

Turf Problems?

This one is
MOUSE-EAR CHICKWEED



Here's the answer to this
and other summer turf problems:

White grubs and Sod webworms. For long-lasting protection from these and other turf insects apply Chlordane. Gets rid of moles and skunks, too.

Brown patch and Dollar spot (bluegrass). Apply Velsicol® "2-1" for effective, economical prevention or cure of these and other turf diseases. New formula provides improved wettability, better stability, and less foaming action.

Gray leafspot and Fairy ring. Velsicol® Memmi .8EC protects warm and cool season grasses from these and other turf diseases. Memmi .8EC is a liquid mercurial fungicide—mixes in minutes, needs no constant agitation, won't clog nozzles, leaves no sediment in spray tank!

Mouse-ear chickweed and Knotweed. Banvel® D 4S attacks weeds through leaves and roots, kills most species found in turf. Works in warm or cold weather!

Plantain. Banvel® D+2, 4-D combines the effectiveness of Banvel with reliable, versatile 2, 4-D to give you one-application control of practically every broadleaf weed found in turf. Saves time—gets the job done quicker at lower cost!



ask Velsicol

VELSICOL CHEMICAL CORPORATION
341 EAST OHIO ST., CHICAGO, ILL. 60611 WT-55

Gentlemen: Please send me your new Turf Chemicals catalog.

NAME _____
ORGANIZATION _____
ADDRESS _____
CITY _____
STATE _____

Take a Look Around You

On page 16 of this issue, a successful contract applicator who specializes in large-scale industrial weed control poses some sound advice for the company entering this field for the first time.

This experienced applicator points with enthusiasm to the thousands of small business enterprises which must (or should) be kept weedfree. These include small manufacturing plants, such as the scores of tool-and-die shops found around any large industrial center; drive-in restaurants and other businesses catering to people in their cars; used-car lots; small, individually owned parking lots (chains usually go to the large operators); motels; trucking depots; etc. *ad infinitum*.

Then this same operator, with characteristic directness, admits that his own company, geared primarily for railways, industrial plants, and the like, is not set up to handle these abundant, though less imposing, contracts.

Surely here is a great potential waiting for the neophyte weed control specialist trying to gain experience, and for the one- or two-crew operation which doesn't handle the big jobs.

There are two distinct advantages to be realized in going after this business. First, it enables the budding controller to get the kind of on-the-job experience which is necessary to success, without having to take, at the same time, the financial gamble inherent in mammoth control activities, with their risks and insurance costs.

Second, if a company is oriented to the small job, and prices its services accordingly, there is a definite profit to be made, perhaps with less competition than will be found vying for the steel mills and the railway yards.

Of course, the sheer number of potential customers is overwhelming; they are there, and need only to be developed aggressively.

If you are a weed control operator who can profitably take on the small, practically innumerable jobs at a profit, or if you're a vegetation maintenance professional of any type and want to get into weed control, take a look around you at the opportunities which abound among the small businesses in your community.

Now's the time! It's almost summer and the weeds are beginning to grow. You'll find, in most cases, that your prospects will be glad you sold them on professional weed control.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.