for better insect control

and get all these SAFETY BENEFITS FREE!

The problem of insecticide residues...
has continued to perplex property owners and commercial operators who control insect pests of turf and plants. *Now many of these worries vanish* for those who use the modern, proved SEVIN® carbaryl insecticide to control any of 160 insect pests that attack turf and other ornamental and crop plants.

Safer to handle...
than many other insecticides, SEVIN is lower in toxicity to humans, livestock and wildlife, including fish and fowl. You need no special protective clothing when you apply SEVIN. Just use normal precautions. You can spray or dust crops adjacent to pastures, fish ponds or streams.

Residues in the soil...
are another hazard you eliminate by using SEVIN insecticide. Long-lasting as a crop protector, SEVIN breaks down quickly in the soil. There is no residue buildup to be picked up by garden fruits or vegetables, or to seep into streams or ponds.

Residue on food...
or feed crops is no problem when label directions are followed. SEVIN is a long-lasting insect destroyer that controls these pests with relatively few applications per season. Though still effective against insects at harvest time, the residue of SEVIN insecticide is not a problem to humans or livestock that eat the crops.

Drift to pastures or feed crops...
does not contaminate the milk, meat or eggs of animals eating the feed or forage, when SEVIN is the insecticide used. In fact, cattle can graze pastures, or forage can be harvested, on the day of application of SEVIN.

You can be a good neighbor...
and reduce hazards for everyone while you control insect pests with SEVIN. Ask your nearby supplier for the new list of recommended uses. Or write Union Carbide Agricultural Chemicals, 270 Park Avenue, New York, N.Y. 10017.
Azak, as indicated by center section, must be applied before crabgrass seeds are ready to germinate. Azak then penetrates seed at time of germination to prevent initial growth.

FOR CRABGRASS CONTROL

AZAK* is Hercules' new crabgrass control designed for pre-emergence application on established turf. Its effectiveness has been proved in commercial use. Available as an 80% wettable powder, Azak 80-WP, it can be sprayed in conventional equipment or formulated by manufacturers into a granular product.

Azak brings to users the combined advantages of effectiveness... persistence... safety to established turf... low toxicity... economy... and practically no odor. Azak is nonleaching. One application of Azak lasts through the crabgrass germination period. Of special interest to the manufacturer is its compatibility with most fertilizers and pesticides, and its low cost.

Technical information on and availability of Azak pre-emergence herbicide can be obtained from the nearest district office listed below, or from Agricultural Chemicals, Synthetics Department, Hercules Powder Company, Wilmington, Delaware 19899.

*HERCULES TRADEMARK

When Writing to Advertisers Please Mention WEEDS TREES AND TURF 3
Which Geigy herbicide best fits your weed control conditions and needs?

Although all three Geigy herbicides...Simazine, Atrazine and Prometone...give effective long-lasting control of many weeds and grasses, each has special characteristics of its own.

Simazine 80W works only in the soil, where it is absorbed by germinating weed roots. Since it is the least soluble of the three, it is especially useful in areas of high rainfall. And because it doesn't leach laterally, Simazine won't harm adjacent ornamental plantings and crops. One spray, applied before weeds emerge, usually provides effective control for a full season.

Atrazine 80W may be applied either before, or soon after, weeds emerge. Like Simazine, when sprayed before weeds emerge, Atrazine acts through germinating weed roots. But in addition, Atrazine acts through the foliage when sprayed on young weeds soon after they emerge.

This dual action controls existing broadleaf weeds and grasses, then keeps later-germinating weeds under control as well. More soluble than Simazine, Atrazine is more adapted to areas of low rainfall.

Prometone 25E can provide effective control of weeds up to 3 months after they emerge. Its greater activity through the foliage makes Prometone especially useful where considerable weed growth has already taken place. And, like both Atrazine and Simazine, it is moved into the soil by rainfall where it controls later-germinating weeds by root absorption.

So for maximum results, and for the economy that comes with long-term weed control, base your programs on a Geigy herbicide.

Geigy Agricultural Chemicals, Division of Geigy Chemical Corporation, Ardsley, New York.
Dear "Pass-along" Reader

...by the time it reaches your desk, is your copy of Weeds Trees and Turf:

battered
bedraggled
clipped
dog-eared
falling apart
folded
incomplete
ink-spotted
marked-up
ripped
rolled-up
stained
stapled
torn
wadded
weathered
wrinkled???

...or, worse still, is it just plain

OLD?

If so, you ought to have your own personal subscription, which will cost you only $3 for 1 year or $5 for 2, and which will contribute immeasurably to your peace of mind.

(It will also help you do a better job of turf management, weed and brush control, and tree maintenance.)

Mail us the coupon below right away, and include your check so we can start sending WTT posthaste!

WEEDS TREES AND TURF
1900 Euclid Avenue
Cleveland, Ohio 44115

Gentlemen: I'm sick and tired of waiting in line for my pass-along copy of Weeds Trees and Turf. Here's my check. Send me my own copy each month.

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High Standards; Low Pressure!

Late last year a southern college sent us a news release which listed case histories of citizens who had been swindled by "phony tree experts." While these occasional swindlers indeed exist in any business, they are decidedly in the minority in this industry. For this reason, among others, we were disturbed with the release we received. The material issued from these sources usually goes to the consumer press also, and could be played up in newspapers which reach the general public. This particular story, fortunately, ended with recommendations on how to choose a reputable company for tree work, but the suggestions were contained near the end and could have been omitted by a local paper seeking a "sensational" story.

How can tree specialists and other vegetation maintenance practitioners avoid the effects of these occasional outbursts of bad publicity? There are a few tried-and-true steps which, while not new by any means, should prove helpful. We list them here for managers to check as another reminder of the necessity for effective communication with the public:

(1) Join national, local, and state trade associations when they are available; then work on the public relations programs these groups traditionally offer;

(2) Join the local Chamber of Commerce and Better Business Bureau. This will enhance your public image while making the individual firm better known among others in the business community;

(3) Maintain high standards and low pressure in sales and advertising techniques;

(4) Strive to make known, to universities, industry groups, and other business organizations, the high ethical standards which prevail as a whole in the weed, tree, and turf business; and

(5) Insist on the highest standards of competence and responsibility in your work and make sure your personnel, from office boy to president, maintain a businesslike or professional bearing. This last, of course, is most important.

Most people want, by nature, to believe in the integrity of the people they do business with; let them know they can depend on you!

For your free booklet on the use of Copper Sulfate in this application, a quotation or the name of your nearby distributor, contact

INDUSTRIAL CHEMICALS MARKETING DIVISION
TENNESSEE CORPORATION
44 BROAD, ATLANTA, GEORGIA 30303
PHONE (404) 523-5024

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.
If you’re still using weed oil

here’s why you should switch to “ANSAR”

“Ansar 560” is a non-selective, general herbicide. It completely eradicates all weeds and vegetation along roadways and ditches, around buildings and in other non-crop areas. If you’ve been using weed oil to do these jobs you’ll find “Ansar 560” vastly superior in at least five important ways: (1) It’s more effective and perhaps a little cheaper. (2) There is absolutely no residual toxicity, (3) no staining, and (4) not nearly as much corrosion of your spraying equipment. (5) You’ll eliminate the storage problem because one gallon of “Ansar 560” (which is mixed with water when you’re ready to apply it) is equivalent to 50 gallons of weed oil.

“Ansar 560” has been thoroughly tested and proven in use. It’s just one of a broad line of “Ansar” weed control chemicals which include selective herbicides to meet your particular needs in a variety of formulations—solid crystals, liquid and liquids with surfactant. For complete information see your own farm chemicals dealer, ask your county agent or write

THE ANSUL COMPANY, MARINETTE, WISCONSIN

When Writing to Advertisers Please Mention WEEDS TREES AND TURF
**WTT Mailbox**

Cellulose Mulch
Wanted in Puerto Rico

Do you have any cellulose mulch product or other material suitable for use in hydro-seeding equipment for planting large turf areas?  

Frank Lichtig
Gramaslindas CIA
P.O. Box 128
Dorado, Puerto Rico 00646

Turfiber, a product of this nature, has been marketed by International Paper Co., Special Products Dept., Room 4, Drawer A, Mobile, Alabama, 36601. The company can supply information on the present availability of the material.—Ed.

Boosts National Association

I am very interested in the growing idea of a national association for our industry. Will you please send me any information you may have on progress being made in forming this organization? I also would like to know if there are people in the Wichita, Kansas, area who are interested in this association, as I’d like to meet them. Weeds Trees and Turf is a fine magazine… I enjoy it!  

J. M. Phipps
104 South First
Mulvane, Kans.

The Association is being widely discussed by applicators throughout the country, individually and at local meetings. Later this year we will publish a progress report on the endeavor.—Ed.

Need Sickle Bar Mower

We have been receiving Weeds Trees and Turf and find it very interesting.

In the January issue you published pictures of various types of lawn mowers, one of which was the sickle-bar type. We are interested in securing such a mower but are unable to find where it can be purchased. Can you give us the name of manufacturer or distributor?

Herbert Royston
President
Armacost & Royston, Inc.
West Los Angeles, Calif.

Our December 1964 issue contains a complete Suppliers Guide, listing the names and addresses of manufacturers of different kinds of mowers.—Ed.

Wants Dycryl Source

Your 1965 Suppliers Guide issue in December 1964 is a most helpful device. We will use it many times. However, could you help us locate a source of supply for the postemergence product Dycryl in our area?

Leo W. Klarr
Mississippi Grass Nurseries
Route 1, Box 194
Hattiesburg, Miss.

Dicryl is a product of Niagara Chemical Div., FMC Corp., Middleport, N.Y. Perhaps Distributors in your area will write you direct.—Ed.
IMPORTANT MESSAGE FOR CONTRACT APPLICATORS

UROX® Weed Killers give you long-lasting, economical weed control

On those industrial weed control jobs, your profits depend on weed killers that clear out weeds and grasses—thoroughly, reliably, the first time around.

Allied Chemical's Urox weed killers offer you dependability and economy plus these features most important for profitable weed control...

FULL LINE
There's a Urox weed killer for almost every industrial contract application requirement...for every area of the country. Urox-11 Granular will handle most jobs. The following special formulations zero in on specialty weed problems:
- Urox-Liquid for those who prefer to spray
- Urox-HX, a Bromacil product for hard-to-kill quackgrass, bluegrass, broomsedge
- Urox-D (granular or liquid), a Diuron product for supplementary booster treatment to maintain bare ground.

LATEST DEVELOPMENT
Urox-B is a new, completely water-soluble, liquid concentrate that stays in solution, even in hard water. Because it requires little tank agitation (unlike wettable powders), it's economical to apply with simple spraying equipment. Urox-B is ideal for any use where application problems are encountered with wettable powder or granular products—it's a major breakthrough in non-selective weed control!

LONG-LASTING CONTROL
Weeds and grasses stay knocked out after one application of Urox for as long as 18 months. And you profit even more on the next application because only a low-cost booster dose is needed.

EASY APPLICATION
All Urox formulations, granular and spray, go on conveniently, rapidly. Spreaders don't jam. Strainers and spray nozzles don't clog. You waste no time applying the weed killers that waste no time going to work for you!

Ask your distributor for these effective Urox weed killers. For more information, simply send us the coupon below.

GENERAL CHEMICAL DIVISION
P.O. Box 353, Morristown, N.J.

WEEDS TREES AND TURF, April, 1965
Weed-free turf

Dacthal effectively kills weeds and undesirable grasses in the ground before they sprout. Won’t damage ornamentals and shrubs. Best weed control yet for golf-course and fairways, parks, rights-of-way, etc. Keep your turf weed-free with Dacthal applied professionally for best results. Diamond Chemicals, Diamond Alkali Company, 300 Union Commerce Building, Cleveland, Ohio 44115.