have sold the Federal Government lock, stock, and barrel on its “Plant America” sales pitch; even got Lady Bird chasing around the country buying nursery stock, with your money, to plant-out signs and automobile ment lock, stock, and barrel on ery stock, with your money, to its “Plant America” sales pitch; have sold the Federal Govern- even got Lady Bird chasing out of the nurserymen’s book they stick together.

You are at their mercy because of shrubbery. We’ve got a lot accomplished when the Growers of America competition—put on a stronger selling pitch in the way of sod growers can tie into and in individual operations. But it takes an association to do the spade work. An individual firm cannot do it alone.

Competition Looms

Sooner or later the seed boys are going to wake up and start hitting back at us sod busters. They are going to find ways to produce lawns faster with seed and when that day comes, unless we are prepared, they will jerk the rug right out from under us and we are going to be in trouble. In areas such as Detroit, Milwaukie, and Chicago, it is of course, unusual to see a lawn being seeded. Naturally this cuts into grass seed sales. Some smart cookie in the seed business is going to start snapping at us and if we are not prepared it will be our fault. A strong association can help sell the public so strongly on sod that it will be difficult for any seed producer or seed as- sociation to ever catch us.

We, in the profession of growing grass which is to be marketed as turf or sod, can use as a guidepost or beacon light the advice of the renowned architect, Daniel Burnham. It went something like this: “Make no little plans; they have no magic to stir men’s blood; make big plans, aim high, remembering that a noble dia- gram once recorded will never die.”

In my early days of selling, a highly successful salesman, a Frenchman, used to advise me, “aim at ze stars young man; you may hit ze moon.”

“As a man thinks, so he goes.”

Wetting Agent Doesn’t Guarantee Weedkilling

The common notion that a surfactant or wetting agent makes a chemical weedkiller work better because it more thoroughly wets the plant is only partly true. University of California Botanist David E. Bayer, speaking at the 18th annual California Weed Conference held recently at Riverside, reported that “it has been found that the wetting of plant surfaces does not correlate with the increase in toxicity of the herbicide.”

It is important to wet the plant well, he said. However, tests have shown that maximum wetting takes place when the amount of surfactant ranges from one-hundredth to one-tenth of one per cent of the total solution. But the most effective concentration of surfactant is always higher than that. Bayer says that 2,4-D-type weedkillers generally show most toxicity at from one-fourth to one-half of one percent, while most others—such as dalapon, amitrole and paraquat—work best at the one-half to one per cent level.

Many factors influence effectiveness of a chemical herbicide, Bayer said. Characteristics of the plant, position and size of leaf, type of leaf surface, age, and condition of the plant, all are important.

Weather makes a big difference, too. “In areas of high humidity, cool temperature, the need to include a surfactant in the herbicide spray solution is much less than in areas of low humidity and high temperatures,” Bayer said. If it is extremely hot and dry, the benefit of using a surfactant will be somewhat less, he concluded.