

TORONTO C-15 BENT SOD & STOLONS



**"PURE TO STRAIN"
GROWN ON STERILIZED SOIL TO INSURE
FREEDOM FROM POA ANNUA
AND OTHER FOREIGN GRASSES.**

PENNCROSS BENT SOD



H & E Sod Nursery, Inc.
4301 W. Flossmoor Rd.
Tinley Park, Illinois
312 798-2210

Rotary Mowers
Electric Edgers

"OK"

Hedge Trimmers
Generators

By ORR

SOLD BY

ARTHUR CLESEN

AQUA-GRO QUALITY BLENDED WETTING AGENT
AQUA-T LOW COST BLENDED WETTING AGENT
STOMA-SEAL CHEMICAL CONTROL OF WILT

AQUA-GRO GRANULAR

CONVENIENCE OF
APPLICATION

WASHINGTON and TORONTO (C15) STOLONS

SOD FOR ANY SITUATION

MERION AND KENTUCKY BLUE GRASS.

CREEPING BENT, FESCUE OR

MEYER (Z52) ZOYSIA

WARREN'S TURF NURSERY

8400 W. 111th STREET :-: Phone: Gibson 8-7200

PALOS PARK, ILLINOIS

"Your Telephone Personality"

WHEN RECEIVING A CALL ANSWER PROMPTLY

When your telephone rings get the conversation off on the right track by answering promptly . . . at the first ring if possible. Otherwise your caller may hang up and take his business elsewhere.

Prompt answering helps build a reputation of efficiency for you and your company.

IDENTIFY YOURSELF

For example, say, "This is Jones," "Order Department—Miss Johnson"—or "Dunlop & Grant, Mr. Grant." Avoid the time wasting, out-of-date "hello."

REMEMBER TO SPEAK DISTINCTLY

You can't do it with gum, candy or pencil in your mouth! And it's not necessary to shout. A loud voice sounds gruff and unpleasant over the telephone. It is equally unpleasant to listen to someone who whispers or mumbles.

AND BE FRIENDLY

Make the caller glad he called **your** company rather than another. Give him your undivided attention. Take advantage of opportunities for being helpful and informative.

It's friendly, too—to say, "Will you wait—or shall I call you back" when you must leave the line to get information. It gives the caller a choice of waiting on the line—or having you call back with that information. He'll like that!

KEEP YOUR PROMISES

A broken promise may mean a canceled order . . . a lost customer . . . and many months of trying to regain his good will. If you make any promises to call back with more information, or about delivery or stock—do everything you can to follow through. If you are careful about this you will build a reputation for being reliable and trustworthy.

LET THE CALLER HANG UP FIRST

It's courteous to wait for the caller's good-bye. And if you're not too hasty, it may be profitable in last-minute orders or special instructions.

GOING OUT?

Don't forget to leave word. Tell the person who'll answer your telephone where you can be reached and the time you'll be back. That way, you will get all your messages.

CLEARY PRODUCTS FOR BETTER TURF

PMAS — Crabgrass and Turf Disease Control

CADDY — Economical and Effective — Liquid Cadmium Fungicide

SPOTRETE — 75% Thiuram Fungicide

"**THIMER**" — A broad-spectrum wettable powder fungicide and crabgrass killer containing phenyl mercury and thiram.

"**METHAR**" — Disodium Methyl Arsonate (DSMA) in wettable powder (highest concentrations) and liquids.

"**SUPER METHAR**" — The new "AMA" liquid crabgrass killer.

CLEARYS MCPP

For selective control of Chickweeds, Knotweeds, Clover, Dandelion, or Plantain in Bentgrass Greens and Fairways as well as Bluegrass, Fescues, and their mixture.

"ALL WET"

Added to Water Obtains Quicker and Deeper Penetration
Retains Moisture, Prevents Dew

W. A. CLEARY CORPORATION
NEW BRUNSWICK, N. J.