

For information contact:

**J & L ADIKES, INC.**

Jamaica, N.Y. 11423

**JACKLIN SEED CO.**

Post Falls, ID. 83854

**NORTHRUP KING CO.**

Minneapolis, MN. 55413

**ROTHWELL SEEDS LTD.**

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TURF



**Adelphi\***  
KENTUCKY BLUEGRASS

THE GREENER KENTUCKY BLUEGRASS™

\*U.S. Plant Pat. No. 3150

# 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, school or college, you will build exceptional skills from this major breakthrough in effective reading, created by Dr. Russell Stauffer at the University of Delaware.

**Not just "speed reading" — but speed reading-thinking-understanding-remembering-and-learning**

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 slow readers who completed the *Speed Learning Program* 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.

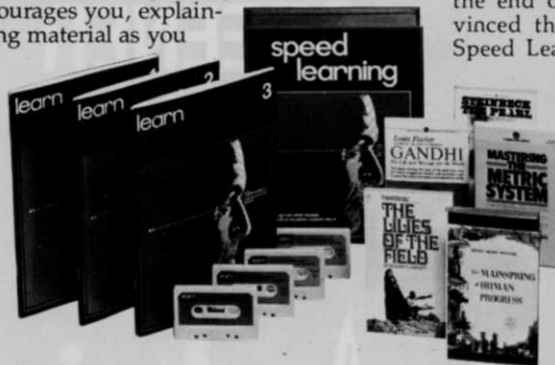
**Examine Speed Learning FREE for 15 days**

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.

You must be delighted with what you see or you pay nothing. Examine this remarkable program for 15 days. If, at the end of that time you are not convinced that you would like to master *Speed Learning*, simply return the program and owe nothing. See the coupon for low price and convenient credit terms.

**Note: Many companies and government agencies have tuition assistance plans for employees providing full or partial payment for college credit programs.**

**In most cases, the entire cost of your Speed Learning Program is Tax Deductible.**



### COLLEGE CREDITS



You may obtain 2 full semester hour credits for course completion, wherever you reside. Credits offered through Whittier College (California). Details included in your program.

### CONTINUING EDUCATION UNITS



National Management Association, the world's largest association of professional managers, awards 3.0 CEU's for course completion. CEU's can be applied toward the certificate in Management Studies.

### PROFESSIONAL SOCIETIES

Speed Learning is offered internationally to members of professional associations such as: American Chemical Society, Foundation for Accounting Education, Institute of Electrical and Electronics Engineers and dozens more. Consult your Education Director for information.

### BUSINESS, INDUSTRY, GOVERNMENT

Many companies and government agencies offer Speed Learning as a wholly-paid or tuition reimbursement program. Consult your Training or Personnel Director for details.

**learn**  
INCORPORATED

113 Gaither Drive, Mt. Laurel, NJ 08054

HBJ1-WTT-9/83

**YES! Please rush me the materials checked below:**

- Please send the Speed Learning program @ \$99.95 plus \$4 postage and handling.
- Please send the Speed Learning Medical Edition @ \$109.95 plus \$4 postage and handling.
- Please send the Junior Speed Learning program (ages 11 to 16) @ \$89.95 plus \$4 postage and handling.

**Check method of payment below:**

- Check or money order enclosed (payable to learn incorporated)
- Charge my credit card under the regular payment terms
  - Visa  Master Card  Interbank No. \_\_\_\_\_  American Express

NJ residents add 5% sales tax.

**I understand that if after 15 days I am not delighted in every way, that I may return the materials in their original condition for a full refund. No questions asked.**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Signature \_\_\_\_\_

**If you don't already own a cassette player, you may order this Deluxe Cassette Recorder for only \$49.95. (Includes handling and delivery.)**

Check here to order



— Outside USA add \$10 per item—Airmail extra —

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Duluth, Minnesota 55802  
Ph: (218) 727-8511

## Chemical Companies

*continued*

Stanford Seed Co  
560 Fulton St  
PO Box 366  
Buffalo NY 14240  
716-825-3300

★ Stauffer Chemical Co  
Westport CT 06881  
203-222-3254

Stull Chemical Co  
1006 Paulsun  
San Antonio TX 78219  
512-227-5255; outside TX 800-531-5407

Sudbury Laboratory Inc  
572 Dutton Rd  
Sudbury MA 01776  
617-443-8844

Superior Fiber Products Co  
409 Washington Ave Ste 1008  
Towson MD 21204  
301-583-7937

Sweepster  
2810 SW Baker Rd  
Dexter MI 48130  
313-426-3961

Thermoguard  
412 113th  
Arlington TX 76011  
817-640-8783

★ TUCO Ag Chemicals Div Upjohn Co  
9823-190-1  
Kalamazoo MI 49001  
616-323-4000

Union Carbide Ag Prod Co  
TW Alexander Ave  
PO Box 12014  
Research Triangle Park NC 27709

★ United Agri-Products  
419 18th St  
PO Box 1287  
Greeley CO 80632  
303-356-4400

United States Gypsum Co  
101 S Wacker Drive  
Chicago IL 60606  
312-321-3863

US Borax  
3075 Wilshire Blvd  
Los Angeles CA 90010

USS Agri-Chemicals Div US Steel  
PO Box 1685  
Atlanta GA 30328  
404-572-4000

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

Velsicol Chemical Corp  
341 E Ohio St

Chicago IL 60611  
314-670-4665

Vineland Chemical Co  
W Wheat Rd  
PO Box 745  
Vineland NJ 08360

★ Wellborn Paint Mfg Co  
PO Box 25645  
Albuquerque NM 87125  
505-344-3558

Weyerhaeuser  
Tacoma WA 98477  
206-924-5986

★ Wilt-Pruf Products Inc  
PO Box 4280  
Greenwich CT 06830  
203-531-4740

Zoecon Corp Ag Chem Div  
PO Box 975  
Palo Alto CA 94306



## 5. Seed Companies

★ Adelphi  
182-12 93rd Ave  
Jamaica NY 11423  
212-739-4400

J & L Adikes Inc  
182-12 93rd Ave  
Jamaica NY 11423  
212-739-4400  
Certified Turfgrass Seed Names: Adelphi  
KY Bluegrass, All\*Star Perennial  
Ryegrass

Agriculture Service Corp  
5240 Gaffin Rd SE  
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  
1936 19th Ave  
PO Box 217  
Forest Grove OR 97116  
503-357-2141  
Certified Turfgrass Seed Names: Falcon  
Tall Fescue, Bonnieblue KY Bluegrass,

## Seed Companies

*continued*

Majestic KY Bluegrass, Birka KY Bluegrass, Sydsport KY Bluegrass, Belle Perennial Ryegrass, Banner Chewings Fescue

Ernst Crownvetch Farms  
R 5 Box 806  
Meadville PA 16335  
814-425-7276

Certified Turfgrass Seed Names:  
Reclamation type seeds: Penngift  
Crownvetch, Lathco Flat Pea, Tioga  
Deertongue

★ Full Circle Inc  
PO Box 49  
Madras OR 97741  
503-475-3877  
Certified Turfgrass Seed Names: Merit KY Bluegrass

★ Garfield Williamson Inc  
1072 West Side Ave  
Jersey City NJ 07306  
201-435-3500  
Certified Turfgrass Seed Names: Omega  
Perennial Ryegrass, Eclipse KY  
Bluegrass, Jaguar Tall Fescue

Grasslyn Inc  
641 Pine Grove Rd  
State College PA 16801  
814-238-0133

Certified Turfgrass Seed Names: Penngift  
Crownvetch

Great Western Seed Co  
950 Jackson SE  
Albany OR 97321  
503-926-5892  
Certified Turfgrass Seed Names: Clemfline  
Tall Fescue, Rebel Tall Fescue, Prelude  
Perennial Rye, Palmer Perennial Rye,  
Diplomat Perennial Rye, Yorktown II  
Perennial Rye, Baron KY Blue, Ram I KY  
Blue

Jonathan Green & Sons Inc  
PO Box 326  
Farmingdale NJ 07727  
201-938-7007

Geo W Hill & Co  
8010 Dixie Hwy  
PO Box 787  
Florence KY 41042  
606-371-8423  
Certified Turfgrass Seed Names: Regal  
Perennial Ryegrass, Eclipse KY Blue  
grass, Jaguar Turf Type Tall Fescue,  
Finelawn 1 Tall Fescue

★ International Seeds Inc  
820 First St  
Halsey OR 97348  
503-369-2251  
Certified Turfgrass Seed Names: Turf-  
Type Perennial Ryegrass: Derby, Regal,  
Elka, Gator; KY Bluegrass: Merit,  
Vantage, Enmundi, Scenic; Creeping  
Bentgrass: Emerald, Penncross,

Penneagle; POA Trivialis: Sabre;  
Chewings Type Red Fescue: Highlight,  
Checker, Adonis; Creeping Red Fescue:  
Ensylva; Turf Type Tall Fescue:  
Hounddog, Brookston; Low Maintenance  
Grasses: Companion Mix; Overseeding  
Blends & Mixtures: Dixie Green Mix,  
Dixie Green/Sabre Mix, PHD Perennial  
Ryegrass Blend, Showboat Mix

★ Jacklin Seed Co  
W 5300 Jacklin Ave  
Post Falls ID 83854  
208-773-7581  
Certified Turfgrass Seed Names: KY  
Bluegrass: Flying, Glade, Ram I, Birka,  
Cheri, Eclipse, Adelphi; Reubens Canada  
Bluegrass; All Star Perennial Ryegrass

Jenks White Seed Co Div Jacklin Seed  
PO Box 45  
Tangent OR 97389

Kellogg Inc: Seeds & Supplies  
322 E Florida St  
Milwaukee WI 53204  
414-276-0373

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

★ Loft Seed Co  
Chimney Rock Rd  
PO Box 146  
Bound Brook NJ 08805  
201-356-8700  
Certified Turfgrass Seed Names: Clemfline  
Tall Fescue, Rebel Tall Fescue, Prelude  
& Palmer Perennial Ryegrasses,  
Diplomat & Yorktown II Perennial  
Ryegrasses, Baron & Ram I KY  
Bluegrasses

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 Assn  
PO Box 699  
Rolla MO 65401  
314-364-1336

Normarc Inc  
PO Box 238  
Tangent OR 97389  
502-926-5801  
Certified Turfgrass Seed Names: Premier  
Perennial Ryegrass

★ Northrup King Co  
1500 NE Jackson St  
Minneapolis MN 55413  
612-781-8011  
Medalist Turf blends and mixtures

★ Oregon Fine Fescue Commission  
1349 Capitol St NE  
Salem OR 97303  
503-363-1022

★ Oregon Ryegrass  
4093 12th St  
Salem OR 97302

★ Orion Chemical Inc  
13261 Garden Grove Blvd  
Garden Grove CA 92643  
714-971-2299

Oseco BC Ltd Oregon Ryegrass  
Commission  
PO Box 3366  
Salem OR 97302

Oseco Inc  
PO Box 219  
Brampton ON L6V 2L2  
Canada  
416-846-5080  
Certified Turfgrass Seed Names: Baron  
KY Bluegrass; Haga KY Bluegrass;  
Omega Perennial Ryegrass; Yorktown II  
Perennial Ryegrass; Emerald Creeping  
Bentgrass; REV 81 Reclamation Mixture

Patten Seed & Turfgrass Co  
119 Murrell Ave  
Lakeland GA 31635  
912-482-3131  
Certified Turfgrass Seed Names: Tifway,  
Tifway II, Tifgreen, Tifgreen II, Tifdwarf,  
Zoysia: Emerald; Centipedegrass

Penncross 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, Rugby 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, Flying, Dormie, Mustang

Otto Pick & Sons Seeds Ltd  
4750 Lesage CP 151  
St Hyacinthe PQ J2S 7B4  
Canada  
514-799-4586  
Certified Turfgrass Seed Names: Banff KY  
Bluegrass, Cheri KY Bluegrass, Dormie  
KY Bluegrass, Fylking KY Bluegrass,  
Nugget KY Bluegrass, Ram I KY  
Bluegrass, Touchdown KY Bluegrass,  
Barone KY Bluegrass, Adelphi KY  
Bluegrass, Merion KY Bluegrass, Park  
KY Bluegrass, Canon Canada Bluegrass,  
Common Canada Bluegrass, Reubens  
Canada Bluegrass, Agram Chewing  
Fescue, Jamestown Chewing Fescue,  
Pennlawn Creeping Red Fescue,  
Tournament Hard Fescue, Blazer  
Ryegrass, Fiesta Ryegrass, Derby  
Ryegrass, Manhattan Ryegrass,  
Pennfine Ryegrass, Exeter Colonial Bent  
Grass, Penncross Creeping Bent Grass,

# Nothing costs less than Subdue. Because so little goes so far.



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Nothing costs less to use than Subdue® to control Pythium blight and damping-off. Because it only takes 1½ fluid ounces of Subdue to cover 1,000 square feet for 10 to 21 days, on established turf.

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out. Second, Subdue works on contact to control Pythium in the soil.

Subdue will give you control in both established turf and newly-seeded turf. And Subdue's systemic action gives you longer-lasting control than other fungicides. So you not only save on Subdue's low rate, you also save on maintenance and labor costs.

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Box 18300, Greensboro,  
NC 27419

## Seed Companies

*continued*

Emerald Creeping Bent Grass, Astoria  
Coloniale Bent Grass, Seaside Creeping  
Bent Grass, Highland Coloniale Bent  
Grass

Otto Pick & Sons Seeds Ltd  
RR 2 Box 4  
Winnipeg MB R3C 2E6  
Canada  
204-633-0088

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

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

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

Certified Turfgrass Seed Names: Adelphi  
Bluegrass; Glade Bluegrass; Eclipse  
Bluegrass; Barfalla Chewings Fescue;  
Pencross Bent; Penneagle Bent;  
Prominent Bent; Bardot Bentgrass;  
Pennant Perennial Rye

★ 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: Proturf

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

Seed Production & Introduction Corp (S P  
I C)  
PO Box 923  
Minneapolis MN 55440  
612-781-8011  
Certified Turfgrass Seed Names: Pennfine  
Perennial Ryegrass, Rugby KY Bluegrass

Southern Turf Nurseries  
PO Box 714  
Tifton GA 31793  
912-382-5655

Stanford Seed Co  
560 Fulton St  
PO Box 366  
Buffalo NY 14240  
716-825-3300  
Certified Turfgrass Seed Names: Koket  
Chewings Fescue, Old English, Crown  
Vetch, Pennfine Perennial Ryegrass,  
Rugby Kentucky 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:  
Marvelgreen, Rebel, Falcon, Clemfine,  
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  
Jonesboro 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, Shasta, Midnight; Fine  
Fescue: Fortress, Shadow; Hard Fescue:  
Waldina, 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  
800-828-8873  
Certified Turfgrass Seed Names: A-34 Ben  
Sun KY Bluegrass

★ Whitney Dickinson Seeds Inc  
52 Leslie St  
Buffalo NY 14211  
716-896-1111  
Certified Turfgrass Seed Names: Pennfine  
Perennial Ryegrass, Manhattan  
Perennial Ryegrass, Manhattan II  
Perennial Ryegrass, Rugby Kentucky  
Bluegrass

## For Information Contact Your Nearest Ransomes Distributor

### EAST

**Bearco, Inc.** (Northern OH)  
Cleveland, OH 44136, 216/238-2442

**Brodner Equipment, Inc.** (Upstate NY)  
Rochester, NY 14606, 716/247-5218

**The Clapper Co.** (ME, VT, RI & Eastern MA)  
West Newton, MA 02165, 617/244-7900

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

**EDM Distributors, Inc.** (CT, VT &  
Western MA)  
Agawam, MA 01001, 413/786-6977

**S. P. Lummus Supply Co.** (Eastern PA)  
Pottstown, PA 19464, 215/327-4920

**Ross Lawn Equipment** (Upstate NY)  
Tonawanda, NY 14150, 716/691-7642

**Steven Willand, Inc.** (NJ, NY & LI)  
Fairfield, NJ 07006, 201/227-5656

### SOUTH

**Adrian Metal & Tractor, 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 35800, 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)  
Charlotte, NC 28210, 704/552-9582

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

### MIDWEST

**Brentom Lawn & Turf Corp.** (KY &  
Southern IN)  
Louisville, KY 40299, 502/491-0865

**Conniff's Power Equipment, Inc.** (IN &  
Southern OH)  
Richmond, IN 47347, 317/935-2344

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

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

**Ideal Mower Sales** (MI & Western OH)  
Ferndale, MI 48220, 313/541-4200

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

**Olsen Distributing Company** (IL)  
Barrington, IL 60010, 312/381-9333

### WEST

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

**J. & J. Power Equipment, Inc.** (OR)  
Eugene, OR 97402-0129, 503/344-1483

**Jenkins Machinery Company** (CA)  
Concord, CA 94520, 415/685-6685

**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, 416/637-5216

**Par Equipment Ltd.** (Man)  
Winnipeg, Man R3E 3J8, 204/775-8988

**Rollins Machinery Ltd.** (B.C.)  
Vancouver, B.C. V5T 1H8, 604/874-6404

**RANSOMES**  
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# The plot thickens.



Ransomes Bob Cat offers you walk-behind performance in 3-D. With the 32", 36" or 48" intermediates. All three available with optional riding sulky or grass catcher. So no matter what twist your plot takes, the Ransomes Bob Cat intermediates will lead you to a happy ending.

See your Ransomes Bob Cat distributor or call Ransomes, Inc., One Bob Cat Lane, Johnson Creek, WI 53038, (414) 699-2000.

**RANSOMES**

**BOB-CAT**

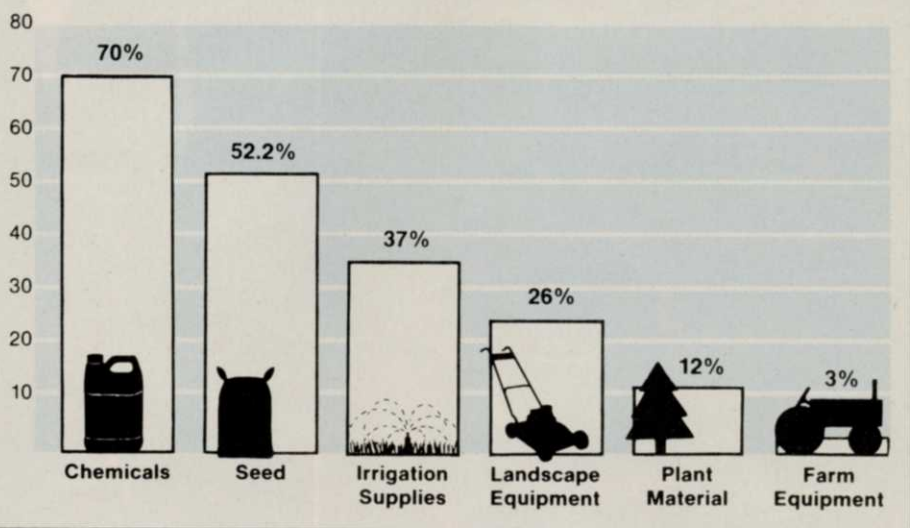
## The grass machine.

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?



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 in-

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.

### 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

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-served 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.

### 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-



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**The golf course superintendent and parks and schools maintenance managers are the survey respondents' most important customers.**

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ment repairs. More than 70 percent offer on-location repair service for the equipment they sell.

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

"It just doesn't make sense to do it," explained one respondent.

Survey results show 94 percent of the turf seed distributors are not overstocked with any particular type of turfseed. Sixty-six percent offer a private label seed mixture or blend. Sixty-one percent of the turf seed distributor's customers are asking for new and/or improved varieties of turfseed.

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

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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,

**Customers ranked by importance**

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1. Golf Course Superintendents
2. Parks and Schools
3. Landscape Contractors and Lawn Care Companies
4. General Public
5. Irrigation Contractors
6. Sod Growers and Hotels and Resorts
7. Farmers
8. Estate Gardeners and Condo/Apartments
9. Arborists
10. Airports

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. **WTT**

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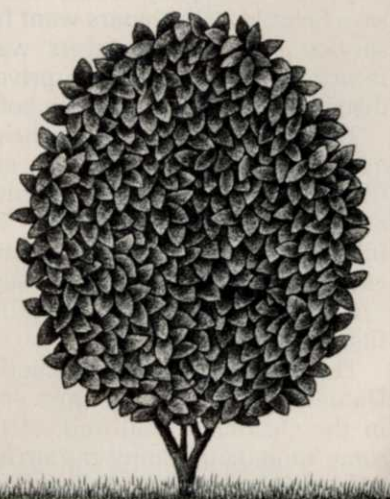
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Circle No. 134 on Reader Inquiry Card

## 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 based 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.

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**"Customers want full service and manufacturers want return on investment." Schmid.**

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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-

