PIK: boon for aerial applicators?

(Reprinted from the Aerial Applicator, California.)

More weed control and less fertilizer application seems to be the coming trend for aerial applicators under the new PIK program.

With the removal of crops, weed control of set-asde acreage becomes important to both insect control and soil erosion prevention.

Aerial applicators who suffer from lower fertilizer demands, can utilize the need for increased herbicide programs for weed and insect control on fallow acreages.

If the idle land is left unchecked, then insect infestation can be a serious problem in the adjoining fields during the growing season.

The information for weed and insect control is related to the PIK programs furnished by the Agricultural Divisions of Chevron, Dow, Eli Lily and Velasco Corporations.

PIK offers unique advantages

Your least productive land is likely to be the first you'll take out of production under the acreage reduction and parity-failed programs if you participate this year. The land may be marginal because of low fertility, high weed populations or patches or perennial weeds, poor drainage, too much slope or erosion or other reasons.

When deciding which acres to idle, look for opportunities to get problem weeds under control. It will benefit future crops and could be the most cost-effective alternative.

By diverting acres with severe weed problems and making a small investment, and herbicide program, you can bring your problem weeds under control, returning the land to maximum potential. You have maximum flexibility in both herbicide choice and application timing.

While the treatment season for your annual and perennial weed problems is fast approaching, extension weed control specialists suggest that you plan now to set aside those fields with severe weed problems. All the experts agree that the benefits of using this opportunity to gain the upper hand on those severe weed infestations.

The key to any weed control program will be getting the approval of your local ASCS committee to insure that the requirements for ground cover are met. Seeking assurance of local approval and planning the program now will be to your advantage.

In a state-by-state survey with local weed authorities we found many similarities and some significant differences in weed problems weed present in each state.

Excellent time for perennial control "Fallow periods with limited tillage or no tillage is an excellent time to control hard-to-kill perennial," says Dr. Mitich. "With the extension weed control specialist with Texas A&M University.

Dr. Wiese cites field bindweed and johnsongrass as the two most likely problems he predicts. He adds that, "shattercane" and barnyardgrass weeds are also severe problems in the state. Wiese recommends using Banvel to control johnsongrass and Banvel or Barban and 2,4-D for field bindweed control.

Similar weeds plague California Dr. Larry Mitich of the University of California-Davis adds yellow nutsedge to bindweed and barnyardgrass as target weeds that should be worked on while land is idle.

"All three species can best be controlled while land is idle," says Dr. Mitich, "particularly field bindweed. Bindweed is one of California's worst crop-weeds and substantial yield losses and harvesting difficulties occur when the weed is present, even in modest amounts."

Mitich says barnyardgrass competition studies at UC-Davis indicate that only the barnyardgrass plant per nine feet of row can reduce sugarbeet yields five to 10 percent. One plant per three feet of row will knock yields 10 to 16 percent.

To control bindweed for future crops Mitich recommends that bindweed be irrigated or under good moisture conditions so it is actively growing, then says to apply Banvel or Rouland.

If Banvel is used, broadleaf crops shouldn't be planted for 12 months following application. He says seeding control next year is important, and recommends use of 2,4-D in small grains or Treflan in other suitable crops.

Dr. Mitich recommends cultivation or use of paraquat to hold the line on barnyardgrass, and says yellow nutsedge can be held in check with three or four cultivations in prevent weed production and to dismantle underground nutsedge parts.

Control the weeds . . . or grow a crop "If a grower idles a field and expects normal work to control the weeds, he'd be better off growing a crop," says Dr. Mitich.

William Lewis, Extension weed control specialist at North Carolina State University, "We have some growers who no longer need a pre-emergence grass herbicide. If they neglect weed control while land is idle, there's going to be a big problem when the crop is next year, and back to needing pre-emergence grass control."

Dr. Lewis says tillage will take care of preemergence and which grass type problems that may show up on idle acres if they are not controlled. He says Banvel-2,4-D combinations give good broad spectrum control of most other broadleaf weeds, but no grass control problems. And Roundup probably offers the best control of perennial grasses, Dr. Lewis says.

Dr. Lewis feels that some growers will be reluctant to spend money on idle-acre weed control. "They don't want to put up weed problems—could really be trouble in future years for those who don't manage their weed land, on the specialist adds.

"Cover crop considerations "As I understand the program," says Dr. Wayne Houston, Extension weed control specialist at Mississippi State University, "Land with over a three percent slope will require some ground cover. This will play a role in your weed control options. You should be able to find a way to reduce your weed problems. You'll miss a real opportunity if you don't."

University of Illinois' Dr. Marshall McLamore says there is no question that in past years, set aside land and soil bank acres have been labeled "Broadleaf Banks" and have allowed a reassessment to replenish the soil and evergreen grassland. He cites an old saying . . . "One year's seedling causes seven years weeding."
Major Overhauled Engines
Specializing in Pratt & Whitney
R-985-ANl or 14B
R-1340-AN1
"Only the finest quality materials and workmanship are used in our
engines."

Call or Write About Our Prices -
You Will Be Pleased
P.O. Box 156, Municipal Airport
Omaha, Ne.. 68144
913-734-8720

Surflan can be tank mixed with a wide
variety of other herbicides to control additional
problems. Where growing
vegetation needs to be eliminated, Surflan can also be applied in combina-
tion with a burn-down herbicide such as
Parquat or Roundup. Surflan

Cover Crop Weed Control Options
The report also indicated that her-
biocides can be used for weed control in
land that is planted to a cover crop. If
the field is planted in winter or a cover
crop like alfalfa or some other legume,
the program stipulates that fields may
not be grazed during the six principal
growing months of the year and wheat
must not be harvested by the end of May.
The grower must follow specific directions,
precautions and restrictions applicable
to the pesticide to be used on the crop.

Growers may apply Treflan or Banan
herbicide for weed control in forage
legumes used as cover crops. Treflan
may be applied as a preplant incor-
porated broadcast treatment of 1.1/4
pounds per acre, depending on soil type.
Banana can also be applied as a preplant
incorporated broadcast treatment at 3
pounds per acre, depending on soil type.
Either herbicide will control many annual grasses and broadleaf weeds,
eliminates the need for a nurse crop.

Without the competition of a nurse
crop, the legumes establishes quickly
and provides adequate soil cover. Also,
the herbicide application helps keep
weeds in check and limits weed competition fields
after the legume has emerged.

The EPA emphasizes that growers us-
ing pesticides on their PIK acres
must read and follow label directions.

Reliable American farmers have
made tremendous investments in the
their farms in order to continue supply-
ing food at reasonable prices. One com-
monly recognized and shared event is
lumped together, American farm-
ers' investment in their land, food and
fiber is fast approaching $1 trillion.

If you think that 80 of the
had agreed at the annual
of the top 100 U.S. industrial corporations,
that total is still less than our reliable
American farmers' total investment.

Original and bylined material ap-
pearing in this magazine may not
be reprinted or used in any man-
ner without the written permis-
sion of Prairie West Publications. Republishing of articles with credit
is usually permitted upon written
request. All rights to such
material rests in the hands of
Prairie West Publications.

RELATIVE WIND
Official magazine of the ND Avia-
tion Association. Published monthly
for its members and others in the ND
Aviation industry. carrying
the official news of the ND
Aeronautics Commission.

EDITOR
Patricia J. Estes

EDITORIAL ADVISORS
Larry Larrid, William Bums, Fred Anderson, Jack Daniels, Ar-
sie Widmer, Mike Hohl and Dan
Thompson.

ADVERTISING REPRESENTATIVE
Colleen Youngquist
701-443-1501

ADRESS ALL
CORRESPONDENCE TO:
Prairie West Publications
Box 1018
Wahpeton, ND 58075

BOB HOOVER AIR SHOW
in conjunction with the
CARRINGTON
CENTENNIAL

Featuring Bob Schroeder and
his Hi-Wing Pits
July 17, 1983 - 2 p.m.
For more information call
452-3218- ask for Howard.

BRAND NEW MAINTENANCE FACILITY!
"Authorized Piper Satellite Repair and Warranty Station."

- SPRING ANNUALS - FULL LINE PARTS - FLIGHT TRAINING
- FULL GROUND SERVICE - MULTI & SINGLE AIR TAXI CHARTER
- AIR SPRAY REPAIR - PIPIER PARTS - MEETING ROOMS AVAILABLE
- 2 A & I AND 1 A & P MECHANICS
- REBUILD PIPER BRAVE FUSILAGE EXCHANGE PROGRAM

West Central Airways
Box 432 - Fergus Falls, MN 56537
218-736-3764
Marketing: different things to different people

By Tina Evans

Marketing means different things to different people and organizations, according to David Moran, senior vice president of marketing for Republic Airlines.

To Republic, marketing meant going from a little-known airline to one with a major portion of the market in cities all over the country.

"Marketing means different things to different people and has different meanings to different contexts," he said. "To us is the organized coordination of resources to get consumers to purchase our product -- empty airplane seats."

When Republic Airlines was created with the merger of North Central and Southern Airways in 1976 and eventually Hughes Air West, he said, marketing strategies had to be developed to promote the new airline.

"The first elements were basic -- determine our product and to whom we were selling. Basic it was, easy it wasn't," Moran said. "We had an identification problem we needed to overcome -- we were just another name."

He said all airline travel was depressed at the time Republic was "three holes on a national map -- which had an adverse effect on our flight scheduling."

Internally, he said, there were three management groups and employee groups. Advertising needed to be stressed.

"We hired a new advertising agency based in Minneapolis and increased our advertising budget from $13 million to more than $26 million a year," he said.

Then, they carried off what he calls one of the "biggest promotion coups." Through Rainton-Purina, the Republic bought 1.5 million breakfast cereal tables with free airline tickets for children on the breakfast of a breakfast cereal. All they had to do was travel with a paying adult.

"Kids started talking about it. Pretty soon, we had moms and dads and kids asking trips. Identification spread quickly," he explained, "and we printed another million cereal boxes."

He said Republic used the idea that people didn't like to travel alone to increase sales -- giving away tickets for one, so another person would buy an accompanying ticket. They gave away Republic tickets to television and radio stations to use in promotions and held mass ticket giveaways in various locations.

"We sold 1,000's of dollars of tickets with every giveaway," Moran said.

Now, he said, Republic is the number one airline at three of their four major hubs -- Detroit, Memphis and Phoenix -- and number two "by a slight margin" at Minneapolis-St. Paul. Another strategy has been to improve the product, he said. "We've decreased our employee number to just over 14,000. We have fewer people doing a better job."

He said now what is needed is uniform fare combinations. "There are over 100 cities which have 60,000 different fare combinations," he said.

Thousands at Aviation Day

Forty-one aircraft and several thousand people attended the International Aviation Day celebration at Sloulin Field in Williston May 22.

One of the highlights of the day was the rededication of Sloulin Field, named after Kermit and Wesley Sloulin who were killed in action during World War II. Brotheis Al, Ralph, Vernon and sister Edith presented the flags given at the brother's burials to the Williston Airport.

Airport manager Jack Daniels accepted the flags, which will be permanently placed at the terminal as a testimonial to the two Sloulin brothers.

Daniels also received a plaque in recognition of his 50 years of service to the airport. A ribbon cutting ceremony was also held for the remodeled terminal.

Other activities included an airshow with performances by the "Tension Free" skydiving team, a fly-by of a Vietnam aircraft, and stunts by the Pinchot Flying Show.

Bob Chitwood, 72, Alexandria, received the award as the oldest pilot there for the air show. Kelly Kaiser, 16, Williston, won the youngest pilot award. Nick Pasternak flew in the oldest airplane, a 1943 Piper PA II, and Jim and Bill Lynn won the Barbour flying competition.

Scott Smith, Burlington, won a free trip for two to Minneapolis for a Twins game, which was donated by Big Sky Airlines.

"You just know you're going to special care at Elliott Beechcraft."

"When I call, they make me feel I'm the only customer they have that day... no matter how busy they are."

Henry L. Retchert, Jr., M.D.

The Eye Clinic of North Dakota
Bismarck, ND

Dr. Retchert is an experting ophthalmic surgeon who uses his airplane to travel to his offices in North and South Dakota to promote his new eye implant nationwide.

"If a person originally came to Elliott Beechcraft because of their Beech affiliation, he keeps it going back to Elliott because of their service." Dr. Retchert says. "I like the way they treat me... and the way they treat my sister. I know I'm going to get special care."

When an insurance specialist calls you and your aircraft deserves extra special care, call Elliott Beechcraft at (800) 511-9410.

Get Broad Coverage...

AVIATION UNDERWRITING SPECIALISTS

YOUR BROAD COVERAGE AVIATION INSURANCE SPECIALISTS--WITH COLLECTIVELY OVER 100 YEARS OF EXPERIENCE IN AVIATION INSURANCE.

THAT'S WHY YEARS AGO OUR NAME BECAME WHAT WE REALLY ARE--

AVIATION UNDERWRITING SPECIALISTS

For FBO's--

AIRCRAFT LIABILITY--

FULL LINE COVERAGE

HULL COVERAGE

PRODUCTS LIABILITY

HANGAR KEEPERS LIABILITY

NON-OWNERS LIABILITY

AND MORE--

For AG Operators:

AIRCRAFT LIABILITY--

CHEMICAL DRIFT LIABILITY

FARMER-OWNER/GROWER COVERAGE

SPRAYING CITIES AND TOWNS COVERAGE

For Private Owners:

AIRCRAFT LIABILITY TO HULL DAMAGE

NON-OWNER DAMAGE

ASK AUS

800-325-8079

Area representative: JOHN WEBER

aviation underwriting specialists

16301 Fontaine drive - P.O. Box 1039

Chesfield, Mn 56017
The Federal Aviation Administration has granted interim approval of the ultralight pilot competency and vehicle registration programs developed by the AOPA Air Safety Foundation.

This is the first officially recognized program in the self-regulation of ultralight flying as directed in the preamble of Part 103 of the Federal Aviation Regulations.

Archie Trammell, executive vice president of the AOPA Air Safety Foundation, says that regulations for more than 30 ultralight pilot examiner seminars scheduled and will have more than 400 examiners prepared to register pilots and owners of the vehicles.

Details plans of the safety regulations were submitted to the FAA March 8. The interim letter of approval was granted two days later approving immediate implementation.

Although the FAA has not officially established guidelines for ultralight pilot competency, the programs being conducted by the AOPA ASP meet the now presently proposed.

There are three areas of self-regulation addressed in the Federal Aviation Regulations: pilot competency, vehicle registration, and vehicle airworthiness. The AOPA ASP current programs deal with only the first two.

FPA's approval on these two says:

"Pilot competency. The FAA will recognize, on the basis of achievement of the minimum standard of competency, documents issued under the ASP's ultralight pilot competency program.

"Vehicle Registration. The FAA will recognize, on a national basis, registration numbers and vehicle marking requirements issued under the ASP's ultralight vehicle registration program.

John L. Baker, president of AOPA and the Foundation, said the FAA approval is "a major development in achieving a level of safety through self-regulation of the sport."

The registration programs, in brief, call for ultralight pilots to examine.

17 state-aid grants approved

The North Dakota Aeronautics Commission approved state-aid grants for 17 general aviation projects totaling $36,921 to pay 50% of the costs of airport improvements, according to Harold G. Vavra, director.

Projects approved are:

$5,700 - Casselton - Land acquisition for new airport, construct runway and apron.

$25,480 - Dickinson - Construct and pave crosswind runway and taxiway.

$17,350 - Dunn County - Pave runway 4,200 ft. by 50 ft. and taxiway and apron.

$2,490 - Edgeley - Seal coat on runway and taxiway.

$661 - Glen Ullin - Grade and pave 2,400 ft. by 50 ft. runway, taxiway and apron.

$2,184 - Kenmare - Seal cracks on runway and gravel apron.

$10,000 - Kindred-Davenport - Purchase land for clear zone easement.

$1,508 - Langdon - Crack filling and seal coat on paved runway.

Grand Forks ranks second

Grand Forks International Airport in 1982 had a total of 188,448 general aviation operations (landings and take-offs), which ranked it second highest in the region which includes the States of North and South Dakota, Minnesota, Illinois, Indiana, Michigan, Ohio and Wisconsin. No other airports in the Great Lakes Region ranked in the top 20 airports in the U.S.

In the United States, Airport Operators Council International, reported that Van Nuys, Calif. ranked highest with 509,704 GA operations with Long Beach, Calif. second with 461,387 and Santa Ana, Calif. third with 396,029 operations.

Out of the top 30 airports in the United States, for general aviation operations, Grand Forks ranked seventh followed by Dallas, Texas, Love Field 18th with 17,671; St. Petersburg, Florida 19th with 17,137 and Tucson, Arizona 20th with 17,287 operations.

FOR LOW-VOLUME AERIAL SPRAYING

ULTRA-SULV™

Greater Deposition
Less Drift
Increased Absorption
Improved Weed Kill

Available Through

Ostlund Chemical
Fargo, N.D.

Relative Wind

July 1983