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January, 1963

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Go national?

Do contract applicators need a national organization?

Certainly urban/industrial sprayers of weeds, turf, ornamentals, and trees are witnessing the industry's "coming of age" this year.

Advent of Weeds and Turf brought contract applicators their first national trade magazine.

Public furor over pesticides this year is generating increased demand for professional, diligent operators.

Maybe it's time for a nationwide organization of spraymen.

After our announcement last month that the Horticultural Spraymen's Association of Florida wants to go national, we received letters from all over the country commenting on the endeavor.

Most remarks were favorable, because spraymen feel this multi-bilion dollar industry must unite to tell its important story to the public, to lawmakers, even to suppliers.

Through a national organization industrymen can band together to improve ethics, and to sponsor research.

One sure way to upgrade any industry is to get the leaders together to inspire each other to greater awareness of ethical operations and logical pricing.

There are thousands of businessmen in this country, some large, some small, who devote their energy to responsible application of weed control and turf care chemicals. Unfortunately, in some areas, the public isn't yet aware of the high caliber of these firms. Weeds and Turf can speak nationally to the industry itself, but it takes a national trade association to carry an industry image to the public as a whole.

If America's spraymen can lay down their differences and pool talents for the betterment of applicators everywhere, 1963 can truly be a year of achievement.

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YOU use them to climb higher. And they put you right where you want to go. No wasted effort. No milling around. No straying from target. Weeds and Turf is vertical too. It can help your sales climb higher. And it puts you right where you want to be; smack in the middle of a 4 billion dollar market.

With Weeds and Turf, there’s no wasted effort, no milling around, no straying from target. Readers of Weeds and Turf are all interested in how to control or enhance vegetation.

Who are these readers? Contract applicators, mostly, who spray weeds, turfgrass, and ornamentals for a living. They buy in bulk. They’re knowledgeable. They’re good businessmen.

Who else? Railwaymen, highwaymen, civic and state officials — but only those who’re interested in controlling weeds or turf and ornamental pests. Nobody else. These men read Weeds and Turf because they’re looking for sources of supply, and practical tips on how to do a job.

Do you make weed and ornamental pest control preparations, or turf spraying chemicals, or equipment? Have you been milling around, wasting effort, straying from target because your ads weren’t reaching the men who do the buying?

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THE R.5 FONTAN FOR HEAVY DUTY
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A self-contained unit, the Fontan has jets to interchange for misting or spraying, another attachment to interchange for dusting. Designed for versatility, dependability and safety; the Fontan has metal frame and padded straps for comfortable operation.

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CAR-HAPPY Americans have prompted a revolution in travel, and following in the exhaust-fumes wake are economic booms which couldn't be predicated 40 years ago.

This country now boasts the most extensive, and most expensive, highway system in the world. Our vast maze of roadways are costly to maintain. A major side-effect of this roadbuilding spree is a tremendous new market for turf spraying, weed control, and brush elimination. During the next decade, this roadside spraying industry is expected to reach Herculean proportions, and contract applicators all over the country are bidding for their share of the business.

Weeds and Turf has just completed a major survey of weed control practices on state and federal highways. Data gathered in our investigations reveal a significant increase in the use of contract sprayers by state officials who prefer not to treat all their own roadways.

Opportunities for contract roadside spraying are varied. A partial breakdown of services they are performing includes the following:

1. Soil sterilization around signposts, guardrails, etc.;
2. Selective weed control through broadscale spraying;
3. Broadscale brush control;
4. Selective weed control in turf areas, either post-emergence selective spraying, or pre-emergence control of such turf pests as crabgrass;
5. Fertilization of seeded areas (in some states, fertilizer is combined with selective weedkillers such as 2,4-D when turf is treated);
6. Spraying growth retardants such as MH-30; and
7. Spraying trees and ornaments in landscaped areas along superhighways.

What selling points do CAs use to sell a chemical control program to county or state road officials? Why should those few states which now shy away from chemical treatment embark on this new avenue of maintenance? And why should states with limited spraying programs decide to increase use of chemicals?

Several good reasons are included in a booklet from the Connecticut Agricultural Experiment Station entitled, "Chemical Control of Weeds and Brush Along Roadside."

Dr. John F. Ahrens, author of the pamphlet, maintains that chemical treatment enhances the safety, beauty, health, and economy of our highway systems. Improved visibility, better pedestrian walkways, and elimination of fire hazards are among the advantages Dr. Ahrens cites. He also points out that noxious weeds, such as ragweed and poison ivy, can be controlled economically by regular spraying.

More important to cost-conscious highway departments is the economy of chemical control versus mechanical mowing. Annual cost for roadside mowing in the U.S. is staggering, and states are desperately seeking a cheaper way to get the job done.

How are the states tackling this economic headache? Our survey shows that 44 out of 50 now have a chemical control program of some sort. Some of these are just getting underway, while others have been successfully in existence for several years.

Of the 44 states which use chemical methods, 35 report they have a well-organized, extensive roadside spraying program.

What is really significant to the readers of Weeds and Turf is that 43% of these states use contract applicators for all or part of their chemical roadside maintenance (Figure 1). Here is a big, lucrative market waiting for the capable, aggressive, well-equipped company. It is logical to expect an in-

WEEDS AND TURF Pest Control, January, 1963