

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—

Capital idea in lower case. Bob Zorn, who runs "mister Z," Custom Spraying, in Kansas City, Mo., says with justifiable pride that "there's no bigger name than mister Z in industrial weed control in KC." Bob is well known as a pioneer weed controller who got his start in the pest control business when he was 18, having worked with W. B. McCloud and Orkin. But the ambitious mister Z wanted to become a custom applicator ("a field limited only by the applicator's imagination," Bob says). This successful weedman doesn't rest on his laurels, but uses every accessible method to keep "boned-up" on what's new in weed control. We just had a nice letter from mister Z, in which he gives our staff some interesting pointers; later this year we'll have more to say about this veteran operator from the Midwest, and how he earned his stripes as a weed controller.

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West coasters organize. Another group of contract applicators who've realized the advantages of banding together is the Pesticide Sprayers Association, Inc., with membership centered largely around Portland, Ore. This energetic group, made up of sprayers, suppliers' reps, and city and county workers, meets once a month to talk about mutual problems. Operators who're interested may write Pat Ryan at 5750 S. E. Knight St., Portland, Ore.

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Really branching out! Got a flyer the other day from Dempsey Sapp of Florida Pest Control & Chemical Co. in Ocala. Dempsey's firm is cultivating the "Spanish Moss control" business, and has built special machinery to combat this enemy of ornamentals, trees, and citrus groves. "Protect your trees from the 'hangman,'" the flyer urges. Dempsey's aggressive firm is barking up the *right* tree, we're sure, and we hope he makes the moss of it!

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New Jersey men eye turf. As more and more pest control operators get into lawn spraying, we hear from time to time of PCO meetings which have included turf sessions in the program. Latest of these was the New Jersey Pest Control Association meeting last month (Dec. 19) in New Brunswick, where the members heard talks on both lawn insects and diseases. PCO-lawn sprayer Dave Fleming, of Philadelphia, Pa., told the diversifying operators about the role each industry plays and how the two combine. Rutgers' Dr. Spencer Davis was on hand to talk about turf diseases, so obviously the N-J group isn't going after the business half-heartedly!

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Pickled logic. Sprayers who've been bothered by illogical antipesticide books recently should read the latest *NAC News and Pesticide Review* from the National Agricultural Chemicals Assn. There's a funny take-off on "wrong reasoning," in which the anonymous writer lays most of the evils of the world to pickle-eating. Facts include: "Nearly all sick people have eaten pickles. The effects are obviously cumulative," and "Of the people born in 1839 who later dined on pickles, there has been a 100% mortality." Effective satire which shows how people can twist facts!