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Weed Control Costs in Long-Season Areas Turney Hernandez of duPont uses his experience in the Southwest to bracket costs for different types of industrial weed control, with dif- ferent objectives, and with different equipment.	10
How Applicator Bob Wright Tries to Make a Profit Diversity, advertising, pricing, and quality control are the keys, says this Minnesotan, who has been in the business 25 years.	10
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The Cover

"We Kill Noxious Weeds," the sign says, and the jeep is parked on bare ground proof. Custom applicator Robert G. Wright, left, is spraying additional evidence, a check strip showing what the weeds would have been like without treatment. Ed Sorgatz had just checked his records to see what kind of application was used. It was Pramitol, 4 gal., plus Simazine 10#/acre. Sorgatz, field representative for Geigy Agricultural Chemicals Corp., worked with Wright, owner of Precision Spraying, to establish a 23-plot herbicide demonstration on the grounds of Continental Grain Co. at Savage, Minn. Wright and Sorgatz tell their stories beginning on 16 and 17.

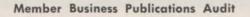


WEEDS TREES and TURF is published monthly by The Harvest Publishing Company. Executive, editorial headquarters: 9800 Detrait Ave., Cleveland, Ohio 44102.

Single Copy Price: 50 cents for current issue; all back issues 75 cents each. Fareign \$1.00.

Subscription Rates: WEEDS TREES AND TURF is mailed free, within the U.S. and possessions and Canada, to qualified persons engaged in the vegetation care industry and related fields in controlled circulation categories. Non-qualified subscriptions in the U.S. are \$7.00 per year; Canada and other countries, \$10.00 per year. Controlled circulation postage paid at Fostoria, Ohio 44830.

The Harvest Publishing Company, 1970







Volume 9, No. 2

February, 1970

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