

FINN'S BUGS

Vol. 45 No. 287



APPLICATION NO.2

SERVICE RECAP

WEED CONTROL

Don't worry about weeds. Our pre-emergent prevents crabgrass and our post-emergent kills off broadleaf weeds over the next few weeks.

FERTILIZATION

Our Special Blend Fertilizer takes the frustration out of fertilization and gives your lawn a nutrient boost for the growing season.

FUNGUS CONTROL

add-on service

Less fungus means more opportunities for fun on your lawn – our fungicide helps prevent brown patch and dollar spot.

PEST CONTROL

add-on service

Pest-free lawns contribute to stress-free lives. Our pesticide treatments target key breeding areas of ants, fleas, ticks, and spiders.

ORNAMENTAL TREE & SHRUB TREATMENTS

add-on service

Our fungicides and pesticides help you shrug off potential issues with shrubs and give you trouble-free trees.

WHAT YOU GNEED TO GNOW: FINN'S HELPFUL HINTS

AERATE TO ELEVATE

Atlanta's cold, snowy winter compacts your lawn's soil and hinders root growth. Spring aeration improves water, air, and nutrient flow for a healthy spring bounce back. Book your aeration by calling [770-447-6037](tel:770-447-6037).

RAKE REGULARLY

After our treatments, you can mow your lawn when dry to the touch. Only trim about one-third of the length and leave the clippings to recycle back into the soil.

WATER WISELY

Without rain, your lawn needs about an inch of water every week. A 20–30-minute sprinkler session in early morning or late afternoon helps minimize evaporation.

WEED AWARENESS

Our treatments handle crabgrass, chickweed, and bluegrass this time of year. Seeding bare spots in your lawn and spreading mulch around trees can help lessen your weed woes.

GET YOUR LAWN SPRING- READY WITH AERATION

Atlanta's soil gets hard and compact during the winter, putting stress on warm-season grasses. Our spring aeration service loosens dense soil to help:

- Air, water, and nutrients reach your lawn's roots
- Root systems grow deeper and stronger
- Lawns grow thicker, fuller, and more weed-resistant



SCHEDULE SPRING
AERATION BY
CALLING 770-447-6037

QUESTIONS ABOUT OUR SERVICE OR YOUR YARD?

CALL CUSTOMER SERVICE AT [770.447.6037](tel:770.447.6037), MONDAY-FRIDAY, 8 AM-5 PM. AFTER HOURS, LEAVE A MESSAGE AND WE'LL GET BACK TO YOU THE NEXT BUSINESS DAY OR EMAIL US AT INFO@ARBOR-NOMICS.COM.

BARE IN MIND



BY JOSH BARE

While cleaning out a storage space at our office, I found a box belonging to my dad filled with old LIFE and Saturday Evening Post magazines. The magazines were all dated from August 1962 to July 1963, so I thought it would be interesting to share what was happening in the world 62 years ago (can you believe the 60s were that long ago?)

I flipped open a LIFE magazine from March 15, 1963. Some things never change. Those old magazines contained ads for many brands we know today – Maytag, Andersen Windows, Revlon, and Volkswagen to name a few. Topics we’re currently dealing with today were discussed on their old pages. There was an article about racism experienced by Ghanaians studying in Bulgaria and another about newspaper union negotiations in New York City.

An article about brain chemistry and scientists attempting to create chemical compounds to alter moods and emotions seemed especially relevant. The article mentioned Mexico producing natural hallucinogens, showed pictures of a woman using LSD for research, and discussed the historical uses of marijuana and peyote. Seems fitting considering the reputation the 1960s ended up assuming for experimental drug use. Fast forward to modern times and the use of alternative methods to help with mental health issues remains a hot-button topic.

I found the article funny to read and especially timely on how an alternate canal could be built to the Panama Canal. Engineers were debating about the possibility of using nuclear bombs to blow a series of craters to create a water passage. According to their findings so far, the explosions could be managed to keep 90% of the radiation under the top of the soil. They just had to figure out what to do with that nagging 10% remainder!

The focus of this particular edition was life in communist Cuba – two years after the failed attempt by America to overthrow Castro (aka the Bay of Pigs) took place. Henri Cartier-Bresson, a French photographer, roamed the island for five weeks snapping pictures and taking notes. Russia was still supplying Cuba with weapons, troops, tractors, and trucks. Castro had been in power for four years and life had changed a lot for the Cuban people. Just a year before the article, the Cuban Missile Crisis occurred. To save a younger reader from consulting Google – this was when the Soviets under Prime Minister Nikita Krushchev set up nuclear weapons in Cuba aimed at America and President Kennedy successfully demanded their removal. The article even had a picture of Che Guevara – a charismatic, Rolex-wearing leader of the Cuban revolution who ended up being executed by the Bolivian Army in 1967.

It was fascinating to flip through these old pages and be immersed in an intriguing slice of life from the early 60s. I’ve always noticed old magazines for sale at flea markets and have a newfound appreciation for the rabbit hole they can lead you down. Who knows – perhaps far in the future – historians will study our discarded magazines as well.

Have you been down any nostalgic rabbit holes lately? Drop me a line at Josh@arbor-nomics.com and let me know your thoughts – I’d love to hear from you.

Photos titles on left from top – Che Guevara sporting his Rolex / Ad for Hertz Rent A Car / For Feb 14 Valentines Day – “Cuban volunteer” sits on sidewalk guard over a meager store display



ARBOR-NOMICS[®] TURF, INC.

800 Langford Drive, Suite A
Norcross, GA 30071
770.447.6037
arbor-nomics.com

REGIONAL MANAGERS

Frankie Rivers
Cell: 770.367.1299
frankie@arbor-nomics.com

David Gay
Cell: 404.983.4584
david@arbor-nomics.com

DIRECTOR OF CUSTOMER EXPERIENCE

Will Woods
Cell: 678.386.1090
will@arbor-nomics.com