

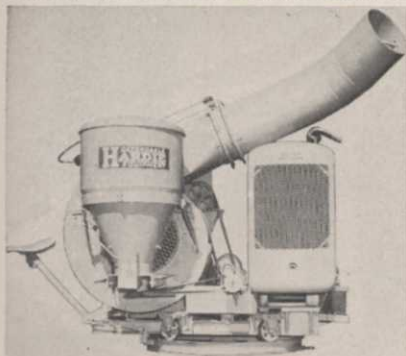
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# **HARDIE SPRAYERS**

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## **WEEDS and TURF**

PEST CONTROL

A SECTION OF PEST CONTROL MAGAZINE

February, 1963

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## **Pitfalls**

Obviously, interest in a national trade association of contract applicators is growing rapidly. Industry leaders have heard reports from the far corners of the land about this need, and are generally in agreement.

But any new and important project is apt to be fraught with pitfalls. Certainly spraymen know only too well the tremendous economic and technical differences between, say, California CAs and their New England counterparts.

And spraymen, like all human beings, have broad differences of opinion. Sales methods, means of application, even chemicals used, vary from firm to firm. The more "human" elements, such as regional loyalties and desire to keep prized know-how in the family, are even more conducive to disharmony.

So if there's really to be effective industry unity, a hardworking group of applicators must spur America's spraymen to new heights of service and professionalism. Small differences must be laid aside.

There's no place for "me-first-ism" in a trade association!

It's important that members of any business pursuit get together to work for mutual progress. It's important because nobody understands a businessman's problems like others who earn their living in the same business.

But going national is no ready-made, universal remedy for industry ailments. There are pitfalls.

We've had occasion recently to attend several regional meetings, and are impressed with the possibility of some kind of national trade group. But it's not going to be easy.

When, and if, CAs get together to talk about forming their own association, they must leave pet peeves and personal problems outside the conference room. This job is too big to be accomplished by little men.