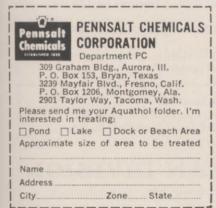


Here's a remarkable new addition to our line of aquatic weed killers. Aquathol Plus can rid ponds and lakes of 25 different weed species. When used as directed it is...

- NOT HARMFUL TO FISH, fowl or aquatic animal life.
- EASY AND NON HAZARDOUS to apply in liquid or granular form.
- FREE OF TOXIC BUILD-UP... leaves water usable for recreation.
- EFFECTIVE AND FAST ACTING for spot or complete lake treatment.

Contact your supplier or mail coupon for helpful brochure on aquatic weed identification and control.



## April, 1963

## **Features**

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## Ambassadors all!

Contract application of weed and turf chemicals is a relatively young industry, and because of this youth, CAs need to speak out positively and proudly to the public.

Potential customers and possible suppliers alike may not know enough about the size and scope of the custom spraying business. Who is qualified to spread this message more than industrymen themselves?

Ambassadors all, CAs should watch for every chance to tell this dramatic story:

How many people know, for example, that in Florida alone, horticultural spraymen gross \$25 million a year — and that in New York state there are 325,000 acres of lawns and turfgrass! Percentage of turf work done by contract is ever increasing, and many operators who start out just to curb pests end up fertilizing and verticutting lawns as well.

Or how many of your customers know that in industrial weed control, a primary function of contract applicators, single jobs may reach \$250,000 or more? And this casts no disfavor on the thousands of smaller jobs CAs do every day, with staggering total dollar volume.

In aquatic weed control, which according to *Chemical Week* (July 7, 1962) accounts for five to ten million dollars a year in retail herbicide sales, CAs also excel. According to *CW*, "Top buyers of aquatic compounds are probably the professional applicators."

This is a profession to be proud of, one to talk up at every opportunity. Tell your story at service clubs, at garden club lunches, wherever you have a chance to speak.

Every CA is a goodwill ambassador who can help himself and his fellow spraymen by letting Americans know how important the contract applicator is to the nation's economy.

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