

Increased Professionalism, Better Trade Organization Foretold at Northwest Spraymen's Conference Sept. 25-26

"More professionalism and hyperspecificity is the coming thing." This opening remark by Dr. Virgil Freed, head of the Department of Agricultural Chemistry, Oregon State University, spelled out in a few words the complexion of the Northwest Sprayers conference recently hosted by the Pesticide Sprayers Association, Inc. of Portland, Ore. Site for the Sept. 25-26 meeting was Portland's Thunderbird Motel.

Attentive to the general theme, "Our Future with Pesticides," chemical applicators operating in Oregon and Washington had the opportunity to learn much of the views of the spraying business taken by state and federal authorities, the layman, businessmen and chemical suppliers, as well as top research personnel.

From the start, a smooth-flowing, well-organized program gave sprayers something to think about. The opening bell was sounded by an "icebreaker" session in which the need for



Close attention from this sizeable group speaks clearly for the success of the Northwest Spraymen's conference.

regional and national organizations was expressed. It was pointed out that professional status is not achieved by individuals each going his way, but rather by individuals working together to a common end, thus creating a favorable public image as well as increasing the working stature of the applicator. The recognition of this need for better organization resulted in setting a meeting date for the purpose of taking the initial steps for formation of a Northwest regional association and discussing logical moves toward becoming a part of a national group.

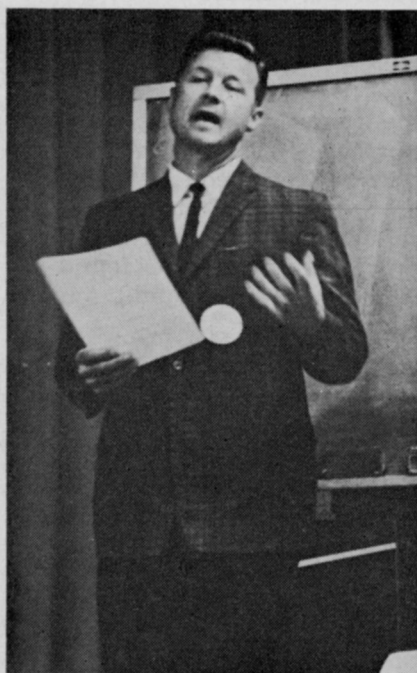
Frank B. Stewart, Executive Vice-President and general manager of Miller Products Co., Portland, Ore., who also serves as president of the Western Agricultural Chemical Assn., touched on a subject so near to all in agricultural chemical work when he said, "Food faddists and their ilk can scare us into bad legislation thereby destroying our wonderful way of life".

In presenting his story, Stewart also reminded the group that the modern complex chemicals require more skill in use, making mandatory honesty, responsibility and ability on the part

of a spray applicator. Stewart's concluding statement precisely pointed out "Yes, you have a future with pesticides if you are professional."

Which Way Professionalism?

Speaking as chief chemist for the Oregon Dept. of Agriculture, and one intimately associated with legislation concerning ap-



Welcoming words and an explanation of the program came from William Owen, president of the host group, Pesticide Sprayers Assn., Inc. (Portland, Ore.).



Need for better regional organization among spraymen was expressed by Jack Daniels, president of the Washington Assn. of Ground Sprayers (Seattle).

plicators, J. D. Patterson asked the question, "What is a professional applicator? Legislators want to know—you need to know." Since it is obvious that legislation will play an important part in the future of both pesticides and pesticide applicators, "it follows that we need to do serious thinking about our own place in this industry."

Patterson went on to point out that the influence we as applicators bring to bear toward needed legislation will determine our operating climate; therefore, the need for our efforts is obvious.

The homeowner's view of spray applicators perhaps was the most surprising eye opener of the convention. Mrs. Nat Schoen of Vancouver, Wash., home gardener and sweepstakes rose grower, and the only woman ever elected to serve as president of The American Rose Society, told the convention that sprayers had failed to let people know of their work and what they had to offer the home gardener. Mrs. Schoen pointed out that sprayers should avail themselves of more opportunities to appear before garden clubs, civic organizations, and homeowner organizations with constructive presentations aimed at better



Mrs. Schoen: "Let people know what you have for them." This past president of the American Rose Society thinks contract sprayers will become increasingly important to the home gardener.

gardening with professional help.

Watch Your Costs!

The sprayer's zeal for good work and increasing his business can cause him to overlook the fact that he is a businessman in every sense of the word. George Goforth, vice president of the First National Bank of Oregon, and manager of their industrial branch in Portland, discussed the ever-present need for attention to dollars-and-cents handling. "The man who does not know his cost of doing business today is lost."

Goforth also pointed out that sound business practice is the same for both the large and the small businessman. He stressed the need for adequate operating capital, complete accounting procedures, market analysis, and careful attention to management, all of which can be had through the use of good accountants, good attorneys, and good bankers. Proper attention to details "not only makes profit but will show adequate returns on invested capital," a point so often overlooked by the small businessman.

What's in store for the unthinking or careless applicator? Trouble! Stuart W. Turner, consulting agronomist, San Francisco, banded no words in pointing out the involvements resulting from application of agricultural chemicals without adequate knowledge of federal, state, and local regulations concerning their use.

"Demands for new and more stringent regulations are the result of damage to crops, ornamentals, and other desirable plants." The professional applicator, through careful attention to labeling and recommendations for use, not only avoids lawsuits and lost business, but also does his share to hold down resultant restrictive legislation that seems naturally to follow damage claims. In Turner's opinion, the professional applicator gives careful attention to detail in all phases of his operation, thereby reflecting credit to the industry and favorably complementing the buildup of a healthy public image.

A very important asset to any small businessman is his wife, who sometimes is also his secretary and bookkeeper, phone answerer, and girl Friday. With this in mind the very efficient

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"What is zero tolerance? We now measure to six parts per billion!" commented Dr. Leon Terriere, Professor of Biochemistry and Entomology at Oregon State University.



Stewart: "Yes, you have a future in pesticides—if you are a professional."

Pesticide Safety Is Subject Of New Film by Ortho

A new film, titled "Prescription for Safety," has been released by California Chemical Co. as part of the chemical industry's program to emphasize the need to follow precautions found on product labels.

A noncommercial concept, the film features "Brand X" chemicals. According to L. F. Czufin, Calchem's advertising and public

Northwest Conference

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wives of the Pesticide Sprayers Assn. members of the Portland group planned an interesting two-day program for the "lady-bugs" attending the conference.

The realistic views presented by the speakers during the convention were reflected by the many serious conversations during the social hour and banquet that marked a successful end to the meetings. A definite air of responsibility and rededication prevailed—even into the fun and laughter that was a part of the closing program. As one guest said, "for the professional applicator, the future with pesticides can indeed be bright if we will just make it so."



More organizational suggestions were offered by Don Rasmussen, immediate past president of the Oregon Ground Sprayers Assn.

relations manager, any agricultural chemical company can adapt this safety film for its use and distribution by adding a film "leader" and "trailer" containing its firm's introduction and signature. Prints are being made available at cost.

The 18-minute film stresses commonsense practices portrayed by the lead character through a workday made safe by the proper mixing, application, and storing of pesticides. Destruction of chemical containers, hygienic care, and protective clothing are among the subjects treated.

The film may be obtained on free loan from the company by writing to L. F. Czufin, California Chemical Co., 571 Market St., San Francisco 20, Calif.

Missouri Turf Conference

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Delbert Hemphill, Professor of Horticulture at the University of Missouri, the group inspected results of herbicide testing. Hemphill pointed out that the University has had outstanding results with Tupersan for preemergence control of crabgrass in spring-seeded bluegrass and red fescue plantings. These turf grasses show high tolerance to this chemical even though it is applied immediately after seeding, according to Hemphill.

The second day of the Lawn and Turf Conference began with the large group dividing into two groups. One group was interested in lawns, parks, institutional grounds, athletic fields, etc., and discussed problems peculiar to them, while the second group was composed of people interested primarily in golf courses.

Each group held a problem-solving clinic, panelists being Earl Hornbuckle, Kansas City, and Charles Denny, Webster Groves, and members of the University of Missouri staff, for the first group; and for the golf group, James Latham, Tom Mascaro, Ed Shoemaker, and staff of the University of Missouri.



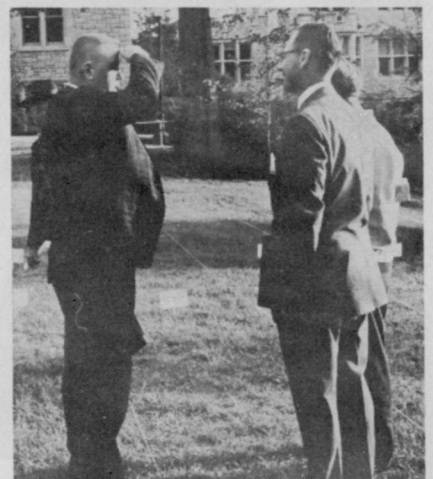
Said to develop pressures up to 100 psi, this knapsack-type sprayer is manually operated.

Manually Operated Sprayer Introduced by Root-Lowell

A lightweight, manually operated sprayer, said to develop pressures up to 100 psi, was recently introduced by the Root-Lowell Corp. Named the Spraymore Model 1773, this unit has a ventilated back for added comfort when carried as a knapsack.

Easy stroking of the pump handle actuates a dasher-type agitator said to keep sediment-bearing solutions correctly mixed during use. Discharge equipment includes a 5-ft. hose, rotatable shutoff, and 24-inch brass spray extension. A fully rotatable nozzle is adjustable to all spray patterns.

Interested spraymen can obtain complete details from Root-Lowell Corp., Lowell, Mich., 49331.



Weed control plots at the University of Missouri attracted delegates as U staffer Delbert Hemphill (right) explained experiments to touring group.