

"TERMITE" TERRY'S INSIDER INFORMATION

TOP SECRET

January 2012



"Happy New Year!"

www.termiteterry.com



(949) 631-7348

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"Home of Your Ironclad, Money-Back Guarantee"

Life 100 Years Ago . . .

Happy New Year! We hope you had a wonderful time during the holidays. Did you make any New Years resolutions and are you really going to keep them, this time?? Well, before you start worrying about all you have to do in 2012, why not take a moment, go back and take a look at what life was like 100 years ago:

- The average life expectancy was only 47 years. The five leading causes of death were pneumonia, influenza, tuberculosis, diarrhea and heart disease.
- One out of every 10 babies died before their first birthday. For every 1,000 births, 7 mothers died during labor.
- Food was terrible! Did you know that plaster of Paris was added to milk from diseased cows so it would improve the milk's color? Can you believe that bakers preserved their pastry with alum and sulfur of copper? Back in those days, the working class diet consisted of bread, butter, potatoes and bacon. Meat from the butcher was a luxury item.
- The first bread-slicing machine was created in 1912. But, it wasn't until 1928 that the process was perfected and sliced bread could be marketed.
- Most homes had no indoor plumbing. (Even by 1940, only 55% of homes had complete indoor plumbing!).
- There were no air conditioners or refrigerators.
- You had to entertain yourself because there was no radio or television. The movie industry was just

getting off the ground - the first Hollywood film was shot in the fall of 1911.

- Most people worked 6 days a week and clocked in more than 50 hours. They were given 3 holidays off per year.
- There were about 640,000 cars on our nation's roads. But, was traffic better back then? No, it wasn't! Most people were still using horse drawn vehicles and "run away" horses killed thousands of people. In fact, the horse-associated fatality rate was 10 times higher than today's rate with cars! (Sure wish I could find some old ads from personal injury attorneys. Can you imagine seeing someone like our local famous lawyer, "Larry Parker", setting on a horse with his cowboy hat on, doing a commercial and promising that he'll win you 2.1 thousand dollars?)
- Without cars, was pollution better? Probably not. Everyone used coal for heating and cities were choked by coal dust. Over 3 million horses were used in American cities and each horse produced about 25 pounds of manure, per day (a new economy car sounds better all the time, doesn't it?).
- Back in 1911, Federal spending accounted for 2 percent of the economy. Today, it is over 24 percent. There was no income tax! Of course, there was no Social Security, Medicare or Medicaid. Today, those programs account for 42 percent of Federal spending.

(turn the page)

70 Years Ago . . .

On January 4th, 1942, A Pan American Airways "Pacific Clipper" flying boat completed the first round the world trip by a commercial plane.

A Famous Quote From The General

"Duty, Honor, Country. Those three hallowed words reverently dictate what you ought to be, what you can be, what you will be."

Douglas MacArthur, born January 26, 1880

Rave Review!

I work at a major Orange County theme park, and in taking some cheap hotel property home from the company sale, I unknowingly took home bed bugs. I had been getting bites for about a week and a half, not knowing where they were coming from, when I caught an actual bug in the middle of the night and began calling exterminators.

I got inspections/quotes from one large chain and from Termite Terry. I was disappointed that they were not able to send someone out to inspect/quote the same day and that there was a charge for the inspection.

However, the national chain had not sent an actual exterminator to inspect. Even though their price was good, I was hesitant to use them because I wouldn't meet the exterminator until the day of treatment and I wouldn't be able to vet him by making sure he was knowledgeable and thorough to get rid of the most difficult pests. Simply spraying bed bugs isn't enough, as they are highly resistant and good at hiding for up to a year, so I needed to find a pest guy who knew this and was going to fully inspect and treat not only the room, but my furniture and my stuff.

The inspection and quote from Termite Terry came with a fee, but it was worth it. They fully inspected my room and the 2nd bedroom belonging to my sister, as well as the living room.

We went with Termite Terry over the big national brand. The price was twice as much, but they impressed my parents and my dad is a biologist who consults for rodent pest control. He knows that with pest control, you get what you pay for.

Three months later, I haven't had a single bite. I caught the infestation early, and we only found 4 live bugs total. But we found eggs, and one of those bugs and lots of eggs were inside a CLOTHES HANGER. A lesser exterminator wouldn't have found that. Your technician, D.J., was so thorough that we took care of the toughest bugs in one go. He came back and sprayed twice, like he said, just in case.

Anna Timm
Orange

- Women didn't have the right to vote (women didn't get that right until 1920!).
- Arizona and New Mexico became States and now, the United States flag had 48 stars.
- The population of the United States was estimated at 95 million. Today, were close to 309 million.
- California had a population of about 1.5 million. Today, it is around 37 million.
- On April 15, 1912, the RMS Titanic struck an iceberg on her maiden voyage, resulting in the deaths of 1,517 people.

Things were a lot different back then, weren't they? Next time your smart phone goes out or when your flight to Europe is going to be 30 minutes late and you think that your entire life has been ruined, just imagine if you were living in 1912. You wouldn't have any problems, right? ☺

"Termite" Terry's New K-9 Bed Bug Inspection Services!



"Termite" Terry and His Dog Spot!
(A bed bug sniffing dog)

Bed bugs are small, flattened insects that can live in a crack the thickness of a business card. They are also great hidens and can be very difficult to find. "Termite" Terry's pest control specialists are very well trained and can find most bed bug infestations pretty quickly. However, every once in a while, we'll run into a situation where we suspect a problem but we

can't locate any bed bugs or evidence to prove it. That is why "Termite" Terry is proud to introduce his **New K-9 Bed Bug Inspection Services**.

Why Use a K-9 For Bed Bug Inspections?

Dogs have a very keen sense of smell and have been used for hunting down a number of things, such as bombs, cadavers, drugs and fugitives. Specially trained dogs are also effective at finding bed bugs. While they are not always perfect, these bed bug sniffing dogs can detect bed bugs which would otherwise be missed by the human eye.

Here are just a few of the cases where you'll find "Termite" Terry's New K-9 Bed Bug Inspection Services to be invaluable:

- Do you think you have bed bugs living inside of walls, behind large pieces of furniture or inside of an item that can't be taken apart? A well trained K-9 can often use their keen sense of smell to locate bed bugs in these areas. That alone can save you countless hours of inspection and save you countless dollars by not having to open up these areas. This can also save you a fortune in repair costs!
- Have college dorms or a large hotel and you're not sure which rooms the bed bugs are coming from? Canines can save you a lot of time and labor costs because they are more efficient. A dog may take only 2-3 minutes to inspect a typical hotel room, while a skilled technician may take 15 or 20 minutes to inspect the same room.
- Have a large place with a lot of seats, such as a movie theatre? Or, maybe you have a large warehouse with countless items stored inside? Can you even

imagine how much time it would take to inspect places like these? That would be a nightmare! The good news is that you don't need to dismantle every seat in your theatre or empty every box in your warehouse. Instead, **call us for our K-9 service!** A dog can simply walk through your facility, locate the bed bugs and then you'll know where your problem areas are located. Again, this will save you a lot of time and labor costs.

- Canines are also useful for routine inspections in high risk environments, such as hotel rooms, college dorms, cruise ships, group homes, shelters or movie theaters. Having a dog inspect all areas once a month is a great way to find small problems so that you can take care of them before they wind up costing you a fortune.

Have a bed bug problem and want to take advantage of our new K-9 Services? **Call us at (949) 631-7348** and we'll be glad to schedule an appointment at your convenience.

Blue Birds Earning Their Keep In California Vineyard

In an innovative study, nest boxes were installed at a California vineyard and they have attracted hundreds of birds. And, in exchange for the "free housing", the farmer's crops have been picked clean of pests. This is heartening news for conservationists who have for years seen reports of shrinking habitats and population declines for so many species.

"Placing songbird nesting boxes in agricultural landscapes can provide suitable nesting sites for a lot of birds that used to be plentiful 100 or 200

years ago but lost their natural landscapes," said Dr. Julie Jedlicka, an ornithologist at the University of California, Berkeley.

In Dr. Jedlicka's study, she wanted to find out if installing nest boxes would attract the birds and if they would reduce the number of pests. Her study was recently published in the journal PLoS One and it confirmed her hunch. When compared with areas in the same vineyard which did not have the nest boxes, the areas which did have nesting boxes were found to attract twice as many birds early in the nesting season. These areas with nest boxes were also found to have 2.6 times as many birds in the breeding season.

Western Bluebirds really took advantage of the situation. They counted 313 of them in the nest box sites, versus 39 in the control portions of the vineyard.

1,122 birds were counted and 25 different species were noted. The number of species was about the same in sites with boxes and those without. However, the number of insect eating species was 50% greater in areas with the boxes. Insectivorous birds removed about 2.4 times as many insect larvae in areas with nest boxes as they did in the control areas.

This is not a new idea. From 1885 to 1940, the Department of Agriculture promoted this practice. After World War II, pesticides like DDT were found to be a quick fix and the birds were set aside.

Some pests, such as spider mites, are too small for birds to consume, so the birds won't be able to replace pesticides entirely. Meanwhile, a bluebird family of 5 requires 125 grams of arthropods a day and they are not picky about what they have to eat!

National Volunteer Blood Donor Month!

Since 1970, the month of January has been declared as National Volunteer Blood Donor Month.

January was chosen because it is the month that presents the most challenges in recruiting people to give blood. During this time of year, it is hard to get even the most dedicated blood donors to make an appointment because everyone is busy, the weather is cold and many are suffering cold or flu symptoms.

Here are some important facts you should know:

- Every day in our country, we need approximately 39,000 units of blood for use in hospitals and emergency treatment facilities.
- Every two seconds, someone in our country needs blood!
- Just one blood donation can help save up to three lives!
- Sixty percent of the U.S. Population is eligible to donate blood but only 5 percent of those eligible ever do.
- Blood can be separated into at least three components. They are red blood cells, plasma and platelets.
- In an emergency, anyone can receive type O negative red blood cells. Type AB individuals can receive red blood cells of any ABO group. These facts are the reason why people with type O negative blood are known as "universal donors".

Donating blood is easy. In order to donate, you need to be healthy and meet age, weight and other requirements. The actual act of blood donation is safe and it usually takes less than 10-12 minutes. The whole process, from when you get there till the time you leave, will take only about an hour out of your day.

For more information, a few places to call are the American Red Cross of Orange County, Children's Hospital of Orange County, U.C. Irvine Medical Center, and Saint Joseph Hospital.

Whose life are you going to save by making a donation, today?

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

Is Your Fumigation Guarantee Meaningless?

When shopping for a company to fumigate their home or business, most home and business owners will ask if their fumigations are guaranteed. Almost every company claims to guarantee their work. Unfortunately, many of these so-called guarantees are meaningless. A great example of this was a building that I saw fumigated twice last year;

In March of last year, I was driving down the street and saw a building being fumigated. I couldn't believe how poorly the tent had been installed. So, I stopped to take a closer look. This was one of the lousiest fumigations I have ever seen in my life and I knew that this poor building owner had been ripped off by a "big named" company.

In November of last year, I drove by and saw this building being fumigated for the second time. My first question to myself was, "I wonder if they did the job right this time?" I got out of my truck, walked around the building and in no time at all, I found numerous holes and large openings in the tent where all the gas could leak out. It was painfully obvious that this poor owner had been ripped off, again. How many more times are they going to have to re-fume this place before they get it right? Or, will they ever??

Ladies and gentlemen, this kind of lousy work goes on everyday and I don't know of anyone who wants to have to fumigate their home or business two or more times a year. That is precisely why we came up with the idea of offering you a **MONEY BACK GUARANTEE**. Our philosophy is simple; We're going to measure your home correctly, seal up the tent and we're going to put in the right amount of gas so we **never have to come back and re-do your job**. Otherwise, we'd go broke overnight because we'd have to refund everyone's money! No other company in California will dare to match our guarantee. Now that you've heard this story, do you know why they won't even try??



"Termite" Terry Singleton