

We send this magazine to you because we think the information in it will be helpful as you pursue your profession or conduct your business. Is it?

Unless you instruct us differently, we intend to continue these editorial objectives:

—To inform you as early as possible about new and improved products you can use;

—To bring you the results of university, industry, and governmental research in your field of interest;

—To report on the activities of the professional associations within the vegetation care industry.

—To keep you posted on legislation that your industry needs and legislation that might unnecessarily restrict your operations.

—To provide a forum for idea exchanges on labor problems, management practices, operating techniques, profit-making, merchandising, community relations, and other subjects.

How well we accomplish that last objective is pretty much up to you.

What goes on in the laboratory or the field test

## You Are Where the Action Is

plots is important. But the real action is where you are.

*You decide whether a chemical, an application technique, a piece of equipment, or a management technique is really effective—and practical.*

Your evaluation needs to be disseminated. The laboratory researcher and the industry engineer have the "news release" system to spread the results of their efforts.

You have a system, too, if you'll use it—letters to the editor of WEEDS TREES and TURF magazine.

We thrive on letters. No letters is like making a phone call, hearing the ring, hearing the receiver picked up . . . and then nothing.

If an idea has worked well for you, let us know. We'll circulate it. Your reward, most likely, will be something from someone else that you can use.

So the over-all purpose of this magazine is for us to communicate with you, and you with us, and each of you with each other.

No one of us is wiser than all of us together. Why shouldn't we all benefit from our collective knowledge?

# July

## WEED & BRUSH CONTROL PLANNER



### Timing Is Everything

Throughout 1969 we have been recommending specific *chemicals* for specific *problems* at specific *times* of the year. Our point has been—and will continue to be—that there is a best time of year and a best chemical for getting effective weed and brush control.

The key words are "effective control". If you have already applied "economical" chemicals and yet weeds and brush are still a problem, there has been no economy. You will have to re-apply, which will double your costs for both chemicals and labor.

If you have applied Amchem's specialized herbicide products when and as directed, however, you have effective control. And that is what economy is all about.

Tip: In the North, add the systemic, translocating chemical, Amizol® to your tank mix, to kill late-appearing, perennial weeds. In the North or South, if you did not get rid of crab grass or johnson grass in April, add Fenac® to your present spray and get long lasting residual kill.

AMCHEM PRODUCTS, INC.  
AMBLER, PA.

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

**AMCHEM**

First name in  
herbicide research

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