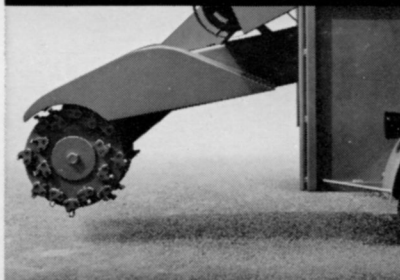
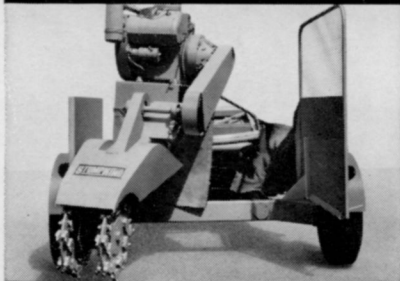


# NEW

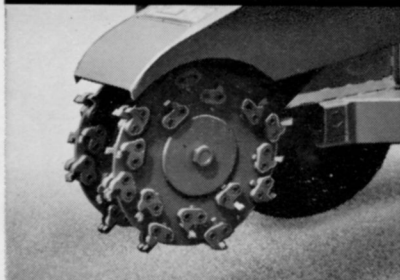
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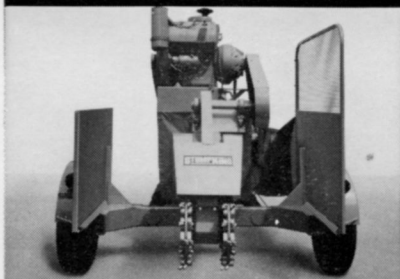
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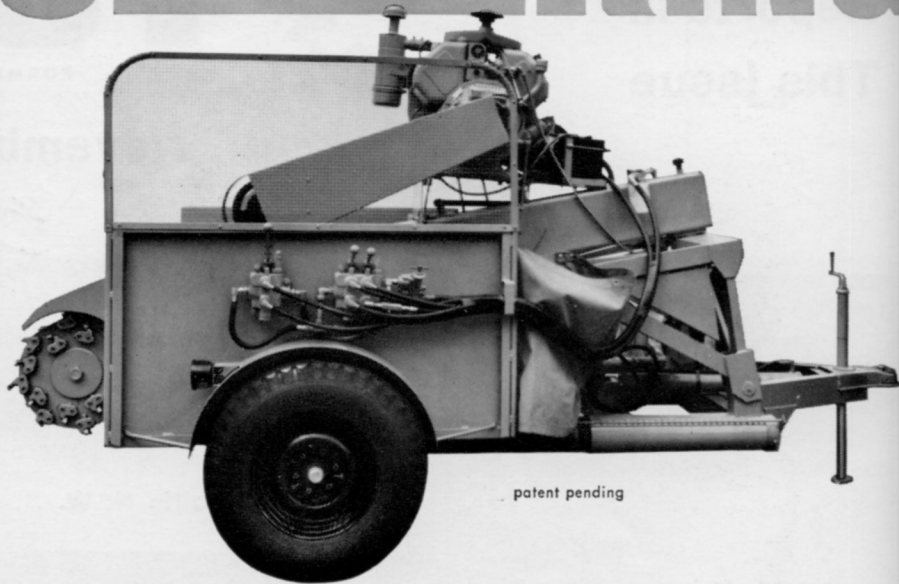
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# WEEDS TREES and TURF

FORMERLY WEEDS AND TURF

November 1965  
Volume 4, No. 11

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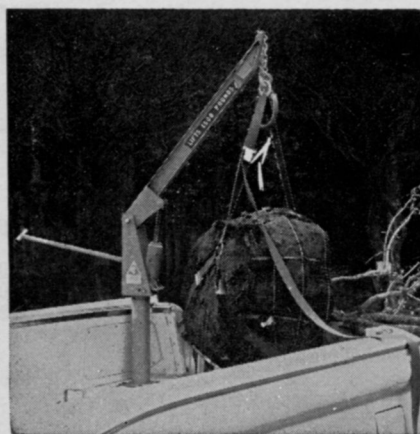
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## Look the Part

This is a touchy subject. No one likes to be told he isn't "dressed" properly. Yet if his appearance adversely affects his livelihood, a friend needs to tell him how he looks to others.

It's not without reason that several speakers on recent conference programs have spoken about the importance of public relations in every phase of the contract spray business. Portland, Oregon sprayman Bill Owen reminded his coworkers at one meeting a few months ago that their unconscious day-to-day business practices constitute their public image. A chemical supplier pointed out that the success or failure of an applicator's business may very well begin with the impression he makes on his prospects and customers.

On several of our field trips we've seen cheap, hastily painted signs on spray trucks that don't do justice to the education and training of the men who own the vehicles. Ofttimes they're covered with weeks of dirt. And then we've watched unshaven field crews in dirty, sloppy old clothes spraying in fine neighborhoods. There are contractors' offices that haven't seen a broom in months; their windows need washing and their outsides could stand a coat of paint.

Before we're accused of living in an ivory tower, we want to remind the relatively few guilty of such practices that it doesn't take a lot of money to make a good impression. A boy can be hired to wash trucks regularly if your own men don't have time to do it. An equitable arrangement can be made to outfit crews in clean, neatly lettered coveralls or uniforms. A professionally executed sign doesn't cost much more than one done by an amateur. By ignoring these things, CAs prevent their own reputations from rising and put the entire industry in bad light.

An investment in the appearance of office and service buildings, of service crews and the equipment they use is just as important as any other sales expense. Self appearance, personal behavior, speech, telephone techniques, carefully typed letters on attractive stationery, courtesy . . . all are part of the total opinion outsiders have of the companies they want to deal with. The impression you make helps build business as effectively, and perhaps more so, than any other type of advertising. Public acceptance of the increasing technical knowledge spraymen have can only be realized if they'll look the part.

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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## Suppliers:

The Perfect Place to Advertise Your  
Weed, Turf, and Tree Market Products

Reserve Space Now in the

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## Suppliers Guide

To Appear in the December '65 Issue of WEEDS TREES AND TURF

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# How to Sell Zoned Trees

By H. W. GILBERT

Extension Horticulturist, Landscape Architect  
Purdue University, Lafayette, Indiana

**S**ELL TREES in locations that fit problems of the owner of a new home that needs trees. The purpose is to use a few trees that are fundamental to a good landscape plan. Such a plan can be completed after three or four trees are properly chosen, located and planted. These I have chosen to call "primary trees." The majority of new homes are built on lots without trees. Every homeowner desires trees. However, most trees do not have enough shade to enjoy for about ten years after planting.

Homeowners develop their grounds in many ways. For example; a small percentage complete a landscape design for their place in one planting season. Of this group some do it all with young plants. A larger number use some small and some sizeable shrubs.

No doubt the largest number do a little at a time over a five-to-ten-year period.

However, it appears that the percentage of homeowners in the low and medium income levels that plant trees of 3" caliber or larger is very small.

From experience and observation trees 6'-8' tall or smaller have a growth rate that makes them competitive with a 2"-3" caliber tree.

Any of these approaches may

be taken to sell. Each family and each landscape opportunity is different.

In landscape design, trees are the largest and most important woody plant element. In addition to shade they provide some protection. Artistically trees are used to frame and give background for the dwelling. They provide interesting shadows and appeal to the human senses of sight, sound, touch, and sometimes taste.

One always enjoys seeing a completely landscaped home grounds that is not overdone. The average homeowner would like to have this kind of environment.

Too many times one sees shrubs about the house that are overgrown or artistically out of scale. In the same yard the trees may be too small to be in scale; to provide shade, background, and framing for the dwelling.

Professionally we should help the owner select the kind and size of tree; perhaps more important the minimum number that will do the job.

## Tree "Zoning"

We are familiar with the term "zoning" as it relates to urban problems. I suggest that home grounds can be zoned into areas for trees. Some points that can

be used to determine "tree zones" on the home grounds are:

1. Estimate that half or less of average home lots need more than one large type tree.

2. Shade on the dwelling is desirable in summer.

3. Shade outside the dwelling is desirable for comfort and beauty.

4. The view of the dwelling should be framed.

5. Sewage, water, and utility lines should not have interference from trees.

6. Shade is desirable immediately.

7. The cost to the homeowner must be compatible with other expenses he must meet in the early stages of home and home grounds development.

## The Selling Approach

The selling approach is simple and direct: A total landscape is more desirable than over-expenditure for shrubs across the front of the dwelling. It might include one large tree, not less than 3" or 4" caliber at 6" above the ground, or 5", 6", 7", or 8" caliber at 1 ft. above ground, and two small trees 6'-8' tall, single stem or multiple stem. If the house faces south or west, two large trees may be required (See diagram).

Examples of large trees are sugar maple, pin oak. Examples

# ZONES FOR 3 OR 4 PRIMARY TREES

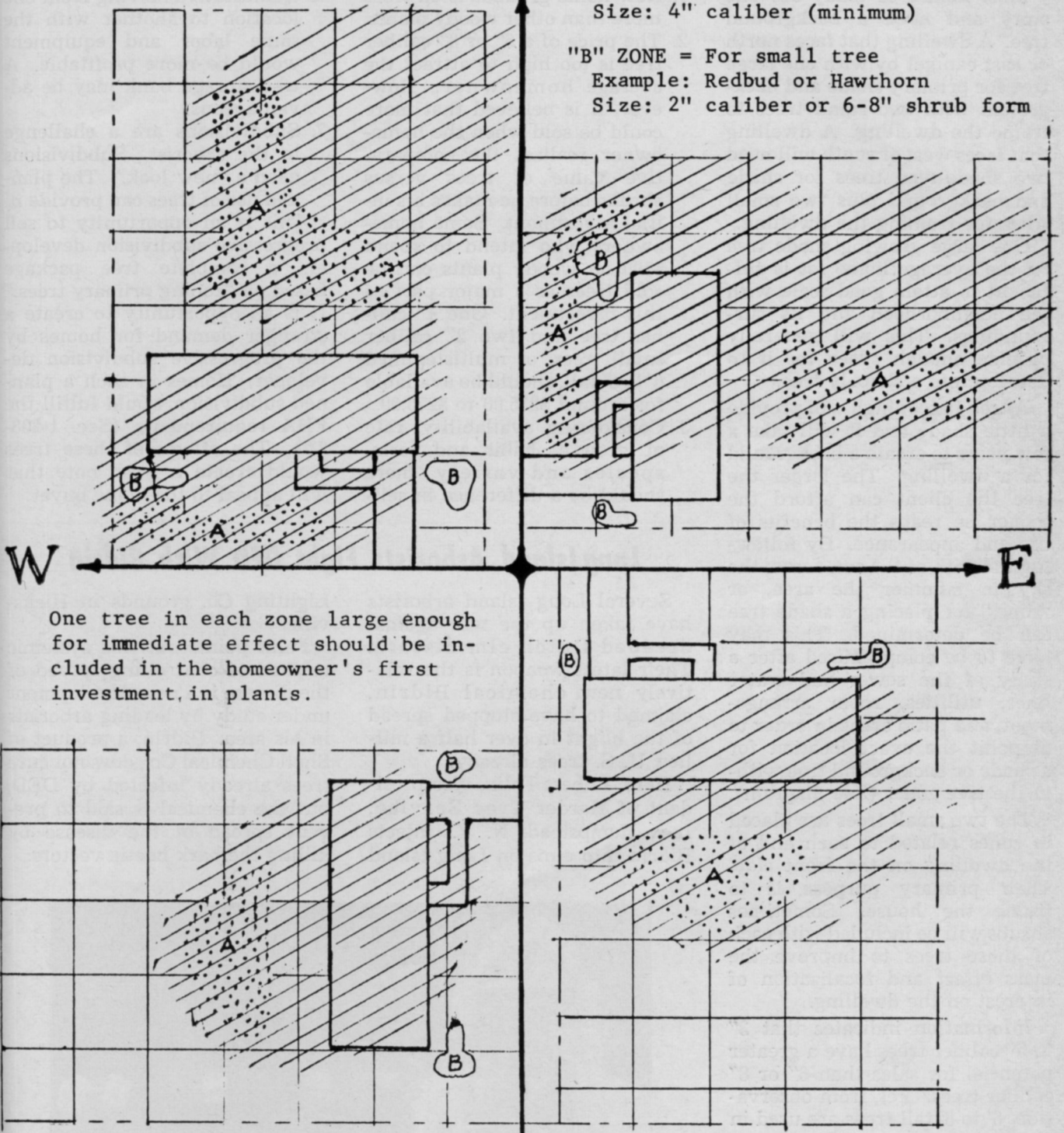
## For Bar-Lot 100' x 150.' One Story House.

Plant for shade, protection, background, framing, and family outdoor living.

Crosshatch denotes shade pattern



- "A" ZONE = For shade tree  
Example: Maple or Oak  
Size: 4" caliber (minimum)
- "B" ZONE = For small tree  
Example: Redbud or Hawthorn  
Size: 2" caliber or 6-8" shrub form



One tree in each zone large enough for immediate effect should be included in the homeowner's first investment, in plants.

Scale: 1 inch = 40 feet

*H.W. Gilbert, Purdue Coop. Extension*

The exact tree location in a zone to be determined by kind of tree in relation to total physical situation on the lot and the adjoining property, and family living needs.

of small trees are redbud, hawthorn, crabapple and dogwood.

If there are insufficient funds to do both tree and shrub plantings, the trees should be preferred as more valuable to the homeowner. Every year lost in planting a tree is more realistically a two-year loss. Shrubs are effective soon after planting.

Most homes of today are one story and need a background tree. A dwelling that faces north or east can get by with one large tree for primary shade and background with two small trees to frame the dwelling. A dwelling that faces west or south will need two shade-type trees for shade and background plus two small trees for framing the dwelling.

One large growing shade tree on the average home lot is sufficient to attain good scale with the neighborhood and its surroundings. This will generally provide enough space for it to develop into a shapely tree.

A tree 15 feet high will provide a little shade and it will take a few years to create a background for a dwelling. The larger the tree the client can afford the sooner he reaps the benefits of use and appearance. By following the path of the sun across the sky in summer the area, or "zone," for placing a shade tree can be determined. This may have to be compromised after a study of the sewer and water lines, utilities, room arrangement, and patio areas in order to pinpoint the exact location for a shade or background tree within the tree zone, (See diagram).

The two small trees are placed in zones related to each end of the dwelling on the front side. Their primary purpose is to frame the house. Sometimes shrubs will be included with each of these trees to improve the mass effect and focalization of interest on the dwelling.

Information indicates that 3" to 5" caliber trees have a greater potential for sales than 6" or 8" caliber trees. Yet, from observation, 6' to 8' tall trees are used in greatest quantity. Where trees are needed why not see if one or two trees of 3, 4, 5, 6, 7, 8 inch caliber can be planted for the primary shade tree zones (Zone

A) on the home grounds? Along with this, two small trees (Zone B) to frame the house will be a big step toward good design of the home grounds (See diagram).

The following conclusions have been made from experience and observation in educational work with homeowners in Indiana.

1. New home grounds need trees more than other woody plants.
2. The price of a 6" or 8" caliber tree is too high to attract the average homeowner. However, it is believed that more could be sold when the homeowner realizes the comparative value of trees versus shrubs before he makes his initial investment. Some homeowners who intend to spend \$500 on woody plants can be sold trees as a major part of this investment. One 4" caliber tree and two 2" caliber small trees, or multistemmed 6' to 8' tall, should be available for around \$235.00 to \$275.00.
3. Considering availability, rate of growth, habit and form, species and variety, there should be a difference in sell-

ing price for the same caliber of tree.

4. The many variations in conditions and contingencies that must be met make it impossible to set a uniform price for a given tree that would be acceptable to all arborists.
5. Equipment rental may be feasible in some localities.
6. Quantitative moving from one location to another with the same labor and equipment would be more profitable. A tree storage bank may be advantageous.
7. Subdivisions are a challenge to the arborist. Subdivisions need a "new look." The planned use of trees can provide it. This is an opportunity to sell progressive subdivision developers a complete tree package based on "zoning primary trees." It is an opportunity to create a stronger demand for homes by the progressive subdivision developer. Homes in such a planned subdivision would fulfill the FHA requirements (Sec. 1-208-2.2). The effects of these trees would create a fresh note that will appeal to the home buyer.

## Long Island Arborists Fight DED With Bidrin

Several Long Island arborists have taken up the war against dreaded Dutch elm disease. Their latest weapon is the relatively new chemical Bidrin, claimed to have stopped spread of the blight in over half a million U. S. trees already.

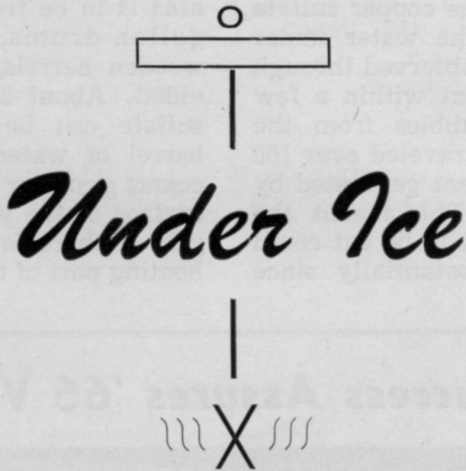
Here, Robert Felix, vice president of Harder Tree Service, Inc., Hempstead, N. Y., injects Bidrin into elms on Long Island

Lighting Co. grounds in Hicksville.

Felix points out this systemic method of controlling spread of the disease is a new development under study by leading arborists in his area. Bidrin, a product of Shell Chemical Co., does not cure trees already infected by DED, but the chemical is said to prevent spread of the disease by killing the bark beetle vectors.



# *Outboard* provides efficient method for treatment of algae



**D**URING A RECENT study of winter problems of algae control, an interesting method of treatment came to light in Massachusetts.

Iceing of the reservoirs serving metropolitan Boston has brought about the very practical application of 2-cycle outboard motors to disseminate copper sulfate for aquatic weed control.

### **Hardy Species Develop Under Clear Ice**

It is the practice of the Metropolitan District Commission, suppliers of water to the Boston metropolitan area, to clear their reservoirs of objectionable microscopic organisms before winter ice sets in. However, they have found that flagellate protozoa such as synura, uroglenopsis, dinobryon and other hardy



**Employees of the Water Division, Massachusetts Metropolitan District Commission, treat for algae under ice. Copper sulfate solution is poured through hole in ice into current generated by outboard propeller. Rotating the complete frame 360°, effectively dispenses the algicide in an area 100' to 150' in diameter. With such a rig a reservoir of 50 to 80 acres can be treated in a minimum of time. Barrel on right holds algicide.**



species will develop under the ice, particularly if it is clear enough to permit the penetration of light. Presence of this algae is manifested not only in the samples taken by reservoir personnel, but also in phone calls to the water company by customers complaining of fishy odor and taste.

Treating large bodies of water after the formation of ice has always presented a problem, particularly if the current is insufficient to dispense adequately the necessary application of copper sulfate. A number of methods have been devised at reservoirs facing the problem.

Clarence H. Reed, Principal Sanitary Engineer, of the Boston system, relates that first treating attempts involved cutting holes through the ice in areas 25 foot square and pouring the copper sulfate solution into the holes.

Since there was no appreciable current, the total solution (figured for each hole) had to be poured in three separate portions to prevent an overconcentration. With a 10 to 15 minute interval between each portion an excessive amount of time and labor was consumed treating a total lake area of 50-80 acres.

#### Fewer Ice Holes Needed

Experimentation led the engineers to evolve the system successfully used for a number of years; addition of an outboard motor to mix the copper sulfate solution with the water under the ice. It was observed through the clear ice that within a few seconds gas bubbles from the motor exhaust traveled over 100 feet in the current generated by the propeller. This meant the number of holes to be cut could be reduced substantially since

the 25-foot-square areas previously required could now be increased to 100 to 150 feet.

The equipment used consists of an 18-hp outboard and a wooden frame 8 ft. long by 3 ft. wide using 3" x 10" planks for the sides and end. The motor is mounted on a 2" plank in the center. The frame is provided with hand holds at the ends so it can easily be picked up with motor attached, set on saw-horses, and slid along the ice to the next hole.

Mr. Reed states that "If a large area is to be treated, several 50 gallon drums, or preferably wooden barrels, should be provided. About 25 lbs. of copper sulfate can be dissolved in a barrel of water by suspending coarse granular crystals near the surface of the water in the barrel. If there is some means of heating part of the water used, it

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## Hawaii Turfgrass Meet Success Assures '66 Version



An ideal place to hold a conference. These delegates prove it as they pose in casual dress for official photograph during University of Hawaii Turfgrass Management course.



Conference officials paused to check exhibits at Kuykendall Hall. Shown here are (from left): Major Robert J. Bohan, chairman; David A. Akana, County Extension Agent; Dr. Irwin Lane from the City and County Parks and Playgrounds Dept.; and William Y. Hayashi, Oahu Country Club superintendent.

Over 130 attended the First Annual University of Hawaii Turfgrass Management Conference, Aug. 26-27, held in cooperation with the College of Tropical Agriculture. Subjects were geared to discuss soils, fertilizers, weed control, and lawn insects. Exhibits, seen by more than 500, included species of various turf grasses, turf weeds, and turf equipment. On the Mall of the university campus were fertilization plots, and examples of nitrogen evaluation, aeration, verticutting, and topdressing. Several mainland delegates attended, including program speakers George Sandy of Los Angeles and William F. Bell, Pasadena, Calif. Details of next year's conference will be announced early in '66 through WTT.