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Agricultural Chemicals

TURF NOTES

NUMBER 104-1

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WEEDS TREES and TURF®

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A major program by a municipality which restricts inroads into scenic area and develops a "greenbelt" adjacent to the city by free-lancer Lou Speer.

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A new tree injection product, Medicaps, is now on the market for treating iron chlorosis. It is sold by Creative Sales, Inc.

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The Cover

Drag line controls symbolize the industry. Today the equipment and chemicals to do a quality job for mankind are available. A glance at the 1972 WEEDS TREES AND TURF directory (beginning on page 17) is sufficient evidence to assure that needs of the coming decade will be met. A comprehensive index to articles and authors published by WEEDS TREES AND TURF magazine begins on page 59. It is an excellent reference to 1971 data.

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Editorial

On Collecting Delinquent Accounts

No business long endures if accounts are not collected promptly—or if customers are unduly harassed in the process of making payment.

Few businesses can afford the luxury of losing customers via poor public relations—over money, service, results, etc.

We've heard of a number of workable collection methods—probably the most effective of late being the common department store method of adding a 1% service or carrying charge on each month after 60 days.

Legal action, though effective, is expensive, and seldom worth the effort for the average service account.

So, how about the telegram? Immediate attention to contents of a telegram—by the specific person to which it is directed—is well established. The sender is almost guaranteed that the intended recipient will get the message. And there's a good chance the shock or jolt of the telegram will get action.

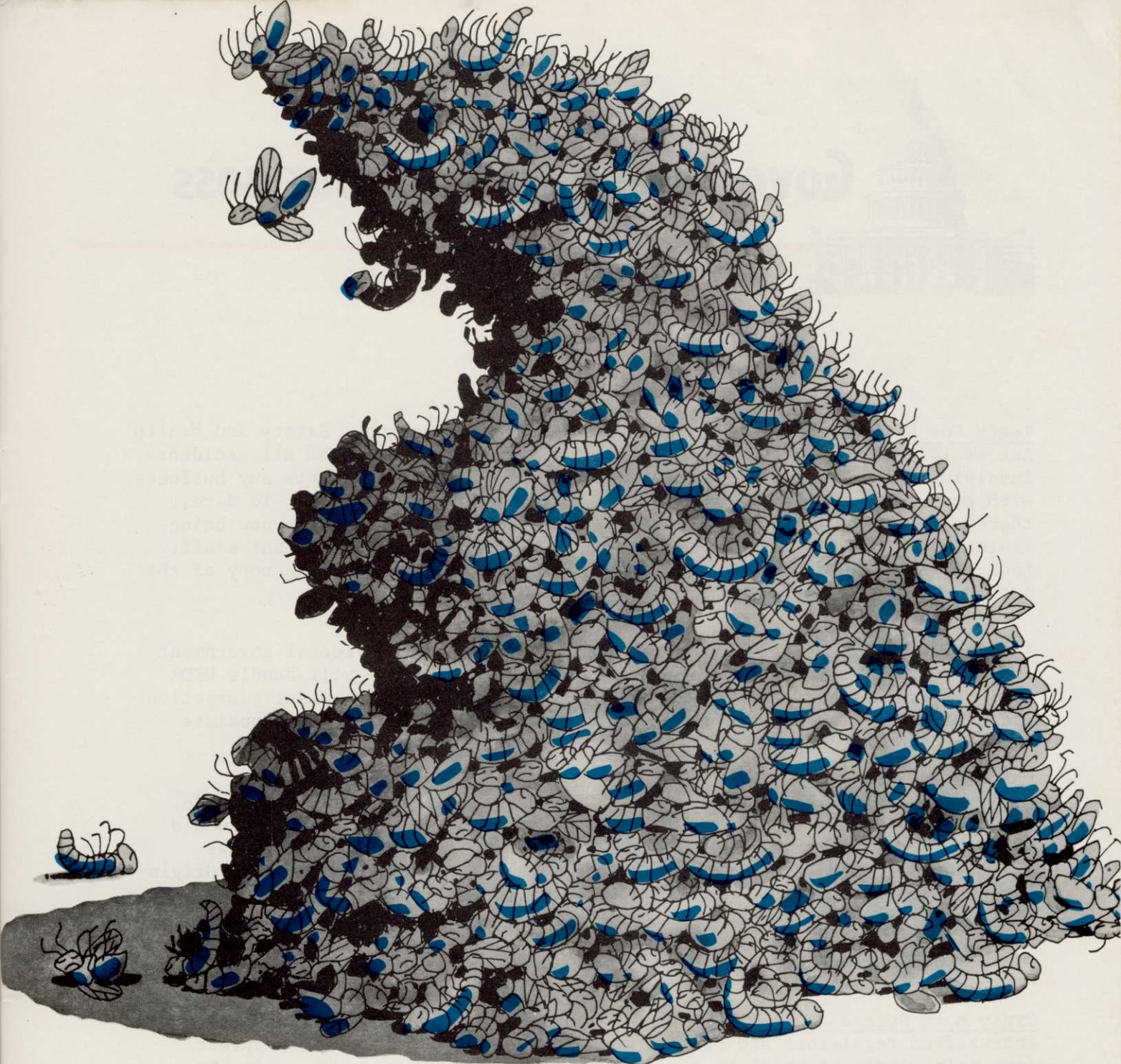
In one instance—company used telegrams to diehard debtors who had regularly ignored collection letters. Result was that most paid their bills in full. Collection costs averaged 3%.

Credit specialists have pointed to the psychological impact generated by a telegram. People who owe you probably owe other bills also. You provide the mental jolt, and you may get paid first.

Businesses who have used the telegram as one aid in collecting delinquent accounts have some rules. First, never send the telegram collect. This can be expected to be resented by the recipient. Nor will Western Union normally accept dunning types of telegrams on an intracity basis. Western Union will, however, attempt to deliver telegrams at an hour specified by the sender. Thus, it is possible to have the message arrive at a time when the recipient is most likely to receive it. Some collection managers have been known to use the telegram method with the dinner hour as the time slot for delivery.

Some suggested messages, supposedly proved effective, are:

- (1) Please advise if check covering your account now due has been mailed;
- (2) You have apparently overlooked your payment. May we have your check promptly please;
- (3) Only immediate compliance by letter (date) will save your credit;
- (4) Urge you wire your intentions on your account immediately to protect your future credit rating;
- (5) Urgent I receive payment this week. I value your friendship too much to be compelled to resort to legal action;
- (6) Imperative remittance on your account to be sent at once to avoid action by my lawyer.



The Dow Chemical Company, Agricultural Department, Midland, Michigan 48640

Dursban insecticide gets you more bugs for your buck.

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Government News / Business

Teeth For Safety Act The new Williams-Steiger Occupational Safety and Health Act of 1970 went into effect April 28. It requires a record of all accidents involving employees and a healthy working atmosphere. It affects any business with employees which might be termed a store, plant or business. To date, there's been little or no enforcement, but 70 plus inspectors are now being trained each week by the Labor Department to beef up the enforcement staff. Look for a check of your operation this next year. You can get a copy of the Act from the U.S. Labor Dept.

Animal and Plant Health Service A new department of the Federal government and a new regulatory agency. Proposal is that the new arm will handle USDA Agricultural Research Service regulatory functions including plant protection and others. Acting administrator is Dr. Francis J. Mulhern, now associate administrator of ARS.

Environmental Pesticide Control Act Passed the House by a 288 to 91 vote. Activity now shifts to the Senate. An amendment adopted by the House would allow states to restrict either general use pesticides or restricted use pesticides more drastically than the Environmental Protection Agency. Originally the House committee version would have prevented states from exceeding Federal restrictions on general use materials. Uniform labelling is still a part of the House approved package. The Senate committee on Agriculture and Forestry is expected to conduct hearings shortly on the bill.

Gypsy Moth Spread Acute USDA's Animal and Plant Health Service is designing intensified regulatory and control measures to minimize gypsy moth spread (the main source of which is long-distance artificial spread by mobile homes and trailers). A new 5-year research and development program is underway. It will concentrate mainly on selective biological controls with a limited use of chemicals. Of 2 million acres suffering light to severe defoliation this year, the greatest area was in Connecticut with 655,000 acres. Other states hardest hit: Pennsylvania, 598,000 acres; New York, 479,000 acres; New Jersey, 18,000 acres; and Massachusetts, 18,000 acres.

Secretary of Agriculture Nomination Long-time dean of agriculture at Purdue University, and now vice-president, Earl L. Butz has been nominated to succeed Clifford M. Hardin as Secretary of Agriculture. The Senate, in a difficult to understand stall, has not as yet (at presstime) approved the nomination. Butz, an Indiana native, has a lifetime career as educator and administrator at Purdue. He also served as assistant secretary of agriculture in the Eisenhower administration. He is probably the best known agricultural dean of this generation and one of the staunchest supporters for the family farm.