



# With the edge Toro gives you, who knows what kind of jobs you could get.

In the commercial cutting business, beautiful grounds attract and hold customers. Customers aren't concerned with your labor expenses, maintenance costs, equipment expenditures and the like. They're concerned about getting a good-looking lawn that's cut on schedule and at the competitive price you quoted them.

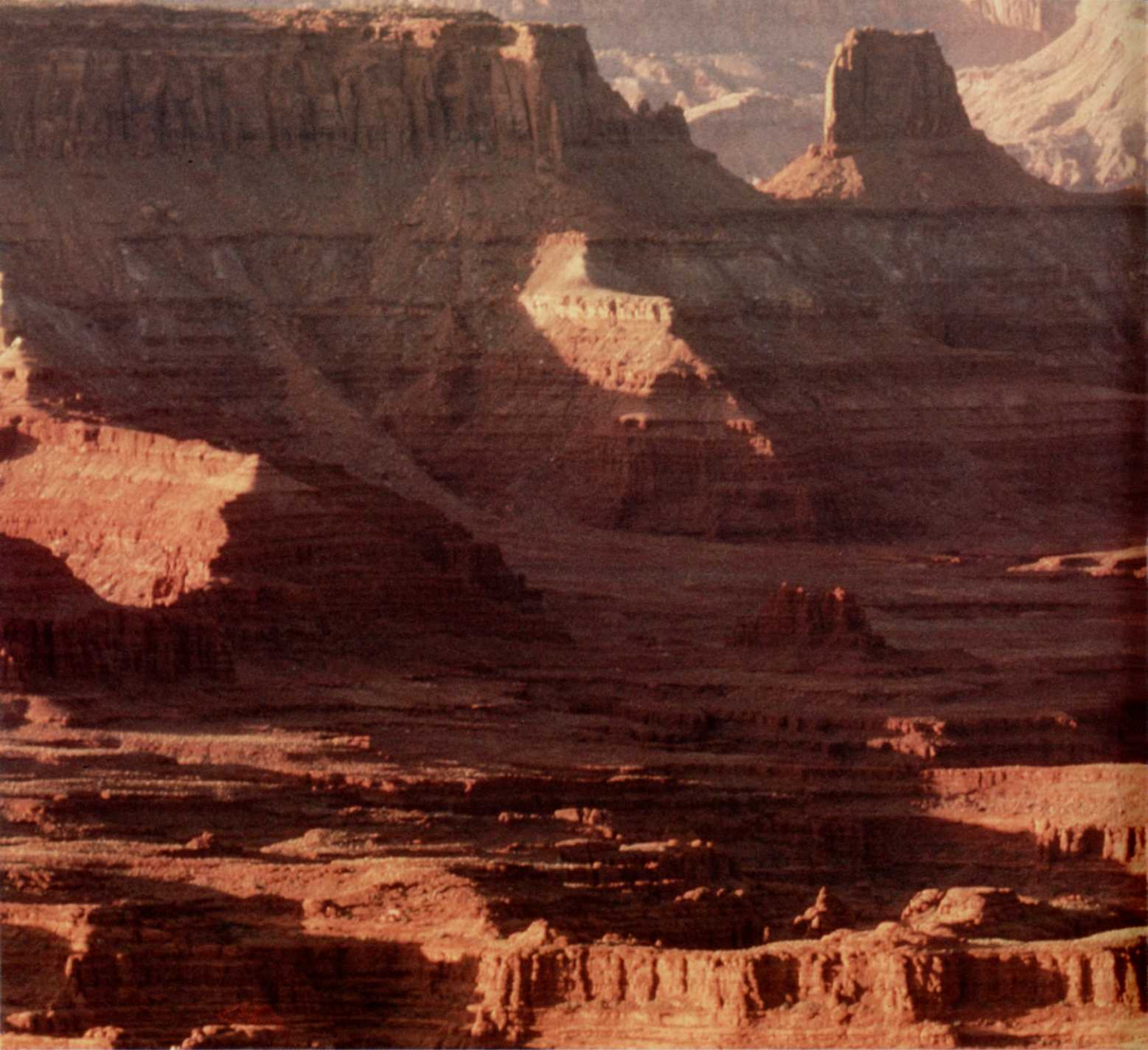
That's why professionals depend on Toro commercial equipment.

No matter what kind of grounds a prospective customer has, Toro has the product to help you get the job done right. We have a proven, on-the-job reputation for durability and hours of continual use in all conditions. Every piece of equipment is designed for comfort, ease-of-handling and maximum productivity.

Toro equipment is also designed to operate efficiently and cost

effectively. And with a nationwide network of Toro distributors and commercial dealers at your service, parts and service support is always within reach. So you avoid costly breakdowns and get jobs done on schedule.

Now that you know what kind of edge Toro gives *you*, it's time to learn about the edge it gives your customers—a consistent quality cut every time.



# There are few places left whose appearance can't be improved by Toro.

And we'll let Mother Nature deal with those.

But for those places you're responsible for—office parks, recreational areas, residential areas and more—Toro equipment provides the attractive, finished appearance you can build a solid reputation on. And a thriving business.

Toro has the broadest line of

equipment to insure that your customers will be repeat customers—riding and walk mowers; 36", 44", or 52" decks; bagging options, edgers, trimmers, blowers, and more. And we're constantly fine-tuning and



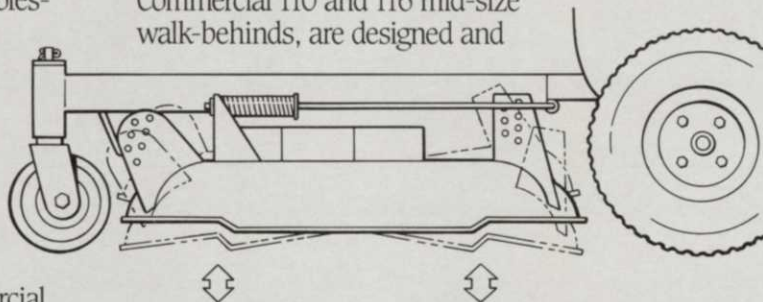


improving our equipment—based on your feedback—to help you provide the highest quality, professionally maintained lawns.

And because Toro is constantly innovating (to make your job more profitable and your customers happier), we've just introduced two *new* Groundsmaster® riding mowers and two new Commercial mid-size walk mowers.

The Groundsmaster 117 and 217-D riders are seventeen horse-

power, gasoline and diesel models. They, along with the two new Commercial 110 and 116 mid-size walk-behinds, are designed and



engineered to provide a quality cut in the most demanding conditions. They all utilize floating cutting units

within carrier frames that let you follow the contour of the terrain with minimal scalping.

And Toro's grass collection systems and Wind-Tunnel® design let you collect the clippings or discharge them without clumping.

To keep your business growing, you need a reliable partner. One you can depend on to get the job done—Toro commercial equipment.



# For two-thirds of the world, Toro's reliability really isn't a factor.

From sea to shining sea, commercial cutters are counting on equipment that stands up to the rugged demands of climate, terrain, and some very particular customers.

And Toro commercial equipment, more than any other, is out front setting those standards. The standards that keep you cutting

on schedule.

When you promise to have a job done by a certain time, excuses won't cut it. That's why it pays to have Toro on your side. Our new Groundsmaster and Commercial mid-size walk mowers are designed





for hours of professional use; continuous rough operation in a wide variety of cutting conditions. Each model is designed to require minimal maintenance and is rigorously tested to assure it meets your toughest demands.

But you need more than reliable



equipment. When something does break down, you can't afford to have mowers waylaid in the shop. So your local Toro distributor or commercial dealer has the most common parts in stock for same-day pick-up.

Through our Direct Ship Pro-

gram, you can get infrequently needed parts direct from the factory within a few days. For parts you need sooner, just let us know, and our Unit Down Program will enable us to get them to you as quickly as 24 hours.\*

At Toro, we're not just looking for ways to help you get the job done. We're looking for ways to help you get it done faster, easier and on schedule. No matter what the conditions, no matter what the terrain.



## What could be more economical than a Toro?

You can find cheaper equipment on the market, but how much will it cost you in the long run?

Would you rather build a business on reliable equipment that gets the job done on time, or on cheap equipment that breaks down and produces unhappy customers. It's a simple formula: happy customers equal profitability.

And if you're serious about profitability, few grass cutters can be

as economical, or provide as much value as a Toro.

How can we keep your charges competitive when your competition is buying cheaper machines? By designing more productive, labor-saving mowers. With out-front cutting units and rear steering for better maneuverability. With more uphill and hillside stability and balanced designs. With more efficient

grass collection systems. And with





comfort and safety designed into every machine for less driver fatigue.

We help you reduce operating costs with your choice of engines—gasoline or diesel. We offer you two or four cycle engines on our Commercial mid-size walk mowers along with several horsepower options to adapt to your needs.

Toro equipment also helps you reduce your maintenance costs because of its rugged and durable construction. Strong frames and cutting decks are able to withstand the most punishing conditions—namely, a routine day on the job. Industry-proven engines provide

maximum performance on those jobs where mowers have to run continuously and work hard. And high-capacity,

replaceable, easy-to-maintain air and oil filters increase engine and transmission life.



When it comes to economy and value, Toro commercial equipment has the advantage. Our competitors' equipment may cost you a little less up front, but in terms of reliability, may cost you your customers in the long run. And that's a price no growing business can afford.

For more information on Toro economy and value, contact your local Toro distributor or commercial dealer. Or send in the coupon on the next page.

Toro, Groundsmaster and Wind-Tunnel are registered trademarks of The Toro Company.

\*Customer eligibility for Toro's Unit Down and Direct Ship programs, and responsibility for freight and handling options, subject to local distributor option.

All 24-hour Unit Down parts delivery orders must be placed with Toro by 2:00 PM, Minneapolis time.

# Toro commercial equipment for profitability, a cut above the rest.

## GROUNDMASTER 117

A compact riding mower that performs the function of both a garden tractor and a walk-behind. 17 hp Kohler engine and hydrostatic transmission make this rider a powerful workhorse. 44" or 52" floating cutting decks with or without bagging.



## GROUNDMASTER 220 AND NEW 217-D

The new Groundmaster 217 diesel provides the same quality of cut Toro has built its reputation on. And for less. Because the water-cooled, 17-hp diesel engine reduces operating costs and saves you money. The 217, or gas powered, 20-hp model is easy to maneuver and lets you cut in close to objects for trimming. 52" or 62" cutting decks are available along with a grass collection system for the 52" cutter.



## SIX 21" WALK BEHIND MOWERS

All rugged and durable commercial units provide superior cutting. Two models have Toro's exclusive commercial 2-cycle engine; four are available with 4-cycle, five hp engines. You can choose the model you need for side or rear bagging.



## GROUNDMASTER 327 AND 322-D

The Groundmaster 300's are the industry standards. They've built their reputation on power, durability and on-the-job performance. The Groundmaster 327 with its new gas 27 hp engine, or the 322-D, 22 hp diesel, can be equipped with a 72" side or rear discharge deck. Season accessories available for snow blowing, plowing, leaf raking and more.

## WALK POWER MOWERS, EDGERS, TRIMMERS, GENERATORS, BLOWERS

For those special jobs, Toro has the right equipment. *Edgers* are built with a 3.5 horsepower engine for tough commercial jobs. 4-cycle engines and blade tilt adjustment and curb drop wheel are standard. *Gas Trimmers*, with 2-cycle engines, provide you with trimming versatility. Three new straight shaft models are available for heavy-duty brush cutting along with a full range of blades and accessories. *Generators* available in seven models from 500 to 4,000 watts. 120 or 240 volt output. Automatic voltage regulator for steady output. *Back Pack Blower* sweeps walks, driveways, parking lots, stadiums. High velocity airstream from 40cc engine is easily directed to where it's needed.



MAIL TO: D. L. Brown, Commercial Marketing Dept., The Toro Company  
8111 Lyndale Avenue S., Minneapolis, MN 55420

- I'd like more information about Toro Commercial equipment.  
Check product interested in:  21" Walk Behind Mower  Commercial Midsize  
Groundmasters:  100 Series  200 Series  300 Series  
 Edgers  Trimmers  Generators  Blowers  
 Please have a distributor or commercial dealer contact me.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_



The professionals that keep you cutting.

## TWELVE COMMERCIAL MID-SIZE WALK POWER MOWERS

Four different traction units give you proven durability and performance. Your choice of 2- or 4-cycle engines and interchangeable floating decks—36" 44" or 52" All, like the Commercial 116 with 52" deck, give you a rider-like width cut for a walk power mower price. And, Toro's unique steering mechanism for easy maneuverability and close cutting around objects is available on all models.





says USGA president James R. Hand. "On behalf of the USGA, I pledge our continued commitment to achieving the joint objectives of our Turfgrass Research Program."

The Turfgrass Program is aimed at developing improved turfgrasses that use 50 percent less water, require less maintenance, yet are still pleasing to the eye. The program was implemented because of the lack of, yet increased demand for, potable water for irrigation.

#### IRRIGATION

### Former President Ford to speak at conference

Former U.S. Pres. Gerald R. Ford will give the keynote address at the Nov. 17-21 Irrigation In Action conference in Fresno, CA. He will speak on "Trends in American Politics and the Economy."

The event combines the Irrigation Association-sponsored International Irrigation Exposition and Conference, and the Third International Drip/Trickle Irrigation Congress, sponsored by the American Society of Agricultural Engineers.

Pres. Ford will speak at 9 a.m. on Nov. 18 in the Fresno Convention Center's Saroyan Theatre. A capacity crowd is expected for the event with seating preference given to early registrants.

Up to 10,000 participants from 35 countries, 400 exhibitors, and 200 speakers are expected for the event.

#### EQUIPMENT

### New models debuted at anniversary show

Excel Industries' introduction of its four newest Hustlers highlighted the company's week-long 25th Anniversary "Excelebration" held at Excel's headquarters in Hesston, KS.

The four new Hustler machines, along with the full line of tractors and mower accessories, were demonstrated throughout the week and the 1,300 guests were treated to a barbeque and the Sixth Annual Excel Invitational Golf Tournament.

The event featured a full schedule of activities including a community open house, plant tours, and special entertainment. Excel president Roy Mullet accepted awards from the Kansas Dept. of Economic Development and the Hesston Chamber of Com-

merce in recognition of the company's contribution to Kansas industry.

Begun as a backyard machine shop in 1960, Excel boasts 1984 sales figures approaching \$20 million. The company calls the introduction of the hydrostatic Hustler mower in 1969 "one of the keys to Excel's success."

Since entering the turf and grounds marketplace, Excel has developed 17 primary tractor models and more than 20 special attachments.



Excel hydraulics expert Ray Rilling (left), president Roy Mullet (center) and John Regier, who built the first Hustler, chat near a display of two early Hustler models during the Excelebration.

#### INDUSTRY

### Chemical employees now firm's part-owners

Employees of the Hawkeye Chemical Company in Clinton, IA, are part of an investment group that has purchased the company from Texaco Inc.

The investor group, comprised of Hawkeye employees and management personnel, and venture capital companies, completed the leveraged buyout in June.

"What that means is that rather than buying a company for a large number of dollars, you put up a lesser amount—a little down and a lot borrowed," Hawkeye marketing manager Jim Ramstead tells WT&T. Employees have invested through a thrift plan, he says.

He says the new arrangement will benefit both employees and management. "The employees now have an ownership position and they certainly have a lot more interest in the company," he says.

Four other businesses are involved in the ownership. The investor group was formed by The Sterling Group of Houston, a privately-owned investment banking group.

## TURF VAC®

Only sweeper for both turf and pavement. Grass, glass and trash... wet or dry. Sweeping widths from 4 to 10 ft. Self-propelled and tow-type, both with ground dump and power lift dump.



Riding Model 80



Model FM-5 with hand intake hose

## SANDANCER®

Versatile multi-purpose work vehicle. Hill-climbing 18 h.p. gas engine with a unique power train that eliminates stripped gears and burned-out clutches. Three models and a wide selection of options allow you to build a SANDANCER to match your work needs.



3 or 4 wheel models

Write for brochures and distributor in your area.



### TURF VAC CORPORATION

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For more information on  
**TORO COMPANY**

←Circle No. 227 on Reader Inquiry Card

Circle No. 166 on Reader Inquiry Card

## Good report from Lesco

Lesco, Inc., Rocky River, OH, recently circulated a positive annual report to its shareholders.

One of the points chairman and chief executive officer James I. FitzGibbon made was that the company is now developing a riding greens mower which "has good potential."

"We now manufacture or license for manufacture about 80 percent of the products we sell," FitzGibbon said. "I want to see that number improve to 90 percent or better."

## In the name of research

A check for \$736 was recently presented to the Southern California Golf Course Superintendents Association by Target Chemical Co. According to GCSASC president Steve Jessup, the funds will be used to promote the educations of students working toward degrees in turfgrass management.

Scholarships will be awarded to juniors or seniors at Cal Poly who meet research and scholarship criteria. A portion of the funds are earmarked for furthering research in this area at the University of California, Riverside.

## Ohio company joins elite club

Toledo Turf Equipment of Toledo, OH, has joined The Andersons' \$100,000 Club, according to company officials.

Toledo Turf Equipment was inadvertently excluded from the list of The Andersons' elite distributors in the July, 1985, issue of WEEDS TREES & TURF.

## Jacobsen holds 18th turf seminar

It's been said that college is the place to learn theories but the real world is where the real education begins.

Jacobsen Division of Textron Inc. once again gave college students the opportunity to experience the real world during its 18th annual College Student Turf Seminar held recently in Racine, Wisc.

The 44 students, from the U.S. and Canada, received instruction in basic management and technical aspects of turf care from Jacobsen executives and area turf professionals during the week-long seminar.

Among the courses held were budgeting, preventative maintenance, personnel selection, and equipment selection.

Established in 1967, the seminar is aimed at students planning careers in golf course or park management, landscaping, or similar positions.

"Our seminar has been designed to give students an introduction to the professional world of turf and grounds care before they launch their careers," says Jacobsen vice-president, sales, Ned Brinkman.

"By having accomplished practitioners from various areas of our field work closely with the student, and by providing them with hands-on experience, we hope to make them better decision-makers on their way to management positions."

## ASSOCIATIONS

### Roadside group eyes grassroots participation

The year-old National Roadside Vegetation Management Association (NRVMA) is anxious to build support among local subdivisions as well as at the state level where many of its members now come from.

"We have good representation from state governments. We want to get more counties, parishes, and municipalities involved so we can be as responsive as possible in developing a total vegetation management program," says Bob Berger, NRVMA vice president and an official in the Washington State Highway Dept.

Last fall the NRVMA drew 300 paying guests to its first conference. This year the number is expected to increase to 500. Because of the growth, the NRVMA is considering taking on an executive director as well as adding board members.

The NRVMA's second conference set for Oct. 1-3 at the Radisson Muehlebach Hotel in Kansas City, MO, might also see the implementation of a national awards program and a split of at least part of the program into warm and cool season grass sessions.

Although Berger, in charge of this year's conference, is confident a sizable trade show can be built in conjunction with the annual conference, booth space is limited this year.



**NRVMA officers** Standing: (left) Andy Lewis, president, and (right) Chuck Middleton, secretary/treasurer. Lewis works with the Florida Dept. of Transportation, Middleton for Velsicol. Seated is Robert Berger, vice president and an official with Washington State Highways.