

LESCO Truck Territories

Five new LESCO Truck territories are being added by the company for 1985. With this expansion, LESCO Trucks will now serve golf courses on both coasts.

With the 1985 season, LESCO Trucks will be calling on courses in the Hartford, CT, area; the Florida panhandle and in New Orleans. Beginning in Spring 1985, LESCO, Inc., will initiate truck routes in Palm Springs and San Diego, California.

With the addition of the five new territories, a total of 32 LESCO Trucks will serve over 4,000 golf courses nationwide.

LESCO Trucks began serving turf managers in 1976 in Florida. The warehouse-on-wheels takes the LESCO salesman on a regular route to scheduled stops to serve the special needs of golf course accounts. Customers are notified in advance so they can plan orders and take advantage of monthly specials and sales.

LESCO, Inc., 20005 Lake Road, Rocky River, OH, Vice President Herb Cole believes the geographic expansion will have great advantage for customers in the new territories. "All those courses in the new areas we have been serving on a mail-order basis will now have the convenience and the service of buying material directly off the truck from a salesman trained to make recommendations for a particular area. The customer gains a 'store to his door' and a turf consultant.

In addition to the five new trucks, LESCO also serves courses in Florida, Michigan, New York, Maryland, Pennsylvania, the Carolinas, Illinois, Indiana, Ohio, the Hudson Valley, Kentucky, Wisconsin, Texas and Arizona.

The LESCO Truck maintains a complete line of golf course accessories, replacement parts, irrigation supplies, chemicals, fertilizers and seed. Large orders of seed, chemicals and fertilizer placed through the truck salesman are shipped directly from the warehouse.

LESCO, Inc., a manufacturer and distributor of turf-grass and horticulture equipment and supplies, is headquartered in Rocky River, OH and supplies over 16,000 customers nationwide. ■



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