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WEEDS TREES AND TURF magazine

Circulation Department

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Cleveland, Ohio 44115

On a recent visit to a nature conservancy, we saw a newspaper story about Bidrin for Dutch elm disease posted in the hospitality lodge. The managers wished to tell sanctuary visitors that there was hope for control of this destructive disease of our native American elm. They seemed to approve this technique. (See page 10.)

We ponder a moment to reflect why outspoken nature groups accept one form of insecticidal control and reject others vehemently. Readers are aware of the charges, which began to fly during the historic summer of 1962 when the *New Yorker* serialized Rachel Carson's *Silent Spring*.

Bidrin, despite its *highly toxic* nature, has *little hazard* when used with proper precautions. With your own safety, and the safety of innocent bystanders, both human and animal, firmly in mind, you can apply the protective Bidrin to elm trees.

We are impressed, as the public must certainly be, by the time and trouble taken by the Shell Chemical Company to insure safe application of this new chemical by qualified people.

Perhaps this explains the seeming inconsistency of the "antipesticider." The public accepts treatments where the manufacturer and the industry are obviously taking positive steps to make certain treatments will be safe. But, you say, all chemicals we use must be tested and registered with the government before use. True, but is this enough for the public? Take a lesson from Shell and its applicators; you will see that emphasis on the safety of application of *any chemical* to any plant, be it turf, ornamentals, or weeds in water or on industrial plant sites, will help win public support. In truth, it is this same public which buys protection for prized plantings, or pays for removal of unwanted vegetation. They just want to be certain it's done safely.

The lesson is clear. Attend clinics and short courses to learn of the safe use of chemicals—tell the public that you attend such industry functions. Be knowledgeable of your chemicals—tell the public that you are knowledgeable. Conduct your operations with obvious safety emphasis—inform the public that you do this. Be considerate of other forms of nature which may be affected by your treatments—tell the public that you are considerate. Know the limitations of treatments you offer—tell the public so.

Above all, let your actions bear out what you tell the public.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.