CAN YOU ALWAYS capitalize on a good reputation? Hank Schmid, advertising manager for The Davey Tree Expert Company, Kent, Ohio, isn't so sure. He tells that famous author John Steinbeck, in his book of a few years ago, "Travels With Charlie," begins a chapter by writing that his dog, Charlie, was becoming quite a tree expert. In fact, he claimed Charlie "could probably get a job as a consultant with the Davies people."

"We would like to think he meant the Davey people," said Schmid, "but even if he did, we're not sure what to say about it."

A QUESTION concerning another name came up after the recent plane tour of Michigan sod farms damaged by winterkill. Producers were on the verge of forming a state association, and Bob Hozak of Fowlersville was asked what the new organization might be called.

"Right now," he replied, "the appropriate name would be the Michigan Sad Producers."

WHILE WE'RE ON NAMES, you'll note another staff change on the contents page. Kathy Thomas, editorial assistant for a little more than a year, left Harvest Publishing Company May 1 ostensibly to go to California. She got only as far as St. Louis, where she married banker Richard Illyes on May 3.

AND A FELLOW named Robert Finch, U.S. Secretary of Health, Education and Welfare, says the average person has a concentration of DDT in his fatty tissues of about 12 parts per million. The government confiscates foodstuffs if the amount exceeds 7 parts per million, he adds.

So keep in mind that you are unfit for human consumption . . . in case a cannibal should ask.

MUCH OF THE CAMERA supplies we purchase to take pictures for this magazine come from the Eastman Kodak store here in Cleveland. We deal with the camera supplies representative whose name is Henry P. Flash.

Weeds May Be Detected By Infra-Red Photography

Infra-red photography may soon be used to detect weed infestations from the air, reports Dr. J. R. Orsenigo, a horticulturist with the University of Florida's Everglades Experiment Station, Belle Glade, Fla.

Orsenigo says that ground and aerially exposed conventional and infra-red color photography have been compared in weed science applications with agronomic and horticultural crops and weeds. Gradations in plant response can be noted, but the effect of background color on infra-red film may hinder evaluation, he reveals.

Simultaneous paired exposures of conventional and infra-red color films may be needed for optimum information in weed science, he concludes.

Private Property Offers Sanctuary for Sick Trees

Kansas City, Mo., lost more than 4100 street and boulevard trees to Dutch elm disease during 1968, the highest number of such "fatalities" since 1964, it was recently reported to the city's parks and recreations board.

The increase was attributed to lack of city authority to remove diseased trees on private property.

Attempts to get such legislation in the past have "fallen on very deaf ears in Jefferson City," according to Herbert Braeckney, chief planner for the department. However, with the revelation that the spread of DED through connecting root systems was particularly noticeable in Kansas City last year, a new effort that may reach the Missouri Legislature is currently being prepared, it was reported.