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WHAT'S BETTER THAN SPEED READING?

SPEED LEARNING
(SPEED PLUS COMPREHENSION)

Speed Learning is replacing speed reading. It's easy to learn...lasts a lifetime...applies to everything you read...and is the only accredited course with the option of college or continuing education credits.

Do you have too much to read and too little time to read it? Do you mentally pronounce each word as you read? Do you frequently have to go back and re-read words or whole paragraphs you just finished reading? Do you have trouble concentrating? Do you quickly forget most of what you read?

If you answer "yes" to any of these questions — then here at last is the practical help you've been waiting for. Whether you read for business or pleasure, the 75,000 who have used Speed Learning show you step-by-proven-step how to understand more, remember more and use more of everything you read.

The typical remark made by the 75,000 who have used Speed Learning was: "Why didn't someone teach me this a long time ago?" They were no longer held back by the lack of skills and poor reading habits. They could read almost as fast as they could think.

What makes Speed Learning so successful?

The new Speed Learning Program shows you step-by-proven-step how to increase your reading skill and speed, so you understand more, remember more and use more of everything you read. The typical remark made by the 75,000 who have used Speed Learning was: "Why didn't someone teach me this a long time ago?" They were no longer held back by the lack of skills and poor reading habits. They could read almost as fast as they could think.

What makes Speed Learning so successful?

The new Speed Learning Program does not offer you a rehash of the usual eye-exercises, timing devices, costly gadgets you've probably heard about in connection with speed reading courses or even tried and found ineffective.

In just a few spare minutes a day of easy reading and exciting listening, you discover an entirely new way to read and think — a radical departure from any thing you have ever seen or heard about. Research shows that reading is 95% thinking and only 5% eye movement. Yet most of today's speed reading programs spend their time teaching you rapid eye movement (5% of the problem) and ignore the most important part (95%) thinking.

In brief, Speed Learning gives you what speed reading can't.

Imagine the new freedom you'll have when you learn how to dash through all types of reading material at least twice as fast as you do now, and with greater comprehension. Think of being able to get on top of the avalanche of newspapers, magazines and correspondence you have to read...finishing a stimulating book and retaining facts and details more clearly and with greater accuracy than ever before.

Listen-and-learn at your own pace

This is a practical, easy-to-learn program that will work for you — no matter how slow a reader you think you are now. The Speed Learning Program is scientifically planned to get you started quickly...to help you in spare minutes a day. It brings you a "teacher-on-cassettes" who guides you, instructs, encourages you, explaining material as you read. Interesting items taken from Time Magazine, Business Week, Wall Street Journal, Family Circle, N.Y. Times and many others, make the program stimulating, easy and fun...and so much more effective.

Executives, students, professional people, men and women in all walks of life from 15 to 70 have benefited from this program. Speed Learning is a fully accredited course...costing only 1/5 the price of less effective speed reading classroom courses. Now you can examine the same, easy, practical and proven methods at home...in spare time...without risking a penny.

Examine Speed Learning FREE for 15 days

You will be thrilled at how quickly this program will begin to develop new thinking and reading skills. After listening to just one cassette and reading the preface you will quickly see how you can achieve increases in both the speed at which you read and in the amount you understand and remember.

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312-670-4665

Vineland Chemical Co
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Vineland NJ 08360

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Zoecon Corp Ag Chem Div
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Palo Alto CA 94306

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Agriculture Service Corp
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Salem OR 97301
503-581-8899

And
PO Box 101
Harrisburg OR 97446
503-995-6754

Certified Turfgrass Seed Names: Pennant Perennial Ryegrass, Premier Perennial Ryegrass

E F Burlingham & Sons
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PO Box 217
Forest Grove OR 97116
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Certified Turfgrass Seed Names: Falcon Tall Fescue, Bonnieblue KY Bluegrass,
Seed Companies

continued

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Ernst Crownvetch Farms
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Full Circle Inc
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Certified Turfgrass Seed Names: Merit KY Bluegrass

Garfield Williamson Inc
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Jersey City NJ 07306
201-435-3500
Certified Turfgrass Seed Names: Omega Perennial Ryegrass, Eclipse KY Bluegrass, Jaguar Tall Fescue

Grasslyn Inc
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State College PA 16801
814-236-0133
Certified Turfgrass Seed Names: Penn-gift Crownvetch

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950 Jackson SE
Albany OR 97321
503-926-5892
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Jacklin Seed Co
W 5300 Jacklin Ave
Post Falls ID 83854
208-773-7581
Certified Turfgrass Seed Names: KY Bluegrass: Fyking, Glade, Ram I, Birka, Cheri, Eclipse, Adelphi; Reubens Canada Bluegrass; All Star Perennial Ryegrass

Jenks White Seed Co Div Jacklin Seed
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Tangert OR 97389

Kellogg Inc: Seeds & Supplies
322 E Florida St
Salem OR 97303
503-363-1022
Certified Turfgrass Seed Names: Baron KY Bluegrass; Haga KY Bluegrass; Omega Perennial Ryegrass; Yorktown II Perennial Ryegrass; Emerald Creeping Bentgrass; REV 81 Reclamation Mixture

Loft Seed Co
Chimney Rock Rd
PO Box 146
Tangent OR 97389

Mangelsdorf Seed Co
PO Box 327
St Louis MO 63166
314-535-6700
Certified Turfgrass Seed Names: Various Bluegrass Varieties, various Fine-Leaf Ryegrass Varieties, Jaguar Turf-Type Tall Fescue

Manhattan Ryegrass Growers Assoc
1349 Capitol St NE
Salem OR 97303
503-363-1022

Midwestern States Fescue Assoc
PO Box 699
Rolla MO 65401
314-364-1336

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Tangert OR 97389
502-362-5801
Certified Turfgrass Seed Names: Premier Perennial Ryegrass

Northrup King Co
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612-781-8011
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Oregon Fine Fescue Commission
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Salem OR 97303
503-363-1022

Oregon Ryegrass
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Salem OR 97302

Orion Chemical Inc
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Garden Grove CA 92643
714-971-2299

Oseco BC Ltd Oregon Ryegrass
PO Box 3366
Salem OR 97302

Oseco Inc
PO Box 219
Brampton ON L6V 2L2
Canada
416-846-5080

Certified Turfgrass Seed Names: Various Turfgrass varieties for northern turf areas

Pennco Bentgrass Assn
1349 Capitol St NE
Salem OR 97303
503-363-1022

Pennfine Perennial Ryegrass
PO Box 923
Minneapolis MN 55440
612-781-8011
Certified Turfgrass Seed Names: Pennfine Perennial Ryegrass, Ruby KY Bluegrass

Otto Pick & Sons Seeds Ltd
Box 126
Richmond Hill ON L4C 4X9
Canada
416-884-1147
Certified Turfgrass Seed Names: Agram, America, Blazer, Banff, Fiesta, Nugget, Touchdown, America Tournament, Exeter, Cheri, Fyking, Dormie, Mustang

Otto Pick & Sons Seeds Ltd
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St Hyacinthe PQ J2S 7B4
Canada
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Certified Turfgrass Seed Names: Banff KY Bluegrass, Cheri KY Bluegrass, Dormie KY Bluegrass, Fyking KY Bluegrass, Nugget KY Bluegrass, Ram I KY Bluegrass, Touchdown KY Bluegrass, Barone KY Bluegrass, Adelphi KY Bluegrass, Merlon KY Bluegrass, Park KY Bluegrass, Canon Canada Bluegrass, Common Canada Bluegrass, Reubens Canada Bluegrass, Agrum Chewing Fescue, Jamestown Chewing Fescue, Pennlawn Creeping Red Fescue, Tournament Hard Fescue, Blazer Ryegrass, Fiesa Ryegrass, Derby Ryegrass, Manhattan Reyegrass, Pennfine Reyegrass, Exeter Colonial Bent Grass, Penncross Creeping Bent Grass,
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RR 2 Box 4
Winnipeg MB R3C 2E6
Canada
204-633-0088
705-324-9591

**Pickseed West Inc**
PO Box 888
Tangent OR 97389
503-926-8886

Certified Turfgrass Seed Names: Banff, America & Touchdown KY Bluegrass, Fiesta Perennial Ryegrass, Agrém Chewsings Fescue, Tournament Hard Fescue, Exeter Colonial Bentgrass, Mustang Tall Fescue

Rothwell Seeds Ltd
PO Box 511
Lindsay ON K9V 4S5
Canada
705-324-9591

**Rugby Kentucky Bluegrass**
PO Box 923
Minneapolis MN 55440
Certified Turfgrass Seed Names: Rugby Kentucky Bluegrass

O & M Scott & Sons Co Proturf Div
Marysville OH 43040
513-644-0011

Certified Turfgrass Seed Names: Adelphi Bluegrass; Glade Bluegrass; Eclipse Bluegrass; Barfala Chewsings Fescue; Penncross Bent; Pennagile Bent; Prominent Bent; Bardot Bentgrass; Pennnant Perennial Rye

Seaboard Seed Co
PO Box 117
Bristol IL 60512
312-553-5801

Certified Turfgrass Seed Names: Pennfine Perennial Ryegrass, Rugby KY Bluegrass

Stanford Seed Co
RD #1 Box 320
Denver PA 17517
215-267-380

Certified Turfgrass Seed Names: Rugby Bluegrass, Pennfine Ryegrass

Sunbelt Seeds Inc
2055 Tucker Industrial Rd
Tucker GA 30084
404-491-1311; 800-241-9451

Certified Turfgrass Seed Names: Marlvgreen, Rebel, Falcon, Clefmine, U-3 Bermuda

**Tee-2-Green Corp**
PO Box 250
Hubbard OR 97032
503-981-9571

Certified Turfgrass Seed Names: Penn Cross, Penn Eagle

Turf Plantation
202 E Washington
Jesboro AR 72401
501-972-5549

Certified Turfgrass Seed Names: Tifway 419, Tifway 328

**Turf-Seed Inc**
PO Box 250
Hubbard OR 97032
503-981-9571

Certified Turfgrass Seed Names: Ryegrass: Citation, Omega, Birdie, Oregreen, Manhattan; KY Bluegrass: Columbia, Shaasta, Midnight; Fine Fescue: Fortress, Shadow; Hard Fescue: Waldna, Aurora; Olympic Tall Fescue

Vaughan’s Seed Co
5300 Katrine Ave
Downers Grove IL 60515
312-969-6300

Certified Turfgrass Seed Names: Adelphi KY Bluegrass, Citation Perennial Ryegrass

Vaughan’s Seed Co
Chimney Rock Rd
Bound Brook NJ 08805
201-356-4200

Certified Turfgrass Seed Names: Adelphi Kentucky Bluegrass, Glade Kentucky Bluegrass, Cheri Kentucky Bluegrass, Merit Kentucky Bluegrass, Touchdown Kentucky Bluegrass, Pennant Perennial Ryegrass, Citation Perennial Ryegrass, Regal Perennial Ryegrass

**Warren’s Turf Nursery Inc Seed Div**
PO Box 459
Suisun City CA 94585
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Certified Turfgrass Seed Names: A-34 Ben Sun KY Bluegrass

**Whitney Dickinson Seeds Inc**
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Buffalo NY 14211
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Certified Turfgrass Seed Names: Pennfine Perennial Ryegrass, Manhattan Perennial Ryegrass, Manhattan II Perennial Ryegrass, Rugby Kentucky Bluegrass

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Brodner Equipment, Inc. (Upstate NY)
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West Newton, MA 02165, 617/324-7900

Conaway, Inc. (MD, Northern VA & Washington D.C.)
Lawrence, PA 15055, 412/341-6447

EDM Distributors, Inc. (CT, VT & Western MA)
Agawam, MA 01001, 413/768-6977

S. P. Lummus Supply Co. (Eastern PA)
Port要说, PA 19464, 215/375-4920

Ross Lawn Equipment (Upstate NY)
Tonawanda, NY 14150, 716/591-7642

Steven Willand, Inc. (NJ, NY & LI)
Fairfield, NJ 07006, 201/227-5556

**SOUTH**

Adrian Metal & Track Inc. (Eastern NC & Eastern SC)
Conway, SC 29526, 803/365-5501

Chemical & Turf Specialty Co., Inc. (TX & OK)
Dallas, TX 75238, 214/341-9110

Florida Outdoor Equipment, Inc. (FL)
Orlando, FL 32804, 305/295-5010

Hudson Small Engine Sales (AL)
Huntsville, AL 35805, 205/536-9637

Lawn Care Sales & Service (TN)
La Vergne, TN 37086, 615/793-6052

South Central Turf Equipment (MS & LA)
Jackson, MS 39209, 601/922-7437

Spain Distributing Co. (Western NC & Western SC)
Charleston, SC 29401, 7805-9552

Stovall & Company, Inc. (GA)
Atlanta, GA 30318, 404/352-1555

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Brenton Lawn & Turf Corp., (KY & Southern OH)
Louisville, KY 40209, 502/491-0865

Conniff’s Power Equipment, Inc. (IN & Southern OH)
Richmond, IN 47374, 317/393-3344

Eagle Green Corporation (NB, MO & Western IA)
Omaha, NE 68144, 402/334-9019

General Turf & Grounds Equipment Co. (MO)
Columbia, MO 65205, 314/874-4951

Ideal Mower Sales (MI & Western OH)
Fremont, OH 43420, 313/541-6200

Kaye Corporation (MN & ND)
Mankato, MN 56001, 507/345-5083

Olsen Distributing Company (IL)
Barrington, IL 60010, 312/381-2335

**WEST**

Colorado Outdoor Power Equip., Inc. (CO, WY & NM)
Denver, CO 80223, 303/733-4651

J. & J. Power Equipment, Inc. (OR)
Eugene, OR 97402, 503/344-1483

Jenkins Machinery Company (CA)
Concord, CA 94520, 415/885-6685

Turf-Go Northwest (WA & OR)
Seattle, WA 98133, 206/771-4885

Ward Enterprises, Inc. (UT)
Salt Lake City, UT 84104, 801/972-3287

**CANADA**

Consolidated Western Ind. Co., Ltd. (Alta & Sask)
Edmonton, Alta T5S 1H4, 403/484-7181

Duke Lawn Equipment Ltd. (Ont, Que & Maritime Provinces)
Burlington, Ont L7S 1W6, 416/837-5216

Par Equipment Ltd. (Man)
Winnipeg, Man R6E 3B8, 204/775-9888

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Bob-Cat
The grass machine.

Circle No. 147 on Reader Inquiry Card
Great Expectations

Survey shows dealer/distributors increasing inventories, upgrading advertising and promotion to meet expected new sales demands.

What types of landscape supplies do you sell?

- Chemicals: 70%
- Seed: 52.2%
- Irrigation Supplies: 37%
- Landscape Equipment: 26%
- Plant Material: 12%
- Farm Equipment: 3%

Dealers and distributors are expecting sales to increase in 1983 with more than 60 percent of those polled in an informal WEEDS TREES & TURF survey bolstering their inventories to meet the expected demand.

An increase in promotion and advertising is also evident as distributors gear-up for what they expect will be an upturn in business. Competition, however, is keen, with 85 percent of those participating in the survey agreeing price-cutting to get business and bids is becoming more prevalent.

"It seems that other dealer/distributors are bidding now that didn't seem to be interested before, and furthermore, are slashing prices to get this new business," said one distributor.

Most others concur.

"In several of our geographic areas, competition, primarily involved in general agriculture, has come into the turf and ornamental field with lower-than-normal pricing," said another distributor.

Like it or not, some dealer/distributors have been forced into the price-cutting war.

"Our competition overstocked and now they are quoting ridiculously low prices. We have to react," said one disgruntled distributor.

Others refuse to cut prices.

"It is common for our competition to do it, but one cannot cut prices and stay in business, so we're hanging tough," replied one.

Others said they are picking up new customers and keeping the old ones without price cutting.

Sixty-four percent are not interested in taking on new lines that compete with products they already carry.

The majority of questionnaires were answered by top management people. Seventy percent of the respondents were involved in some form of chemicals distribution and 65 percent in landscape equipment. Only 7.5 percent dealt with farm equipment. The golf course superintendent and parks and schools maintenance managers are the survey respondents' most important customers. The least-serviced categories were airports, arborists, estate gardeners and sod growers. Only 23 percent were involved in the homeowner market.

On the average, dealer/distributors collected $821,050 annually in gross receipts from golf and landscape customers.

ChANGING BUSINESS PRACTICES

1. Increasing Promotion
2. Exhibiting More at Regional Shows
3. Adding Product Lines
4. Increasing Sales Force
5. Adding Educational Seminars for Customers

EQUIPMENT

Of the equipment distributors polled, 83 percent have seen business in their service departments pick up with an average turnaround time of four days for equip-
The golf course superintendent and parks and schools maintenance managers are the survey respondents' most important customers.

More than 50 percent of the respondents have increased their sales force.

Less than 1 percent of the chemical distributors custom formulate their own line of chemicals for the landscape industry. The few who do are trying to "offer a unique product" or "to make money."

**CHANGING BUSINESS**

Everyone, to some extent, however, is changing his business to meet the growing demands on a growing market. The survey showed the highest increase was in the advertising and promotion areas. Decisions to exhibit at regional trade shows are on the increase as are adding product lines such as specialty items, seasonal supplies, more fertilizers and fungicides, sweepers, chain saws, brush cutters and mowers. More than 50 percent of the respondents have increased their sales force and the same amount have added educational seminars for customers.

Most dealer/distributors are asking for additional support from the manufacturer, especially in the advertising and service categories. More companies are adding computer systems and reducing inventories of slow-moving items.

"We're trying to upgrade our technical sales support, while cost-cutting in other areas," said one respondent.

From all survey indications, the stage is set for an upswing in buying in equipment, seed and chemical areas. Dealer/distributors are gearing-up with well-stocked inventories and more effective advertising and promotion of their products.

---

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Atrinal systemic growth regulator inhibits apical bud growth, promoting lateral branching for lusher, fuller plants that keep their shape. Atrinal can also be used to suppress flowering and fruit set of ornamental olives and certain other species. And application is safe and easy.

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Circle No. 134 on Reader Inquiry Card

SEPTEMBER 1983/WEEDS TREES & TURF 89
A Pair of Aces

Two neighbors realize benefits of private over company-owned distributorships.

By Bruce Shank
Executive Editor

Dick Danielson and Dennis Schmid felt fortunate in 1978 when The Toro Company decided to sell its three final company-owned distributorships. They bought one and in five years made Toro Pacific double in size.

This June they were dealt a second ace when Cushman/OMC Lincoln sold its company-owned store, Cushman Motor Sales, to Danielson and Schmid. A pair of aces.

“Our success had been greatly on manufacturers realizing privately-owned distributorships outperform company-owned ones,” says Schmid. “Customers want full service and manufacturers want return on investment. The private distributor is able to provide both.”

Today, Toro Pacific has its headquarters in City of Industry, and three branch offices in Cerritos, San Diego, and Palm Desert. “We intend to expand vertically, not geographically,” Danielson says. “The addition of the Cushman line fits our goals well.”

The day we visited Toro Pacific, Danielson was tying up loose ends in the Cushman deal and, at the same time, celebrating the arrival of his first grandchild. Schmid was taking a well-deserved vacation with his family. The Toro Pacific staff was pleasant, and while casually dressed, gave the appearance of a big family.

Perhaps neighbors is a better term than family. Schmid and Danielson are neighbors. In fact, it was a neighborly chat that developed the idea of buying the Toro distributorship in the first place.

“Customers want full service and manufacturers want return on investment.” Schmid.

Danielson worked for The Toro Company for 19 years, 14 in the irrigation division in Riverside. He joined The Toro Company after graduating from the University of Minnesota with a communications degree. In 1978, he was national sales manager of Toro Irrigation.

Schmid worked for Dearborn Chemical, a division of W.R. Grace. His education includes advanced degrees in both science and business. For 13 years he worked in Dearborn’s sales and marketing department.

Both men are knowledgeable in sales and apply their expertise to each of the three divisions of Toro Pacific. All 23 sales people receive individual sales training including a paid consultant. Six two-hour workshops are provided.

Outdoor power equipment sales is divided into consumer and commercial. A dealer network of 175 people sells consumer turf products. Toro Pacific provides support with parts, service, technical information and advertising. Commercial equipment is sold directly to users by Toro Pacific’s own sales force in four locations.

Irrigation is the third division. “We have roughly 70 percent of the golf irrigation business in Southern California,” says Danielson. “We are very careful not to compete with irrigation designers.”

“Most irrigation is put in per specifications,” says Schmid. “We provide designers specifying irrigation systems with details on Toro Irrigation products and help them any way we can. We do not compete with them in designing systems.”

According to Schmid, the Irriga-