

Mr. William Lanier
E-Z-GO/Textron
P.O. Box 388
Augusta, Georgia 30903.

Please send me the details on E-Z-GO's GT-7 Truck.

Name _____ Title _____

Course/Business _____

Address _____

City _____ State _____ Zip _____

- I'd like additional information on E-Z-GO golf cars, both gasoline and electric.
- E-Z-GO industrial vehicles.

Detach and mail this post paid card.

WTT

Postage
will be
paid by
addressee

Business Reply Mail

First Class Permit No. 143 Augusta, Ga. 30903


E-Z-GO **TEXTRON**

Polaris E-Z-Go Division of Textron Inc.

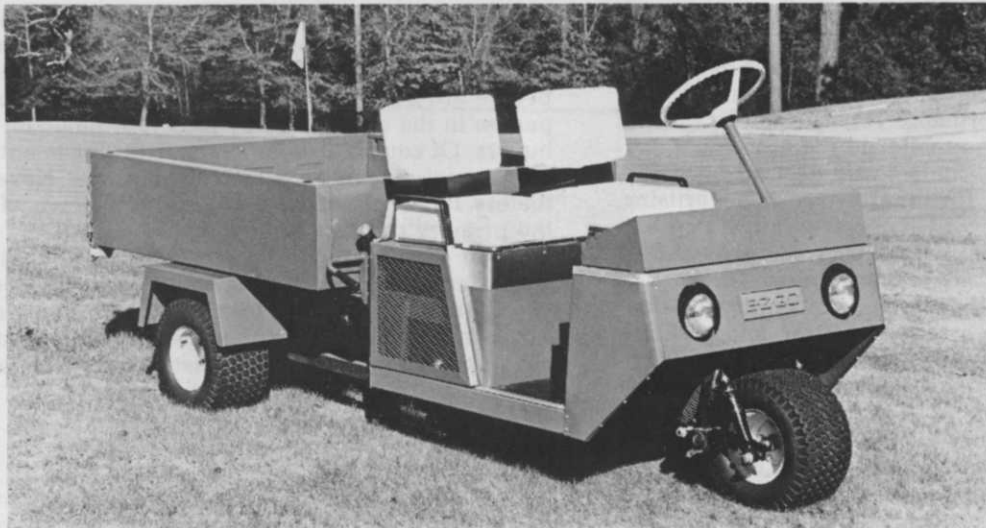
P.O. Box 388

Augusta, Georgia 30903

No
postage stamp
necessary if
mailed in the
United States



is the same, g difference?



Power Source: A rugged, reliable 18 horsepower Onan engine with the power to carry a full payload up to 24 mph. Substantially larger engine compartment for easier maintenance.

Braking: Improved hydraulic internal expanding.

Payload: 1500 pounds. A massive 50% greater carrying capacity than Cushman. More cubic space for greater material volume.

Suspension System: Heavy duty torsion bars, leaf springs, front and rear shock absorbers, designed to support the bigger payload.

Dump Construction: Dual wall, double thick for heavier loads, longer life. Undercoating for even greater resistance to corrosion.

Headlights: Dual lights for greater night vision.

Seating: Dual seats for two passengers with individual back rests and hip restraints, constructed for larger men, greater comfort.

Price: Virtually the same.

Summary: E-Z-GO carries a greater payload, is easier to maintain, is larger, more durably built, and safer with a wider wheel base. E-Z-GO uses top quality components from companies, such as Bendix, Borg Warner, Dana, Onan, and Rockwell International.

For the complete story on the E-Z-GO GT-7, a demonstration on your course, contact your E-Z-GO distributor. For his address check your Yellow Pages or call or write Mr. William Lanier, E-Z-GO, P.O. Box 388, Augusta, Georgia 30903, at (404) 798-4311.

E-Z-GO **TEXTRON**

Polaris E-Z-Go Division of Textron Inc.

DIRECT MAIL ADVERTISING BOOST TO SPRING BUSINESS

Public awareness of turf, tree, and landscaping services has never been greater. This spring is a good time to tap this increasing customer consciousness with a well-aimed direct mail promotion.

Many do-it-yourselfers notice the effects of professional care on neighborhood landscapes. They hear the favorable words of satisfied customers. At the same time they see the price of do-it-yourself products rise to the point that professional care can provide better results for nearly the same price. These observers are close to making a decision and an effective mailer can make their decision simpler and more attractive.

Direct mail offers many advantages over other forms of advertising. The advertiser controls who receives the advertising. He can select specific areas to receive the mailer to increase route efficiency. Direct mail contact with desired customers reduces the need for other types of advertising, such as display advertising in the Yellow Pages. It puts the brochures, which every company should have regardless of advertising strategy, to work. It is less offensive than telephone or door-to-door campaigns for both the advertiser and the customer. Finally, direct mail pieces with return coupons provide the advertiser with written proof of customer commitment. (It should be noted that use of the mails to defraud is a Federal offense and care should be taken not to mislead the customer concerning your service.)

The point is you control the advertising and therefore business resulting from it, not the other way around.

Planning Promotion Area

The subdivision provides today's businessmen with a display area. When so many homes look alike, homeowners must rely on either house paint or attractive landscaping to make their homes stand out. Builders rarely offer more than four models in any one subdivision. The desire to express individuality is thus limited and must be directed into other areas.

In older neighborhoods, inflation has brought renewed respect for the value of property. Neatness and pride in property have increased on both the individual and neighborhood level.

In either case, homeowners notice the work of professional firms in their neighborhood. When an attractively marked truck is seen repeatedly in any one area the word spreads rapidly that the so-and-so use professionals and their property is noticeably better in appearance.

The result is the people in the neighborhood are presold on the idea of professional care. It is up to you to make sure they get that service from you and not someone else. Direct mail is a way to do just that.

This neighborhood unity is a good reason to plan your promotion accordingly. Not only does it reduce distances between jobs, it permits you to

regularly check your work on other homes in the area. Soil chemistry, moisture conditions, fungus and insect problems, and regulations are relatively the same allowing your staff to concentrate on specific conditions.

Extension personnel can give you precise information if you ask them about a specific area. The resulting specialization or expertise can be used as a selling point over other firms. Familiarity is one of the strongest reasons for a homeowner to choose your company over others and also one reason for them to accept a higher bill.

In new subdivisions it is a good idea to talk with the developer, the realtors selling in the area, and local agricultural extension personnel. If these people are aware of your special interest and expertise in the area they may pass your name on to buyers. Of course, developers may prefer to enter into an agreement on a large-scale basis. Nevertheless, it can only help you to be well-known with the primary contacts of buyers.

After determining realistic staff and equipment limitations, map out specific neighborhoods you'd like to reach. Don't go after more than you can handle with quality service. The neighborhood unity works both ways. Mistakes were just as, if not more, noticeable as good results.

Who Will Do the Work

You now have to make a decision. Do you have the staff and the time to address, mail, and follow-up on the mailings?

If not, mailing service companies can do a variety of jobs for you. They can help design the piece, get it printed, supply the addresses and the labels, and supervise distribution either by mail or private delivery service.

To get a better perspective, consider the do-it-yourself approach. You need to design the mailer. You must get it printed. There are addresses to obtain, labels to make or purchase, and arrangements to make for distribution. Winter slow periods can be utilized to do much of this work. Remember, you'll want to make at least two separate mailings to the same people. Actually, if you don't mind the extra work and the size of the program is relatively small, building your own direct mail program can be a challenge.

Addresses and Names

Once you have mapped out the streets for your program, you need the name and exact address of each resident. Some areas are fortunate to have telephone directories, which list people by street and number. If these are not available in your area, the Recorder of Deeds at the city hall is your next source, unless you don't mind paying for a list that someone else has already obtained this way. The recorder has plat books which you may look at and copy from. You must first locate the plat number and then cross-index for names.

If you have a rather large program, more than a few hundred, the names and addresses are available from mailing list companies. These lists may have more addresses than you need. To purchase such a list can be expensive. To rent one is much cheaper.

Renting a list generally means that you never see the list. You provide the company with your pre-printed mailing piece and they put on the labels and mail. But, each time you mail you must rent the list.

If your program is relatively small, Xerox labels can be made from the list of names obtained from directories or the city. These labels are reproduced on a standard copier and have peel and stick backs. You keep a master list for your records and for updating.

Advertising Design

To design a mailed advertisement you must understand the habits and characteristics of the average homeowner. Chances are the first person to see your piece is the housewife. It must catch her eye or else end up in the garbage can. Women

spend roughly 80 percent of the domestic dollars in the U.S.

At the same time you must not forget the man who is more than likely the resident expert on maintaining his yard. The mailing must not contradict his basic beliefs of home maintenance. It can however, utilize his sense of responsibility to his family as a means of making an impression.

The mailing must make its point and get a response with the least amount of trouble to the homeowner. Opening an envelope can be considered trouble to some people. An attractive, folded card with a perforated return card can be very effective.

When you have an idea of the basic design, it may be worthwhile to have an artist do the final design. Select someone with direct mail design experience if possible. The printer may be able to recommend an artist.

If you include a return card make it very simple. A simple check-off for an estimate and a place for name and address are adequate. It should be post-paid if possible.

The outer part of the card should not be cluttered. It should have an attractive illustration (per-

CHEAPER BY THE DOZEN.

We call them the RC-1230 and RC-1260. But you can think of them as a good ol' Rain Bird® RC-7A controller. Made even better and more economical.

Fact is, both new controllers give you 12 stations instead of just 7. Plus cost-per-station savings of almost 30 percent.

The new Rain Bird® RC-1230 really pours it on. It's a Rain Bird-tough design delivering up to 12 stations. All with 3 to 30-minute settings per station in 1-minute increments.

The new Rain Bird® RC-1260 keeps things watered — without wasting a drop. Again, you get 12 stations, but with 6 to 60-minute station settings in 2-minute increments.

Best of all, both deliver plenty of professional features. A 24-hour clock. A 14-day calendar. Station Omit. Automatic Rapid Advance. And more. Plus

Introducing the new low cost Rain Bird® 12-station controllers.

Rain Bird dependability.

Economical. Practical. And precise.

That's our new RC-1230 and RC-1260 12-station controllers.

Two dozen good reasons why it's always greener on the Rain Bird side of the fence.

RAIN BIRD®
Bringing new ideas to life.

7045 N. Grand Avenue, Glendora, CA 91740

® Rain Bird is a registered trademark of Rain Bird Sprinkler Mfg. Corp., Glendora, California.

Circle 124 on free information card

Direct Mail

haps a home landscape), a catch phrase to get the reader to open the card, and the company name. On the inside of the card should be a very concise message about your company and its services along with the offer you are making. Keep it simple and attractive. This is where an artist can help greatly.

The postage on your mailer is determined by its dimensions and weight. On large mailings an oversized card can be expensive. Before making major commitments to printing and lists, check with your post office for bulk mailing information.

Printing

One reason to have an artist help is to figure the best combination of printing variables. Typefaces, paper stock, photographs, color illustrations, folding, and stapling are all things that you will need to decide. There is a knack to choosing the right combination of variables to obtain the most pleasing product.

The more you print, the cheaper the unit cost is. The same basic mailing piece can be used many times and for a number of years. Consider these points when determining the size of the press run.

When you have your design completed, get estimates from a number of printers. Unless your quantity is extremely large, stick to small, local

printers. Some printers will quote high prices to discourage certain types of jobs.

To give some idea of the printing process, let's consider the folded card mentioned earlier. This is for a small mailing to 500 homes in one city. You will make two mailings, the first in March and the second in mid-April. You are trying to keep costs down and still have an attractive and effective piece.

One printer quoted a slightly higher price than others but he also exhibited artistic talent when making recommendations for the design.

Together you and the printer select the typefaces and sizes for the copy. The printer sets the type for you to proofread and reduces the illustration to fit your design. The type and illustration are then pasted into position and printing plates are made.

To keep costs down and still have a colorful, attention-getting mailer, you have selected a light green card stock. The printer uses black ink to print more than 1,000 copies and saves the plates in case you will want to print the same piece again.

If you have a postal permit (very desirable for return postage), the permit number should be in-

Continues on page 48

TRELAN[®]

"Whole Tree Chippers"

From brush to full 18 inch trees....

A chipper to fit your needs.



MODEL C-14 (14" Capacity)



MODEL D-60 (18" Capacity)

THE CHIPPER MAKERS

**STRONG
MANUFACTURING
COMPANY**

498 Eight Mile Road
REMUS, MICHIGAN 49340

Phone 517-561-4881
or 517-561-2280



ARBOTECT® 20-S

The strongest Dutch elm disease protection you can give a tree.

ARBOTECT 20-S fungicide helps make it possible to save many elm trees that otherwise would be lost.

Injected into the trunk of the tree, ARBOTECT builds a barrier against Dutch elm disease inside the tree itself. It helps prevent the disease in healthy elms, and can often save infected trees if they are treated early enough.

Used along with sanitation, insect control, and root graft elimination, ARBOTECT can significantly improve the effectiveness of a Dutch elm disease control program.

ARBOTECT differs from other elm fungicides in several important ways:

- It is registered at rates high enough to be effective.
- It is concentrated, requiring much less water for injection, so trees can be treated much faster.
- Thiabendazole, the unique active ingredient in ARBOTECT, is highly effective against

Ceratocystis ulmi, the fungus that causes Dutch elm disease.

- Even though it is more effective and convenient, ARBOTECT costs about the same to use as other elm fungicides.

This year, put ARBOTECT to work in your disease control program. It's the strongest protection you can give an elm against Dutch elm disease.



Arbotect

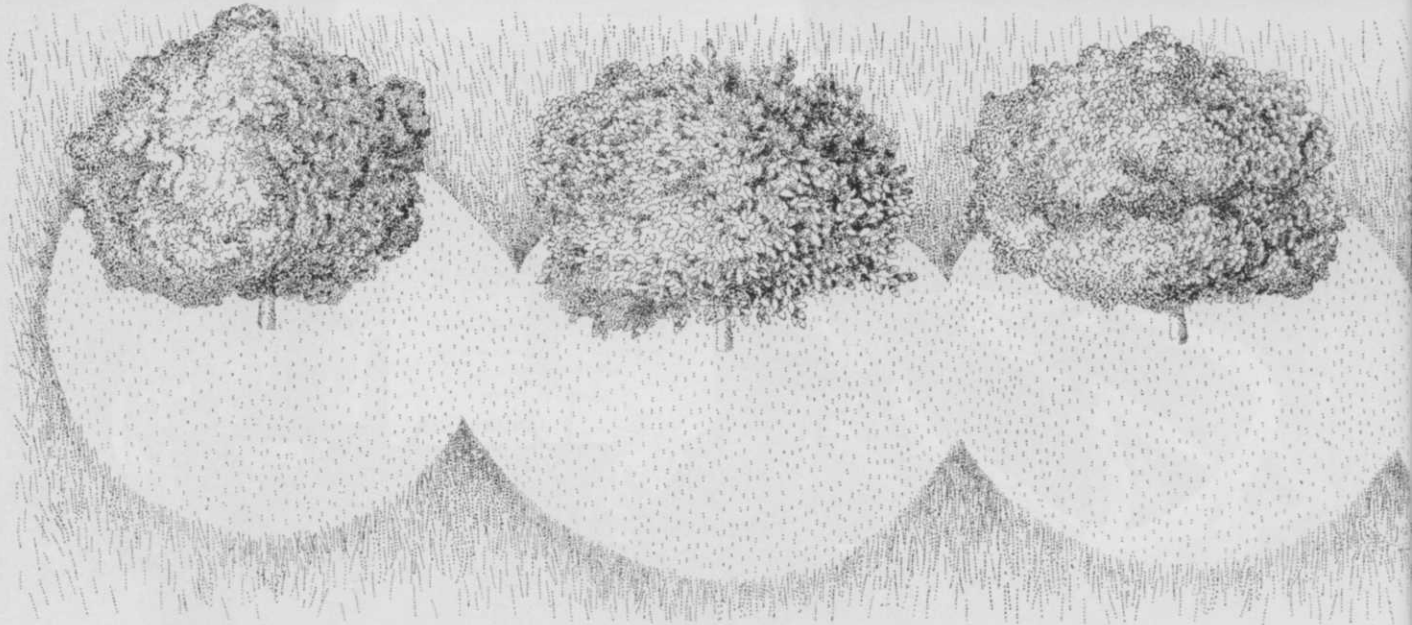
Strong protection for elms.



Agricultural Products
Merck & Co., Inc. P.O. Box 2000
Rahway, New Jersey 07065
ARBOTECT (thiabendazole) is
a registered trademark
of Merck & Co., Inc.

Circle 143 on
free information card

THE NEW GRAVELY IT'LL RUN CIRCLES AROUND



With its optional 72" mower and 50" wing, the new Gravelly GMT 9000 cuts a 9', 11" swath, allowing an operator to mow as many as 33 acres in a standard eight-hour day.

But even better than that, the GMT 9000's tight turning radius and the 50" wing enable it to execute a 360° turn, leaving no uncut grass in the circle. As a result, an operator can mow down one side, turn right around and head back the other way without missing a blade of grass in between.

Yet as big and sizeable as the GMT 9000 is, it's also maneuverable enough to cut within an inch of obstacles like fences, shrubs and trees. So you eliminate the need for a lot of costly extra trimming equipment.

Perhaps best of all, besides being able to mow a lot of grass, the new GMT 9000 is designed to keep doing it for a lot of years.

THE STORY OF OUR LIFE.

You see, beneath that impressive rugged exterior, lies an even more impressive interior. Designed to give each and every GMT 9000 a long, lively life.



The GMT 9000 can cut within one inch of obstacles. So you save on trimming equipment.

The exclusive Gravelly 8-speed transmission is a good example.

The result of years of testing, it delivers the precise speeds and power you need to do a lot of jobs a lot easier. And a lot better.

You get steady power at low ground speeds to handle the muscle jobs. You also get a choice of seven other speeds for mowing, hauling and rapid transit.

What's more, its precision-cut gears run in an oil bath, for less friction and longer life.

MORE POWER TO YOU.

The engine itself is another excellent example. A water-cooled 4-cycle, 4-cylinder brute, it delivers 26 HP at 3200 RPM. The engine has an oil filter and is pressure lubricated. The crankshaft is spheroid cast iron, counter-weighted, running in three replaceable precision bearings.

The cylinder head is aluminum alloy for lighter weight and better heat dissipation.

The wet-type cylinder liners also help to dissipate heat.

The result is an engine that is built to last. And last. And last.

HANDLE WITH EASE.

Yet for all the GMT 9000's brute strength, it handles like a pussycat. The instant forward and reverse, by moving one lever, increases maneuverability, reduces operator fatigue. And you have full-time power steering.

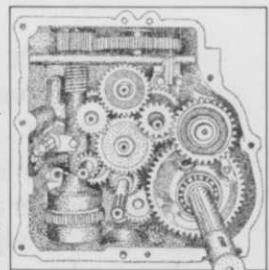
Individual wheel brakes improve steering control. In proper locked position they provide a parking brake for the tractor.

The high-back seat is foam-padded, hydraulically-suspended and fully adjustable for individualized operator comfort.

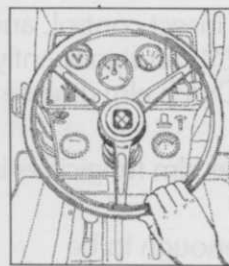
The full instrument panel shows the operator everything from the water temperature, to hours of operation, at a glance.

THINGS ARE TOUGH ALL OVER.

As you've already seen, every possible part of a Gravelly is built extra tough to stand up to year after year of day-in, day-out grounds maintenance. The transmission housing is cast iron.

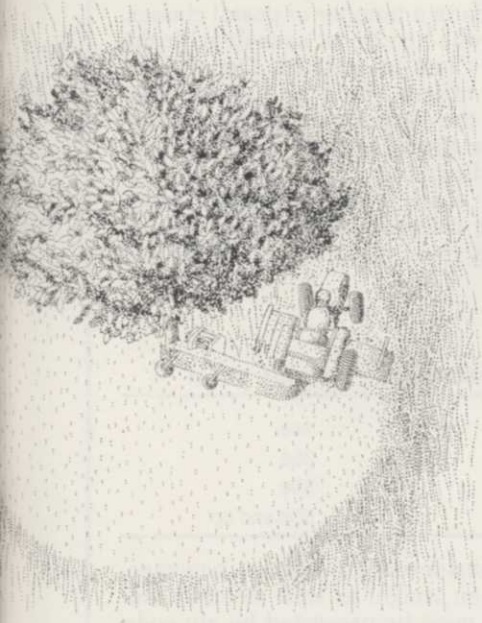


Gravelly's all-gear direct drive. A transmission with a lot of teeth in it.



Full-time power steering makes a full day of mowing easy, and practically everything's right before your eyes on the full instrument panel.

GRAVELY GMT 9000. BEYOND THE COMPETITION.



been prone to break, slip or wear out.

WITH ALL YOU CAN ATTACH TO A
GMT 9000, YOU'RE GOING TO
BECOME VERY ATTACHED TO IT.

You've already seen how the 72" mower and 50" wing attachments make the GMT 9000 unsurpassed in mowing efficiency.

What's more, its optional live and independent rear PTO and category 1, 3-point hitch enable it to utilize a number of other attachments as well.



How to keep your tractor from going into hibernation for the winter.

Attachments like plows, cultivators, carts, sweeper and snowblower. As well as equipment like a seeder, sprayer, snow blade, aerator and enclosed cab.

As a result, the GMT 9000 can handle just about every grounds maintenance job imaginable.

In addition to building tractors to last, Gravelly wants its attachments to last, too. That's why most Gravelly attachments are engineered to be completely compatible.

IT CUTS COSTS NICELY, TOO.

Thanks to its greater performance, durability and versatility

over most single purpose mowers, a GMT 9000 should result in a lower total cost ownership in the long run.

And, as you know, Gravellys do run a long, long time. Which brings us to yet another important point.

With as well as a Gravelly performs, you won't want to replace it.

With as well as a Gravelly is built, you probably won't have to.

If you've got a lot of grounds to maintain, let us show you a lot of grounds maintenance tractor.

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

GRAVELLY

Clarke-Gravelly Corporation. A Studebaker-Worthington Company.

The pivoting front axle is welded steel construction and comes with rugged king-pin bushings. Precision bearings are used at major wear points.

ALL-GEAR DIRECT DRIVE.

The Gravelly all-gear direct drive from engine through the transmission and to the PTOs vastly improves power transmission.

And because it's all-gear, it completely eliminates the bothersome belts in the power train which have always



FOR THE GRAVELLY DEALER NEAREST YOU, OR FOR MORE INFORMATION, CALL TOLL-FREE 1-800-528-6050 EXT. 280. OR FILL OUT THE ABOVE COUPON AND SEND IT TO: GRAVELLY, 0224 GRAVELLY LANE, CLEMMONS, NORTH CAROLINA 27012.

Direct Mail *from page 44*

cluded in the design of the mailer and printed with the rest of the mailer.

The final steps are folding, stapling, and attaching labels. All these jobs can be done mechanically and are monotonous tasks when done by hand for large mailings.

Except for small companies with few and infrequent billings, lawn, tree, landscape, or sod companies regularly make large mailings and therefore deal with postal officials frequently. Check with them prior to mailing your advertisement to see how they prefer to receive large bulk mailings. They may ask you to presort the mailer by zip code.

Summary

Direct mail advertising requires more effort and involvement than newspaper or other print advertising. However, by utilizing existing staff and equipment effectively and hiring out some of the specialty work, you can cut this extra work down to a minimum.

The areas you will probably want to contract for are getting the names, addresses and labels and artistic design of the piece. If you have a good printer he can help guide you through the whole process.

Direct mail advertising services, on the other hand, can do the entire job for you. You simply tell them what you want and they will do it. However, they may be unable to provide you with the exact area you want. You may have to accept, and pay for, a certain amount of waste advertising.

Perhaps the cheapest form of direct mail advertising is the private delivery service that puts together packets for home delivery. It can do the entire job as well, but the product tends to be buried in a batch of other companies' advertising. If you want your brochure to stand out and you want your company to have a unique, quality image, the private delivery service may not be desirable.

The first run of your mailer will be the most expensive. After you have the basic design, and perhaps the list, costs can drop by nearly 40 percent. A rough cost estimate of the double mailing to 500 homes, including artist and list rental fees, is \$600.

Once the returns start coming in, be sure to follow them up quickly. If properly done, the direct mail program will reap accounts in your standard route area. Don't be disappointed by a low return on the first mailing. It is often the second mailing that does the trick.

When you have reached a saturation point in certain neighborhoods, the direct mail program lets you grow in a controlled manner by going after specific new areas.

Control of your advertising is as important as controlling other aspects of your business. To keep your prices competitive you must guard your company from wasteful types of advertising. For the local service company, newspaper, radio, television, or large Yellow Page advertising may not be the best advertising buy. **WTT**

Postal Information

Postal regulations are not simple and a direct mail program can be in a number of postal classes. Before you print your brochure, consult with the Permits and Third Class Information Department at your local post office. You'll be amazed how much information the individuals in this department know and can throw at you like a time and temperature recording.

Basically, third class is for circulars, books, catalogs, and other printed matter. There are no size restrictions on third class matter. Rates are based on weight.

Third Class Rates

Weight (oz.) Not Exceeding	Rate (per piece)
2	14¢
4	28¢
6	39¢
8 and up	50¢ and up

Bulk mail is considered third class, however, rates are based upon weight as well as other factors. All bulk mail must be presorted by zip code and you must have a minimum of 200 pieces. Consult the post office for bulk mail rates.

First class is the other important class for mail advertising. Post card mailings fall into this category and reply cards do also. Until November 1978 the minimum size for a post card is 3 x 4½ in. After then it will be 3½ x 5 in.

First class, presorted mail is given a 1¢ per piece discount. To do this you must have a minimum of 500 pieces.

For reply post cards you need to obtain a permit number from the post office. The charge for this is \$30 per year. For each card returned you pay the first class rate plus a 12¢ per piece handling charge.

First Class Rates

Kind of Mail	Rate
All 1st class mail weighing less than 13 ounces, except post cards	13¢ for the first ounce plus 11¢ for each additional ounce.
Over 13 ounces	Special priority rates.
Single post cards	9¢ each
Double post cards (reply portion does not have to bear postage when originally mailed.	9¢ each half

For the post card mailing mentioned in this article, postage would be roughly \$90 for 500 pieces, \$30 for the permit, and 12¢ for each reply card returned.

We finally found a way to improve Balan...



Granules shown actual size

...we made it easier to apply!

Balan's new granular size lets you apply it like fertilizer, and makes it easier than ever to effectively control some of your tough weed grasses.

Balan gets the tough ones,

such as, crabgrass, foxtail, goosegrass and Poa annua.

After ten years of proven success on thousands of acres of turf, Balan has become the nation's number-one granular pre-emergence herbicide. Its unmatched effectiveness and economy make Balan a "must" in every turf program.



Goosegrass
(crowsfoot, silver crabgrass and hard crabgrass)*



Poa annua
(annual bluegrass)



To get maximum effectiveness from your Balan turf program, contact the Elanco field representative in your area:

- Northwest**—M. D. Carlson
313 Almond Court, San Ramon, CA 94583
- Southwest**—R. C. Wortham
510 Pembroke Drive, Pasadena, CA 91107
- South**—S. C. Dolinak
3035 Directors Row, Suite 408, Memphis, TN 38131
- Northeast**—A. G. Ekeson
5 Campbell Road, Fairfield, NJ 07006
- Southeast**—M. E. Nealon
2776 Jo Beth Drive, Lawrenceville, GA 30245
- Midwest**—S. H. Springer
P. O. Box 50279, Indianapolis, IN 46250
- Midwest**—R. G. Baade
R.R. 6, Box 332A, Martinsville, IN 46151
- East**—R. E. Simmons
409 Hudson Ave., Staunton, VA 24401

ELANCO

Balan

Circle 106 on free information card



GOOSEGRASS

**SILVER
CRABGRASS**

CROWSFOOT

****@!!*#e!!**

**What you call it can't make it go away
...but Balan[®] can.**

Depending on where you are, Goosegrass gets called a lot of things. But no matter where you are, nobody calls Goosegrass an early riser. It doesn't get up and get growing with regular crabgrass in early spring. Goosegrass waits to make its appearance until six

to eight weeks after crabgrass germinates. And by the time you see it, there's not much you can do about it. But an application of Balan just before it begins to germinate is all it takes to put an end to your Goosegrass problems. Ask your Elanco distributor salesman to

help you work out a full-course Balan program.

Elanco Products Company
a division of Eli Lilly
and Company
Department E-455
Indianapolis, Indiana 46206

Circle 105 on free information card

ELANCO

Balan[®]



Balan's new granular form makes it even easier to apply.