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## Assn. For Spraymen

Custom spray applicators need a national association. Seeing the Northwest Spraymen's Association members in action at their annual Spray-O-Rama offered more than adequate evidence of the value of a closely knit organization. This regional group, made up of pesticide applicators in Washington and Oregon (see their report beginning on page 19, have done a remarkable job in promoting both their own private businesses and their industry. More such associations are needed, both state and regional, which could then be molded into a national organization, with a far greater chance of success than the earlier attempt which aborted some two years ago.

Pesticide application by custom spraymen is big business. But it is an industry generally viewed with skepticism by the average citizen. Seldom has a group done as much for the welfare of the nation as has the chemical industry—from basic producer to applicator. Insects, diseases, and weeds have been controlled, not just for beauty but to make the nation more liveable and to increase the production of quality, low-cost food.

Yet to a great segment of the public, spraymen run a questionable business. Pesticide applicators need a public relations program to tell their story nationally. They need an informative legislative program which will continuously guard their interests and at the same time serve the citizenry. They need up-to-the-minute data on new research, new chemicals, and new equipment and methods for keeping their businesses efficient.

These needs are extensive. They constitute problem areas which cannot be solved over a short period. Rather, they evolve into longtime goals. And these are goals which can be achieved only by association on a national level.

Besides these major goals, the individual who belongs to an organization gains by association with a group, by becoming an integral part of an industry, and by being recognized as the operator of a business with national affiliation. It's a phase of image building which demands high standards and quality service. The N. W. Spraymen's Association is a prime example.

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, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled.