

# You can MOW with MOTT where others cannot



Model B32 8 32" self propelled mower equipped with 2 speeds forward plus reverse, shown here mowing man-sized weeds!

## MOW POWER

There is a difference!  
IT'S THE BLADE THAT COUNTS  
*You pay for Performance*  
**GET IT!**

**SAFETY FIRST with MOTT**  
**Stop mis-guided missiles**

No matter how we say it - the meaning is the same. MOTT mowers are unique. You should know about them.

### INVEST 6¢ FOR BETTER • SAFER MOWING

Write for your FREE COPY of the "TALE OF TWO SHOES" an informative booklet that details the relative SAFETY of the MOTT Hammer Knife flail mowing system as compared to other type mowers. LEARN how the MOTT mowing system combines greater SAFETY with Mowing Efficiency to give you one of the most VERSATILE - DEPENDABLE mowers on the market to-day.

### OVER 20 BASIC SIZES & STYLES

18" 24" 32" 38" 48" 60" 72" 74" 88" and Gangs from 7'9" to 19'.



The Flail SAFETY Mower  
by MOTT CORPORATION  
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EDITORIAL

## Artists Come In Many Colors

The fast buck artists are back. Like the swallows they show up each year with every conceivable type of fly-by-night business. With every job, you lose more than just the loss of business. You lose some of the lustre you have previously earned as a legitimate business man.

Right now—at the height of the fly-by-nighter's busy season—is a good time to alert your customers. Point up the trials a homeowner buys when he pays for a shoddy operation. You can do this in a number of ways. Your local advertising outlets or your own direct mail piece offer possibilities.

But we think this is a good time to band together with your competitors and do some joint local advertising. Those of you who hold common association memberships are in an excellent position to plug national association standards. Run a joint radio, TV, or newspaper promotion.

Point out the guarantee of prompt service and quality work customers can expect from year-round, local businesses such as your own. Use examples of complaints which have made the local newspaper, radio or TV outlets. And, by all means, alert the local news media when you have solid evidence of fraudulent operations. Usually, local reporters will follow up a good tip with an exposé.

You are in a business where reputation of the service company is extremely valuable. Whether you are treating lawn, trees, or ornamentals, or doing tree care work, there is no second guessing. Once the job is completed, the fast buck artist has collected and moved on.

By contrast you are still around and still in business. Not only can you be found if the job fails, but you will expect to make it right. And your customer will expect you to.

Customers are at the mercy of the fly-by-nighter and should quickly recognize this. No customer for this type service can examine a chemical and judge its value. Nor can the customer judge a tree care job until it is done. Thus, it is difficult to understand why a customer will not check with the Better Business Bureau before contracting with a transient for an expensive service. But many don't.

So, it's your territory and your franchise which you are protecting. Warn your customers that the best practices vary from area to area. Local, full-time operators know their area. They know the specific insects and diseases, and they know the most effective, and legal controls. Transients cannot provide this experienced judgment.