

classifieds



When answering ads where box number only is given, please address as follows: Box number, c/o Weeds Trees and Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

Rates: "Position Wanted" 10¢ per word, minimum \$3.00. All other classifications 20¢ per word, minimum \$4.00. All classified ads must be received by Publisher the 10th of the month preceding publication date and be accompanied by cash or money order covering full payment. Bold-face rule box: \$25.00 per column inch.

USED EQUIPMENT

1968 INTERNATIONAL 1500 six man crew Cab, Chip bin, twin cylinder, 14,000# hoist, built in tool boxes, ladder and pruner carriers. Truck is in excellent running condition and has good tires. Price \$3,500.00. Asplundh Brush Chipper with factory rebuilt engine, two sets of knives. This unit is in very good condition. Price \$2,500.00. Funk Bros. Tree Service, Inc., 1260 East Main St., Ashland, Ohio 44805. Office phone 419 324-1549; Home phone Mansfield 419 522-5620.

SPRAYERS, chippers, log splitters and other equipment at large savings. Let us know your needs. Equipment Sales Company, 5620 Old Sunrise Highway, Massapequa, New York 11758.

WANTED—USED BUCKET TRUCK. At least 45 ft. high. 1965 model up. Will consider bucket rig without truck. Bordelon's Tree Surgery, P.O. Box 770, Pineville, La. 71360. Phone 318 442-3583 or 448-8482.

HELP WANTED

WANTED: Top-Notch Tree-Service Salesman. The man we want has a degree in forestry or equivalent, five years' experience in selling tree work, hiring and managing tree and landscape crews, and is ready to accept responsibility and progress with a dynamic company. If you are the man, you will be well-compensated, with top salary, company car, with bonus and commission geared to performance. And a liberal pension plan. You will be proud to sell our services to homeowners, utilities, municipalities, and industries. We



are one of the nation's top 10 tree care and landscaping businesses, and growing. As we grow, you grow, too. Write us about yourself or send a resume. Your reply will be treated confidentially. Write c/o Box 66, Weeds, Trees and Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

SEEDS

SOD QUALITY MERION SEED for discriminating growers. Also Fyking, Delta, Park, Newport, Nugget and Pennstar bluegrasses as well as fine fescues. We will custom mix to your specifications. Michigan State Seed Company, Grand Ledge, Michigan 48837.

EDUCATION — BOOKS

AUTOMATIC IRRIGATION Correspondence Course — A complete course on the basics of automatic irrigation. Covers the necessary hydraulics and electricity, pipe, valves, heads, controllers, soils, water requirements, programming, system maintenance and electric trouble shooting. Includes the latest developments in all irrigation equipment. Students include superintendents, landscape contractors, designers, suppliers. Write for free outline and information. Larson Company, P.O. Box 4453, Santa Barbara, California 93103.

POSITIONS WANTED

GREENS SUPERINTENDENT, Class A, Member G.C.S.A.A. P.G.A. Class A desires position. Experienced all departments of golf course operations. Large or small. Best of references. Resume on request. Phone 815 264-3523. B. Riley, Waterman, Ill. 60556.

Tree Care Business

(from page 9)

trade! What I'm saying is that it is a rare case that anyone will go without food, comfort, or shelter because you didn't give them a break. What I'm going to say now may seem unbelievable to many readers but the old timers know it is true. That is, that even when you give your friend, neighbors, or brother-in-law a rock bottom, no profit price, they usually still think you're getting rich on the job and robbing them blind. The point is, if you can't afford to do the job totally gratis, for absolutely free, then make a profit on it. Your friends or relatives think you're making money on them anyway, they don't know how much tree work costs, so they can't realize the fact that you are doing them a favor. So, unless you can say "I'll do it for nothing," cheerfully, don't do it for nothing and don't do it at cost or for a loss. Remember, if they pay you anything, no matter how little,

—Advertisers Index—

Ackley Mfg. Company	9
Amchem Products, Inc.	5
Applied Biochemists, Inc. ..	32
Asplundh Tree Expert Co.	39
Bowie Industries	29
CLM National	24
Diamond Shamrock Co.	25
Dico-Side-O-Matic	31
Ditch Witch Trenchers	21
Dow Chemical Co.	7
E. I. duPont de Nemours & Co., Inc.	2nd cover
Elanco Products Co.	23
Engler Mfg. Corp.	17
Golf Course Builders of America	19
Jacklin Seed Co.	26
Lofts Pedigreed Seed, Inc.	4th Cover
Miller Tilt-Top Trailers	22
Mott Corp.	6
Nursery Specialty Products Co.	36
Omark Industries, Inc.	27
Ousley Sod Co.	15
Roto-Hoe Company	38
Shell Chemical Co.	11
Spraying Systems Co.	39
Stihl American, Inc.	3
Submatic, Inc.	37
U.S. Borax & Chemical Co.	3rd cover

FOR SALE

FOR SALE: FAMILY CORP. Agric. Chems. (Pesticides). Owner wishes to retire. 25 years soil and industry fumigation; aquatic, termite, weed, brush, and general pest control. Equipment, warehouse, colonial home for \$225,000. Near Int. 91 Northern Conn. Box 67, Weeds, Trees and Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

they will think you have made money and will not consider your work as a favor to them. So it's either a free job or a profit job.

These criteria are not the *only* good rules to be considered by people already in the tree business or new people going into the business. Nor are they necessarily the *best* ones for any one person. However, for the most part, they are generally relevant to anyone in the trade.

In brief:

1. Be a good businessman first.
2. Build slow and build solid.
3. Don't cut prices to meet competition.
4. Keep your prices consistent.
5. Beware of those "Favor Jobs".