



## 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.



## Dutch Elm Disease Moves Steadily Westward

indicated that town's residents have only memories of elms. Pointing behind the station, he said: "There used to be a whole line of elms along that lake. I don't think there's one in town now. They're working hard on the problem in Ottawa, but I guess they don't have it whipped yet."

The westward march of DED in the United States prompted the Environmental Sciences Council of the Pikes Peak Region to study the problem last year. The group's first report was published in September. The study echoes the apparent frustration at Ottawa — that the history of

Dutch Elm Disease is one of man's inability to prevent its spread. Lacking a cure, the Colorado group advises these delaying tactics: (1) Sanitation practices that will eliminate diseased elmwood where the beetle breeds; (2) a vigorous tree health maintenance program, including, fertilizing and watering; and (3) spraying to coat the bark with a chemical that will kill every visiting beetle and inhibit infection. One state law now in the book in Colorado requires that the bark be removed from any kind of elm wood stored for fireplaces, or any other purpose.

course operation and custom applying account for the greatest portion of business, with other services as indicated by Table 2.

In service-type businesses, the homeowner contract was cited by 37% of the respondents as the fastest growing segment. Twenty-one percent listed governmental contracts from county to federal level. Others listed were: Industrial weed control, 15%; utility rights-of-way, 10%; industrial ornamental horticulture, 7%; and municipal contract, 6%.

Chemicals and fertilizer are widely used and are big annual cost items. Respondents giving figures reported purchasing a total of \$6.4 million in chemicals or an average of \$22,787 per operator. About half of the operators use herbicides and insecticides; 40% use fumigants; 20%, miticides; 14%, soil fumigants; and 9% nematocides.

Operators disclosing fertilizer expenditures reported a total purchase of \$4.7 million or \$17,713 per operator.

Forty-one operators reporting from the random sampling engage in aerial application. Of these, 63.4% use fixed wing; 48.8%, helicopters.

Vegetation management takes a wide range of costly equipment. Op-

erators were asked for the dollar value of their equipment at 1969 prices. Those answering listed total inventory at \$36,192,526, or \$137,093 per operator.

The composite business has this strange array of equipment: 2 aerial bucket lifts, 1 automobile, 1 brush chipper, 1½ golf carts, 1

automatic irrigation system, 1 underground irrigation system not automatic; four mowers of which two are reel and two are any one of five other types, 2 chain saws, 1½ of any one of four different types of sprayers, 1½ tractors, 8 trucks, and any number of 43 other pieces of equipment.

TABLE 1: TYPES OF OPERATIONS

Question: Which of the following operations fit your business?	Percent*
Pesticide Application	69.2%
Fertilizer Application	63.6%
Tree Care	58.1%
Insect Control	57.0%
Turf Management	53.4%
Tree Planting	52.2%
Landscaping	52.2%
Ornamental Care	51.0%
Brush Control	41.1%
Soil Preparation	34.2%
Irrigation Installation	26.0%
Aquatic Weed Control	25.3%
Sod Installation	24.2%
Sod Production	14.0%
Other (Miscellaneous)	5.7%
<b>Total</b>	<b>627.2%</b>

\*Multiple answers account for a percentage greater than 100, indicating that an average of more than six different operations are significant in the typical vegetation management business.