Mr. Contract Applicator:

What do you expect from Weed Killing Chemicals?

Not miracles. You won’t get them. But you should expect effective killing action, ease of application and a guarantee of quality.

You can expect all of this—and get it—from Amchem, the original developers of chemical weed and brush controls. PCO’s are learning, as contract applicators, it pays to deal with and sell quality to their customers.

Amchem pioneered 2,4-D and 2,4,5-T, the forerunners of all modern chemical herbicides. And hard on the heels of these prime industry discoveries, Amchem has kept the lead in development with Amitrol, today’s most effective and versatile herbicide for weed and brush control.

Amchem offers you both the products and programs to cover your successful entry into this profitable field . . . regardless of the areas you wish to specialize in. Make your choice with confidence in—

Broadleaf weed control in turf. Amchem covers this field with a variety of world renowned, brand name chemicals.

General vegetation control. Amchem’s general weed killer products are widely used by applicators and known by industry as efficient and economical.

Rank weed and brush control. Amchem’s selective chemicals have been developed specifically to control high weeds and brush for large estate and industrial use.

Weed and brush control is our business . . . our only business. Ask about Amchem—in lawn and garden, in farm and in industrial herbicide control products. We’ve been satisfying home owners, farmers and industry for years. Your customers can buy the same kind of satisfaction. Let us help you plan your contract application future.

the makers of WEEDONE . . .

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Trimmings

Westward Ho! Back in February, when the grip of winter still strangled the Midwest, we wrote about our talk with U.S. Borax’s D. W. Bake of Anaheim, Calif., and envied him his sunny clime. We also said we’d gladly journey west if the Boss gave us his "bon voyage." Shades of Horace Greeley, but we found ourselves, in the heart of bitterly cold February, attending the 34th International Turf-Grass Conference and Show in San Diego! It was a welcome chance to meet and talk with turf people from all over the country, and who’s going to deny that even a meeting of the Peanut brittle Manufacturers of America would have given enough cause to forsake the slush and icy winds of the winter of ’63?

Genial Gene: Speaking of the Turf-Grass Conference, we also want to commend genial Gene Nutter, Executive Director of the Golf Course Superintendents Association of America, which sponsors the event, called “the greatest show on turf.” Dr. Nutter and his staff, we’re pleased to say, gave "Weeds and Turf" representatives a most gracious welcome, and enabled us to report in detail on the educational aspects of the event. (See page W-18). Dr. Nutter, who’s head-quartered in Jacksonville Beach, Fla., had a smiling visage for all.

Londonerry heirs? It’s good to know that our own state of Ohio is contributing to the improvement of turf technology. We have just learned, in a bulletin from the Florida Turf-Grass Association, that Dr. Everett Burt, who was born in Londonderry, Ohio, is the new Turf Technologist at the USDA Plantation Experimental Lab. Dr. Burt got his Ph. D. from Ohio State in 1954, was associated with the University of Florida, then with O.M. Scott, before taking the Plantation Lab position. To a fellow Buckeye, we send hearty congratulations.