

"Marketing Radar"

Arthur C. Nielsen, Jr.

This is how the Chairman of the Board of one of the country's largest marketing research firms describes the value of the Census to the nation's business community.

If you own or manage a business, you are a marketer. But you can't market successfully unless you know to whom you are selling. You must understand your consumer. To do this, you need accurate information about the population, and lots of it.

It's easy

You can get an enormous amount of this kind of valuable marketing research data from the Census Bureau. All it takes is a phone call or letter.

Just answer the Census

All you have to do is create this information. Just answer it and encourage your employees to do the same. The more people who answer the Census, the more valid the information will be. So, it's in your best interest to participate.

**We're counting on you.
Answer the Census.**

CENSUS '80



A Public Service of This Magazine & The Advertising Council

Do not use on other bents or bermuda. Use on greens not recommended.

Write 312 on free information card

Elanco Product Co., Box 1750, Indianapolis, IN 46206
Balan

Active ingredient: *benefin*

Formulation: 2.5 granular

Controls annual grasses and many broadleaves.

Apply 60 to 120 lb./A.

Do not use on bentgrass.

Write 313 on free information card

PBI Gordon, 300 S. Third St., Kansas City, KS 66110

Betamec-4

Active ingredient: *bensulide*

Controls annual bluegrass, crabgrass, among other annual grasses.

Apply preemergent at 5 to 10 oz. per thousand.

Write 314 on free information card

Mecomec

Active ingredient: *mecoprop (MCP)*

Controls many broadleaves.

Apply postemergent at 4 to 6 pts./A.

Do not apply to bentgrass in hot weather.

Write 315 on free information card

Trimec

Active ingredient: 2,4-D, *mecoprop*, *dicamba*

Apply at 3 to 4 pts./A

Avoid spraying around trees, ornamentals

Write 316 on free information card

Pennwalt Corp., 1630 E. Shaw, Fresno, CA 93710

Pennamine D7

Active ingredient: 2,4-D amine

Controls many broadleaves.

Apply at ¾ to 4 qts./A.

Toxic to fish.

Write 317 on free information card

Endothall Turf Herbicide

Active ingredient: *endothall*

Controls speed-well, knotweed, chickweed, annual bluegrass, among others.

Apply postemergent at ¾ to 1-½ oz. per thousand.

Do not use on greens or Red fescue. Toxic to wildlife.

Write 318 on free information card

Rohm & Haas, Independence Mall West., Philadelphia, PA 19105

Kerb 50-W

Active ingredient: *pronamide*

Formulation: Wettable powder

Controls annual bluegrass in bermudagrass.

Apply at 1-½ to 2 lb./a postemergent or 1 lb./a preemergent.

Do not use on dichondra, bluegrass, annual and perennial ryegrass, fescues or bentgrasses.

Write 319 on free information card

Rhone-Poulenc, P.O. Box 125, Monmouth Junction, NJ 08852

Chipco Ronstar G

Active ingredient: *Oxadiazon*

Formulation: Granular

Controls many annual grasses and broadleaves

Apply at ¾ to 4 lb. active ingredient/A.

Write 320 on free information card

Chipco Turf

Active ingredient: *mecoprop (MCP)*

Controls many broadleaves, including plain-tain, dandelion.

Apply postemergent at 2 to 3 lb./A.

Write 321 on free information card

Chiptox

Active ingredient: *MCPA*

Similar to 2,4-D

Write 322 on free information card

Stauffer Chemical Co., Westport, CN 06880

Betasan

Active ingredient: *bensulide*

Formulations: 3.6 granular, 4 emulsifiable, 7 granular and 12.5 granular

Controls crabgrass, annual bluegrass, goosegrass, among others

Toxic to fish

Write 323 on free information card

TUCO, Div. of Upjohn, 7171 Portage Rd., Kalamazoo, MI 49001

Enide 50W or 90W

Active ingredient: *diphenamid*

Controls annual bluegrass and other annual grasses in bermudagrass, dichondra and other ground covers.

Write 324 on free information card

Velsicol, 341 E. Ohio St., Chicago, IL 60611

Banvel 4-S

Active ingredient: *dicamba*

Controls knotweed, common chickweed, clover, red sorrel, among others.

Apply postemergent at ¼ to 1 lb./A.

Avoid application near trees and ornamentals.

Write 325 on free information card

Banvel + 2,4-D

Active ingredient: *dicamba + 2,4-D*

Controls many broadleaves.

Apply at 2 to 3 pts./A.

Do not apply within dripline of trees or ornamentals.

Write 326 on free information card