10.

Washington Aviation Association Convention, Spokane, Nov. 18-20.

Weed Science Society Annual Meeting, Stouffer's Riverfront Towers, St. Louis, Mo., Feb. 8-10, 1977.

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New Products

A tree replanter accessory for loaders and tractors has been introduced by Del Zotto Mfg. Inc. The "Hydra-Brute" features a curved-spade design that makes maximum use of available hydraulic power. Other features of the unit, according



to the manufacturer, include an ability to be attached or detached in minutes, quick-couple to available hydraulic-accessory circuits, operate at maximum without outriggers or other accessories, exert more than four tons of pressure to dig in the hardest earth, ball a tree for basket or burlap sacking and load or unload trees from truck-bed heights.

An edger attachment is new for the "Hustler" mower from Excel Industries, Inc. The edger is fast, clean, quiet, easy to use, maintain and store and can be mounted on the mower deck, according to the manufacturer. Because the edger does not hang over the trimming



side of the deck, it is safer than most power edgers, the company said. The broom/scrapper attachment for the edger makes trimming tough grasses and weeds easy.

New tee markers on the market from Lesco Products are made of cyclolac plastic, the same material used for



football helmets. The markers are standard five-inch diameter and cemented with epoxy glue. They float and come in red, white and blue colors.

TRIM-IT, a new weed-cutting, grass-trimming machine, utilizes a flexible filament of nylon and stainless steel. It offers total safety — and



gets up close to all jobs. It cuts and trims under benches, bushes, in vines and ground cover, around grave markers, sand traps, chain link fences and any area where operator needs upclose trimming. It operates vibration-free.

A new technical booklet containing complete application and handling information on Sevin 4-Oil carbaryl insecticide is now available from the manufacturer, Union Carbide Corp. The bulletin describes the product's uses, chemical and physical properties, toxicology and special characteristics of importance to users. Sevin 4-Oil is a new oil-based dispersion of Sevin carbaryl insecticide which provides longer residual insect control and affords certain application advantages, according to Union Carbide.

Metal chemical containers for insecticides or herbicides should be



crushed, according to the National Agricultural Chemicals Association. Richway Products is now manufacturing a can crusher that crushes all kinds of metal containers. The unit operates hydraulically and flattens a five-gallon can down to about two inches in a single stroke.

A backhoe/loader, the 580C Construction King, is new from J I Case Co. The unit incorporates a



number of features to improve productivity and serviceability, according to the manufacturers. Two of the most significant are a shock-absorbing unitized main frame and a componentized power train, which permit servicing of individual components without disturbing the rest of the drive line.

How to make your board see the value of new turf equipment.



Convincing your Board of Directors that new turf equipment is a necessary and sound investment can be one of your most difficult tasks. They don't always see the benefits behind such a purchase.

And as good businessmen, they won't commit the money until they're sold on the expenditure. So when it comes time to face them, here are some of the things you should point out.

Point #1: The Duffer Demands More.

Today's golfer is more sophisticated than ever before. He has seen, and many times played, some of the finest courses in the world. He recognizes the value of a good course. And if yours is sub-par, he'll go elsewhere.

With this more sophisticated golfer comes the need for more sophisticated golf course maintenance. Heavy player traffic has increased the work required to keep the turf in top condition. So jobs that were once optional are now mandatory. Where spiking a green used to be sufficient, today it also needs deep aeration.

All this dictates the use of specialized equipment that wasn't available ten or even five years ago. Equipment that will enable you to build and maintain a top flight course, and help avoid special turf problems that could prove extremely costly.



Point #2: Machines Do More.

In the past decade, the price of labor has tripled. The same number of men must do more work in less time to give you the same value for each labor dollar invested. Mechanized equipment allows you to trim hundreds of unnecessary man-hours. One man can now cut more sod in an hour than six men used to cut in six hours. Or that same man can aerate 18 greens in a few hours instead of a few days.

New engineering concepts coupled with precision machinery means he'll do a consistently good job. You get better results and fewer occasions when a job must be redone.

And your turf equipment is depreciable; something your labor is not. You get an accounting break over a period of years. At the end, it's like owning a piece of free machinery. One that will continue to save you money long after you've paid for it.

Which brings us to the third point.

Point #3: Longevity Makes Them Worth More.



Equipment life should be a prime consideration when you select a manufacturer. The longer a machine works, the more it does,

and the less maintenance it requires, the better your investment. And here's where we'd like to put in a little plug for Cushman and Ryan turf equipment.

Both lines of machinery are built to last . . . and last. It's not unusual to see a piece of Cushman or Ryan equipment still doing its daily chores after ten or fifteen years of use. We believe the idea of "planned obsolescence" should be obsolete.

But performance is just as important as longevity. A Cushman Turf-Truckster and its accessories give you the capabilities to transport, spray, spike, dump, aerate, and top dress . . . all from *one* power source.

Ryan offers a machine for almost every turf task. Equipment that does a better job, in less time, and with a minimum of maintenance. For over 30 years, all Ryan equipment has been built with three goals in mind: quality, performance, and innovation.

If "A Day With the Board" is in your future, we'd like the opportunity to tell you more about the full line of Cushman and Ryan Turf equipment. Write to us and we'll send you our catalogs, full of detailed product information. Information that may help you open a few eyes to the value of new turf equipment.



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STH76-12

Circle 146 on free information card

A new model of the T-600 Trencher series, featuring a number of machine improvements, has been announced by Vermeer Mfg. Co. The new T-600C track-mounted



trenching machine now offers the Detroit 4-53 diesel engine as an additional option. Two major improvements are incorporated into the new machine — greater track clearance and enclosure of the final trencher drive in an oil-filled case.

Circle 708 on free information card

A broadcast seeder-spreader series has been introduced by Herd Seeder Co. Inc. The series has eight units,



the top of the line being the model 2440, which comes standard with hydraulic remote control as shown. An eight-page catalog is available.

Circle 709 on free information card

Stauffer Chemical Co. has made available new information bulletins designed to aid in pesticide selection. Each bulletin discusses, in chart form, one type of pest and its control. One bulletin deals with insecticides, a second with fungicides and the third with herbicides.

Circle 710 on free information card

Owners of the John Deere 8430 and 8460 4WD tractors can now mount and use the Waldon 10 1/2-inch dozer



blade with the new mounting kit available from Waldon, Inc. The unit features solid mounting to the tractor frame, direct hydraulic cylinder hook-up, reversible and replaceable cutting edge and dual cylinder operation.

Circle 711 on free information card

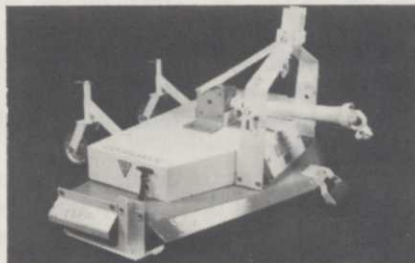
A serrated 16-inch disc harrow is now available for Economy Trac-



tors, according to the manufacturer, Engineering Products Co. The harrow and other rear-mounted tools are attached in minutes by means of a standard three-point hitch. It is not necessary to remove front-mounted tools when using rear-mounted tools.

Circle 712 on free information card

Rear-mount grass mower featuring a gear-box drive has been introduced



by Sun-Mastr Corp. The unit was specifically designed for use with smaller tractors in the 16 to 30 PTO horsepower range. The unit also features drop-design blades.

Circle 713 on free information card