Go national?

Do contract applicators need a national organization?

Certainly urban/industrial sprayers of weeds, turf, ornamentals, and trees are witnessing the industry's "coming of age" this year.

Advent of *Weeds and Turf* brought contract applicators their first national trade magazine.

Public furor over pesticides this year is generating increased demand for professional, diligent operators.

Maybe it's time for a nationwide organization of spraymen.

After our announcement last month that the Horticultural Spraymen's Association of Florida wants to go national, we received letters from all over the country commenting on the endeavor. Most remarks were favorable, because spraymen feel this multi-billion dollar industry must unite to tell its important story to the public, to lawmakers, even to suppliers.

Through a national organization industrymen can band together to improve ethics, and to sponsor research.

One sure way to upgrade any industry is to get the leaders together to inspire each other to greater awareness of ethical operations and logical pricing.

There are thousands of businessmen in this country, some large, some small, who devote their energy to responsible application of weed control and turf care chemicals. Unfortunately, in some areas, the public isn't yet aware of the high caliber of these firms. *Weeds and Turf* can speak nationally to the industry itself, but it takes a national trade association to carry an industry image to the public as a whole.

If America's spraymen can lay down their differences and pool talents for the betterment of applicators everywhere, 1963 can truly be a year of achievement.