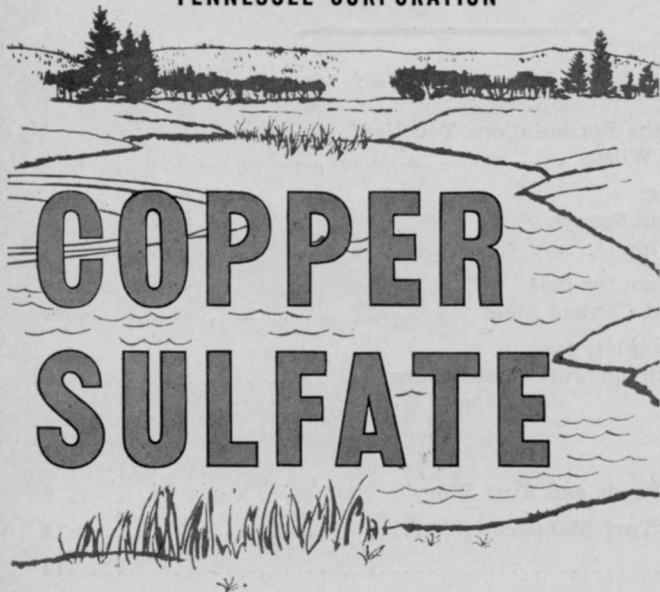




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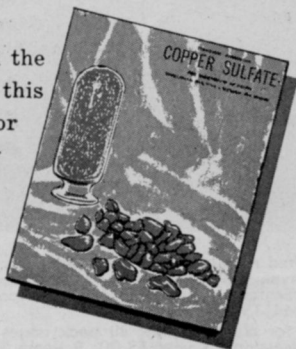


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## The Weeds and Turf Story

This issue of *Weeds and Turf* is very special indeed: it marks the first time the magazine has appeared as a complete and separate publication from its "parent" journal, *Pest Control*, also published by Trade Magazines, Inc. of Cleveland.

More than a decade ago, Publisher James A. Nelson and his staff realized that many readers of *Pest Control* magazine were engaged in some form of "vegetation management," either as lawn spraymen, industrial weed controllers, or tree spray operators.

Always anxious to keep pace with reader needs, the staff began a long and detailed study of the industry, and ten years later (in July 1962) published the first issue of *Weeds and Turf Pest Control*, as it was then called.

But several unusual facts were discovered in the course of the study and preparation: for one thing, there are all kinds of companies which engage in turf maintenance, weed and brush control, and tree and ornamentals care, but which have no interest in what is generally known as the structural pest control industry.

And one other thing came to light: there was no national magazine which served the specific interests of these companies, each of which specializes in contract vegetation management of one kind or another.

Some called themselves horticultural spraymen; some custom sprayers; some were nurserymen who offer spray service; and others were arborists who include weed and brush control, and tree spraying, among their services. What all these firms had in common was a need for a national voice, a monthly source of how-to-do-it information keyed to their on-the-job needs.

So from the start, *Weeds and Turf Pest Control* was bound into the parent magazine as a special section, and circulated at the same time, as a supplement, to about 2500 subscribers who had no interest in anything but vegetation articles.

As editorial concepts grew, as more and more reader response upheld the publisher's idea that this "weed, turf, and tree" industry needed its own magazine, it became evident that in the interests of all concerned, the new book should stand on its own feet, and W&T "came of age."

Circulation of this issue exceeds 8,500 copies! Who are your fellow readers? We characterize most of them as "contract applicators," though they may go by many names: what they have in common is their interest in controlling, enhancing, or changing vegetation in urban/industrial areas: whether it be weeds or turf or trees . . . brush or aquatic plants or shrubs.

Leading vegetation control supervisors with highway departments, railways, utilities, parks, etc., also read W&T; they have the same problems.

This first edition bears out the publisher's confidence in a dynamic and thriving industry. It's *your* magazine, and we will continue to serve all of you in the best way we know how!