WT&T

Cover: The activity on the floor of the GCSAA Show closely resembles a multi-ring circus with something for everyone. Art by Al Bartow, Cleveland, Ohio.

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WEEDS and TURF
PEST CONTROL
A SECTION OF PEST CONTROL MAGAZINE
JULY 1962

A Guest Editorial by 1961-1962 President of the Northeastern Weed Control Conference
DR. LAWRENCE G. SOUTHWICK
Dow Chemical Co., Midland, Mich.

New Section Answer to Industry Demand for Weed, Turf Data

Control of unwanted vegetation is one of the oldest activities of man, yet the techniques and concepts in general use today are based largely on relatively recent developments. New herbicide discoveries, better knowledge of herbicidal action and selectivity, new concepts in application methods and equipment — all are contributing to an expanding and a more complex industry.

As in usual when a science develops rapidly and practical application becomes more economically profitable, getting the right information to the right people at the right time becomes increasing in importance. This is certainly true with regard to applicators, who need up-to-date use-information, presented clearly, concisely, and correctly to suit the speedy pace of modern American business.

This new section of *Pest Control* magazine will

(Continued on page W-50)

Multibillion Dollar Weed, Turf Market Awaits Informed Diligent Applicator

By J. C. KEDD
President, Redd Industrial Services, Jackson, Mississippi
Past President, National Pest Control Association

ONE OF the best ways for a contract applicator to grow, other than by selling more of his present services, is to add new ones. This is why so many pest control operators, and owners of similar service businesses, have expanded into weed control and turf spraying over the past decade.

Applicators who want to incorporate other pursuits into their present line should make sure their new venture is closely related to the one they're now engaged in. If not, they will have to set up entirely new organizations and consequently defeat their objective: to expand logically and profitably.

PCOs, particularly, want to use their equipment, personnel, and field-gained know-how for additional, related activities. For this reason, many of them have jumped into the booming demand for industrial weed control, and contract turf spraying.

Few markets look more promising right now. Homeowners tend to build $50,000 houses, spend $10,000 decorating inside, and yet only $100 on their lawn and landscape. These folks have not yet been taught that more people see the outside than the inside of their homes. They have not yet been convinced that the outside should have first attention.

Applicators can offer these homeowners a variety of services. Control of such nuisances as chinch bugs, fire ants, fungus, moles, white grubs, fleas, ticks, chiggers, fall army worms, and

Lawn pest control is an important facet of author Redd's business. These fieldmen are treating both grass and ornamentals around a home in Jackson, Miss. Redd is active in industrial weed control, as well as general structural pest control.

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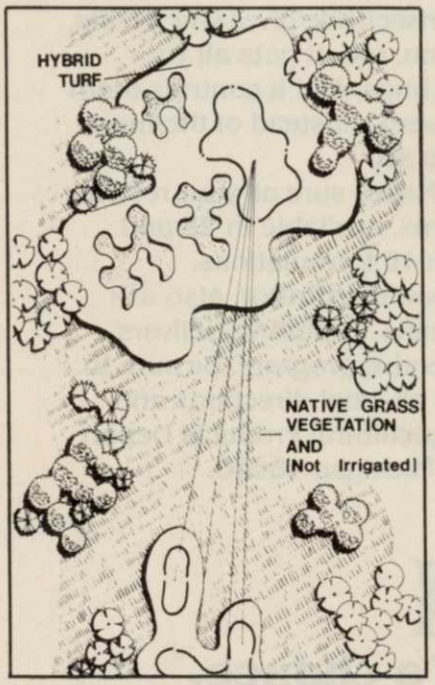

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