Hardie Aero-Mist Sprayer Duster

Here's the one unit that gives you just what you want... when you want it. The famous Hardie Aero-Mist Sprayer. It embodies the recommendations of State & Federal authorities; tree service organizations and foresters who sought in one unit a high-velocity ample air volume sprayer for any type job, along with low price.

With its high velocity, 150 mph, it is of special value in the treatment of trees infested with the bark beetle. Public Health officials also use the Hardie for mosquito control. With the attachment of the Hardie Duster, you have two machines in one. You can use either spray materials; dust or granular materials. Write for full details.

Four steps

Young, growing industries are always beset with problems, some of which come from within the ranks, some which come from outside. Custom spraying is no exception.

One of the most persistent and irritating headaches facing America's contract applicators today is an internal one:

How can we as businessmen make sure our competitors and fellow spraymen maintain a high code of ethics?

And the answer is simple enough; every CA should be certain his own business practices set an example of sound, responsible, conscientious habits.

To do this it is necessary to get a clear picture of the building blocks needed to construct an ethical house.

First, and most obvious, reputable spraymen know they shouldn't skimp on quality of work performed. This means proper and adequate chemicals, and thorough application.

Second, prices should not be set exorbitantly high just to make unreasonable profit. This is very rare. What is more common, and equally wrong, are prices which have been shaved just to get business, but which are not high enough to leave any profit. This is as unfair to the price-cutting company and its employees as it is to competitors.

Third, advertising methods should be based strictly on facts, and should not mislead present or potential customers in any way.

Fourth, ethical applicators should not belittle competitors when making a sales call. If there are complaints about a rival firm, they should be worked out by the men involved, either privately, or through a local business or trade association.

Four simple steps. It seems these guides to ethical business are already practiced by most spray companies. But for the few whose thinking is a little cloudy, it's worth reviewing them again.