

Drive-in theatre owners are constantly plagued with weed problems in their parking lots. Chem-Trol came to the rescue at this outdoor movie with 5 lbs. Prometone per acre, applied as a preemerge.

How Chem-Trol Eliminates Weed Control Callbacks with Geigy's Prometone

INDUSTRIAL WEED control has often been a hit or miss proposition and a frustrating experience. Not so today, thanks to advances in industrial weed control chemicals and methods of application by trained specialists.

Custom contract applicators whose specialty is the control of weeds around a wide variety of industrial sites are as highly conscious of man hours as most "service organizations."

Purchase of chemicals is, of course, a fixed cost varying according to the area to be covered. On the other hand, time involved, labor and overhead for that particular application, can run three to four times above material costs.

When any job requires a callback, due to customer com-

plaints, the resultant added fixed charges and time costs usually make the job unprofitable because the applicator cannot bill for this extra service. Further, callbacks use up time that could be utilized to do other and more productive work. Callbacks create an atmosphere of customer dissatisfaction.

For a profitable weed control operation, from the applicator's

viewpoint, it is important to eliminate callbacks. This means that the chemicals and techniques used on the job must provide positive control of all problem weeds and vegetation the first time they are utilized.

By the very nature of these requirements, no one chemical can be expected to provide perfect weed control in industrial areas. But, a combination of weedkillers, with a long-lasting herbicide as the basic ingredient, is providing one answer to the problem of cost control that many custom contract applicators are using with marked success.

Profitable weed control techniques, the conservation of time and materials, are not hard to develop. Darrel Odle and Glen Tolman offer a case in point. After several years as chemical sales representatives, they organized Chem-Trol Inc. in Kansas City, Kansas, to specialize in chemical control of weeds and vegetation on industrial sites. What they have done may provide guidelines for other weed control specialists anxious to save time and chemicals by eliminating callbacks.

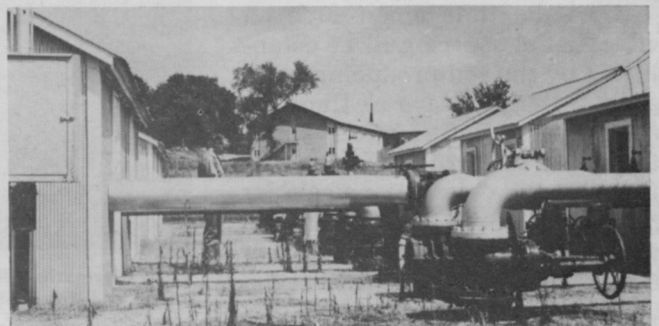
Says Prometone Is Key

A tour of the general area served by this enterprising organization reveals many successfully completed industrial weed control jobs where Prometone was utilized. These applications, shown in the accompanying illustrations, are typical of the end results.

Based on its favorable experiences with the persistent herbicide, Chem-Trol Inc. considers this chemical the key ingredient in its weed control formulations. According to Dar-

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Kill of weeds and unwanted grasses at this gas metering station. Line of demarcation shows where 15 lbs. Prometone per acre and 1 lb. 2,4-D solved the problem here.



Meeting Dates



- National Agricultural Chemicals Assn. 32nd Annual Meeting,** Diplomat Hotel, Hollywood-by-the-Sea, Fla., Oct. 17-20.
- Central Plains Turfgrass Foundation Meeting,** Kansas State University, Manhattan, Oct. 20-22.
- Nebraska Association of Nurserymen Annual Convention,** Cornhusker Hotel, Lincoln, Nov. 15-16.
- Pennsylvania Grassland Conference,** Nittany Lion Inn, State College, Nov. 22-23.
- National Weed Committee of Canada, Western Section Meeting,** Palliser Hotel, Calgary, Alberta, Nov. 30-Dec. 2.
- Illinois Turfgrass Conference,** University of Illinois, Urbana, Dec. 2-3.
- North Central Weed Control Conference,** Broadview Hotel, Wichita, Kans. Dec. 5-7.
- Minnesota State Nurserymen's Assn. Convention and Annual Meeting,** Curtis Hotel, Minneapolis, Dec. 6-7.
- Connecticut Nurserymen's Assn. Annual Meeting,** Hotel Statler-Hilton, Hartford, Dec. 30.
- North Carolina Nurserymen's Assn. Annual Meeting,** North Carolina State University, Raleigh, Jan. 3-4, 1966.
- Western Association of Nurserymen Annual Convention,** Hotel Continental, Kansas City, Mo., Jan. 3-5.
- Rutgers Winter Turf Course,** College of Agriculture, New Brunswick, N. J., Jan. 4-Mar. 11.
- Northeastern Weed Control Conference,** The Hotel Astor, New York, Jan. 5-7.
- Indiana Association of Nurserymen Annual Winter Conference,** Claypool Hotel, Indianapolis, Jan. 5-7.
- Iowa Nurserymen's Assn. Annual Convention,** Hotel Roosevelt, Cedar Rapids, Jan. 7-9.
- National Landscape Nurserymen's Assn. Convention,** LaSalle Hotel, Chicago, Ill., Jan. 8-9.
- North Carolina State Annual Pesticide School,** North Carolina State University, Raleigh, Jan. 10-11.
- New York State Arborists Assn. Winter Meeting,** Statler Hotel on Cornell campus, Ithaca, Jan. 16-18.
- Rutgers Lawn and Utility Turf Short Course,** College of Agriculture, New Brunswick, N. J., Jan. 17-19.
- Maryland Nurserymen's Assn. Annual Meeting,** Washingtonian Country Club, Gaithersburg, Jan. 18-19.
- 18th Annual California Weed Conference,** Sainte Claire Hotel, San Jose, Jan. 18-20.
- Southern Chapter, International Shade Tree Conference Meeting,** Andrew Jackson Hotel, Nashville, Tenn., Jan. 20-21.
- Southern Weed Conference,** Hotel Robert Meyer, Jacksonville, Fla., Jan. 18-20.
- Oregon Association of Nurserymen Annual Convention,** Eugene Hotel, Eugene, Jan. 18-20.
- Wisconsin Nurserymen's Assn. Annual Convention,** Red Carpet Inn, Milwaukee, Jan. 19-21.
- Rutgers Golf and Fine Turf Short Course,** College of Agriculture, New Brunswick, N.J. Jan. 20-21.
- New England Nurserymen's Assn. Annual Meeting,** Hotel Kenmore, Boston, Mass. Feb. 1-3.
- Weed Society of America, Meeting,** Sheraton-Jefferson Hotel, St. Louis, Mo., Feb. 8-11.
- 2nd Annual Colorado Agriculture Chemical Exposition,** Community Bldg., Greeley, Feb. 15-16.
- Pennsylvania State University Turfgrass Conference,** on campus, University Park, Feb. 21-24.
- Southern Turfgrass Conference,** Hotel Peabody, Memphis, Tenn., Feb. 28-Mar. 1.
- 36th Annual Michigan Turfgrass Conference,** Kellogg Center, Michigan State University, East Lansing, Mar. 16-17.
- Florida Nurserymen and Growers Assn., Convention,** Sheraton's British Colonial Hotel, Nassau, May 12-14.
- Texas Assn. of Nurserymen, Annual Convention, Nursery and Garden Supply Show,** Dallas Memorial Auditorium, Dallas, Aug. 21-24.
- Florida Nurserymen and Growers Assn. Trade Meet,** George Washington Hotel, Jacksonville, Oct. 14-16.

Suppliers Personnel Changes

Kerr-McGee Oil Industries, Inc., Oklahoma City, Okla., promoted Joseph A. Oxford from field engineer to manager of its Pensacola, Fla., fertilizer plant and warehouse. Also promoted is Nathan D. Stringer, new sales manager of the Pensacola complex.

ITT Marlow Division vice president A. F. Woods, director of marketing, recently announced the promotions of O. L. Ericksen to product line manager; M. C. Bickert to sales manager; and R. D. Dickey to market specialist.

Water-In, Inc., Altadena, Cal., has added Prof. Talmy Giveon to its soils research staff. Prof. Giveon will supervise scientific soil tests, so that he can prescribe exact formulations of "Water-In" for specific problems.

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rel Odle, "What we like about this herbicide is its versatility; it can be used as either pre-emergent or a post-emergent and gives season-long control of a wide range of weeds and grasses. So far this year, we have put out a lot of Prometone while the ground was still hard and frozen. Now, that the ground has thawed, the chemical has moved right into the weed-germinating zone for positive early control."

"Having a long period in which we can apply the herbicide means we can get many more income-producing months from our weed-treating experiment," Glen Tolman stated. "The fact that it is a liquid makes it a real timesaver. It mixes readily, stays in solution without agitation, and is compatible with all herbicide combinations we have used in the past."

"Let's not forget these costly callbacks," Odle warns. "Prometone has helped us to reduce them; it's effective on johnsongrass and other hard-to-kill perennials, as well as broadleaf weeds."