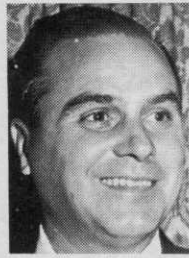


termine this adaptation and acceptance within a specific marketing area. Many of the new varieties will be similar in appearance. Positive identification on the basis of visual morphological characteristics will become increasingly difficult. The value and necessity of sod certification programs, as a means of assurance of genetic identity, will become more evident.

In addition to new turfgrass varieties, other technological advances can be expected. The necessity of staying abreast of new developments will become increasingly important. Various means of gaining turfgrass knowledge pertinent to the production of sod are presently available. Turfgrass conferences and field days, publications such as Weeds Trees and Turf, and membership in state, regional or the national sod producer organizations provide unlimited opportunity for keep up-to-date.

In order to be a part of a rapidly advancing and progressive sod industry, a sod producer no longer can afford to be content with the accomplishments of the 60s but must look forward and be a part of the changes that will be coming in the 70s.



Outlook—'70

Contract Applying

By STAN G. RAPLEE, JR., Washington Tree Service, Inc.
Past President, Pacific Northwest Pesticide Applicators, Inc.

ON OCT. 14, 15, 16, Seattle had the dubious honor of being host to a three-day hearing on the banning of DDT. While no decision will be made until the end of December, we feel there may be some restrictions forthcoming.

The hearings pointed out two things. First, there is a well-prepared group fighting the use of DDT and all chlorinated hydrocarbons. If your state has not yet gone through this, be prepared. Opponents are organized and have a big lead on us. Under such names as "environmental council," they appeal to the public. The news media, while crying they are not biased, most certainly are. They favor headlines. Secondly, we must do something to improve our public image. Because we are mostly small businesses, and unable to do much by ourselves, I

would say one of the most important things that must be done is to at least lay ground work for a national organization in 1970. Our association, Pacific Northwest Pesticide Applicators, Inc., now includes both Washington and Oregon. The job is a big one, but it's the old story of "united we stand, divided we fall."

1970 should be a good year if we do the right things. Our cancellations indicate tighter money. A lot of people still look at spraying of trees and shrubs as a luxury, but most of them will find they have become accustomed to living without insects. They will be back. In the meantime, there are literally thousands of people who aren't aware our service even exists.

The sellers' market we have had the past few years is slowing down. More attention will have to be giv-



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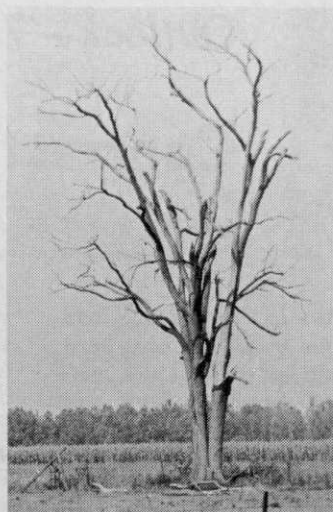


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On the Canadian Side of Lake Erie,

If you're fighting for more budget or seeking more business that's related to Dutch Elm Disease, suggest to the people to whom you're directing your plea that they take a trip across the Canadian side of Lake Erie. The ravages of DED there should easily prove your case. A trip along Highway 3 this summer afforded the traveler a poignant look at the progressive total destruction of elms. Rondeau Park, straight north across Lake Erie from Cleveland, still has a number of healthy elms. But as you travel, east on Highway

3, passing St. Thomas and Tillsonburg, the number of diseased and dying elms increases sharply. The presence of DED is more noticeable in this region because of the high population of elms. The pictures above were made between Tillsonburg and Simcoe. They were taken from one spot by rotating the camera in a full circle. Beginning from the left, the direction is northwest, northeast, southeast, southwest, and west. Elm skeletons diminish gradually as you continue eastward. They've either fallen to the ground or have been removed. A service station attendant at Dunnsville

Contract Applying

en to sales, but resist the temptation to drop prices. It's more important than ever to keep a good set of records, not just for taxes at the end of the year, but also for checking anytime to tell if you are making a profit.

Among other things ahead for us in 1970 is a new concept in education. The Washington Chapter of the Pacific Northwest Pesticide Applicators, Inc., will put on a 10-week course, financed and taught by our own industry.

We shall attempt to teach our employees more of the things we want them to know. In previous years, we have gone through the extension service. This year, because in reality no one knows better than we do which subjects are pertinent, we decided to teach the program ourselves.

If all goes well we hope to expand this into a 20-week apprenticeship course each winter.

One of the best ways to show a good public image is to perform a good service in a professional manner. To do this it is imperative that we send well trained men into the field.

What's ahead for 1970? In summary: a national association, a professional image, more education, and hopefully, of course, to show a profit!

Typical WTT Business Involves Six Operations, Survey Shows

Readers of WEEDS TREES and TURF magazine represent an industry that amasses an estimated \$5.25 billion in sales annually. This projection comes from the more than 30,000 WTT operators whose businesses accrue an average annual volume of \$175,725.

The figures were disclosed in an industry survey conducted this summer. Questionnaires were sent to

2,000 readers, selected at random by computer. A 22.5% response was achieved without follow-up.

The composite business employs 22 persons, indicating a labor force of more than 700,000 in the industry of vegetation management.

Respondents indicated that their businesses are engaged in an average of six different operations. These functions are listed in Table 1. Golf

TABLE 2: TYPES OF OPERATIONS

Question: Which operation listed accounts for the major portion of your business?

	Percent*
Golf Course Superintendent	21.9%
Custom Pesticide Applicator	20.6%
Rights-of-Way Maintenance	16.4%
Arborist	16.4%
Park Maintenance	15.1%
Commercial Turf Maintenance	11.0%
Residential Turf Maintenance	10.5%
Sod Production	6.5%
Other (Miscellaneous)	2.3%

Total 120.7%

*Multiple answers account for the percentage greater than 100.