

Be Prepared to Fight Positively for Chemicals

We think you ought to be well-versed on what's being said against DDT. That's the reason for the story beginning on page 22.

Sen. Gaylord Nelson of Wisconsin has a bill in Congress to ban the nationwide sale of DDT. We called his office for the name of an anti-DDT exponent. Our source suggested Dr. Charles Wurster, Jr., citing him as "one of the world's foremost authorities on DDT."

Quite a few other leading authorities disagree with Dr. Wurster's conclusions. These disagreements are capsulized in a story beginning on the same page.

This pro-con presentation is the background for asking this question:

Who really is responsible for educating the public about chemicals?

A second question may answer the first. Who stands to lose business when ignorance and emotion are allowed to make the decision on whether to use chemicals or on what chemicals are to be used?

We think the answer to both questions is: *You, the chemical applicator.*

Sometimes it isn't enough to talk about the good things chemicals do. Sometimes it's necessary also to counter charges against chemicals.

If you don't already have one, we suggest that you initiate a "public relations" file on chemicals. Organize it in such a way that when a controversy arises in your community, you'll be able to react quickly and positively. Be prepared to provide comprehensive information to local officials and local news media.

You might approach your "chemical public relations" program under the headings of *prudence, priority and perspective.*

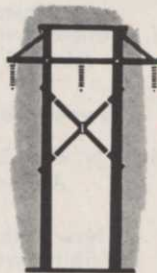
Of course, it's elementary to suggest the need for *prudent* selection and use of chemicals. Still, the ounce-of-prevention/pound-of-cure worth ratio is far too conservative a philosophy for the chemical industry.

A *priority* of preservation needs to be established and understood. Your customer, whether an individual or an entire community, should at least tacitly approve the use of a chemical with

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September

WEED & BRUSH CONTROL PLANNER



Timing Is Everything

September marks the end of foliage brush spraying and yet is too early for starting your dormant cane winter brush spraying program. How to make

productive use of labor force and equipment? Go after those hard-to-kill perennial weeds and grasses. Amchem has 2 new chemicals that will get rid of them for a full year.

Why Apply Now?

Two reasons. Next spring you are going to need your men and equipment to fight brush problems. Applying chemicals now gets weed killing out of the way and avoids expensive, wasteful down-time for men and machines. September is also the time when fall weeds and grasses are starting to grow. Soil sterilants applied now receive enough moisture to give a long-term residual kill.

What to Apply Now?

Here, Amchem offers you flexibility and broad spectrum kill. If weeds and grasses have not emerged, use Fenavar[®] Granular. It is a clean, dust-free, easy-to-handle combination of Fenac[®] and bromacil that kills weeds before they emerge. **Tip:** Using Fenavar Granular enables you to clean and repair spraying equipment now. If weeds and grasses are up to 1' high, use Fenavar[®], a combination of Fenac, amitrole and bromacil. Fenavar is readily soluble in water, requires no agitation, and may be applied with any type of spray equipment. **Tip:** To control johnsongrass and Bermudagrass, apply 10 gals. Fenavar with 1 gal. Trans-Vert in 50 gals. of water per acre.

First name in herbicide research



See your Amchem representative for an individualized, month by month prescription for your weed control problems.

AMCHEM PRODUCTS, INC., AMBLER, PA.

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Be Prepared . . .

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the understanding of what possible adverse effects exist.

The anti-DDT people are outrageously off base on this matter of priority. On the basis of questionable adverse effects upon wildlife, they cry for an outright ban at the expense of the very real possibility that one result will be to condemn perhaps thousands of human beings to death.

Because such a warped sense of judgment can develop regarding chemicals, it is imperative whenever a problem does arise to see that it's reported in proper perspective.

Repeating: The cry is for a ban on DDT, although there is not one shred of evidence that any human being has died from the effects of it.

Yet there is another "DDT"—Drunk Driver Traffic—that has been statistically tagged with being directly responsible for killing between 15,000 and 20,000 people in the U.S. every year.

So who's excited? So who has a bill before Congress to ban either alcohol or the automobile?

A chemical public relations program is essential to your business. It must be in depth and overwhelmingly convincing.

It must be capable of overcoming that oft illogical aspect of human nature—emotion—that in the case of DDT has said:

A dead bird in hand is stronger proof than 200 healthy birds flitting in the bush.



Dennis E. Showalter's pen rests on the headquarters site for the park domain that he supervises. Most — but not all of it — is indicated by the shaded patches on the city map of Topeka, Kan. The system includes 59 parks, an 18-hole golf course and 15 lighted ball diamonds.

Dennis Showalter, Topeka Superintendent:

Stretch Resources To Place the Park Where the People Are

By GRIER LOWRY
Independence, Mo.