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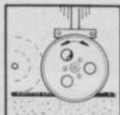
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MULTI-PURPOSE TURF EDGER

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.



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"V" Blade for removing a strip of turf along a sidewalk.



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TurfcO's light and rugged Turf Cutter

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Only 140 lbs. but rugged enough for all types of turf. Cuts 12" wide, 3/4" to 1 1/4" 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 handling; one-lever, no-adjustment operation; and minimal maintenance.

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TURFCO

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zona acreage in 1989 and 1990.

Doyle Jacklin, director of marketing, said the new division will enable the company to do extensive research and grow seed of the improved warm-season varieties.

"Our capability of growing zoysiagrass from seed, rather than the old slow method using plugs or sprigging, broadens the market for zoysia markedly," Jacklin said.

The facilities will also enable the company to grow and develop its new Bermudagrass varieties which are more cold tolerant. "The new varieties will replace common types of Bermuda in areas which have previously experienced winter damage," said Jacklin. □

AGRONOMY

Shatter aerate or hollow tines?

The biggest aeration controversy involves the comparative effectiveness of hollow tine coring vs. solid, or shatter-coring.

Instead of removing a core of soil, the solid tine pushes it further down. The general consensus is that solid tine coring is not very effective, and might do more harm than good.

"Whenever you drive a solid tine into the ground, you're displacing a good deal of soil," says Doug Chapman of Dow Gardens, "and there may be a potential for damage, or further compaction. Basically, there's evidence that drier soil, or greens with high sand content, benefit most from shattering effects."

Robert Morris says a general feeling exists among superiors that shatter-core aeration doesn't create enough disturbance within the turf to make it worthwhile.

Jerry Faubel, superintendent at Saginaw (Mich.) Country Club, prefers hollow tine coring.

"It benefits the soil in two ways: core removal

helps the soil internally, and the cores left on the surface work well toward thatch control."

Faubel says solid tine coring is very difficult to use for several reasons. "Soil moisture conditions must be very specific. If the soil is too moist you lose the shattering effect. Second, the solid tine has the tendency to lift the surface. When you punch something in there, the space has to go somewhere. You either destroy air space or lift the soil.

"As far as greens are concerned," continues Faubel, "we might aerate occasionally. We're on a sand top dressing program, so we don't need to aerate the greens annually." □

BUSINESS

Hidden costs boost hourly pay

LANSING, 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



T. Doppel

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.

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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.



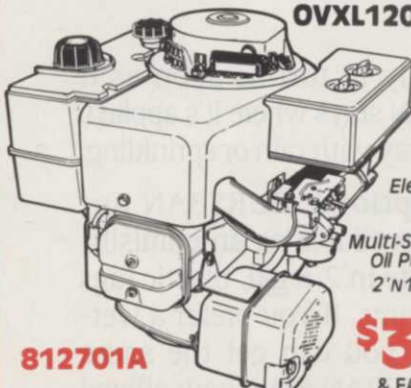
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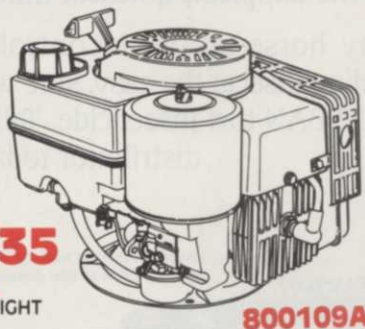
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\$9,500 of salary, to the state, pending on gross payroll.

Liability insurance protects the entire company in case an employee causes an accident. Depending on the company's experience ratio, it goes from 5 to 6 percent. In the quality of life category, perks such as sick days, paid vacations, training days and medical and dental coverage all add up. □

LAWN CARE

LCOs growing for several reasons

NEW ORLEANS — Increased customer demand and a strong desire for greater profits were the main reasons lawn care operators (LCOs) expanded their services in 1988, according to a Dow Chemical Company survey.

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

Additional services most frequently offered are tree/shrub fertilization and insect spraying (64 percent), mowing and lawn renovation (59 percent) and landscape 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 customer attrition, including better customer communication 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 Professional 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 people behind that fight," says PLCAA president, Robert F. Parmley.

PLCAA believes the New York lawsuit represents a significant step in the struggle 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 regulations enacted by the New York Department of Environmental Conservation, require customer contracts, prenotification and posting when pesticides are applied. PLCAA, the Coalition and other national trade associations 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, personnel, and a variety of public relations and coalition-building activities.

"Our mission is clear," said Parmley. "We have put a high priority on issues management." □

BUSINESS

Literacy center opens at Briggs

MILWAUKEE — Briggs & Stratton has been awarded a federal grant by the United States Department of Education for the purpose of promoting literacy in the workplace.

The grant will be implemented by a partnership comprised of Briggs & Stratton, Local 232 Allied Industrial Workers and the Milwaukee Area Technical College, says Gerald Zitner, VP of Human Resources. □



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.

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APRIL 1989/LANDSCAPE MANAGEMENT 27

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 unequaled 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.

Floating cutting units and mounting arms deliver ground-hugging performance over contoured terrain.



A single lever lifts all five cutting units simultaneously to make cross-cutting easier.



Frame design allows the 3325 to carry a full-size grass catcher on the center cutting unit.



Nothing Runs Like a Deere®





3325

JOHN DEERE

TRIMMERS COME OF AGE

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

We're lucky to have string trimmers. They're fast, efficient and give us an alternative to expensive hand trimming and using potentially harmful herbicides.

Because they handily meet the needs of a broad variety of landscape professionals, in a relatively short time string trimmers have established themselves as one of the basic tools of landscape management.

But the string trimmer judged best for any application is largely a matter of the particular demands of the job at hand, personal preference and the vagaries of personal experience.

"All of them have drawbacks and advantages. You have to look at the kind of work you're doing and match the trimmer to the work," says Robert Mayer, landscape manager for Plant Care Co. of Dallas.

The first prototype nylon-line grass trimmer was invented in 1972 by George Ballas, a Houston entrepreneur, who named and trademarked his product "Weed Eater," according to Poulan/Weed Eater of Shreveport, La. Weed Eater remains a proprietary trademark of the company despite the widely-abused use of the name as a generic term for string trimmers in general. Weed Eater sells six million trimmers a year and 22 million overall. But today at least a dozen other companies also make and sell the trimmers to both homeowners and professionals.

Weeded out

With so many manufacturers of string trimmers, it can be hard to separate the essentials of good performance from sales promotion, and to choose a good value. But since many manufac-



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

turers jumped into the market with many fundamental design differences, the bad has been weeded out, leaving generally reliable designs.

"Trimmers have gotten better. They're lightweight and powerful enough," says Steve Wilster, president, Town and Country Landscaping, Inc. of Melbourne, Fla. "The manufacturers have ironed out their problems and many trimmers are very similar now."

Almost all the landscape managers we talked to cited a different brand of string trimmer as their preference. By the same token, none singled out any one brand for criticism. But many differences remain, and those small dif-

ferences can make a big difference in performance over the long haul.

Virtually all the landscape professionals interviewed by LANDSCAPE MANAGEMENT mentioned the same three factors as being keys to what they expect and need from a string trimmer. They were: durability/dependability, safety, and operator comfort/ease of use. That the unit would have the power to perform well was assumed, which speaks well for the many choices available.

"Dependability is what we look for first," says Wilster. "We'd had trouble with other brands of trimmers over the last dozen years until about six years ago when we went with Echo exclusively. They seem to hold up really well. We can get a good season out of them before we have to rebuild the carburetor or do similar repairs, as long as the men service them correctly."

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."

"When we use the 3000—which probably weighs 25 percent more than the 2500—the operators must use the strap, which is a little confining. They