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WEEDS and TURF

PEST CONTROL

A SECTION OF PEST CONTROL MAGAZINE

March, 1963

Features

Soil Sterilization for
Weed Control. W-10

How to Identify and Control
Insect Pests in Turf
Part II. W-14

Record Attendance at 16th
Southern Conference Proves
Industry Growth, Holstun
Tells Weedmen Gathered in
Mobile, Jan. 16-18. W-16

California Weedmen Focus on
Application at 15th Annual
Conference in Santa Barbara
By Vincent Schweers. W-20

Departments

Meeting Dates. W-25
Know Your Species. W-29
Trimings. W-30

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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.

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