

This time of year, landscape professionals are sizing up weed control alternatives to determine which fit best with their programs, customer preferences and bottom lines. There is, of course, no right answer that applies across the board. But the time and labor savings of pre-

pared as inferior performance, they may decrease customer satisfaction in your company. And if dissatisfied customers walk, you're faced with the cost of acquiring new ones—which could cost hundreds, maybe thousands of dollars in advertising, direct mail and good old-fashioned salesmanship.

Additionally, if clusters of call-

grass, goosegrass and annual bluegrass, and broadleaf weeds like chickweed, groundsel, henbit and knotweed are stopped below the ground's surface.

Surflan controls more than 50 common weed species and is labeled for application right over the top of more than 400 different ornamentals, such as azaleas, rhododendrons and petunias.

Available in a sprayable liquid, granule or on dry fertilizer, Surflan should be applied in late winter or early spring.

A single application of two quarts Surflan A.S. per acre provides season-long control of most annual grasses and some broadleaf weeds. Also, Surflan controls *Poa annua* when used at labeled rates.

While tough on germinating weeds, Surflan is mild enough to be applied over the top of foliage without discoloration, leaf spots or burning when used according to label directions. It resists leaching out of the germination zone, even in heavy rainfall, and resists staining.

So if callbacks are something you'd like to avoid this season, consider preemergent weed control as a part of your '97 program. And remember, when it comes to preemergents, Surflan offers more protection than any competitive product.

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Preemergent weed control —good for your bottom line



emergents are worth considering.

The callback concern

Turf and ornamental professionals are busy. Days are long, schedules tight and good employees scarce. Inefficiencies are more than just hassles, they can be costly to the bottom line.

Consider the cost of an average callback for weeds—approximately \$50, according to several lawn care and landscape professionals surveyed.

Even more importantly, because callbacks are often inter-

backs occur during peak season, you have labor concerns to contend with. Remember last year? Hiring good employees was difficult, even during slow times. Industry experts predict labor shortages to be even more severe this season.

Weed control options

There is an alternative. Preemergent weed control can help professionals avoid the callback dilemma by stopping weeds before they emerge. For example, Surflan* preemergence herbicide is applied before annual grassy and broadleaf weeds germinate in ornamental plantings and warm-season turfgrasses—typically in early spring.

How Surflan works

Surflan stops weed germination by interfering with mitosis, or cell division in the germinating roots. Grassy weeds like crab-

PROPER TIMING FOR BEST CONTROL

It's important to apply a preemergent like Surflan* herbicide one to two weeks before problem weeds germinate. A soil thermometer can help determine the onset of germination, along with these general guidelines:

— Warmer conditions typically

exist on south-facing slopes.

— Dark soil warms up faster than light soil.

— Thin grass areas warm up faster than thick grass.

— Wet clay soils may require up to three to four times more heat for

germination than dry clay soils.

— Dry, sandy areas should be treated in early spring.

— The treatment of poorly drained lawns can be delayed until mid to late spring.

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