

LANDSCAPE MAINTENANCE. Top notch Washington D.C. area landscape firm is looking for a responsible foreman to do residential maintenance, emphasizing quality tree, shrub and bed care. We are also seeking a spray technician trainee to assist with our integrated pest management program etc. Good pay with benefits. No weekend work. Willingness to work hard and produce is essential. Related education or experience preferred. Send resume and references to: Garden Gate Landscaping, 821 Norwood Road, Silver Spring, MD 20904. 9/86

Fleet Superintendent/Equipment Coordinator to perform maintenance on diesel/gas equipment 80 h.p. to 1 h.p. and coordinate the use of equipment for a grounds maintenance service company throughout the state of Florida. Please send resume to Quandt-Ayer Enterprises, P.O. Box 271880, Tampa, FL 33688. 8/86

Landscape Maintenance Foreman: South Florida firm seeking individuals who are experienced in all aspects of maintenance including irrigation. Send resume to: G & E, 4540 S.W. 75th Ave., Miami, FL 33155. 8/86

Sales and Service person needed in Virginia Beach area. Only experienced, licensed applicators with excellent customer service skills will be considered. Send resume and references to: Lawn Medic of Tidewater, P.O. Box 1786, Chesapeake, VA 23320. TF

Sales Professional: To the Greens Industries in Mid-Atlantic region; must have "2 years" sales experience selling to lawn care, landscape, and tree care firms. A good knowledge of the business and customer's needs is necessary. Excellent compensation package offered. Please send resume to: Moyer & Son, Inc., 113 East Reliance Road, Souderton, Pennsylvania 18964. Attn: Specialty Fertilizer. 8/86

Landscape Architects/Supervisors (project foremen) join a nationally acclaimed firm looking to expand into its second generation Long Island area supports a high budget landscape industry. Year round employment, company benefits and continuing education available. Experienced and aggressive people send resume to: GOLDBERG & RODLER, INC., 216 East Main Street, Huntington, New York 11743. 8/86

LANDSCAPE CONSTRUCTION SUPERVISOR—Rapidly growing mid-south landscape contractor is seeking a well-trained, self-motivated individual for its new division office. Five years minimum experience with knowledge of scheduling, purchasing in multi-crew supervision. Send job and salary history to: Reinhold Landscape, 3388 Cazassa, Memphis, Tennessee 38116. 9/86

SOD FARM MANAGER: Established top quality Sod Farm serving California and Nevada seeks experienced and knowledgeable leader to manage all aspects of sod production and equipment. Hands on experience and knowledge of soils, fertilization and irrigation essential. Qualified applicants send resume with all pertinent history and requirements to WTT Box 389. 8/86

ChemLawn Franchise Branch Manager. Directs branch operations. Minimum 2 years experience as assistant manager or 1 year as manager. Must possess excellent communication, organizational, and interpersonal skills. Full benefits. Send resume to: Tim Stagg, 1652 42nd Street, N.E., Suite D, Cedar Rapids, Iowa 52402. 319-393-2914. 8/86

Irrigation Designer & Installation Supervisor—Experience a must!! Send resume to P.O. Box 157, Fairburn, GA 30213. 9/86

LANDSCAPE LABORERS & FOREMEN—Experience a must!! Call 404-964-9998. 9/86

Superintendent, Building and Grounds: Direct contractors and maintenance staff of two full time, three part time and one seasonal in maintaining roads, buildings, equipment, and grounds of our 355 acre nature preserve and arboretum. Qualifications: Experience in building and grounds maintenance and a degree or demonstrable ability to succeed in related post high school formal education. Salary: Package including house and utilities valued at \$21,000 plus family health, dental and pension. Deadlines: August 25, 1986. Contact: Send resume to Charles Gleaves, Director, The Hayes Arboretum, 801 Elks Road, Richmond, Indiana 47374. 8/86

WANTED: Position open for a person with knowledge and experience of clearing for commercial and utility work. Must be able to bid and get the jobs done at a profit. All the latest equipment at your disposal. Top Pay + Bonus, Vehicle furnished, pension plan, profit sharing, Blue Cross and Blue Shield. Openings in Northeast and Southeast. Write WTT Box 392. 8/86

LANDSCAPE MAINTENANCE DIVISION MANAGER: Established landscape construction and nursery firm in Central Florida is looking for a self-starting manager to build a commercial maintenance division. Salary plus strong incentive bonus for an experienced professional with the desire to achieve. Call Mr. Singh (305) 831-8101. 8/86

HELP WANTED: Land Estimator - KT Enterprises, Inc. is expanding its landscape installation department & has a challenging new position in our fast growing firm for the right person with exceptional sales ability. Must be experienced in take-offs and costing. Progressive design/build firm doing business in Washington, D.C. Metro area. Excellent salary, benefits & growth potential. Call John Warren 703-922-8540. 8/86

OUTSTANDING OPPORTUNITY FOR AN ARBORIST with sales management experience to join rapidly growing, full-service tree care company. All benefits and incentives. Call or send resume to SAVE-A-TREE OF WESTCHESTER, INC., c/o Daniel Van Starrenburg, 225 Railroad Ave., Bedford Hills, NY 10507, 914-666-8202 9/86

PROJECT MANAGER: Excellent opportunity for career and goal oriented individual to work with a commercial landscape firm in Atlanta, Georgia. Must be experienced in all aspects of landscape construction and willing to assume total responsibility. Goods salary, benefits and incentive program. Scapes, Inc., 404-956-7500. 8/86

TURF PRODUCTION MANAGER: Expansion has created a production manager position on our farms in S.C. (approx. 500 acres). We expect five or more years experience in sod production and an academic background in turf management or a related field. This is an excellent opportunity for a growth-oriented individual. 1-800-328-2110. 8/86

CHAIRPERSON GOLF COURSE/LANDSCAPE PROGRAMS: Master's degree in Plant/Soil Sciences, Business/Public Administration and two years' experience in Golf Course/Landscape Operations. Earned Doctorate preferred. Responsibilities include student recruitment, administration, public relations w/industry, student placement, supervision of faculty/staff, minimal teaching. Salary: \$24,000 plus chairperson supplement, salary negotiable based on experience/qualifications. Deadline: Open. Send resume to Lake City Community College, Rt. 3, Box 7, Lake City, Florida 32055, (904)752-1822 ext. 313. EA/EO EMPLOYER. 7/86

HELP WANTED—A diversified growing landscape company in the Northeast is looking for experienced people for Landscape Design, Construction and Maintenance as Supervisors and Managers. Salary to be determined by experience. Send Resume including work and salary history to: Control Env. Services, Inc., 2605B Durham Road, Bristol, PA 19007, Attn: J.R.B. 9/86

LESCO, INC., a leader and complete supplier of equipment and products to the turf care industry, is seeking aggressive, mature, customer oriented individuals to join the team as:

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These positions will have P/L responsibility for the management of a warehouse operation serving the professional lawn care industry; including local sales development, inventory control and accounts receivable. Ideal candidates should have previous selling experience in lawn care, nursery or garden stores or possess a horticulture related educational background. Positions are available in various Florida metropolitan areas.

Our firm has an established growth pattern and record of profit sharing. Interested and qualified candidates should submit resume and salary history in confidence to:

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USED EQUIPMENT

1978 ASPLUNDH WHISPER CHIPPER—4 cylinder, 12 in. \$5000. 312-481-9128. TF

TREE TRIMMING EQUIPMENT—Aerial basket trucks with chip boxes and chippers (1970 - 1975). Priced to sell—offers accepted. Call (218) 724-7622, or write ATS, P.O. Box 3280, Duluth, MN 55803. TF

HI-RANGERS AERIAL BASKETS 65', 57', and 53'. Skyworkers aerial baskets 65', 50', 40'. Vermeer stump cutter 1560, 6. Vermeer tree spade 66, TS 44. Asplundh bucket and brush chippers, Bean sprayer, 9 ton trailer. Parkway Tree Service, 12026 W. Cherry, Wauwatosa, Wisc. 53226. (414) 257-1555. TF

NEW AND USED EQUIPMENT—Asplundh, Hi Ranger and Lift-all forestry bucket trucks, Chipmore wood chippers. Mirk, Inc., (216) 669-3567, (216) 669-3562, 7629 Chippewa Road, Orrville, Ohio 44667. TF

BUCKET TRUCKS, Straight Stick, Corner Mount and Knuckle Boom Cranes. Brush Chippers - New Morbark Disc Type, New Woodchuck Drum Type. Best prices anywhere. Used Chippers - Asplundh, Woodchuck, etc. 2 to 8 usually in stock. Sprayers, Dumps, stakes, Log Loaders, Crew Cab Chip Box Dumps, Railroad Trucks, 50 in stock. Sold as is or reconditioned. Opykye's Hatfield (Philadelphia Area) 215-721-4444. TF

EDUCATIONAL OPPORTUNITIES

EDUCATIONAL OPPORTUNITIES—Learn Golf Course Superintending, Park Supervision, Irrigation Management, Landscape Contracting. Fully accredited, VA approved, expanded faculty and facilities: major ongoing turfgrass research project. Many job placement opportunities, for information contact: Department of Golf Course Operations Landscape Technology: Western Texas College, Snyder, Texas 79549. 9/86

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FREE PARTS CATALOG—If you own a 36"—48"—52" walk-behind mower and you feel you're paying too much for parts, call Preco Distributors toll-free and request our parts catalog. **BELTS, BLADES, GRASS CATCHERS, WHEELS AND LOTS MORE!** Replacement parts that fit: **BOBCAT, BUNTON, KEES, EXMARK & OTHERS.** 1 day shipping coast to coast available. All parts carry a 90-day warranty. Don't wait, call 24 hours a day. **TOLL-FREE 1-800-428-8004, in Mass. 413-596-5505. PRECO DISTRIBUTORS, 2400 BOSTON ROAD, WILBRAHAM, MA 01095.** TF

Amsol Two-Cycle oil as featured in February "Job Talk." Full line of synthetic lubricants. Dealerships available. Boyce Distributors, P.O. Box 12921, Charleston, SC 29412. (803) 762-0732. 10/86

Enhance Your Surroundings! Write for your detailed Catalogue on Landscaping. Leo Berbee Bulb Company, P.O. Box 370, Marysville, OH 43040. 513-642-0511. 8/86

WANTED TO BUY

WANTED: Large Lindig and Royer Shredders. Lewis Equipment. 320 Third Street S.W., Winter Haven, FL 33880. (813) 294-5893. 4/87

Wanted to buy tree clearing companies. Will pay top dollar for the right company and personnel. Write WTT Box 393. 8/86

ORKIN LAWN CARE

Wants to acquire lawn care/pest control companies doing \$1,000,000 or more annual revenue. Sell us your business. Stay and grow with us if you wish. Reply to Dick Lyon (404) 888-2165.

Wanted to buy **HYDRO SEEDER.** Please send photo. Johnson Hydro Seeding Corp., 13751 Travilah Road, Rockville, Md. 20850 301/340-0805. TF

WANTED LAWN CARE COMPANIES CUSTOMER LISTS FOR CASH

We are interested in acquiring lawn care companies or customer lists for **CASH.** Prefer volume to be \$500,000 or above. If you are located in the Midwest, East, or South we want to talk to you.

Contact our agents:
Ed Wandtke or Rudd McGary
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Association
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Columbus, OH 43215
(614)481-8873

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We are interested in acquiring commercial and residential lawn maintenance companies or customer lists for cash. Prefer volume to be \$250,000 or above. If you are located in the Midwest, East, or South, we want to talk with you.

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EVENTS

August

Northeast Ohio Nursery and Equipment Field Day, Aug. 12. Lake County Nursery, Perry, Ohio. Contact Fred Buscher, OARDC, Wooster, OH, 44691. (216) 263-3831.

American Horticultural Society annual meeting, Aug. 13-16, San Francisco, Calif. Contact Sharon Barnes, AHS, PO Box 0105, Mount Vernon, VA, 22121. (703) 768-5700.

Professional Lawn Care Association of America regional seminar, Aug. 14, Lenexa (Kan.) Holiday Inn. Contact Doug Moody, PLCAA, 1225 Johnson Ferry Rd. NE, Suite B-220, Marietta, GA, 30067. (404) 977-5222.

Penn State Turfgrass Field Days, August 14-15. Joseph Valentine Memorial Turfgrass Research Center, University Park, Pa. Contact Dr. Joseph M. Duich at (814) 865-9853 or Christine E. King, Pennsylvania Turfgrass Council, (814) 355-8010.

Landscapers Expo 1986, August 22-24. Manatee Civic Center, Palmetto, Fla. Contact Merchandise World Inc., P.O. Box 1374-W, Venice, FL 34284; (813) 485-5888.

Southwest Outdoor Power Equipment & Lawn/Garden Market, August 22-24. Amon G. Carter Exhibit Hall, Ft. Worth, Texas. For information call or write Southwest Outdoor Power Equipment & Lawn/Garden Market, 4629 Mark IV Parkway, Ft. Worth, TX 76106; (817) 625-5562.

SEPTEMBER

Ohio Turfgrass Research Field Day, Sept. 11. Ohio State University, Columbus, Ohio. (614) 422-2601 for information.

Florida Nursery and Allied Trades Show, Sept. 12-14. Orange County Civic Center, Orlando, Fla. For more information, call or write: FNGA, 5401 Kirkman Rd., Suite 650, Orlando, FL 32819; (305) 345-8137.

World Fertilizer Conference, Sept. 14-16. San Francisco Hyatt Regency, San Francisco, Calif. Contact The Fertilizer Institute, 1015 18th St. NW, Washington, D.C., 20036.

Virginia Tech Turfgrass Research Field Days, Sept. 16-17. Blacksburg, Va. Contact J.R. Hall III; (703) 961-5797.

Oklahoma Turfgrass Research Field Day, Sept. 20. Oklahoma Turfgrass Research Center, one mile west of Oklahoma State University Campus, Stillwater, Okla. Contact Michael Kenna at (405) 624-5404 for information.

International Garden and Leisure Exhibition (GLEE) Sept. 21-23. National Exhibition Center, Birmingham, England. For information contact Inter Garden Promotions, 60 Claremont Rd., Surbiton, Surrey KT6 4RH England. Phone (390) 2211 1601. Telex: 291561.

Wisconsin Counties Association Fourth Annual Products, Services and Equipment Exhibition, Sept. 21-23. Paper Valley Hotel and Conference Center, 333 W. College Ave., Appleton, WI 54913.

Society of Municipal Arborists 22nd meeting and trade show, Sept. 28-Oct. 1. Marriott Pavilion, St. Louis, Mo. Contact Bruce Vawter, Society of Municipal Arborists, c/o Monsanto Corp., 800 N. Lindbergh P1A, St. Louis, MO 63137. Phone (314) 694-2394.

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Giving the readers what they want

I never thought I'd agree with James Kilpatrick, the syndicated newspaper columnist, until his column appeared in the local paper the other day. Jim usually talks about what a guy Ronnie Reagan is or how bad the local paper in Sioux City, Iowa, butchered a headline.



This time Jim wrote about knowing your reader and told of a young reporter in South Carolina who, in her review of the movie "Cocoon," used the phrase "old f____" to describe the old men in the movie. The word—certainly no stranger to most—denotes excessive gas. The cub reporter didn't know her conservative audience, didn't know readers would be offended, and consequently is now in the unemployment line.

We at WEEDS TREES & TURF don't want to join her. That's why we're taking an even more scrutinizing look at our audience (you) and what you want to see in the magazine.

We're a people-oriented magazine, out in the field at local shows and at national events. We will remain there but you may see less of the personality-type profiles in WT&T. Our Readex studies indicate the personality profiles are consistently the lowest-read of any feature stories. (Readex provides both editorial and advertising interest reports to clients like us.)

Other Readex reader surveys ask you what type of information you find most useful in the magazine. In the survey of the March 1986, issue, respondents gave multiple answers. Ninety-three percent said weed, fertilizer, disease, and insect guides are most useful. Another 65 percent said "how-to" articles are useful. The remainder: agronomic technical, 57 percent; products, 54 percent; news, 53 percent; advertisements, 50 percent; **personality profiles, 14 percent.**

The percentages, though based on just one issue, are consistent with our Readex scores dating to 1981. Of the 11 most highly read WT&T articles dating to 1981, five were guides and two were technical pieces. Personality profiles and some of our regular departments dominate the bottom half of the list.

The message is clear. You won't see a discontinuation of the personality profiles. We'll continue running them, but you'll see more information near the top of the story and in shorter form. Ideally, a reader will be able to glean the pertinent information he needs off the story's first page.

We will continue to bring you the guides and technical articles you say you want. But we'll keep our personality.

Ken Kuhajda, managing editor

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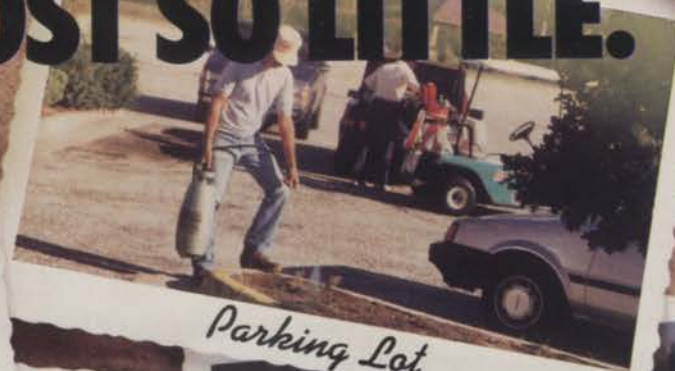


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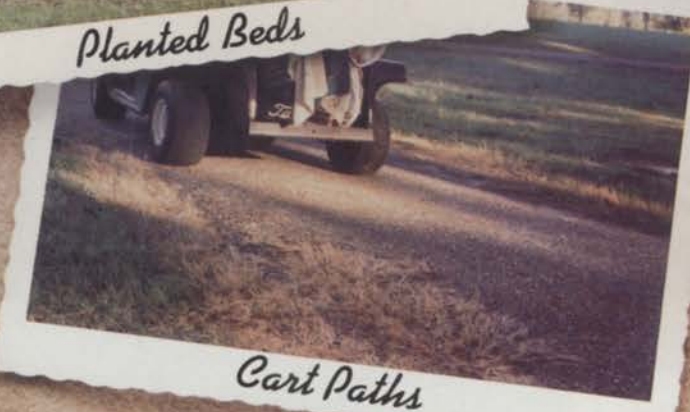
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