

"TERMITE" TERRY'S INSIDER INFORMATION

TOP SECRET

January 2013



Happy New Year!

www.termiteterry.com



(949) 631-7348

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"Home of Your Ironclad, Money-Back Guarantee"

Life In The Year 2013 . . .

Happy New Year! We hope everyone had a wonderful time during the holidays. Do you have a lot of plans for 2013? Well, before you get carried away with all of the things you want to do, let's go back and take a look at what life was like in 1913:

- The average life expectancy was 50 years for men and 55 for women. The leading causes of death were diarrhea, heart disease, influenza, pneumonia and tuberculosis.
- Ten percent of all babies died before their first birthday.
- The average wage was about \$1,400 per year or about 85 cents per hour.
- On February 3, 1913, the 16th Amendment was ratified and the IRS was formed. Couples earning more than \$4,000 per year and singles earning more than \$3,000 per year were taxed at the rate of 1%. Those earning \$500,000 or more were taxed at the top rate of 7%. Less than 1% of our population had to pay federal income tax. (Don't you wish rates were still that low?)
- A gallon of milk cost about 32 cents. A loaf of bread sold for 6 cents. Eggs were 30 cents a dozen. Houses sold for about \$3,400. Cars cost about \$500. Gasoline sold for a whopping 12 cents a gallon!
- The 17th Amendment was ratified on April 8, 1913 and established the direct election of US Senators by

popular vote. Prior to that, our Senators were elected by state legislators.

- New York's Grand Central Station, after being rebuilt, re-opened in February as the world's largest train station.
- On May 13th, Igor Sikorsky flew an airplane he had built and became the first person to pilot a four engine aircraft.
- A new record for the world's highest temperature of 134 degrees was set in Death Valley, on July 10th.
- Harry Brearley, of Sheffield England, invented stainless steel.
- On October 31st, the Lincoln Highway was dedicated as the first road for autos across the US. It went from New York City to San Francisco, through 13 states and was 3,389 miles long. Less than half of the route had improved roads. According to the Association's 1916 Official Road Guide, a trip from the Atlantic to the Pacific would take 20-30 days and would cost no more than \$5 dollars a day per person, including food, gas, oil, and even "five or six meals" in hotels!
- The first "sedan type" of a car (Hudson) goes on display at a New York City auto show. Before that, all cars were really "air conditioned". ☺
- Ford Motor Company introduced the first moving assembly line on December 1st. This reduced the time

(turn the page)

150 Years Ago . . .

On January 1, 1863, President Abraham Lincoln signed the Emancipation Proclamation and declared that all slaves in the States that had seceded from the USA would be freed.

Famous Quote From George Foreman

"I want to keep fighting because it is the only thing that keeps me out of hamburger joints. If I don't fight, I'll eat the planet."

George Foreman, two time heavy weight boxing champ. Born January 10th, 1949

Rave Review!

“Thank you for the outstanding services your company and specifically Skip Haffke performed in the recent tenting of my home to remove termites and other pests. Skip performed the initial inspection and showed me the areas of infestation. He also provided many methods of ridding these destructive pests and allowed me to make the decision that tenting would be the best method of eradication.

The house has been tented several times over the past 29 years and I have a good idea of what services and problems to expect with this operation. I was pleasantly surprised when none of them occurred with your service.

In the past, many plants needed to be relocated or risk being trampled by the company workers or killed by the fumigation process. Mr. Haffke had the fumigation crew tent around our plants. He described to the fumigation supervisor my concerns and they agreed on a method that prevented damage to any plants. Great care was given to prevent any damage to the roof or gutters in the process which was an area of concern.

Your company provided an excellent customer experience by showing up at the designated times, having a representative present to coordinate with the fumigation crew, and removing the tent when promised without damage to any part of the house. I have recommended Termite Terry's to several of my friends and neighbors and feel confident they will choose your company in the future.

Also, your Ironclad Guarantee is another reason for choosing Termite Terry Pest Control. All I've received from previous companies is excuses why they are not at fault. Your company plainly states the consequences if the problem re-appears within the guaranty time.”

David Brooks, Captain Costa Mesa Police Department (retired)
Member Newport-Mesa Unified School District Board of Trustees

of assembling a chassis from 12 1/2 hours to only 2 hours and 40 minutes.

- The “Brillo Pad” was patented in 1913. Originally, these were sold in a box of six, along with a cake of soap. Later, in the 1930's, the soap was added inside the pads.
- The Federal Reserve System was created on December 23rd and now serves as the central banking system of the United States. Congress established three objectives:
 - a. Maximum employment
 - b. Stable prices
 - c. Moderate long term interest rates.
- The Lifesavers Candy Company was founded in 1913 by Edward John Noble. “Pep-O-Mint” was the first flavor. Since then, many flavors have been produced. As a note, the first “5 Flavor Roll” appeared in 1935.

Yes, life was a lot different back then. Just imagine your life without a smart phone or computer. Oh My! Life must have really been tough back then! ☺

New Low-Toxic Termite Treatment!

“Termite” Terry is proud to announce a **new low-toxic** product for treating subterranean termites. This new product is not only much safer to use, it is also highly effective and has the research to prove it!

This is the **FIRST termite treatment product to be classified by the EPA as “Low Risk”**. When you read the product's label, you'll notice there is no “CAUTION, WARNING OR DANGER” wording anywhere on the label. Instead, you'll see the following words:

“When used as directed this product does not present a hazard to humans or domestic animals.”

Folks, that is unbelievable! Have you seen all those drug commercials on TV? And, don't you just love hearing the announcer give you a long

laundry list of potential side effects that their drug may have?

Again, our new product's label says, **“When used as directed this product does not present a hazard to humans or domestic animals.”** Folks that is an unbelievable statement because you can't even take an aspirin without risking potential side effects!

Are you still not sure about this product's safety? Take a look at the label where it talks about “first aid” measures. It says:

- **If you get it on your skin**, the material is not likely to be hazardous but cleansing the skin after use is advisable.
- **If you get it in your eyes**, no specific intervention is indicated as the compound is not likely to be hazardous.
- **If you inhale it**, no specific intervention is indicated as the compound is not likely to be hazardous.
- **If you ingest it**, no specific intervention is indicated as the compound is not likely to be hazardous.

A Mode Of Action Inspired By Nature

You know termites are a problem and that they can do a lot of damage to a home. But, have you ever wondered why termites don't usually attack healthy trees? One of the reasons is a natural substance that is found in the bark of various trees and shrubs. Research on the “*natural*” insecticidal properties of this substance was what inspired the development of this new product. The researchers at DuPont were able to make a synthetic version of this substance (Calteryx) and it is the active ingredient in their new termite treatment product named “**Altriset**”.

Lab and field studies have shown that termites quickly acquire a lethal dose of Altriset as they tunnel through the treated area. It is

important to note that this product is **non-repellent** so the **termites do not even know it is there** (they can't smell or taste it!). Within hours of ingestion, their mouths will become **paralyzed**. So, you can rest assured that the damage caused by these termites will cease shortly after we apply the product.

Once termites are affected by Altriset, they will begin to exhibit increased aggregation, enhanced grooming and contact with other members of the colony for hours. Affected termites will become more lethargic and show signs of muscle **paralysis**; decreased coordination and they will eventually die within several days. It is very important for you to note that the **delayed mortality and increased colony interaction are key reasons why it is so effective**. Altriset will control the termite population in three months or less when used in accordance with the label.

This product is highly effective on termites while minimizing the impact on our environment. Only a **small amount of concentrate** is needed and it has **one of the lowest use-rates per gallon!**

Since the active ingredient mimics the insecticidal properties known to occur in certain substances "*naturally*" found in various tree species, it will cause less harm to beneficial organisms – such as honey bees and earthworms.

Do you have a problem with subterranean termites? **Call our office for a FREE** termite inspection at **(949) 631-7348**. The costs of these treatments will be slightly more but you and your family will love the "peace of mind" knowing you are getting the safest treatment possible. And, these treatments come with "Termite" Terry's famous MONEY Back Guarantee - "We'll get rid of all

your termites or your treatment is FREE!"

President's Economic Stimulus!

The elections are over and President "*Termite*" Terry says that he wants to continue with his economic stimulus program. Here are just a few who have benefited:

- Lisa Tod of Lake Forest referred us to Gary Hutsell, also of Lake Forest.
- Lois Abrams of Huntington Beach referred our service to Randall Bertz of Huntington Beach.
- Marc Leever of Laguna Niguel referred us to Mike Swinehart of Laguna Niguel.
- Lillian Farfone of San Juan Capistrano referred us to Bruce Warrington, also of San Juan Capistrano.
- George Carter of Costa Mesa referred us to Brian Faul of Costa Mesa.
- Lei Tong of Cerritos referred us to her sister, Leasha Tong, of Anaheim.

These fine citizens, who referred our services to their friends and neighbors, will receive a **FREE 50.00 Gas Card**.

Who do you know that needs termite treatments, repairs or a regular pest control service? All you have to do is to refer them to our company and if they hire us, you'll get your own **FREE 50.00 Gas Card!**

You'll never know how well the President's Economic Stimulus Plan works until you experience the feeling of putting **\$50.00** worth of **FREE Gas** in your car or truck. Don't you wish the politicians back in D.C. could come up with a plan that works this well?

History Of The Miss America Pageant

The Miss America Pageant started off as a marketing idea. The goal of the Businessmen's League of Atlantic City was to keep tourist on the boardwalk past Labor Day. Their first event was a "Fall Frolic", held on September 25th, 1920. The event was so successful that they made it an annual event.

During that time, in an effort to increase circulation, newspapers on the East Coast had begun sponsoring beauty pageants judged on submitted photos. The Businessmen's League saw this and decided to capitalize on the idea. So, they invited the winners of these local newspaper beauty contests to the next "Fall Frolic" to compete in an "Inter-City Beauty Contest". The contest was based on two parts – a popularity contest and a beauty contest. The winner of the beauty contest was to be awarded the title of "Golden Mermaid". On September 8, 1921, they had one hundred thousand people come to the Boardwalk to watch. That year, 16 year old Margaret Gorman of Washington D.C. won both contests and was awarded \$100. When she returned in 1922 to defend her laurels, she was draped in an American flag and called "Miss America".

The first televised pageant was held in 1955, when Lee Meriwether won. In the 1960's, it was repeatedly the highest rated program on American television. The pageant was seen as a symbol of the United States, with Miss America often referred to as the equivalent of the President.

There have been 87 Pageants since 1921 and the states of California, Ohio and Oklahoma have each had 6 winners.

This year, the Miss America Pageant will be held on January 12th, in Las Vegas Nevada.

Alright guys, here's your chance! You can go to Las Vegas and watch it live at the Planet Hollywood Casino for only \$87.00!



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****At Termite Terry, We'll Get Rid Of All Your Termites Or
Your Treatment Is FREEEEEE!!****

Food + Salmonella + Pests = Food Poisoning

The Food and Drug Administration (FDA) recently released documents showing that a peanut butter company, Sunland, Inc., is at the heart of a Salmonella outbreak and recall of over 250 products. Located in Portales, New Mexico, this company has had unresolved food safety problems, including Salmonella and other pest control issues, for the last five years.

As of this writing, 41 people have been infected with Salmonella/Bredeney in 20 states and 10 of those have had to be hospitalized.

FDA documents cite the presence of Salmonella in the plant, pest problems, poor food safety practices by employees, poor maintenance of the building and equipment and improper storage of raw materials.

One of the most alarming facts is that peanuts are being stored outside in uncovered trailers. Inspectors noted birds, too numerous to count, flying over, landing on and pooping on nuts before they are processed. The nuts are also exposed to rain, which provides a growth environment for Salmonella and other bacteria.

This company has no records documenting the cleaning of production equipment. Super-sized bags used to store peanuts were not cleaned, despite being used for both raw and roasted peanuts. And, there are no hand-washing sinks in the production areas.

An outbreak of this type is very serious and you need to pay special attention to articles and updates published by the FDA and the Centers of Disease Control (CDC).

Meanwhile, do you have problems with insects getting into your food at home? Do you have rodents in your attic or garage? If so, this outbreak of Salmonella is a solid reminder of how important it is to keep your home **pest free**. To learn how you can better protect your family's health, please call us and schedule a **complimentary pest audit**.



"Termite" Terry Singleton