

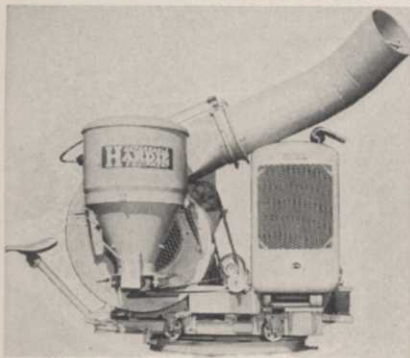
VERTICALLY . . .



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HARDIE AERO-MIST SPRAYER DUSTER

Here's the one unit that gives you just what you want . . . when you want it. The famous Hardie Aero-Mist Sprayer. It embodies the recommendations of State & Federal authorities; tree service organizations and foresters who sought in one unit a high-velocity ample air volume sprayer for any type job, along with low price.

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HARDIE SPRAYERS

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WEEDS and TURF

PEST CONTROL

A SECTION OF PEST CONTROL MAGAZINE

January, 1963

Features

- Highway Study Shows Wide Use of Custom Sprayers W-10
- Beware of the Hazards of Spray Mist Drift
By Frank L. Wilson W-12
- Handy USDA Guide to Respirators Shows Spraymen Which Mask to Use on the Job W-16
- New Herbicide, Dacamine, Combines Safety of Amines, Punch of Esters
By Dr. R. J. Marresse and Dr. B. A. Sprayberry W-19
- Northeast Weedmen Meet Jan. 9-11 for 17th Annual
NEWCC Conference W-22

Departments

- Calendar W-26
- W & T Mailbox W-27
- Know Your Species W-29
- Trimmings W-30

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Go national?

Do contract applicators need a national organization?

Certainly urban/industrial sprayers of weeds, turf, ornamentals, and trees are witnessing the industry's "coming of age" this year.

Advent of *Weeds and Turf* brought contract applicators their first national trade magazine.

Public furor over pesticides this year is generating increased demand for professional, diligent operators.

Maybe it's time for a nationwide organization of spraymen.

After our announcement last month that the Horticultural Spraymen's Association of Florida wants to go national, we received letters from all over the country commenting on the endeavor. Most remarks were favorable, because spraymen feel this multi-billion dollar industry must unite to tell its important story to the public, to lawmakers, even to suppliers.

Through a national organization industry men can band together to improve ethics, and to sponsor research.

One sure way to upgrade any industry is to get the leaders together to inspire each other to greater awareness of ethical operations and logical pricing.

There are thousands of businessmen in this country, some large, some small, who devote their energy to responsible application of weed control and turf care chemicals. Unfortunately, in some areas, the public isn't yet aware of the high caliber of these firms. *Weeds and Turf* can speak nationally to the industry itself, but it takes a national trade association to carry an industry image to the public as a whole.

If America's spraymen can lay down their differences and pool talents for the betterment of applicators everywhere, 1963 can truly be a year of achievement.