

WEEDS and TURF

PEST CONTROL

A SECTION OF PEST CONTROL MAGAZINE

JULY 1962



A
Guest
Editorial

by
1961-1962
President

of the

Northeastern Weed Control Conference

DR. LAWRENCE G. SOUTHWICK

Dow Chemical Co., Midland, Mich.

New Section Answer to Industry Demand for Weed, Turf Data

Control of unwanted vegetation is one of the oldest activities of man, yet the techniques and concepts in general use today are based largely on relatively recent developments. New herbicide discoveries, better knowledge of herbicidal action and selectivity, new concepts in application methods and equipment — all are contributing to an expanding and a more complex industry.

As is usual when a science develops rapidly and practical application becomes more economically profitable, getting the right information to the right people at the right time assumes increasing importance. This is certainly true with regard to applicators, who need up-to-date use-information, presented clearly, concisely, and correctly to suit the speedy pace of modern American business.

This new section of *Pest Control* magazine will

(Continued on page W-20)

Multibillion Dollar Weed, Turf Market Awaits Informed Diligent Applicator

By **J. C. REDD**

President, Redd Industrial Services, Jackson, Mississippi

Past President, National Pest Control Association

ONE OF the best ways for a contract applicator to grow, other than by selling more of his present services, is to add new ones. This is why so many pest control operators, and owners of similar service businesses, have expanded into weed control and turf spraying over the past decade.

Applicators who want to incorporate other pursuits into their present line should make sure their new venture is closely related to the one they're now engaged in. If not, they will have to set up entirely new organizations and consequently defeat their objective: to expand logically and profitably.

PCOs, particularly, want to use their equipment, personnel, and field-gained know-how for addi-

tional, related activities. For this reason, many of them have jumped into the booming demand for industrial weed control, and contract turf spraying.

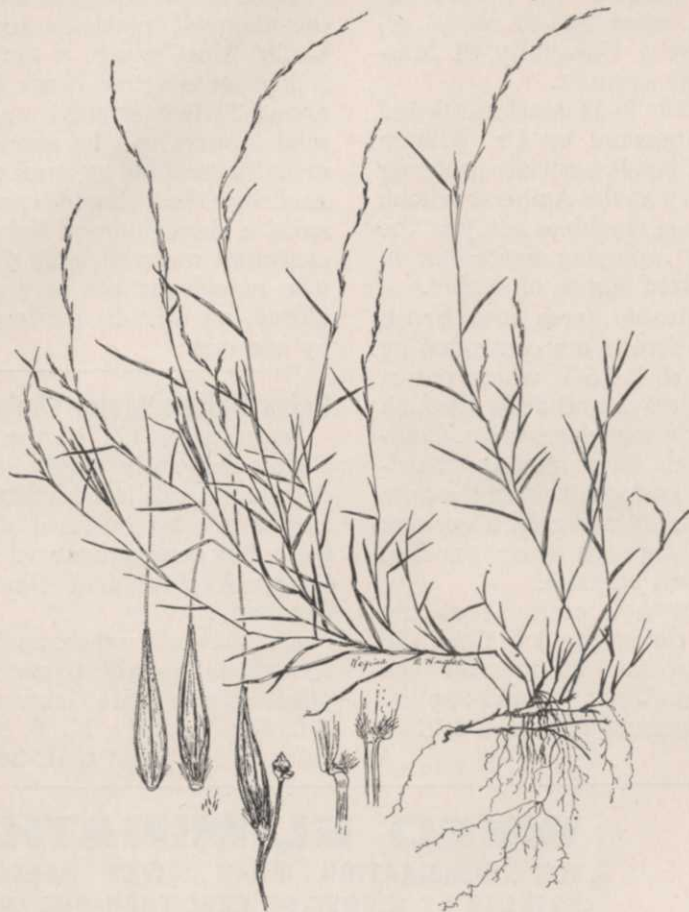
Few markets look more promising right now. Homeowners tend to build \$50,000 houses, spend \$10,000 decorating inside, and yet only \$100 on their lawn and landscape. These folks have not yet been taught that more people see the outside than the inside of their homes. They have not yet been convinced that the outside should have first attention.

Applicators can offer these homeowners a variety of services. Control of such nuisances as chinch bugs, fire ants, fungus, moles, white grubs, fleas, ticks, chiggers, fall army worms, and



Lawn pest control is an important facet of author Redd's business. These Reddmen are treating both grass and ornamentals around a home in Jackson, Miss. Redd is active in industrial weed control, as well as general structural pest control.

NIMBLEWILL
(*Muhlenbergia schreberi*)



Nimblewill, a perennial grass that reproduces both by seeds and underground stems, is generally found in lawns, fence rows, and non-cultivated areas. It is often confused with crabgrass and Bermuda grass in lawns. However, both crabgrass and Bermuda grass are prostrate in habit of growth and crabgrass is only an annual. Growth of nimblewill that develops from rooting stems forms dense patches 10 inches or more in diameter.

Stems are slender, branched, and spread along or near the ground's surface. Lower part of these stems is prostrate; upper parts curve upward.

Tiny, inconspicuous flowers and seeds are arranged loosely on nodding or ascending branches along the upper part of the stem. Leaf blades are usually about $\frac{1}{8}$ inch wide and not more than 2 inches long. Stems that bear seeds are from 2 to 6 inches long. These seeds are very fine and are borne singly. Nimblewill leaves are not hairy, except for occasional marginal hairs at the base.

New growth of nimblewill starts from the underground stems in early spring and continues to grow throughout the summer and early autumn. Roots remain alive all year, but the tops die in autumn, leaving dense brown, stubbled mats in lawns during winter.

Nimblewill is grayish-green and contrasts with the darker green of such turf plantings as bluegrass.

Research in Indiana and Kentucky indicates that nimblewill is controlled with repeated treatments of Zytron. Applications of 30 lbs./acre were made in early June and repeated about a month later.

Prepared in cooperation with Crops Research Division, Agricultural Research Service, United States Department of Agriculture, Beltsville, Maryland.

DRAWING BY REGINA HUGHES, USDA, BELTSVILLE

New Section Needed

(from page W-1)

provide a continuing source of practical information on how, where and when to apply herbicides and turf pesticides. It can aid in the interpretation and dissemination of the excellent research findings of both public and private agencies. It will be an important news source for new products and uses and for news of industry activities in general.

It is estimated that some \$90,000,000 was spent on herbicides in 1961. Use in agriculture is extensive and there are increasing needs for herbicides along highways, railroads, and other service rights-of-way as well as in multitudinous other industrial type areas. The list of potential markets for herbicides and for custom applicator services continues to grow. Also, it is said that there are some 33 million single family homes in this country of which a majority probably can utilize some form of turf pest control or chemical weed-grass control around the premises.

Truly here is a burgeoning market for qualified energetic, informed operators and this new section of *Pest Control* magazine should provide a valuable assist.

Bartlett Appoints E. J. Duda

Dr. Edward J. Duda has been named Director of the Bartlett Tree Research Laboratories. He has been acting director since 1960, and joined the organization in 1951.

Bartlett's laboratories are devoted to research into fundamental problems of entomology, pathology, and physiology that affect shade and ornamental trees and shrubs.

New Soil Fumigant Book from MC

Instructions for using Michigan Chemical's Pestmaster Soil Fumigant-1 are contained in a new brochure now available from the firm.

Included are discussions on using the chemical on seed beds, plant beds, golf greens, and lawns.

Copies of the illustrated brochure are available to contract applicators who write the company at St. Louis, Mich.