

Buy **SEVIN**[®]

CARBARYL INSECTICIDE

for better insect control



and get all these **SAFETY BENEFITS FREE!**

The problem of insecticide residues...

has continued to perplex property owners and commercial operators who control insect pests of turf and plants. *Now many of these worries vanish* for those who use the modern, proved SEVIN[®] carbaryl insecticide to control any of 160 insect pests that attack turf and other ornamental and crop plants.

Safer to handle...

than many other insecticides, SEVIN is lower in toxicity to humans, livestock and wildlife, including fish and fowl. You need no special protective clothing when you apply SEVIN. Just use normal precautions. You can spray or dust crops adjacent to pastures, fish ponds or streams.

Residues in the soil...

are another hazard you eliminate by using SEVIN insecticide. Long-lasting as a crop protector, SEVIN breaks down quickly in the soil. There is no residue buildup to be picked up by garden fruits or vegetables, or to seep into streams or ponds.

Residue on food...

or feed crops is no problem when label directions are followed. SEVIN is a long-lasting insect destroyer that controls these pests with relatively few applications per season. Though still effective against insects at harvest time, the residue of SEVIN insecticide is not a problem to humans or livestock that eat the crops.

Drift to pastures or feed crops...

does not contaminate the milk, meat or eggs of animals eating the feed or forage, when SEVIN is the insecticide used. In fact, cattle can graze pastures, or forage can be harvested, on the day of application of SEVIN.

You can be a good neighbor...

and reduce hazards for everyone while you control insect pests with SEVIN. Ask your nearby supplier for the new list of recommended uses. Or write Union Carbide Agricultural Chemicals, 270 Park Avenue, New York, N.Y. 10017.

SEVIN is the registered trade mark of Union Carbide Corporation for carbaryl insecticide.

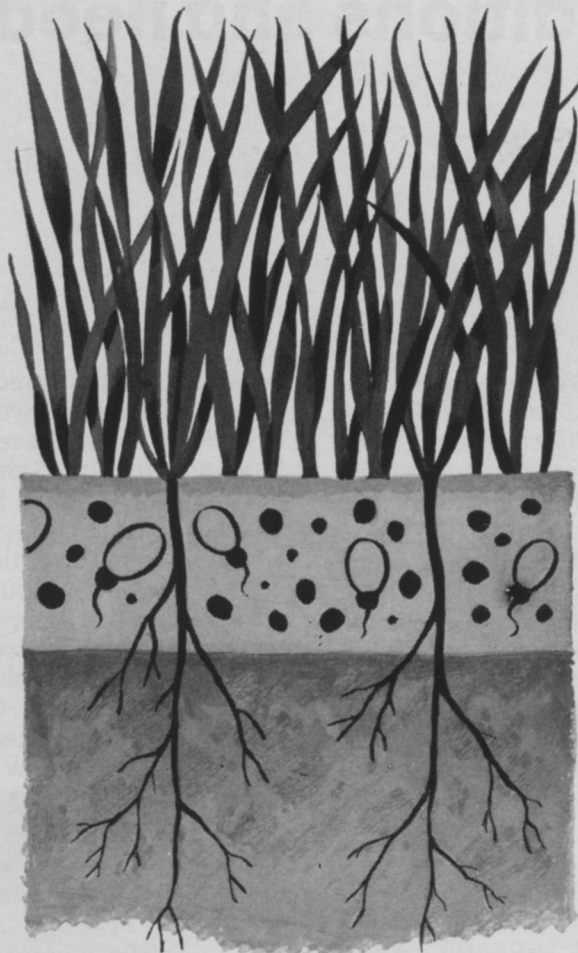


AGRICULTURAL CHEMICALS

USE...

AZAK*

Selective Pre-Emergence Herbicide



Azak, as indicated by center section, must be applied before crabgrass seeds are ready to germinate. Azak then penetrates seed at time of germination to prevent initial growth.

FOR CRABGRASS CONTROL

AZAK* is Hercules' new crabgrass control designed for pre-emergence application on established turf. Its effectiveness has been proved in commercial use. Available as an 80% wettable powder, Azak 80-WP, it can be sprayed in conventional equipment or formulated by manufacturers into a granular product.

Azak brings to users the combined advantages of effectiveness . . . persistence . . . safety to established turf . . . low toxicity . . . economy . . . and practically no odor. Azak is

nonleaching. One application of Azak lasts through the crabgrass germination period. Of special interest to the manufacturer is its compatibility with most fertilizers and pesticides, and its low cost.

Technical information on and availability of Azak pre-emergence herbicide can be obtained from the nearest district office listed below, or from Agricultural Chemicals, Synthetics Department, Hercules Powder Company, Wilmington, Delaware 19899.

*HERCULES TRADEMARK



HERCULES

BOSTON, MASSACHUSETTS / BROWNSVILLE, TEXAS / CHICAGO (OAK BROOK), ILLINOIS / DALLAS, TEXAS / FRESNO, CALIFORNIA / GREENVILLE, MISSISSIPPI / LOUISIANA
MISSOURI / MONTGOMERY, ALABAMA / ORLANDO, FLORIDA / PHOENIX, ARIZONA / RALEIGH, NORTH CAROLINA / SAN FRANCISCO, CALIFORNIA / VANCOUVER, WASHINGTON

SZ65-3

When Writing to Advertisers Please Mention WEEDS TREES AND TURF

Which Geigy herbicide best fits your weed control conditions and needs?

Although all three Geigy herbicides... Simazine, Atrazine and Prometone®... give effective long-lasting control of many weeds and grasses, each has special characteristics of its own.

Simazine 80W works only in the soil, where it is absorbed by germinating weed roots. Since it is the least soluble of the three, it is especially useful in areas of high rainfall. And because it doesn't leach laterally, Simazine won't harm adjacent ornamental plantings and crops. One spray, applied before weeds emerge, usually provides effective control for a full season.

Atrazine 80W may be applied either before, or soon after, weeds emerge. Like Simazine, when sprayed before weeds emerge, Atrazine acts through germinating weed roots. But in addition, Atrazine acts through the foliage when sprayed on young weeds soon after they emerge.

This dual action controls existing broadleaf weeds and grasses, then keeps later-germinating weeds under control as well. More soluble than Simazine, Atrazine is more adapted to areas of low rainfall.

Prometone 25E can provide effective control of weeds up to 3 months after they emerge. Its greater activity through the foliage

makes Prometone especially useful where considerable weed growth has already taken place. And, like both Atrazine and Simazine, it is moved into the soil by rainfall where it controls later-germinating weeds by root absorption.

So for maximum results, and for the economy that comes with long-term weed control, base your programs on a Geigy herbicide.

Geigy Agricultural Chemicals, Division of Geigy Chemical Corporation, Ardsley, New York.



WEEDS TREES and TURF

April 1965

Volume 4, No. 4

FORMERLY WEEDS AND TURF

Dear
"Pass-along"
Reader

... by the time it reaches your desk, is your copy of *Weeds Trees and Turf*:

battered
bedraggled
clipped
dog-eared
falling apart
folded
incomplete
ink-spotted
marked-up
nondescript
ripped
rolled-up
stained
stapled
torn
wadded
weathered
wrinkled????

... or, worse still,
is it just plain

OLD?

If so, you ought to have your own personal subscription, which will cost you only \$3 for 1 year or \$5 for 2, and which will contribute immeasurably to your peace of mind.

(It will also help you do a better job of turf management, weed and brush control, and tree maintenance.)

Mail us the coupon below right away, and include your check so we can start sending *WTT* posthaste!

WEEDS TREES AND TURF

1900 Euclid Avenue
Cleveland, Ohio 44115

Gentlemen: I'm sick and tired of waiting in line for my pass-along copy of *Weeds Trees and Turf*. Here's my check. Send me my own copy each month!

Name

Address

City State

Check enclosed

Features:

What Highway Supervisors Want From the Contract Applicator By Joseph L. Beasley.....	12
How to Diagnose Turfgrass Problems, Part I By Ralph W. White, Jr.	16
New Ways to Apply Aquatic Herbicides, Part II.....	18
Tips on Parkway Trees Included on Varied Program for California Nursery, Landscape Tree, and Turf Meet By Richard D. Van Brackle.....	24
Bidrin for DED, Maple Disease Tips, Pricing Hints Conveyed to Arborists at 14th NAA Midwinter Caucus By Daniel Dowd.....	30
Turf Expert Dr. Grau Has Advance Look Into Future of Turf for Rutgers Turf Conference.....	32
Georgia Weed Controllers Meet to Hear Results of New "Clean Acres" Program By Virgil E. Adams.....	33

Departments:

Editorial: High Standards; Low Pressure!.....	6
Letters	8
Know Your Species: Wild Garlic.....	28
Meeting Dates	32
Classified Ads	40
Advertisers Index	40
Trimnings	42

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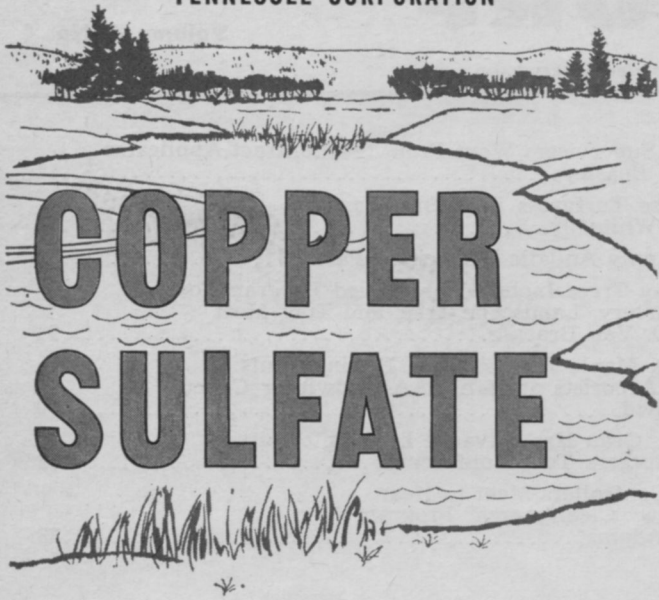
WEEDS TREES AND TURF is published monthly by Trade Magazines, Inc. Executive, editorial, and advertising offices: 1900 Euclid Ave., Cleveland, Ohio 44115. Publication office: Corner of East North St. and Cadwallader St., Fostoria, Ohio. Send all correspondence to WEEDS TREES AND TURF, 1900 Euclid Ave., Cleveland, Ohio 44115.

Single Copy Price: 50 cents for current issue; all back issues 75 cents each. Foreign \$1.00.
Subscription Rates: U.S. and possessions, 1 year \$3.00; 2 years \$5.00. All other foreign subscriptions, 1 year \$4.00; 2 years \$7.00. **Change of Address:** Three weeks advance notice is necessary for change of address. Both old and new address must be given. Post Office will not forward copies. Third Class postage is paid at Fostoria, Ohio.

Contents of this Issue © Trade Magazines, Inc., 1965



TENNESSEE CORPORATION



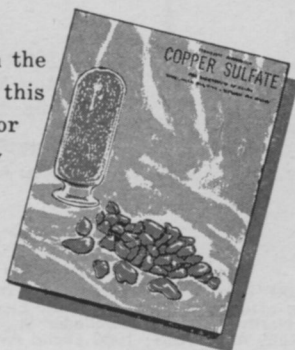
COPPER SULFATE

**For control of algae,
microorganisms and fungi.**

READILY AVAILABLE IN ALL CRYSTAL SIZES

- Large Crystals
- Medium Crystals
- Granular Crystals
- Snow Crystals
- Powdered —instant dissolving

For your free booklet on the use of Copper Sulfate in this application, a quotation or the name of your nearby distributor, contact



INDUSTRIAL CHEMICALS MARKETING DIVISION
TENNESSEE CORPORATION

44 BROAD, ATLANTA, GEORGIA 30303
PHONE (404) 523-5024

High Standards; Low Pressure!

Late last year a southern college sent us a news release which listed case histories of citizens who had been swindled by "phony tree experts." While these occasional swindlers indeed exist in any business, they are decidedly in the minority in this industry. For this reason, among others, we were disturbed with the release we received. The material issued from these sources usually goes to the consumer press also, and could be played up in newspapers which reach the general public. This particular story, fortunately, ended with recommendations on how to choose a reputable company for tree work, but the suggestions were contained near the end and could have been omitted by a local paper seeking a "sensational" story.

How can tree specialists and other vegetation maintenance practitioners avoid the effects of these occasional outbursts of bad publicity? There are a few tried-and-true steps which, while not new by any means, should prove helpful. We list them here for managers to check as another reminder of the necessity for effective communication with the public:

(1) Join national, local, and state trade associations when they are available; then work on the public relations programs these groups traditionally offer;

(2) Join the local Chamber of Commerce and Better Business Bureau. This will enhance your public image while making the individual firm better known among others in the business community;

(3) Maintain *high standards and low pressure* in sales and advertising techniques;

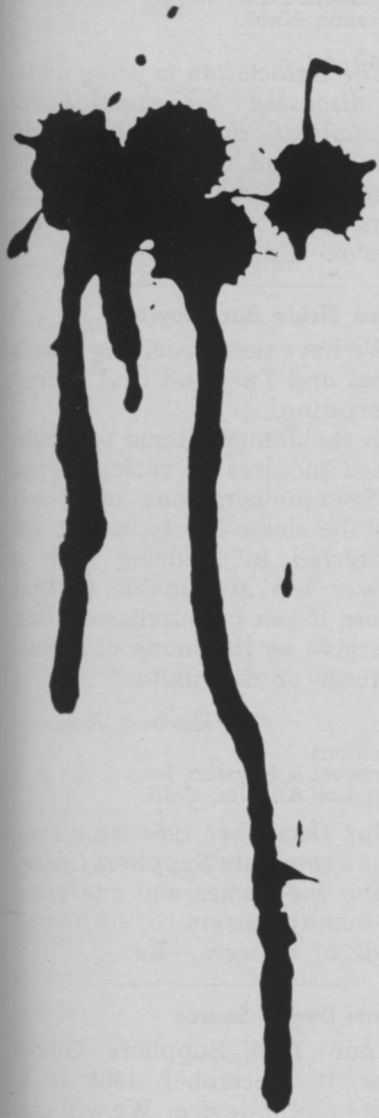
(4) Strive to make known, to universities, industry groups, and other business organizations, the high ethical standards which prevail as a whole in the weed, tree, and turf business; and

(5) Insist on the highest standards of competence and responsibility in your work and make sure your personnel, from office boy to president, maintain a businesslike or professional bearing. This last, of course, is most important.

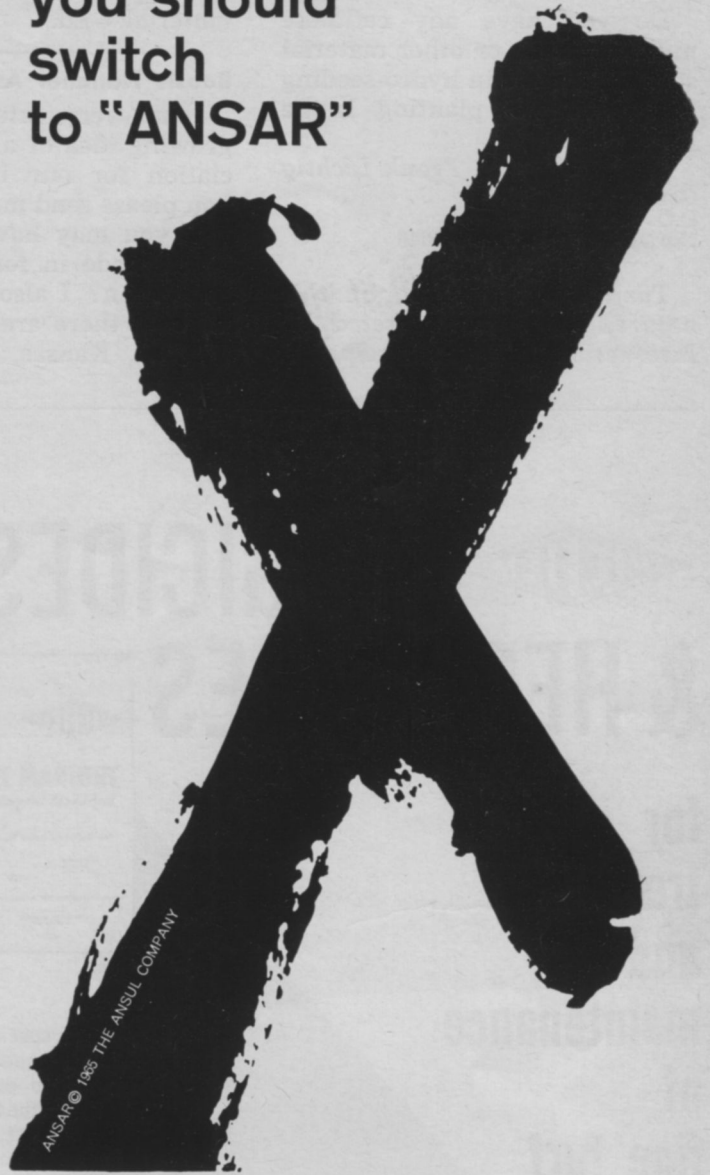
Most people want, by nature, to believe in the integrity of the people they do business with; let them know they can depend on you!

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.

If you're still
using weed oil



here's why
you should
switch
to "ANSAR"



"Ansar 560" is a non-selective, general herbicide. It completely eradicates all weeds and vegetation along roadways and ditches, around buildings and in other non-crop areas. If you've been using weed oil to do these jobs you'll find "Ansar 560" vastly superior in at least five important ways: (1) It's more effective and perhaps a little cheaper. (2) There is absolutely no residual toxicity, (3) no staining, and (4) not nearly as much corrosion of your spraying equipment. (5) You'll eliminate the storage problem because one gallon of "Ansar 560" (which is

mixed with water when you're ready to apply it) is equivalent to 50 gallons of weed oil.

"Ansar 560" has been thoroughly tested and proven in use. It's just one of a broad line of "Ansar" weed control chemicals which include selective herbicides to meet your particular needs in a variety of formulations—solid crystals, liquid and liquids with surfactant. For complete information see your own farm chemicals dealer, ask your county agent or write

THE ANSUL COMPANY, MARINETTE, WISCONSIN



WTT Mailbox

Cellulose Mulch Wanted in Puerto Rico

Do you have any cellulose mulch product or other material suitable for use in hydro-seeding equipment for planting large turf areas?

Frank Lichtig

Gramaslindas CIA
P.O. Box 128
Dorado, Puerto Rico 00646

Turfiber, a product of this nature, has been marketed by International Paper Co., Special

Products Dept., Room 4, Drawer A, Mobile, Alabama, 36601. The company can supply information on the present availability of the material.—Ed.

Boosts National Association

I am very interested in the growing idea of a national association for our industry. Will you please send me any information you may have on progress being made in forming this organization? I also would like to know if there are people in the Wichita, Kansas, area who are

interested in this association, as I'd like to meet them. *Weeds Trees and Turf* is a fine magazine... I enjoy it!

J. M. Phipps

104 South First
Mulvane, Kans.

The Association is being widely discussed by applicators throughout the country, individually and at local meetings. Later this year we will publish a progress report on the endeavor.—Ed.

Need Sickle Bar Mower

We have been receiving *Weeds Trees and Turf* and find it very interesting.

In the January issue you published pictures of various types of lawnmowers, one of which was the sickle-bar type. We are interested in securing such a mower but are unable to find where it can be purchased. Can you give us the name of manufacturer or distributor?

Herbert Royston

President
Armacost & Royston, Inc.
West Los Angeles, Calif.

Our December 1964 issue contains a complete Suppliers Guide, listing the names and addresses of manufacturers of different kinds of mowers.—Ed.

Wants Dycryl Source

Your 1965 Suppliers Guide issue in December 1964 is a most helpful device. We will use it many times. However, could you help us locate a source of supply for the postemergence product Dycryl in our area?

Leo W. Klarr

Mississippi Grass Nurseries
Route 1, Box 184
Hattiesburg, Miss.

Dycryl is a product of Niagara Chemical Div., FMC Corp., Middleport, N.Y. Perhaps Distributors in your area will write you direct.—Ed.

Weeds Trees and Turf welcomes expressions of opinions from its readers. Send ideas and comments briefly as possible to Charles D. Webb, Editor, *Weeds Trees and Turf*, 1900 Euclid Ave., Cleveland, Ohio 44115.

VICHEM FUNGICIDES & HERBICIDES

for
treatment
and
maintenance
of
fine turf



These specialty products, developed specifically for golf course and park use, are now available for the treatment and control of fine turf grasses. VICHEM research in agricultural chemicals has produced such outstanding developments as DSMA—DiSodium Methyl Arsonate; AMA—Ammonium Methyl Arsonate; CPA—Calcium Propyl Arsonate; CALAR—Calcium Acid Methyl Arsonate.

... the finest chemicals to protect your finest turf.

FUNGICIDES

LIQUIPHENE 10% (PMA)
THIURAM 75 (Thiram 75%)
THIURAM M (Thiram-Mercury)
MERCURAM (Thiram-PMC)
SURFACTANT:
958 WETTING AGENT

HERBICIDES

- for Crabgrass and weed control
- CRAB-E-RAD (Powder) DSMA
- SUPER CRAB-E-RAD (Liquid) AMA
- SUPER CRAB-E-RAD + 2 (Liquid) AMA + 2,4-D
- SUPER CRAB-E-RAD (Calor)
- NEW CRAB-E-RAD 70 and 120 (Liquid) SMA
- for Dallisgrass control
- DAL-E-RAD 100 (Powder) DSMA
- SUPER DAL-E-RAD (Liquid) AMA
- SUPER DAL-E-RAD + 2 (Liquid) AMA + 2,4-D
- NEW DAL-E-RAD 70 and 120 (Liquid) SMA
- SUPER DAL-E-RAD (Calor)

Distributor Inquiries Invited



VINELAND, NEW JERSEY



VINELAND CHEMICAL COMPANY

Manufacturing Plants: Vineland, New Jersey ■ Palmer, Puerto Rico

IMPORTANT MESSAGE FOR CONTRACT APPLICATORS

UROX[®] Weed Killers give you long-lasting, economical weed control

On those industrial weed control jobs, your profits depend on weed killers that *clear out* weeds and grasses—thoroughly, reliably, the first time around.

Allied Chemical's Urox weed killers offer you dependability and economy plus these features most important for profitable weed control . . .

FULL LINE

There's a Urox weed killer for almost every industrial contract application requirement . . . for every area of the country. Urox-11 Granular will handle most jobs. The following special formulations zero in on specialty weed problems:

Urox-Liquid for those who prefer to spray

Urox-HX, a Bromacil product for hard-to-kill quackgrass, bluegrass, broomsedge

Urox-D (granular or liquid), a Diuron product for supplementary booster treatment to maintain bare ground.

LATEST DEVELOPMENT

Urox-B is a new, completely water-soluble, liquid concentrate that *stays* in solution, even in hard water. Because it requires little tank agitation (unlike wettable powders), it's economical to apply with simple spraying equipment. Urox-B is ideal for any use where application problems are encountered with wettable powder or granular products—it's a major breakthrough in non-selective weed control!



GENERAL CHEMICAL DIVISION
P.O. Box 353, Morristown, N.J.

LONG-LASTING CONTROL

Weeds and grasses *stay* knocked out after one application of Urox for as long as 18 months. And you profit even more on the next application because only a low-cost booster dose is needed.

EASY APPLICATION

All Urox formulations, granular and spray, go on conveniently, rapidly. Spreaders don't jam. Strainers and spray nozzles don't clog. You waste no time applying the weed killers that waste no time going to work for you!

Ask your distributor for these effective Urox weed killers. For more information, simply send us the coupon below.

WE-45

Weed Killer Department
General Chemical Division
Allied Chemical Corporation
P.O. Box 353, Morristown, N.J.

Please send me full details on Urox weed killers.

Name _____

Company _____


Street _____

City _____ State _____ Z-Code _____



Weed-free turf

Dacthal effectively kills weeds and undesirable grasses in the ground before they sprout. Won't damage ornamentals and shrubs. Best weed control yet for golf-course and fairways, parks, rights-of-way, etc. Keep your turf weed-free with Dacthal applied professionally for best results. Diamond Chemicals, Diamond Alkali Company, 300 Union Commerce Building, Cleveland, Ohio 44115.

 **Diamond Chemicals**