

In 1970, Your Windfall or Your Downfall?

Permit us to engage in a bit of educated speculation about 1970 and how we think your business will be affected.

Next year will bring a public clamor (that is, as much noise as the "great silent majority" makes about anything) for environment purification and beautification. This is good and bad news.

It's bad news because you can expect more attacks on chemicals. "Cancer-causing . . . poisonous residues . . . water and air pollutants" will be the scare words. Headline hunters will probe deeply into data being collected as the basis for setting new residue tolerances. The deadline for re-registration at the new tolerances is Dec. 31, 1970.

More restrictive legislation can be expected. Licensing of applicators will be more widespread. For the most part, this will be a good thing. It will place chemicals in the hands of applicators who know what they're doing. And it could mean more business for the best in the business.

Caution: One well-publicized mistake by a licensed and professional applicator could conceivably put him out of business and jeopardize the entire industry of his state or region.

Not much easing of the "tight money" situation can be expected. Industries that need vegetation

maintenance, therefore, will be looking for the best — and "guaranteed" — results from money spent. They should turn more to the experts whose business it is to control weeds and insects and to enhance trees and turf.

More municipal contracts are in store for commercial arborists to handle the Dutch elm disease burden.

Homeowner contracts will continue to be the fastest growing segment of turf-management businesses. The homeowners who want immaculate landscaping are also the ones that have neither the time nor the know-how — nor the desire in many cases — to produce the perfection they want.

New wage contracts for many trade unions are almost unbelievable. This means the stiffest competition yet for help. Explore "share the profit" plans, such as commissions or bonuses for work crews that turn up new business.

Despite occasional furors over chemicals, we see the labor problem bringing on greater chemical use along highway, utility, railway and pipeline rights-of-way, on industrial and institutional grounds — anywhere it will reduce hand labor.

But above all, this is the year to be chemically careful.

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