VERTICALLY...

HORIZONTALLY...

YOU ALWAYS GET PERFECT PERFORMANCE... WITH THE DEPENDABLE...

HARDIE AERO-MIST SPRAYER DUSTER

Here's the one unit that gives you just what you want... when you want it. The famous Hardie Aero-Mist Sprayer. It embodies the recommendations of State & Federal authorities; tree service organizations and foresters who sought in one unit a high-velocity ample air volume sprayer for any type job, along with low price.

With its high velocity, 150 mph, it is of special value in the treatment of trees infested with the bark beetle. Public Health officials also use the Hardie for mosquito control. With the attachment of the Hardie Duster, you have two machines in one. You can use either spray materials; dust or granular materials. Write for full details.

HARDIE SPRAYERS

AMERICAN PULLEY CO. DEPT. PC
4200 WIESAHICKON AVE. PHILA., PA.

May, 1963

Features

How We Built a Whole Fleet of Lawn Spray Trucks
By L. S. Whitcomb

Dutch Elm Disease:
Cause, Precautions

Tritac: New Weapon for Weed Control
By L. S. Whitcomb

How to Identify and Control Chinch Bugs

Estimate '63 Lawn Pest Infestations at Annual U. of Mass. Turf Conference

Departments

W & T Mailbox
Meeting Dates
Know Your Species
Trimnings

Published Monthly by TRADE MAGAZINES, INC.
1900 Euclid Avenue
Cleveland 15, Ohio

JAMES A. NELSON
Publisher
CHARLES D. WEBB
Editor
WALLIS W. WOOD
Editorial Assistant
DAVID E. SCHNEIDER
Staff Biologist
R. J. HOFER
Circulation Manager

Advertising Representatives
National Headquarters
1900 Euclid Avenue
Cleveland 15, Ohio
Phone: Area Code: 216 + 771-4169

New York City
Billingslea & Ficke
420 Lexington Avenue
Phone: Area Code: 212 + LEXington 2-3667

Single Copies: 35 cents
Annual Rate for 12 Monthly Issues: $3.00

Contents of this Issue @ Trade Magazines, Inc., 1963

What's a CA?

What is a contract applicator? The question is not a facetious one, because a cloud of confusion seems to hang over the proper name for firms which spray weeds, turf, ornamentals, or trees on a contract basis.

Some publications refer to "custom applicators," but we have avoided this term because it has come to refer primarily to agricultural operators. It is felt that some distinction should be made between these crop sprayers and their urban/industrial counterparts.

We've also heard "contract sprayer," "lawn pest controller," "horticultural sprayman," etc. Of these three, we favor the last, but it is almost too cumbersome to use with ease.

Last month we talked about the necessity to tell the public, (and suppliers) about the thriving outdoor spraying market. This cannot be done effectively unless industry men agree on a common term for the men who guide weed control and turf spraying companies.

Since the advent of this magazine, our staff has favored the expression "contract applicator," because it implies that work is done on a "spray-for-pay" basis, and that application of a substance is involved (the materials applied, of course, range from insecticides to herbicides, to fertilizers, etc.).

After ten issues of Weeds and Turf, we've noticed the expression, with its convenient abbreviation "CA," is being picked up and used by suppliers, educators, and industry men alike. All that's necessary now, it seems, is some kind of formal recognition of the term.

Applicators, and their customers and suppliers, will all benefit from this industry standardization.

We hope this editorial will make each reader aware of the need to identify himself. Those who object to "CA" or who have other suggestions are invited to correspond with the editor.