

MOWERS.



Driver's area is designed for comfort and efficiency — with a high-back driver's seat and two-position footrest to reduce fatigue, and easy-to-reach controls while you ride.

Efficient clean-air intake cooling system protects the 24-hp Onan engine from overheating and clogging with dirt, dust and clippings — so it runs cooler and lasts longer.



Differential lock on the F930 distributes power evenly to prevent wheel-spinning slippage on slopes and provides better straight-line traction — especially on wet grass.

The 20-hp F910 gives you the same great maneuverability for smaller turf-maintenance jobs.

Options and dealers that make them work harder while they're lasting longer.

Single-stage snow thrower with 12-inch auger and shear pin protection.



Front-mounted blade for light grading, leveling and snow removal jobs.



Hydraulic-suspension custom seat with armrests—anatomically designed for operator comfort.



Durable front-mounted 50-inch (F910), 60-inch (F910 and F930) and 72-inch (F930) mowing decks take on any size job you've got.



Roll-over protection system for operator safety.



Fully-enclosed, easily mountable cab with large glass area and two-door access.



Owning a John Deere front mower also means complete service is always nearby. Even the most hard-to-get parts are just hours—not weeks—away, thanks to our unique FLASH™ computerized parts system.

See how owning a John Deere front mower can cut your high cost of mowing. For the dealer nearest you, call toll-free 800-447-9126 (Illinois 800-322-6796), or write John Deere, Dept. 75, Moline, Illinois 61265.



Nothing Runs Like a Deere®

Circle No. 113 on Reader Inquiry Card

ASSOCIATIONS

STMA vows stronger sports turf push

The Sports Turf Managers Association (STMA), in an effort to bolster membership and take a stronger stand in the promotion of natural grass athletic fields, named Dr. Kent Kurtz to the post of executive secretary. The appointment of Dr. Kurtz, professor of horticulture at Cal Poly, Pomona, CA, and field consultant, took place at the STMA Conference in Denver recently.

"Our biggest accomplishment at the meeting was the structuring of a goal," STMA President Dave Frey, tells *WT&T*. "Our goal has always been the promotion of natural grass athletic fields and their proper care, but we now have a structure which we feel we can work with to accomplish this."

Members of the STMA board agreed to begin gathering lists of prospective members in preparation for a more vigorous drive for members and recognition in the turf world.

Frey added that the STMA is also considering asking for research grants in its efforts to improve turf playing surfaces nationwide.

"The intent of the STMA has not changed whatsoever," Vice President Mike Schiller, superintendent Northbrook, IL, parks, adds, "but our executive offices have been separated and now we have to make more of an effort to make this a more valuable organization."

Schiller emphasizes that although the organization boasts some of the top stadium grounds superintendents in the



Sports turf leaders

Some of the top experts in the care and maintenance of natural turf athletic fields attended the Sports Turf Managers Association (STMA) meeting in Denver recently. Pictured here are some of the leaders in the organization. Standing (l to r) are Dick Erickson, STMA President Dave Frey, Treasurer Steve Wightman, Melissa Marshall, and Vice President Mike Schiller. Seated (l to r) Roy Zehren, Harry Gill, Dr. Bill Daniel, and Executive Secretary Dr. Kent Kurtz. Gill and Erickson are past presidents of the organization.

nation as members, it provides information and services that are vital to parks and playground supervisors as well.

In line with the more aggressive posture by the STMA, newsletters and other correspondence are being

prepared and should be distributed to members in early 1985.

Speaking at the STMA conference were Dr. James Watson of Toro, Dr. Bill Daniel of Purdue University, *continued on page 14*

ASSOCIATIONS

PLCAA shows strength at Tampa convention

Professional Lawn Care Association of America (PLCAA) Executive Director Jim Brooks says that organization doesn't intend to "rest on its laurels" in spite of an excellent year capped by a record-breaking conference.

More than 1,650 lawn care operators attended the PLCAA convention in Tampa in November. It was the largest conference in the still-young history of the organization. The 1983 conference in Indianapolis drew 1,297 participants. In addition, there was a 45 percent increase in the number of

exhibits over the previous conference. The trade show floor featured 230 booths.

"We've got an even greater year coming," Brooks says. "As a young organization we have a lot to accomplish and a lot out there that we can call opportunity."

The PLCAA grew by 250 new members in fiscal 1984 and the membership now exceeds 600. Says Brooks, "I'm convinced that there's no way except for this association to become the preeminent association in

the turfgrass industry."

Missing from the Tampa activities was PLCAA President John Kenney who was recovering from an ear ailment. In-coming president Bill Fischer, Plainfield, IL, claims Kenney's efforts gave the organization a healthy boost by increasing membership, organizing the Tampa conference, and publishing an industry safety manual. Says Fischer, "John should certainly be quite proud of his administration."

Joining Fischer as new officers in *continued on page 14*



GET YOUR CREWS BACK ON COURSE FAST WITH ONE-SHOT ROUNDUP.[®]

Circle No. 137 on Reader Inquiry Card



With Roundup® herbicide, your crews will spend less time controlling weeds and more time keeping greens, fairways and other high-visibility areas up to par.

One-shot, versatile Roundup controls over 100 species of weeds, roots and all, so they won't grow back. That includes nuisance weeds like poison ivy, poison oak and kudzu. With one gallon of 2% spray solution, one man can treat 1,000 feet of fence line for less than \$2.00*. Or the areas around 30 trees for about a nickel apiece. You can get as much weed control with one treatment of Roundup as you would with up to 6 string trimmings over the course of a season.

Let the versatility of Roundup free your crews from time-consuming mechanical or hand weeding jobs.

AROUND THE COURSE	AROUND THE CLUBHOUSE	HIGH-VISIBILITY AREAS
bunkers rough fairways cart paths	tennis courts swimming pools pathways patios	parking lots entrances steps shrub beds

With Roundup along the edges of the rough areas, you'll improve the looks of your course, plus improve and maintain "speed of play." Players will spend less time hunting for balls lost in dense undergrowth.

More groundskeepers are finding that Roundup is helping to keep their courses looking their best and playing their best—because their crews are giving their best.

FOR A FREE ROUNDUP USAGE GUIDE,
CALL TOLL-FREE 800-621-5800.
IN ILLINOIS, 800-972-5858.

*Based on cost of Roundup alone to treat low-growing vegetation using flat fan nozzles.



Monsanto



BRIGGS & STRATTON
MILWAUKEE, WISCONSIN
U.S.A.
**1/C
INDUSTRIAL
COMMERCIAL
CAST IRON BORE**
READ INSTRUCTIONS BEFORE STARTING

EXTRA-STRENGTH BRIGGS & STRATTON.

Want more of a good thing?

Consider the Briggs & Stratton 187 cc (4 hp) I/C® (Industrial/Commercial) engine. It gives you the kind of performance you've come to expect from our standard 187. Only more.

Which makes it the perfect engine for tough commercial lawn care applications. And top-of-line consumer products.

EXTRAS ON THE INSIDE.

The 187 I/C comes with a big list of heavy-duty components. Cast iron bores for better wear and longer cylinder life. Cobalite-faced valves and seats for up to five times longer life. Heavy-duty replaceable DU bearings. Plus an instant-action mechanical governor that responds immediately to changing power demands.

And it gives you extra cylinder displacement without extra weight. In fact, our 187 weighs six lbs. less than most competitive models.

EXTRAS ON THE OUTSIDE.

You also get a special dual-

element air cleaner, a double filtering system that lets only the cleanest air through to the carburetor. And Magnetron® ignition, a maintenance-free electronic system made for the life of the engine.

EXTRA QUIET.

The 187 is a part of the new Briggs & Stratton "super quiet" family. It comes with a range of features that make it the quietest in its size range. The tolerance between piston and cylinder, for example, is so fine we've practically eliminated piston "slap." And we mounted a special pinion gear to the shaft to further reduce noise.

So when you're looking at engine options—whether it's OEM or replacement power—don't overlook the Briggs & Stratton 187 I/C. The extra-ordinary lawn mower engine.

For details, call your Briggs & Stratton dealer. Or write Briggs & Stratton, Industrial/Commercial Division, P.O. Box 702, Milwaukee, Wisconsin 53201.



The power in power equipment.

Circle No. 103 on Reader Inquiry Card

NEW
2+5
WARRANTY
2 years on our Industrial/Commercial engines, plus 5 years on the Magnetron® Ignition installed on our I/C engines.

Storr Tractor scores with dealers

Landscape contractors are not as easy to find as many people think. It takes extra leg work to find them, and when you do, they are often using homeowner or agricultural equipment.

But, they are out there and Storr Tractor of New Jersey and the manufacturers it represents (Toro, Smithco, etc.) wanted to find them.

The assignment was handed to Harold Block two years ago. The answer turned out to be self-employed dealers instead of more distributor salesmen. Storr set up 35 small dealerships in the New York metropolitan area, backed them up with direct mail and mini-shows, and is now reaping business it wasn't getting before. Storr's manufacturers are happy with the results and are encouraging other distributors to do the same.

"It's hard to tell your distributors his salesmen are missing accounts," says Toro's Jim Link. "Distributors have become order takers," exclaims Locke's Kevin McGrath. "The responsibility for finding incremental business is the distributor's," Ted Smith of Smithco points out.

Block said one of the advantages of dealers is you supply them the equipment boxed up. There is no set-up.

One thing is clear to both manufacturers and distributors, high replacement parts should be provided in a package to the customer. Depending upon the distributor or dealer for all service is not reasonable, as lawn care operators have been saying for years.

LESCO adds wholesale outlets

Frank Kollath has taken on the biggest challenge of his career, setting up a chain of wholesale outlets in key cities for LESCO, based in Rocky River, OH. The first two stores should open their doors this month in Boca Raton and Fort Lauderdale. Scott Sincerbeau and Mont Mottice have been named regional managers for LESCO's new operation.

"We are looking for incremental business missed by our truck salesmen and mail order business," Sincerbeau said. "We are not competing with the trucks. The stores will be in areas of known high landscape business. We will have inventories of product for immediate pickup."

Lofts builds new base in Phoenix

The overseeding business is greener than ever in Phoenix and Lofts Seed has set up a new distributor there to capture its share. Dave Schneider, formerly with Valley Seed, is now on his own offering the Loft's line to Phoenix seed buyers. Dave's new number is (602) 996-8981.

STMA from page 13

Barney Barron, superintendent of parks in San Francisco, and Dick Erickson of the Minneapolis Metrodome among others.

Highlight of the conference was the presentation of the "Lone Ranger" award to Steve Wightman, grounds superintendent at Mile High Stadium in Denver. Wightman was honored for his dedication to the Mile High playing surface in spite of a schedule consisting of two professional football teams, a professional baseball team, concerts, and the annual "Rumble on the Rockies" Drum and Bugle Corps Competition.

Past recipients of the award include Milwaukee County Stadium Superintendent Harry Gill and PAT co-inventor Dr. Daniel.

The new address of the STMA is: STMA, c/o Don Marshall, 2000 S. State College, Anaheim, CA 92806.

PLCAA from page 13

PLCAA are Vice President Jim Marria, Boise, ID, and Secretary-Treasurer Keith Weidler, Omaha, NB. New board members are Dr. Paul Schnare, Cape Girardeau, MO, Paul Moore, Las Vegas, NV, and Jerry Garnett, Monmouth Junction, NJ.

Next year's convention will again be in Tampa from Nov. 17-21.

In related conference news, Greg Bushman, marketing manager for Stauffer's special products, announced a joint publicity campaign to promote the lawn care industry. Funded by Stauffer and sponsored jointly by Stauffer and the PLCAA, the campaign is targeted for national, regional, and local publications.

"This program is designed to heighten the public's awareness of their lawns, inform them of the complexity of maintaining a quality lawn, and educate them as to the services offered by the lawn care industry," Bushman says. Stauffer will be providing the media with a series of articles.

Of particular note is an article entitled, "Lawn Chemicals—Safer than You Think." Bushman notes, "this story will strive to negate some of the perceived fears surrounding chemicals in general, and lawn chemicals in particular."

WHY VICON SEEDER/SPREADERS ARE THE MOST ACCURATE SHOT ON THE COURSE.

Only the versatile Vicon can top-dress soil and sand as easily and accurately as it spreads seed, fertilizer and dry chemicals.

With the exclusive oscillating-action spout, the Vicon can spread as little as 10 pounds of material per acre in widths from 20 to 45 feet.

It outdistances other seeder/spreaders for

accuracy whether you're spreading on rolling fairways or flat greens.

And it's up to par in one other respect. It saves you money.

Call and ask for a demonstration today. For the name of your closest distributor call any of the offices below.



More Accurate Than Any Other Seeder-Spreader.



Vicon Farm Machinery/R.R. 1, Box 340/Urbana, IL 61801/(800)/637-7310, (217)/337-1333 in IL.
Vicon Farm Machinery Inc./P.O. Box 6313/Chesapeake, VA 23323/(800)/368-3244, (804)/485-1600 in VA.
Vicon Southeast/P.O. Box 2255/Memphis, TN 38101/(901)/948-4433.

Come visit us at Booth 223-224 at the GCSAA Show