

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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Every lawn and landscape has thousands of tiny time bombs hiding in the soil. Broadleaf weed seeds. And the best time to stop the explosion

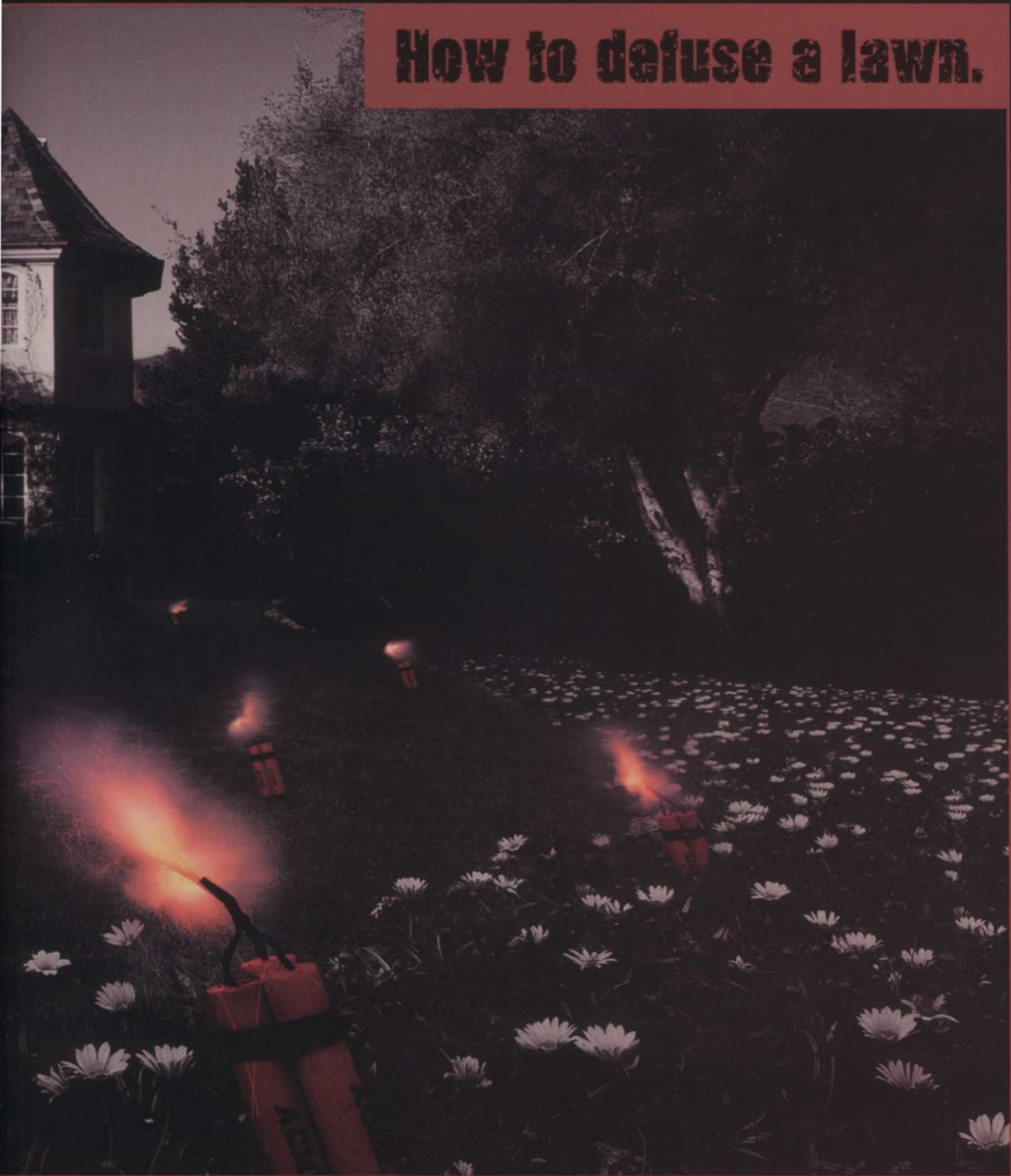
is before they emerge. A preemergent herbicide application creates a zone of protection where weeds get whacked as fast as they germinate.

So your customers never see any weeds, and the turfgrass gets off to a fast, healthy start. It works so well, it can eliminate a lot of callbacks and



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How to defuse a lawn.



maybe two or three postemergence herbicide applications. One treatment of Gallery[®] preemergent herbicide is all it takes. Use it spring or fall on

turf or ornamentals to prevent more than 95 kinds of broadleaf weeds for up to eight months. Now, Gallery is even labeled for use in

California. Always read and follow label directions. For more information, call us toll-free at 1-800-352-6776.

 **Gallery[®]**

The best crabgrass preventer just got better

The facts on Team Pro:

- ▶ More consistent on everything from crabgrass to spurge and oxalis.
- ▶ Proven, consistent performance of Balan* herbicide and Treflan* herbicide.
- ▶ Offers an easy-to-use fertilizer formulation which covers great at 4 pounds per 1000 square feet.
 - ▶ Is effective in single or split-application programs.
 - ▶ Won't harm nearby ornamentals and is non-staining.
 - ▶ Provides excellent turf-grass tolerance and can be used on warm- or cool-season turf.
 - ▶ Economical, dependable, great value.



For years, lawn and landscape professionals have looked to Team* preemergence herbicide as the most proven consistent product for preemergence control of grassy weeds.

But what is it about Team that sets it apart?

Team is the only preemergence herbicide that combines two powerful active ingredients—Balan* and Treflan* herbicides—which together provide unsurpassed control of grassy weeds like crabgrass and goosegrass for up to 20 weeks, even when infestations are heavy.

And now these same proven attributes that have made Team the most consistent performing product for grassy weeds is taken one step further with the launch of DowElanco's new product—Team Pro preemergence herbicide. Team Pro is a unique combination of Balan and Treflan which combines the quick activity of Balan with the long residual rates and broadleaf weed control spectrum of Treflan.

While it still consistently prevents crabgrass, goosegrass and other bothersome grassy weeds, Team Pro is also more consistent on broadleaf weeds such as spurge and oxalis.

Team Pro can be applied on warm-season turf and used around most ornamentals according to label directions. Also, it stays where it's applied, resisting leaching even in heavy rainfall.

"Basically, we've made a great product even better," says Jim Parker, Product Marketing Manager for DowElanco herbicides.

"Because this new formulation is more consistent on everything from crabgrass to spurge and oxalis, it offers the best overall weed prevention a professional can get," says Parker.

Team Pro, available on fertilizer, allows for excellent coverage and performance at four pounds per 1000 square feet, yet it remains gentle on turf and safe for nearby ornamentals. In addition, it's non-staining and can be used on cool or warm-season turfgrass.

Team Pro effectively controls problem weeds by setting up a "weed prevention zone" beneath the soil surface. This zone inhibits cell division in weed seeds, stopping them before they ever break the surface.

Team Pro should be applied approximately one week before weed seeds germinate. Generally, this is when the soil temperature (not the air) reaches 52 degrees Fahrenheit.

For more information about the new Team Pro, call the DowElanco Customer Information Center at 1-800-352-6776.

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Keeping dandelions down

While there are numerous arguments to support preemergence weed control methods, there is perhaps none as persuasive as the dandelion. A perennial, this broadleaf weed is the bane of lawn care operators and customers everywhere.

The thick taproot of the dandelion, often several feet deep, is so extensive that to stop the plant from growing, it is necessary to destroy the root—making it very difficult to control the weed postemergently.

In the past, dandelions and other broadleaf weeds were controlled by postemergence herbicides. Unfortunately, this method has its limitations. For one thing, timing is critical; failing to spray weeds at the correct time during the growing season can reduce control. Postemergence herbicides are also ineffective at certain times of the year and tend to be less effective as the weeds mature. Postemergence control often leaves a dying weed and, eventually, a bare spot in the turfgrass, which allows room for more weeds.

Technology in recent years has introduced the option of a preemergence broadleaf weed control. This offers several advantages. Preemergence control:

▶ Stops weeds from emerging, so homeowners don't com-

plain about uncontrolled weeds.

▶ Can save turf and ornamental professionals money by reducing "callbacks" for weed break throughs which cost approximately \$50 per callback.

▶ Reduces herbicide application trips across the turf—possibly saving up to two or three applications otherwise used for postemergence application.

▶ Partial or season-long control provided by the preemergence option can reduce labor and allow lawn care professionals to shift work to other tasks.

▶ Reduces weed seed populations by controlling weeds before flowering and seeding. Eliminating seed populations before they have a chance to develop means fewer weeds to worry about in the future.

▶ Contributes to turf vigor because protected turf no longer competes with aggressive, broadleaf weeds for water and nutrients. In addition, it remains unmarred by repeated postemergent spraying.

For the most consistent, proven preemergent broadleaf weed control, there really is only one choice: Gallery* herbicide from DowElanco. What makes Gallery unique is isoxaben, a new class of chemistry approved for use on most established cool-season and warm-season turfgrasses, as well as 400 ornamentals. Once isoxaben is activated, it sets up a "weed prevention zone" in the top few inches of soil, controlling weeds before they break the surface.

A single application at .66 to 1.33 pounds of product per acre provides up to eight months of control against stubborn broadleaf weeds like chickweed,

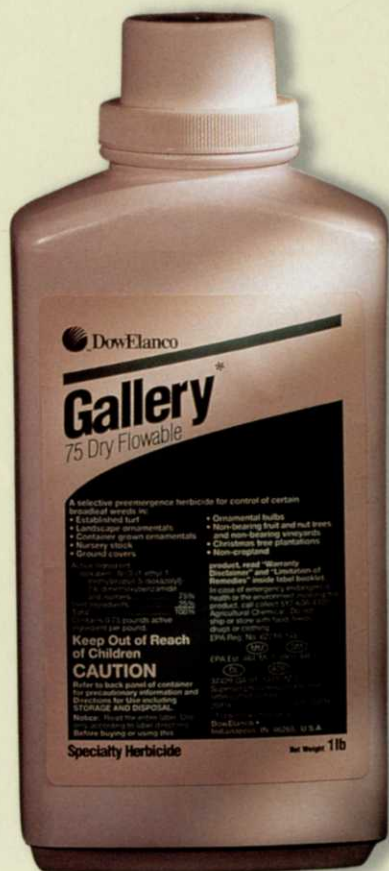
henbit and even the dreaded dandelion. One fall application of Gallery before weed germination prevents the growth of 95 species of broadleaf weeds for up to eight months.

Gallery can be applied in either spring or fall depending on the desired weed(s) to be controlled.

Apply Gallery two to three weeks before weed seeds germinate. Since soil temperature determines germination times, a soil thermometer can be a helpful indicator.

Once weeds germinate and begin to grow, they waste no time robbing turf of moisture, sunlight and nutrients. That's why lawn care and landscape professionals increasingly rely on Gallery herbicide to stop broadleaf weeds across the country.

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At least she insists

There are times when it is critical
to know that you're getting the real thing.
Like when you're buying Dursban* insecticide.

No Dursban wannabe can give you
the same level of
confidence, performance and support
that you get from DowElanco.

Not to mention the superior control
of over 140 insects, including
worms, ants, fleas, ticks, mole crickets,
aphids and chinch bugs.

The only way to get the real Dursban
is to buy Dursban.

So always look for the Dursban trademark
on the label, whether you buy from DowElanco
or one of our formulator partners.

For more information,
call us toll-free at 1-800-352-6776.

Always read and follow
label directions.

 **DowElanco**

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DowElanco

Dursban

If it doesn't say Dursban, it's not.

Sensitive site weed control

Look around you. Sensitive sites exist almost everywhere, in any part of the turf and ornamental business. Sometimes sites are sensitive because they're located in frequently used public areas, such as golf courses or parks. Sometimes members of the public are apprehensive about the use of herbicides.

Sensitive sites require special considerations when you choose an herbicide. Keep in mind too, you can reduce the amount of herbicide you use by selecting

one that gets the job done the first time you apply it.

Confront* postemergence herbicide, which is practically odorless, is ideal for use in such sensitive sites as residential areas, schools and commercial grounds. It contains the active ingredients triclopyr and clopyralid and controls 35 species of annual and perennial broadleaf weeds.

Confront has become the new standard of control for tough broadleaf weeds because it controls even some of the most difficult including dandelion, clover, plaintain, spurge and oxalis. Confront is applied after broadleaf weeds emerge. Unlike other products that burn back foliage and provide only short-term control, Confront works by penetrating the tough outer leaf coating before moving through the plant to the roots. Once in the plant system, it quickly stimulates the weeds to outgrow their food reserve.

Extensive university studies and private cooperator trials confirm that Confront is close to 100 percent effective on these tough-to-control species with just one application.

Applications of Confront are permitted on such established warm-season turf species as bahiagrass, bermudagrass, buffalograss, centipedegrass, zoysiagrass and warm season tall fescue.

These turf species join a list of already permitted cool-season grasses such as bentgrass, perennial bluegrass, tall fescue, and perennial ryegrass

At the recommended application rate of 1.5 pints active ingre-

redient per acre, Confront will go twice as far as a standard three-way herbicide applied at three pints active ingredient per acre.

Furthermore, single or multiple application per season creates little risk of discoloring or damaging turf when used according to label directions.

As with all products, Confront must be applied according to label directions for maximum results. It works immediately on weeds such as clover, and within a few days on other broadleaf weeds. It can be used as a broadcast application or for spot treatment and can be tank-mixed with other products such as Gallery* herbicide.

For the best results, Confront should be applied to well-established turf when weeds are actively growing so that the active ingredients can translocate or move throughout the plant. This process results in high efficacy—virtually total control. And Confront stays where it's applied and won't drift to nontarget plants and areas—a bonus for sensitive sites.

Weed control at sensitive sites can be challenging. More and more, professional turf managers who want premium control of broadleaf weeds are turning from traditional postemergents to Confront.

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Preemergence weed control —the way to go for ornamentals

Time is money. It's a cliché, but it's also an adage with merit. For turf and ornamental professionals, time spent handweeding ornamentals is simply time taken from other tasks.

Free up some of that valuable time with Snapshot® 2.5TG pre-emergence herbicide, a top-per-

forming, competitively-priced herbicide that makes it seem like there's another crew member on-site. Except Snapshot doesn't punch a time clock. Actually, it works 'round the clock—for up to six to eight months.

Snapshot is ideal for landscape ornamentals and prevents 111 broadleaf weeds and annual grasses. Snapshot can be used over the top of ornamentals, and is non-staining.

After activation by one-half inch of rainfall or irrigation, Snapshot sets up a solid control area around weed seedlings. As the weed seeds germinate, Snapshot disrupts their development and seedlings gradually die before they ever break the soil surface.

Snapshot contains the active ingredients isoxaben (the same

ingredient in Gallery® herbicide) for the prevention of broadleaf weeds, and trifluralin, (the active ingredient in Treflan® herbicide) for the prevention of grassy weeds. These two ingredients form an unbeatable team for controlling weeds.

Always apply Snapshot prior to germination of target weeds, which generally occurs when the soil temperature, not the air, reaches 52 degrees Fahrenheit.

So for weed-free ornamentals there really is only one choice—Snapshot pre-emergence herbicide.

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