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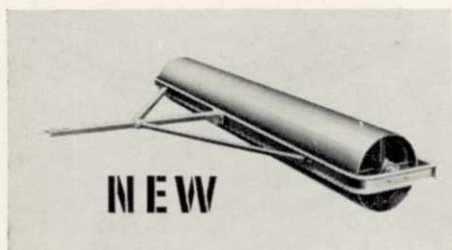


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WEEDS TREES and TURF

FORMERLY WEEDS AND TURF

December 1965
Volume 4, No. 12

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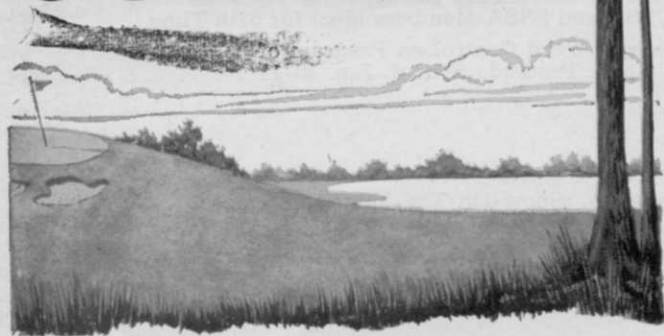
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Are They Necessary?

One of the most common complaints we hear is that there are just too many meetings, conventions, and conferences to go to. This objection is particularly strong among companies which offer a wide variety of services in the vegetation maintenance and control field. Alert management in such firms *must* keep up to date on all the latest developments in each of the areas they service.

The very complexity of weed control, tree maintenance, and turf work, including the wide geographical differences due to climate, temperature, location, etc., appears to leave no other choice than to hold special interest meetings for special interest groups.

The multibillion dollar nonfarm vegetation management field is big business, one requiring specialization in each phase of its operation. This is an age of specialists. Larger companies have technically trained experts for each segment of their work. Small companies divide such responsibilities among fewer men, but even here there is some specialization.

Actually, the score or more of meetings in various sections of the country on particular subjects is probably a blessing in disguise. If there were only two or three "national" meetings a year, almost the entire technical and/or managerial staff of a company would feel it had to attend, and there would be no one left to "mind the store."

We have attended national conventions and technical meetings in which there are concurrent sessions. Nothing is more frustrating than to want to be two places at once. The only answer is either to bring several people to cover all sessions, or pass up those you would really like to hear in order to sit in on one which you decide, rightly or wrongly, is most important.

The need for regional and sectional meetings in the vegetation management field is probably more acute than in any other. The limited number of national conventions we do have are aimed primarily at either management or technical staffers, and their programs are mostly arranged so each delegate can attend the sections he wants to.

This is a complicated business and we can take our hats off to leaders of those dedicated groups who stage special meetings to discuss specialized problems in depth which would otherwise be impossible at a once-a-year convention.

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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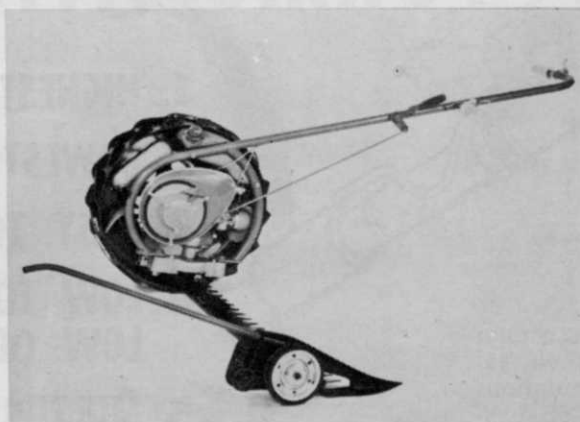
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How to Sell *and Lose* Weed Control Jobs



EVERYBODY has something to sell. Weed controllers have their services: how and where do they sell them? Here's the way L. A. Smith of Azo Chemical Co., Canton, Ohio, says he does it.

We send direct mail to the maintenance head of industrial plants we think need us. We talk directly about weeds, and no one can deny they are a problem, because nearly everyone has weeds. We ask for an invitation to survey the property and offer an estimate. This technique has proved successful.

Any company which owns property can be sold weed control service. As a sampling, we have on our books, such industry categories as: rubber company, steel company, drive-in movie, lumber company, builders' supply, oil company, power company, machine shop, pottery, house trailer sale lot, wastepaper company, junkyard, heating contractor, trucking company, meat packing company, a cooper shop, and a feed mill.

What selling points do we use? We tell customers that

1. Weeds are unsightly, bad public relations
2. Weeds are a fire hazard
3. Weeds are an employee hazard
4. Weeds are economically undesirable

To be more specific, here are some instances where weeds caused losses. A steel company discovered that steel stock stored in stockpile 'layout' yards rusted readily because weeds trap moisture near the ground. High lifts

and carryall tractors could not locate the proper stock quickly and had difficulty maneuvering in high weeds.

Weed removal, in the case just cited, prevented rusting away of steel stock, and saved much employee time because inventory numbers painted on the stock were clearly visible.

A wood-treating plant found that its wood was not curing as fast as it might because the curing lot was weed infested. Again weeds fostered moisture buildup and high humidity near the ground.

Railroads Need Service

Some railroad union groups demand weed control in the interest of safety. There is danger of men working on or near trains slipping on wet weeds. Their shoes do not grasp steel footholds on trains when their feet are wet. High weeds also hide such dangers as broken glass, jagged metal, and nails in boards.

For some reason weeds tend to collect debris. People throw trash into weeds because it will be out of sight. Many people think twice before littering a well-kept ground around an industrial plant or office.

There is an interesting facet of the weed control business, which I humorously call 'How to Lose Accounts.' Strangely enough, the easiest way to lose an account is to do a good job. You maintain the grounds of a plant in good order for a season. Then when budget time comes around, the head of maintenance,

with his record of costs in hand, takes a look out his window and sees no weeds. Since cutting costs is what any business is justifiably interested in, you get cut out of the budget for doing a perfect job of weed control.

Actually, this results from an incomplete selling job. Your sales message must continue to convince a plant manager that without your service, his plant will again be overgrown with weeds, which it will. It would be wrong to suggest that weed controllers leave a patch of weeds conveniently outside the window of the plant manager so he would constantly be reminded of how good you are.

Accounts must get no less than a perfect weed control job, because that's what they're paying for. If we happen to lose an account because it cuts costs and we sold it incompletely, we're fairly certain we'll be called the following spring and get another contract, because we did conscientious work in the first place. There's really nothing else we can do about this kind of 'prodigal account' except try to keep from losing it through constant salesmanship.

Might Be Underbid

There is a second way to lose accounts: be underbid by another controller. We occasionally find that the 'winning' bid was so far under minimum chemical costs that the low bidder, in my opinion, could not possibly have done a decent job.

Upgrading selling and educat-

(Continued on page 49)

Wild Garlic Control

in Bermudagrass Turf

by S. W. Bingham

Associate Professor of Plant Physiology, Virginia Polytechnic Institute, Blacksburg, Virginia



WILD GARLIC

LAWN weed problems are a common occurrence in most of our nation. In many instances these problems are associated with climatic and soil conditions, and with turf maintenance practices. Improper maintenance practices are the largest contributors to lawn weed troubles.

Solving weed problems is one of the most important phases of turf management. Early diagnosis or identification is essential if the problem is to be corrected before it becomes too serious. The more difficult weed problems are usually associated with perennial plants that have underground means of reproduction.

Wild garlic and wild onion are serious perennial weeds found in many lawn and highway turf areas over the eastern half of the United States. Both weeds reproduce by aerial bulblets and underground offset bulbs. Wild garlic presents a special problem by producing both hard- and soft-coated bulbs. Some of the hard-coated bulbs remain dormant as much as three years in the soil.

Wild garlic shoots emerge in the fall but usually remain small for several months as winter arrives. Each bulb produces one stem which may have a leaf arising from the lower part of the stem. Leaves are round, hollow and grooved. Wild onion, on the other hand, often has two leaves arising from the bulb. They are flat and have a pithy center.

In established turf, wild garlic shoots develop from bulbs as deep as four inches in the soil. For controlling onion or garlic in such areas, postemergence treatments with herbicides are usually necessary. Since some of the wild garlic bulbs remain dormant for extended periods and will sprout over a period of years, repeated treatments are required for good control.

In most areas the overwintering small shoots begin rapid development in March and eventually mature losing their vigorous growth rate by mid-June. The best time to apply herbicides for onion and garlic is in late fall and early spring. Treatments should be repeated twice each year, once on the small shoots in November and again as growth begins in March.

In experiments conducted in Virginia, a new herbicide, dicamba, and a new formulation of two older phenoxy herbicides have been compared to recognized standard treatments such as the low volatile ester of 2,4-D and maleic hydrazide. The oil soluble or water emulsifiable amine formulation (oleyl-1, 3-propylenediamine salt, or OPDS) of 2,4-D has the added safety features. Both of these phenoxy formulations are low in volatility but the OPDS form is the least volatile of the phenoxy compounds at 145°F. Soil surfaces facing the sun do reach this temperature in summer in Virginia and other areas further south.

An established bermudagrass turf area in Richmond, Virginia was selected for this experiment. Wild garlic shoots numbered about 40 per square foot and were in clumps ranging from 7 to 26 each. The treatments were applied in November and repeated in March each year.

All of the treatments used resulted in some degree of control of wild garlic and also other weeds present in the area. At least three applications of either 2,4-D (ester), 2,4-D (OPDS), dicamba, or maleic hydrazide were required to reduce bulb populations in the soil by 99%. Silvex (OPDS) gave only 84% control and appeared to be less effective than other treatments.

The response of bermudagrass turf to repeated treatments of these herbicides was very favorable. By effectively removing wild garlic and other weed competition, bermudagrass just about doubled its weight per unit area. The quality as well as quantity of turf plants was thus improved.



WILD ONION