



Arab's Lawn Advertising Wins Customers and Awards

"Color It Green" is the theme of a lawn control campaign instituted by Arab Termite and Pest Control of Florida, Inc., and the slogan has netted the company many customers plus several advertising awards.

The Arab "Color It Green" Junior Poster billboard, won first place in its category in the Tampa Advertising Club "Addy Awards" for 1970, and then walked off with first place

in the Florida state "Addy Awards" competition. The poster design was adapted to serve as the front cover for a lawn control brochure and as a design for bus benches.

Arab has been serving the Florida West Coast for the past 12 years. Lawrence E. Davis of Clearwater is president of the Florida franchise. Offices are located in Tampa, St. Petersburg, Clearwater, New Port Richey, Bradenton-Sarasota and Orlando.

The lawn control service is under the supervision of a professionally trained nursery-landscape specialist and offers customers control of insects, lawn diseases and nematodes, in addition to a lawn fertilizer program.

Besides termite, pest and lawn control, the company has recently embarked on a roof-cleaning service which is receiving excellent customer acceptance. The cleaning eliminates mildew which forms on roofs in a sub-tropical climate.

New Label Clearances For Tordon Herbicides

New recommendations for the use of Tordon 101 herbicide mixtures have been cleared by the U.S. Department of Agriculture.

New uses for the industrial herbicide product include clearances for the application of Tordon 101 on railroads, highways, pipelines, and other communication lines as well as the previously registered use on utility rights-of-way. Also included on the new label are recommendations for the use of the material for weed control as well as the control of woody brush species.

Tordon 101 herbicide, a product of The Dow Chemical Company, has been widely used for utility rights of way maintenance since the product was introduced in 1963.

Under the new label, Tordon 101 must be applied with a drift control system when applied by air. In ground application it can now be used in high volume sprays in a water mixture or as a low volume spray utilizing a drift control system.

Tordon 101 will provide effective control of many of the toughest weed species. It is effective against such problem weeds as Canada thistle, field bindweed, Russian knapweed, ragweed and several others.

Among the woody plants and vines that are controlled by Tordon 101 are alder, wild rose, bracken fern, maple, oak, hickory and most evergreens. In addition, Tordon will effectively stop the Kudzu vine, a special problem in the Southeast.

For more information, circle (722) on the reply card.

KEEP AMERICA BEAUTIFUL



"The Pioneer in Foliar Feeding"

Honored by American Horticultural Council "for demonstrating in a practical way that plants could be fertilized through their leaves; for being the first to develop and market an effective plant food for foliar feeding; and for opening the way to a new cultural practice in horticulture."

RAPID-GRO

Pacific Northwest Pesticide Applicators Meet at Portland, Ore., Sept. 10-12

Regional pesticide applicators — those members of the Pacific Northwest Pesticide Applicators, Inc. — stage their 1970 Sprayorama at the Thunderbird Motel, Portland, Ore., Sept. 10-12.

On the program for Sept. 10 will be a special tour of contract applicators in the area. Formal registration begins at 8:30 a.m. on Friday, Sept. 11. The program will include Dr. Spencer Davis, Jr., plant pathologist at Rutgers, Keith L. Davey, president of Davey Tree Surgery, Ltd., of San Francisco, Arthur Edwards of Weeds Trees and Turf magazine, and Dr. James Witt, Dr. Leon C. Terriere, Robert Every, and Dr. Virgil Freed, all of Oregon State. This annual Sprayorama — the only meeting of organized pesticide applicators in the nation — will feature both practical and technical aspects of the contract applicator business. Details on attending (for both members and non members) are available from L. F. Sefton, president of the group, at 5600 S. W. Rosewood, Lake Oswego, Ore. Or you may reach Sefton by phone at 6:00 p.m. Pacific time. Tel. (503) 636-6443.