

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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Trimnings

Pinky's sheer energy. It's always encouraging to see contractors take time to better their knowledge of the business. One lawn sprayman who altered his busy schedule to attend the NEWCC this year was Louis "Pinky" Pingitore, whose Nu-green Lawn Spraying Co., in Reading, Pa., is now in its sixth successful year. Pinky's primarily interested in turf care, although he also contracts for mosquito spraying. This genial and energetic applicator has an informative sheet he gives potential customers which outlines every step in lawn maintenance from seeding to weed control to verti-cutting or aerating. So informative is Pinky's instruction sheet, in fact, that more pessimistic spraymen might fear the customer would take the do-it-yourself route. Not so, says Pingitore. "Customer's can see by our how-to-do-it flyer that we know what *we're* doing, and it simply helps build trust in our company." Here's a sales-builder other CAs around the country may want to think about. If Pinky's success is any indication, it's a real go-getter for new business!

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Red's ready. Speaking of "colorful" contractors, we also ran into Jim "Red" MacLachlan, a District Manager for Abalene Pest Control, at the Northeastern Weed Control Conference. Red tells us he just opened a new branch office in Utica, N.Y., and is all set to bring Uticans the latest in lawn and weed work, fields in which Abalene is very active. We're always glad to "see Red," and wish him all success in the new location.

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Eller high water? Speaking of conferences, we just talked with Chipman Chemical's Paul Eller, who's president of the Aquatic Weed Society, which is meeting this month (Feb. 12-13) at Chicago's LaSalle Hotel. Paul says he's got a really solid program which should be a high water mark for the young organization. *Weeds and Turf* will have a staff member on hand for this confab, and in March will carry a detailed report on the meeting.

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Kudos for Skogley. Harried reporters at meetings with concurrent sessions are always appreciative of press rooms and the help of the folks who staff them. Dr. Dick Skogley, from the University of Rhode Island, who took charge of the NEWCC press function this year, was a boon to all of us who hurried away from Manhattan with deadlines in mind. We're sure Dick's also aware of the fine job done for us by Margaret Herbst of the Turf Research Foundation, on hand again this year at the New York meeting to coordinate releases, and fill us in on last minute details. Hats off to you both!

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Rake's away. Must take real devotion to forsake sunny Southern California for the cold of the Northeast, but U. S. Borax research chief D. W. Rake reversed the Greeley adage and came east for the NEWCC, where we talked wistfully about the kind of weather he enjoys in his Anaheim headquarters. We've got to convince the boss that a California trip is in order, pronto! It would take much less than a "twenty mule team" to drag us in that direction!