

The next two months can be among your most profitable. This is the prime season for winter meetings.

On the winter agenda, you'll find association meetings, commercial sessions by suppliers and equipment manufacturers, college sponsored industry sessions, short courses and many special conferences. Regardless of name or sponsor, all offer up-to-the minute data in a specific field.

For the operator who seldom finds time during his own busy season to do more than manage his operation, winter technical meetings are a god-send. He can, usually for the price of a minor registration fee, and in a 2- or 3-day period, pick up the latest research and methods in his field. Further, he will likely get the information direct from the men who are doing the reasearch or field testing work in the particular area.

Besides new test data, meeting programs cover a broad range of helpful subjects. Management tips, coming legislation, rulings on current regulatory laws, business forecasts, pricing data, labor problems, general industry news, and subjects germane to vegetation care and control can stimu-

late enthusiasm for business. Trade shows add more flavor with equipment and general exhibits for demonstrations.

An even more important factor which we have often mentioned is the chance to visit with people in the same business. You get to know them. And, if you haven't attended many off-season conferences, you'll soon learn that these idea-swapping sessions are the most satisfying segment of the meeting.

Values gained from the winter conferences are not restricted to management. Most meetings are geared to be extremely helpful to employees, particularly those key members of your staff who help make your business successful. What better public relations plan can you devise than to include them? You can promote loyalty to your own business and at the same time benefit from the new knowledge your employees can gain at a winter session.

The winter meeting boom is on. Look over the meeting calendars you have on hand, and take advantage of what might well be termed a technical but refreshing type of work break.

February

WEED CONTROL PLANNER



Timing is Everything

In February, regardless of where you are geographically, there are certain steps that you can take in weed and

brush control that will enhance effectiveness of kill and save you money. Make your preparations now. The February list begins this way:

Steps to Take Now

General mixed brush can be controlled at any season, BUT, if you do it now, it will give better kill on resistant species such as red maple, ash and the conifers. And you will avoid unsightly brown-out and eliminate the possibility of crop damage. Also, labor and equipment are more available now.

What to Use Now

Use 1½ gallons of Dinoxol® or Trinoxol® per 100 gallons of fuel oil. Thoroughly wet dormant canes to ground line. Tip: Concentrate on root collar zone and exposed roots.

What Else to Do Now

Check equipment. There will never be a better time. Calibrate. Be sure you know the actual rate at which you spray. Clean out tanks. Replace worn nozzles. Tip: Ester brush killers sink through oil at low temperatures. Agitate thoroughly in preparing large mixes.

First name in herbicide research



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

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