

# Mr. Contract Applicator:

# What do you expect from Weed Killing Chemicals?



Not miracles. You won't get them. But you should expect effective killing action, ease of application and a guarantee of quality.

You can expect all of this—and get it—from Amchem, the original developers of chemical weed and brush controls. PCO's are learning, as contract applicators, it pays to deal with and sell *quality* to their customers.

Amchem pioneered 2,4-D and 2,4,5-T, the forerunners of all modern chemical herbicides. And hard on the heels of these prime industry discoveries, Amchem has kept the lead in development with *Amitrol*, today's most effective and versatile herbicide for weed and brush control.

Amchem offers you both the products and programs to cover your successful entry into this profitable field . . . regardless of the areas you wish to specialize in. Make your choice with confidence in—

**Broadleaf weed control in turf.** Amchem covers this field with a variety of world renowned, brand name chemicals.

**General vegetation control.** Amchem's general weed killer products are widely used by applicators and known by industry as efficient and economical.

**Rank weed and brush control.** Amchem's selective chemicals have been developed specifically to control high weeds and brush for large estate and industrial use.

Weed and brush control is our business . . . our *only* business. Ask about Amchem—in lawn and garden, in farm and in industrial herbicide control products. We've been satisfying home owners, farmers and industry for years. Your customers can buy the same kind of satisfaction. Let us help you plan your contract application future.

the makers of WEEDONE . . .



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## Trimmings

No quips about this equipment! Anyone who knows J. Edwin Sameth of Western Soil Management in Newark, N.J., will also know what pride this firm takes in its fleet of gleaming, completely outfitted spray trucks. But, Ed writes us, sometimes it takes an unusual event to point this out. Not too long ago, while one of Ed's servicemen was engaged in treating a large refinery in Philadelphia, some pranksters sneaked up on the parked truck and put sugar in the gas tank, which put the spray rig temporarily out of commission. Undaunted, the company quickly rented a truck, mounted some portable sprayers, and completed the job. Unfortunately, a local supplier saw the rented vehicle and made some disparaging remarks about Western's trucks. And, as such things go, the comments filtered back to Western executives, who lost no time in tracing down the individual who had judged Western on this one piece of rented equipment. There followed an exchange of correspondence, in which, Ed tells us, the true picture of Western was pointed out to the supplier. "After all," Ed writes, "any one piece of our equipment represents an outlay of \$10,000 plus; and you can be sure we do our utmost to show these machines off to best advantage!" We hope (and believe) that this commendable pride in one's appearance and reputation is typical of contract applicators, and congratulate Ed on taking the time to right a wrong impression.

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**Westward Ho!** Back in February, when the grip of winter still strangled the Midwest, we wrote about our talk with U.S. Borax's D. W. Rake of Anaheim, Calif., and envied him his sunny clime. We also said we'd gladly journey west if the Boss gave us his "bon voyage." Shades of Horace Greeley, but we found ourselves, in the heart of bitterly cold February, attending the 34th International Turf-Grass Conference and Show in San Diego! It was a welcome chance to meet and talk with turf people from all over the country, and who's going to deny that even a meeting of the Peanut Brittle Manufacturers of America would have given enough cause to forsake the slush and icy winds of the winter of '63!

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**Genial Gene.** Speaking of the Turf-Grass Conference, we also want to commend genial Gene Nutter, Executive Director of the Golf Course Superintendents Association of America, which sponsors the event, called "the greatest show on turf." Dr. Nutter and his staff, we're pleased to say, gave *Weeds and Turf* representatives a most gracious welcome, and enabled us to report in detail on the educational aspects of the event. (See page W-18). Dr. Nutter, who's headquartered in Jacksonville Beach, Fla., had a smiling visage for all.

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**Londonery heirs?** It's good to know that our own state of Ohio is contributing to the improvement of turf technology. We have just learned, in a bulletin from the Florida Turf-Grass Association, that Dr. Everet Burt, who was born in Londonderry, Ohio, is the new Turf Technologist at the USDA Plantation Experimental Lab. Dr. Burt got his Ph. D. from Ohio State in 1954, was associated with the University of Florida, then with O.M. Scott, before taking the Plantation Lab position. To a fellow Buckeye, we send hearty congratulations.