

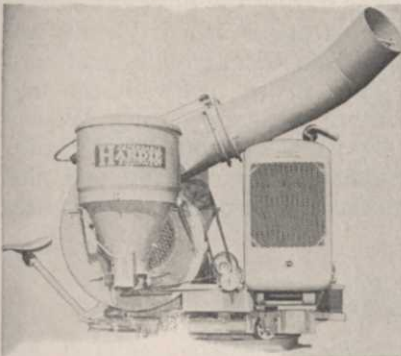
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WEEDS and TURF
PEST CONTROL

A SECTION OF PEST CONTROL MAGAZINE

May, 1963

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JAMES A. NELSON
Publisher

CHARLES D. WEBB
Editor

WALLIS W. WOOD
Editorial Assistant

DAVID E. SCHNEIDER
Staff Biologist

R. J. HOFFER
Circulation Manager

Advertising Representatives

National Headquarters
1900 Euclid Avenue
Cleveland 15, Ohio

Phone: Area Code: 216 + 771-4169

New York City
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What's a CA?

What is a contract applicator? The question is not a facetious one, because a cloud of confusion seems to hang over the proper name for firms which spray weeds, turf, ornamentals, or trees on a contract basis.

Some publications refer to "custom applicators," but we have avoided this term because it has come to refer primarily to agricultural operators. It is felt that some distinction should be made between these crop sprayers and their urban/industrial counterparts.

We've also heard "contract sprayer," "lawn pest controller," "horticultural sprayman," etc.

Of these three, we favor the last, but it is almost too cumbersome to use with ease.

Last month we talked about the necessity to tell the public, (and suppliers) about the thriving outdoor spraying market. This cannot be done effectively unless industry men agree on a common term for the men who guide weed control and turf spraying companies.

Since the advent of this magazine, our staff has favored the expression "contract applicator," because it implies that work is done on a "spray-for-pay" basis, and that application of a substance is involved (the materials applied, of course, range from insecticides to herbicides, to fertilizers, etc.).

After ten issues of *Weeds and Turf*, we've noticed the expression, with its convenient abbreviation "CA," is being picked up and used by suppliers, educators, and industry men alike. All that's necessary now, it seems, is some kind of formal recognition of the term.

Applicators, and their customers and suppliers, will all benefit from this industry standardization.

We hope this editorial will make each reader aware of the need to identify himself. Those who object to "CA" or who have other suggestions are invited to correspond with the editor.