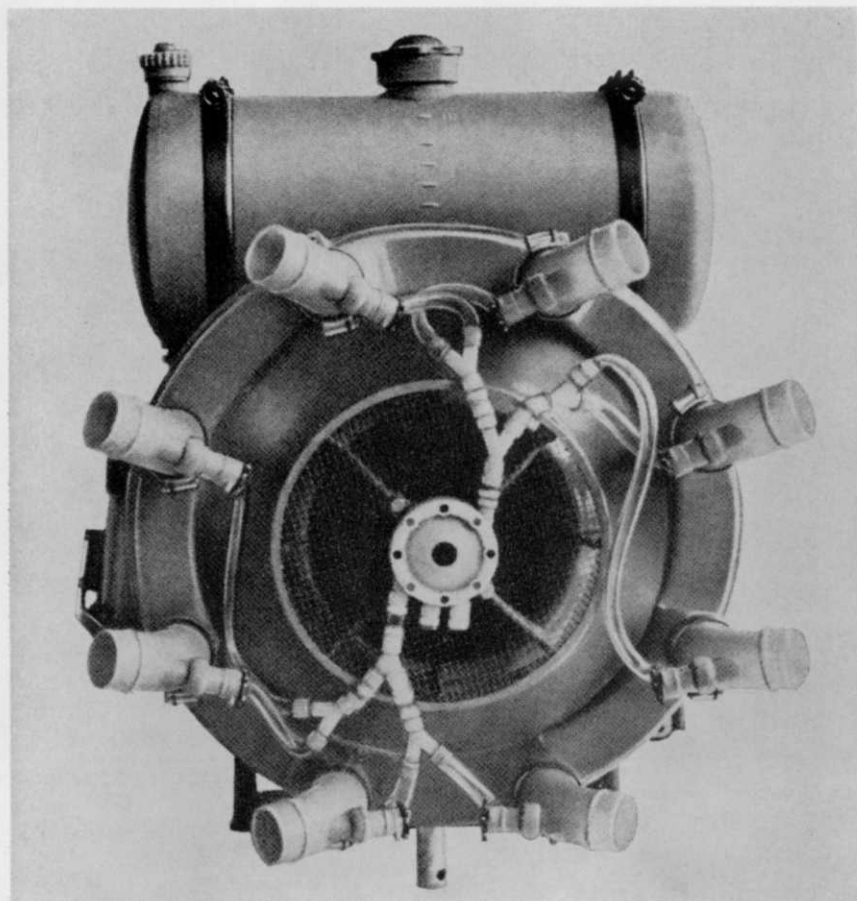


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# WEEDS TREES and TURF

FORMERLY WEEDS AND TURF

December 1964  
Volume 3, No. 12

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### WEEDS TREES AND TURF

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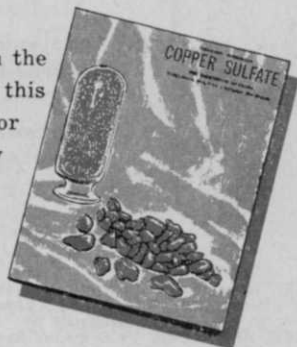


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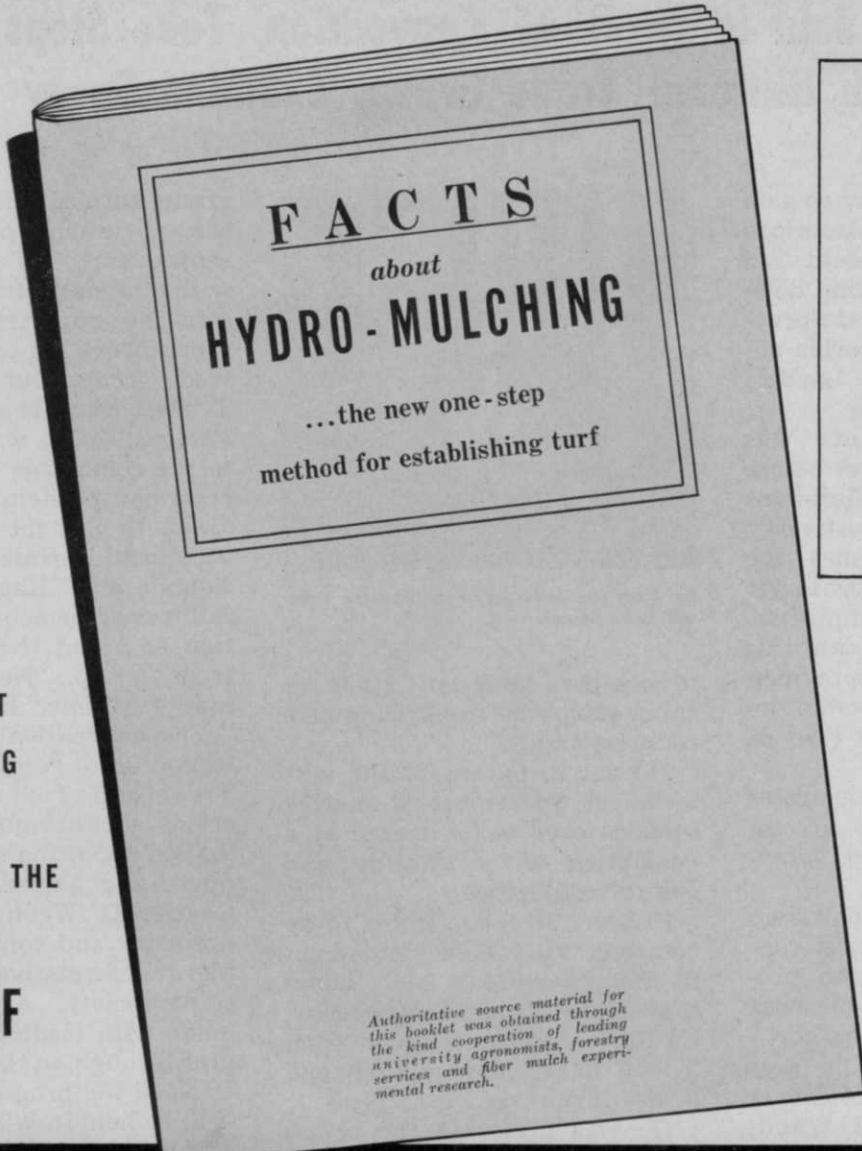
Last summer this magazine conducted an extensive survey to determine exactly what kinds of services our readers perform. We were not surprised to learn that hardly any contract applicator offers only one kind of service (viz. only tree care, or only lawn spraying). The pattern seems to be that well-rounded businesses offer lawn maintenance in conjunction with tree work, or weed control in conjunction with tree pruning, etc. Our circulation figures show that arborists, lawn sprayers, landscape nurserymen, and similar operators, make up the bulk of our readership, with golf course superintendents, highway and railway rights-of-way supervisors, park supervisors, etc., making up the remainder.

Because of this total coverage of what has become a single, definitive market (vegetation maintenance and control, as it is now called), we have decided to call this publication *Weeds Trees and Turf*, so that the name more accurately reflects what the magazine is all about.

During the past year, our staff has prepared articles on tree pruning, on chemical brush control, on aquatic weed control, and on various kinds of turf problems; in short, on each of the fields of activity which our readers engage in. These same staff members have traveled to trade meetings and educational seminars where they talk with horticultural sprayers, weed control firms, tree specialists, etc. We have tried, over the past 12 months, to keep rounding out our editorial content so that it reflects the three major phases of the industry as it exists in America today.

We shall continue to do so. In the coming months, *Weeds Trees and Turf* intends to present each month a well-rounded group of articles. There'll be studies of the latest chemicals for weed control in ornamentals, for example. There'll be another in Dr. Richard Campana's series on non-infectious tree diseases, and more on pruning as well. There'll be more staff-written turf features, plus those written by such experts as Dr. Robert Schery, whose "Turf Portrait" series has been so widely hailed. Many of these articles are already in the schedule, and others will be added as we go along. Each issue of *WTT* in 1965 will be considerably larger than the average one was this year. So we hope the new name will please all of you, and we hope you'll let us know how we can continue to communicate effectively all the latest helpful data in the weed and brush control, turf management, and tree maintenance industry!

**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.



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# Out-of-staters Join in At HSAF Convention, Take Steps to Establish National Trade Group, Examine Spray Contracts

"We as sprayers have to gain our rightful place in American industry," HSAF president Ted Kaplan told conventioning delegates at the Horticultural Sprayers' Association of Florida annual convocation in Ft. Lauderdale last month.

Out-of-state attendance was more noticeable than ever before this year, although Floridians didn't turn out in the customary numbers. But sometimes the small groups are the ones to get the big things accomplished. This was certainly the case this year when the Florida sprayers and their guests from across the land met at the posh Pier 66 Motel, November 5-7.

About 120 registered delegates got 4 crucial things accomplished. The assembled sprayers:

- (1) met with representatives of Florida's structural pest control industry to agree on proposed legislation favorable both to pest control people and horticultural sprayers;

- (2) took steps to establish a national association of weed, tree, and turf sprayers, steps which now can only result in the formation of such a trade group in the near future;

- (3) summoned to the podium outstanding spray company executives from the Sunshine State



Dr. Kerr waited for questions from the eager turf professionals.

to compare different kinds of spray programs and pricing procedures; and

- (4) sat in on one of the best technical question-and-answer sessions ever to be offered at a vegetation maintenance and control conference.

President Kaplan, whose spray company is in Miami, pointed out in the convention's early hours that in the United States today, the turf industry takes in from 3 to 6 billion dollars each and every year.

He was prefacing the actual discussion about forming a national trade group set up to serve specifically the companies which contract for weed and brush control, turf management, and tree maintenance. Later in the convention's history, the

group enthusiastically endorsed the appointment of HSAF representatives to go forth to meet with other industry men throughout the country to lay the groundwork for establishing the trade group. Out-of-stater Dick Evans, a contract applicator from Pampa, Texas, was also named to the committee and appointed chairman pro-tem.

"Up to now the movement for a national organization has been floundering," Kaplan continued in his endorsement of the resolution to form the nationwide trade group, "Now it's just a matter of time," he mused.

The convention's official resolution also requested *Weeds Trees and Turf* magazine to act as a clearinghouse of information about the national movement, and asked WTT editor Charles D. Webb to act as coordinator and contact man during the formative days of the trade society. After contact is made with leading industry figures throughout the nation interested in the program, a meeting is to be held in WTT's Cleveland offices to further hash out the preliminaries before the group is born. Readers who are interested in the association-to-be are requested to write to this magazine.

"The reasons for this action are multifold," Larry Nipp, member of the national committee, and horticultural operator (American Power Spraying) in Ft. Lauderdale, said. "It will define the industry and present a public image of the horticultural sprayer; it will offer a means to exchange information on business practices, pricing, advertising, public relations, insurance, pertinent technical matters, and other problems peculiar to the custom spray industry; and it will offer a chance for industry men to get together in a single national convention to discuss mutual problems and perhaps have a trade show for custom

A convivial atmosphere prevailed at the HSAF convention as usual. Enjoying a speaker's point here are (left to right) sprayers Lou Streich and Ted Kaplan, and Bob Wiseman of W. R. Grace's Davison Division. Kaplan was reelected to his second term as HSAF president, and Pierre Nobs (not pictured) remains as secretary-treasurer.



spraymen and custom spraymen alone.

"Eventually," Nipp added, "the association will probably have a full-time staff which will be a source of technical information and assistance, and which can effectively lobby and otherwise affect legislation and public opinion favorably for the custom spray business as a whole. Truly this is a momentous idea," Nipp concluded as he laid the resolution on the convention floor for discussion. It passed immediately, by voice vote.

### **Spray Monthly? Semimonthly? Or When Need Is Determined?**

What type of lawn spray program is best suited to Florida conditions and to the systems of individual company philosophies was a key part of this year's convention. Spray operator Nipp was first of a quartet to explain his business concepts. Nipp sprays his customer's lawns for chinch bugs every 60 days. He said he finds this more profitable, and just as effective, as the monthly spraying pattern some other companies utilize.

Nipp said trucks and drivers are the major cost factors in lawn spraying, although today, with new and expensive chemicals in common use, material costs sometimes exceed even the cost of labor.

Nipp said when parathion began to fail as a chinch bug control and he had to switch to more expensive chemicals, his charges naturally had to go up. But this taught him a lesson and now his contracts include the phrase "based on the use and ability of (name of chemical) to kill chinch bugs." He advised his audience to include this or a similar phrase in each of their lawn spraying agreements.

Nipp also reminded the assembly that in pricing a job, regardless of the size of a lawn, it's crucial to remember the cost of getting the truck and the driver to the premises. Obviously, this is the same whether one is treating an estate or a bungalow-sized lot.

In the discussion following Nipp's talk, Dave Fleming, a



**Equipment demonstration** permitted delegates to wander at will and inspect spray rigs from this portable device to some heavy-duty, complex truck-mounted systems.

lawn spray operator from Philadelphia, said relative to prices: "When you establish a minimum price, all too often it becomes a maximum."

"Yes," Nipp replied, "The price you start with is usually the one you're stuck with."

A second type of service was explained by Jack Cuthrell who runs Mr. Spray Company in Ft. Lauderdale. Cuthrell inspects his customers' lawns twice monthly but sprays them only if the need is determined by this inspection. He contrasted this philosophy with Nipp's, which he described as "preventive maintenance."

Cuthrell has a card on which he lists the results of each inspection. Whatever he finds wrong he reports to the homeowner who can then correct it. Cuthrell guarantees each lawn against chinch bug damage, and theorized he was offering his customers a kind of insurance. He conceded that sometimes his patrons become irritated because he hasn't actually sprayed anything while his monthly bill keeps right on coming in. But, he cautions those who stray from his flock, it's results for which he charges, and it's results he guarantees.

In conclusion Cuthrell had a profitable bit of advice for his colleagues who operate on contracts: "Once," he said, "I used to have all my contracts run out at the end of each year, after which I'd have to renew them one by one. What a simple thing it was to write them up so that they continue uninterrupted

until a customer specifically terminates them."

### **Multiple Choice**

Then a more elaborate concept was explained by Sydney Kirkpatrick who runs Kirk's lawn maintenance firm in Ft. Lauderdale. His customers may choose from a spraying schedule which is monthly, every other month, once every four months, or various combinations of these schedules. They may also elect to have Kirkpatrick add a fertilizer program to his chinch bug services. Of course, the large Florida company which he operates offers a complete line of services including renovation and other techniques.

Kirkpatrick said he used to spray liquid fertilizer from his truck, but now he uses a dry formulation applied with a spreader.

A type of business becoming increasingly rare was detailed by Ft. Lauderdale horticultural operator Ollie Benson, who has the small, custom, personalized lawn service which was so familiar in bygone times. Benson said he is a one-man operation and he in-

**Benson:** Traditional "personalized" lawn service.







**Veteran sprayman** Charlie Johnson had technical questions for the panel of experts.

tends to stay that way. He knows each customer personally, and gives individual care and attention to every lawn, proceeding with a spray program, if needed, singularly contracted as the need arises.

He counsels his patrons to employ good cultural practices, including proper mowing and watering, vertical mowing, etc.

A rousing finale to Friday's sessions was the question-and-answer period which has become an earmark of HSAF conventions. Perennial favorite lawn expert and well-known figure in the turf world Ralph White moderated. He's general manager of Ousley Sod Company in Pompano Beach, one of the largest companies of its type in the world.

On White's panel were: Dr. Stratton H. Kerr, Associate Entomologist, Florida Agricultural Experiment Station, Gainesville; Dr. E. O. Burt, Assistant Turf Technologist, Plantation Field Laboratory; Lewis Watson, Associate County Agent, Broward County; Dr. John F. Cabler, Assistant Ornamental Horticulturist, Agricultural Extension Serv-

ice, Gainesville; and Dr. Thomas E. Freeman, Assistant Plant Pathologist, University of Florida, Gainesville.

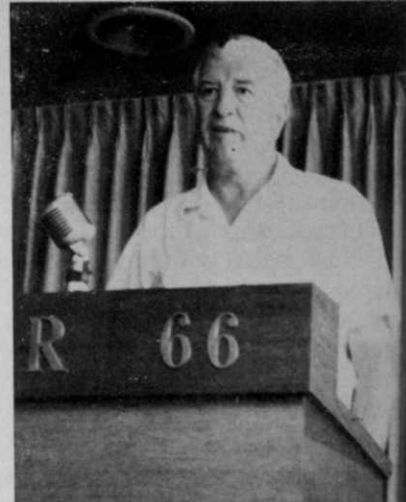
This was a time for the gathering to pose its most perplexing problems and benefit from the five-starred panel of turf specialists, and the carefully phrased advice of chairman White, who's responsible for as much fine turf as any other man in the country. Questions came thick and fast:

—"What's best, a granular or liquid nematocide," queried Mrs. Larry (Mae) Nipp. Dr. Burt told her there's no appreciable difference, in his opinion; then he added that a granular product in general doesn't last any longer than a liquid, though some may be inclined to think otherwise.

—Prexy Kaplan wanted to know what to do about millipedes. He said frequently Florida spraymen are called upon to control these slithering nuisances in customer's lawns. Dr. Kerr said to give them a good, stiff dose of Sevin, the carbamate from Union Carbide, or perhaps Baygon, which he praised. The latter is also a carbamate, this one from the vats of Chemagro Corp. in Kansas City, Mo.

—A round of questions from inquisitive delegates touched on several aspects of fungicide usage; the following points were collectively put across by the panel: Fungicides are primarily preventive. They can be more effective if applied with a spreader-sticker. Sometimes, a fungus disease will "cure itself." That is, if not treated, a fortunate cooling period or a dry spell will sometimes heal the fungus-induced wounds. But turf pros can't wait for this "let-nature-do-it" routine because of its very fortuitousness.

—"Anything we can do to control scale?" a sprayman asked. "If



**Kirkpatrick:** "Multiple choice" for his customers.

you're a professional with professional know-how, I'd say use parathion," Dr. Kerr advised. "Even better," he continued, "is parathion with a summer oil emulsion added (about 2 qts. per hundred gallons)." "Or," he went on, "you can always use malathion. This too will act better with the oil additive."

—What's the broadest scale fungicide? The organic mercurials. What trade names do they go under? Memmi, Panogen Turf Fungicide, among others.

—If the pH of the soil is higher than 7 (on alkaline side), would sulfur be beneficial? "It certainly would help," Dr. Cabler said. "Use one or two pounds per thousand square feet."

—Do you think high fertilization rate causes brown patch? "I doubt it," said Dr. Freeman. Do you get damage from brown patch other than the usual brown circle? "You can," Dr. Freeman said, "especially in shaded areas where the grass may thin out."

—Has anybody noticed a decrease in fungus after a lawn is sprayed with the nematocide Nemagon? Several said yes. Nipp said the use of a nematocide invariably improves the lawns he works on, and he thinks operators should do more nematode work. "We use Nemagon," he said, adding that he tries to get 10 or 12 inches of water on it to increase effectiveness. He uses about eight dollars' worth of the product on the average lawn, he said.

—Several questions pertained to mechanical renovation, and

(Continued on page 47)



**A question** from the floor engrossed Dr. E. O. Burt (left) and panel moderator Ralph White.