

Home and Garden '83



At 27 years old, Mark Cullen oversees operation of five Weall and Cullen outlets in the Metro Toronto area. — Jackie Steffler

# Shoppers are sharper today, Cullen insists

By JACKIE STEFFLER  
The recession has changed people — they're smarter shoppers, says Mark Cullen, general manager of the Weall and Cullen Nurseries Ltd.

But the 27-year-old, adds that nursery and garden centres must keep pace with the new consumer demands. He started running the family business in 1979.

His father, Len Cullen, established the business in 1947. "It started with a family-like image," says today's manager. "Dad always made himself available to people, and I've inherited that philosophy — integrity continues to exist."

Mr. Cullen's duties include co-ordinating the five garden centres, as well as visiting the business' 150-acre farm in Brooklyn, north of Whitby. He operates from the Markham office on Steeles Ave. at Kennedy Rd.

"People know more now than they used to," Mr. Cullen notes. "There was a time in the early '70s when gardening was coming into its own, and you'd just have to have the product and the means of getting it to the consumer."

Realizing that "people are hungry for information — I know this from my newsletter," he approached production manager and talk show host Jim Kidd at CKEY radio, and suggested a gardening program.

Every Friday, between 11 a.m. and noon, the Unionville resident becomes a radio per-

sonality and answers questions from the many callers.

"The phone-in response has been most encouraging," he says. "And if I don't know the answer to a particular question, I'll make sure I have for the following week."

As for distributing printed information, Mr. Cullen produces a newsletter about 10 times a year and sends it to 36,000 people. "Also, five years ago, most nurseries didn't have the catalogues they now do," he adds.

In addition, according to Mr. Cullen, his company is the only one in the Toronto area to boast a lath house, an open area for shrubs and trees with a roof of wood slats, covered by plastic.

The lath house carries tear sheets — pieces of paper with written plant care instructions.

Mr. Cullen estimates that 76 per cent of the homeowners, at least in this area, do gardening.

"Ten years ago, gardening was the most popular pastime," he notes. Now it's second. Spectator sports on television are first."

There is a trend toward home improvement in general, Mr. Cullen adds. For instance, even he and his wife Mary are planning to build a greenhouse this summer.

Meanwhile, his father Len is building Cullen Country Barns behind the Steeles Ave. centre. "They'll be the largest barns in Ontario — maybe even in Canada," says the younger Cullen. The structures will feature stores and antiques from old Ontario.

LANSING

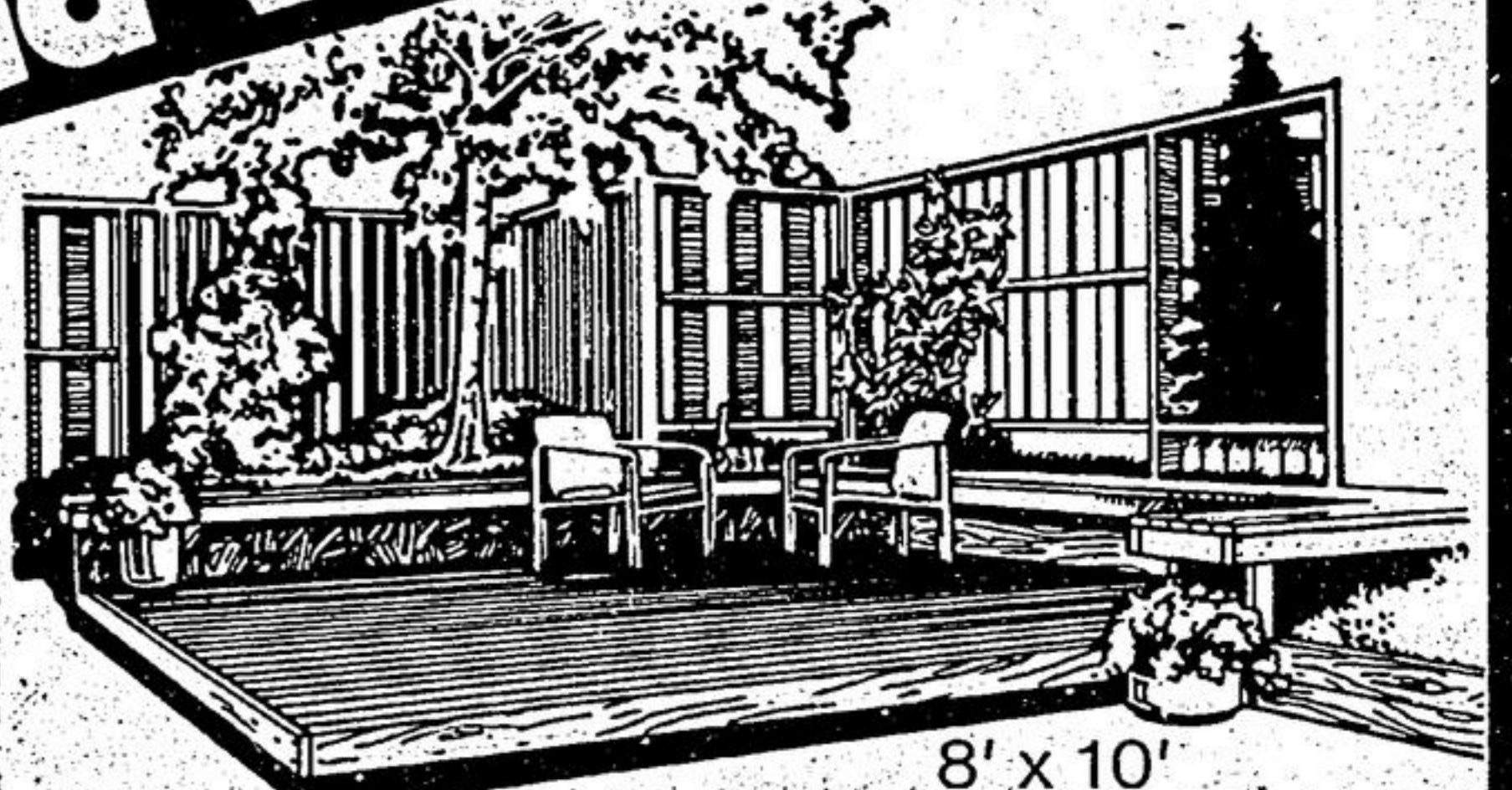


# Yes, We Wood

have the best selection and Values

ALL ITEMS CASH and CARRY PRICED

## WOODEN DECKS



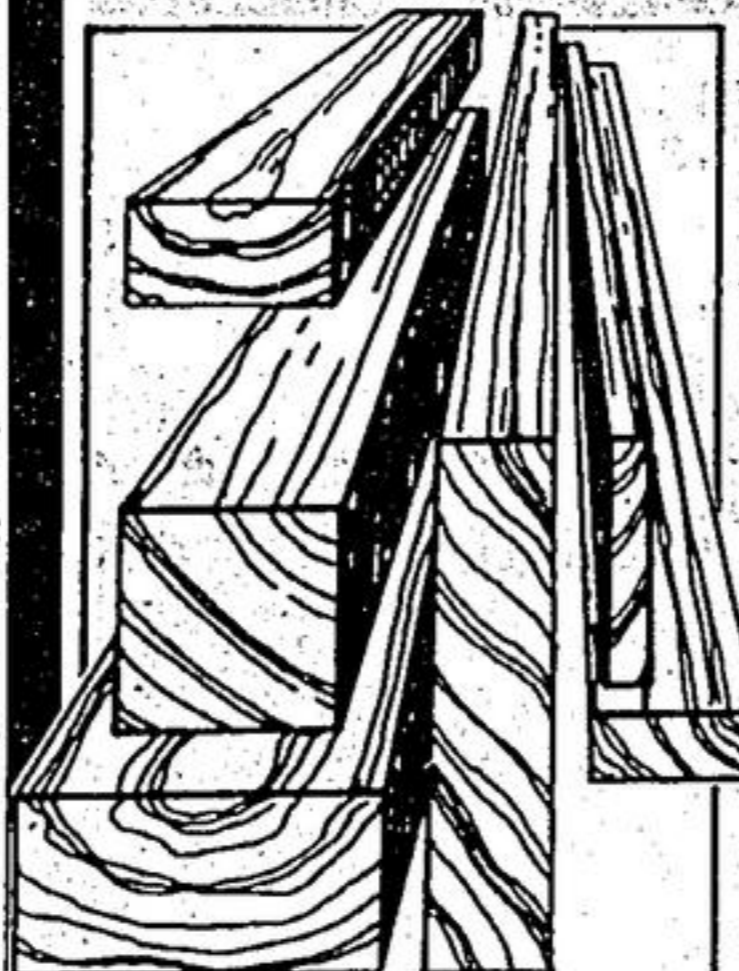
Increase the value of your home and your living area by adding a wooden patio deck. Build the deck of your choice and select from packages of all spruce, all cedar, or all pressure treated lumber. Lansing's knowledgeable staff can help you with any questions you may have on deck construction. Steps, nails, hardware, sonotubes, sakrete, paint and stain sold separately.

8' x 10' SPRUCE  
**122<sup>37</sup>** Package

8' x 10' WESTERN RED CEDAR  
**212<sup>05</sup>** Package

8' x 10' Pressure Treated  
**OUTDOOR<sup>®</sup> WOOD**  
**175<sup>97</sup>** Package

The **Yes, We Wood** People<sup>®</sup> always, have the complete selection



### WESTERN RED CEDAR

The natural beauty of the colour, grain and texture of this quality lumber enhances any building project.

PRICED PER LINEAL FT.

### KNOTTY RUFF SAWN

Attractive textured surface improves appearance and holds stain better.

1" x 4" **23<sup>c</sup>**

1" x 6" **37<sup>c</sup>**

1" x 8" **51<sup>c</sup>**

### KNOTTY DRESSED 4 SIDES

1" x 6" **41<sup>c</sup>**

2" x 4" **45<sup>c</sup>**

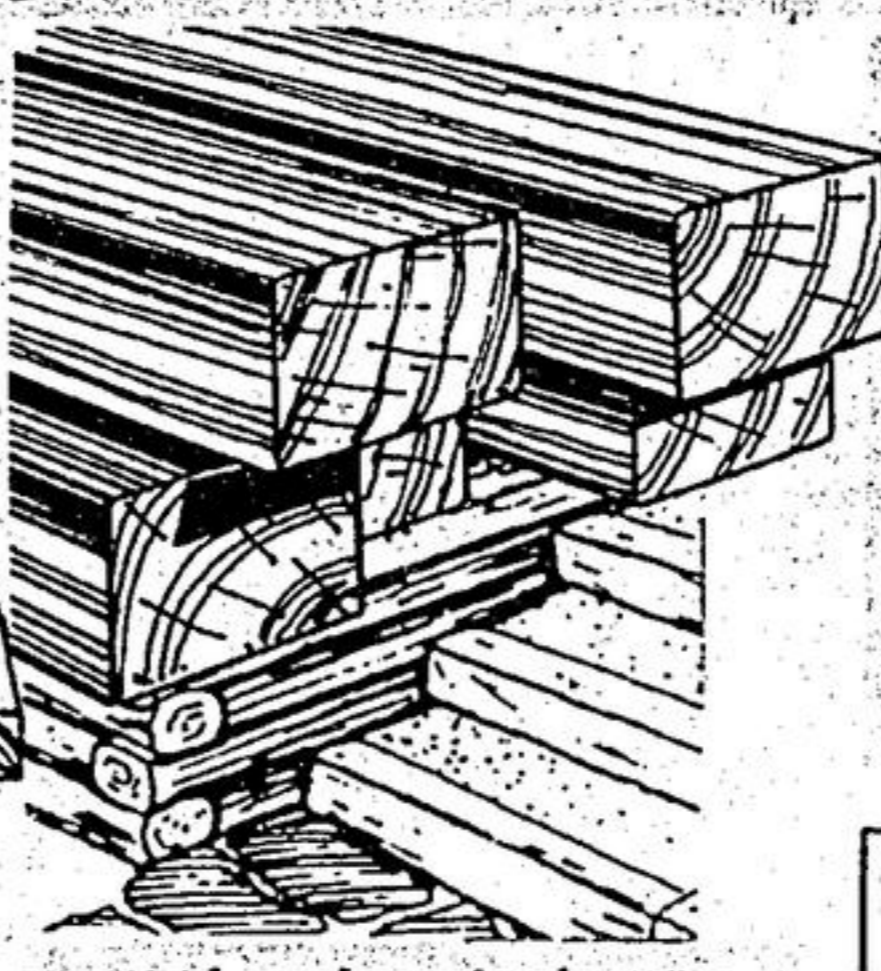
2" x 6" **70<sup>c</sup>**

2" x 8" **95<sup>c</sup>**

2" x 10" **1<sup>23</sup>**

2" x 12" **1<sup>65</sup>**

4" x 4" **91<sup>c</sup>**



### Lansing stocks pressure treated **OUTDOOR WOOD**



Labelled Lumber  
**GUARANTEED FOR 30 YEARS**  
all green coloured wood is not alike

### 6" x 6" LANDSCAPE TIMBERS

Nominal sizes. Random lengths. priced per lineal ft.

ROUGH SPRUCE	CEDAR D.4.S	PRESSURE TREATED <b>OUTDOOR WOOD</b>
<b>99<sup>c</sup></b>	<b>240</b>	<b>188</b>

USED RAILWAY TIES **8<sup>95</sup>**  
6" x 8" x 8 ft. EACH

LANSING has the SELECTION

PRESSURE TREATED TIES	Wolmanized
3 1/2" x 5" x 8-ft SUPER TIES-PINE	<b>5<sup>75</sup></b> each
4" x 4" x 8-ft CHAMFER EDGE PINE	<b>5<sup>75</sup></b> each
4" x 6" x 8-ft ROUGH POPLAR MINI TIES	<b>7<sup>50</sup></b> each
6" x 8" x 8-ft DECORATOR TIES	<b>14<sup>89</sup></b> each

Nominal sizes shown for all lumber. Available in lengths to 16-ft. Longer lengths, in some dimensions available at higher prices.

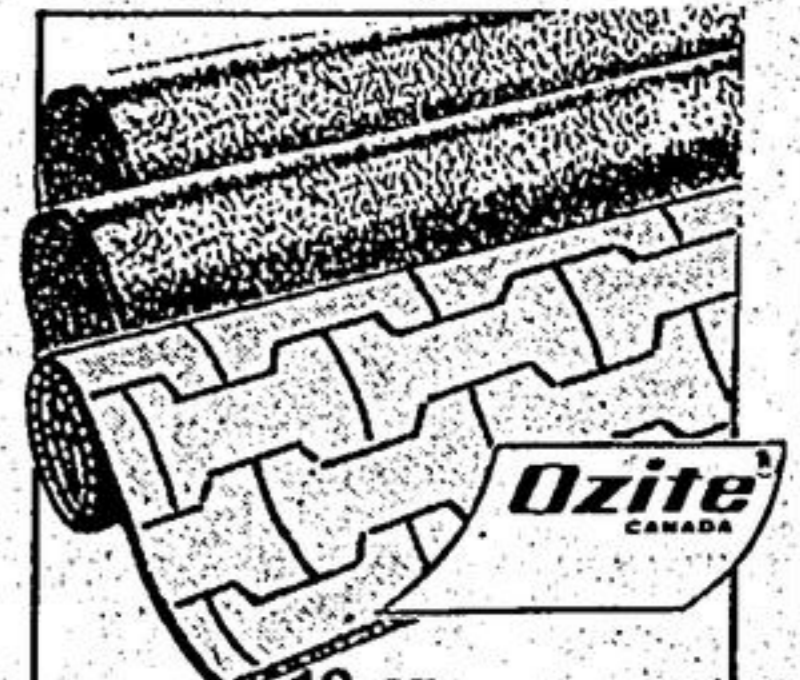


### Pressure Treated **OUTDOOR WOOD**

Priced per lineal foot.

1" x 6" <b>30<sup>c</sup></b>	2" x 4" <b>36<sup>c</sup></b>	2" x 6" <b>57<sup>c</sup></b>
2" x 8" <b>78<sup>c</sup></b>	2" x 10" <b>1<sup>09</sup></b>	4" x 4" <b>76<sup>c</sup></b>

FENCE BOARDS 1" x 6" Priced per Piece  
5-ft. **1<sup>49</sup>** 6-ft. **1<sup>79</sup>**



### 13-oz. **OUTDOOR TURF**

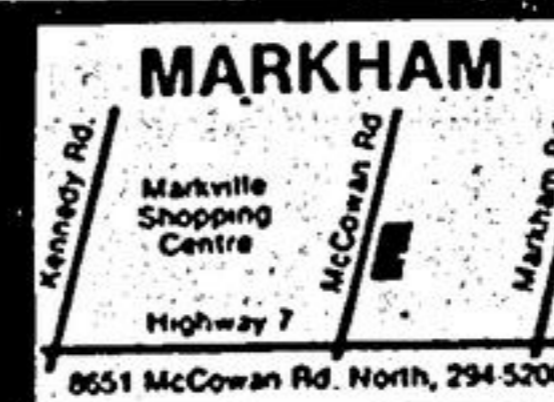
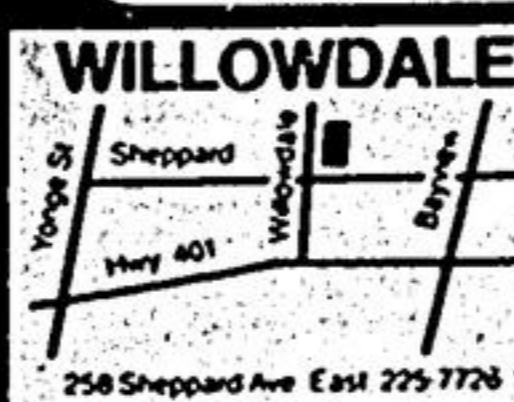
GREEN COCOA/TAN  
**3<sup>99</sup>** **4<sup>99</sup>**  
m<sup>2</sup> m<sup>2</sup>

Looks and feels like real grass. Attractive coverage for patios, decks and balconies. Full 13 oz. weight. Available in 6' and 12' widths.

NEW! DYNA BRIK TURF  
Exciting new carpeting looks like brick! Hard wearing and easy to clean. Use inside and outside. **11<sup>99</sup>** m<sup>2</sup>

Prices in effect until April 30, 1983 and apply to stock on hand only. All items cash and carry priced. Delivery available at a nominal charge

LANSING



Working up the soil is an important part of gardening and can make all the difference in the world in combating weeds and allowing roots to breathe.