Today, selecting business papers can fast become a very large headache.

It’s no wonder when you consider that there are some 2,335 business publications to choose from. This mind boggling choice makes media selection both difficult and time consuming.

And what makes it even worse is that many of these publications are not even audited by either of the two well known auditing organizations. To be specific, only 867 or 37 percent of the 2,335 business publications are audited by either ABC or BPA.

A star to the rescue.

Soon, there will be a lot fewer headaches in media departments across the country.

On May 1, 1973 the American Business Press will take an important step towards simplifying the task of selecting trade and technical journals. And thus making it easier to separate the wheat from the chaff.

Members of this association of leading business publications will start to display a new brand mark: a star.

This star will make it easy for you to spot the publications that meet the association’s stringent membership criteria. (Less than 30 percent of the 2,335 trade publications are eligible for membership.)

In order to be elected to the American Business Press a publication must (a) have its circulation audited by an independent, tripartite auditing bureau, (b) be independently owned and taxpaying, (c) agree to abide by ABP's Code of Publishing Practice.

In other words, the publisher must agree to adhere to the highest standards of business publishing. And be dedicated to the interests of his readers, not only to the interests of his advertisers.

Look for the star before you buy.

A majority of American Business Press members have agreed to put the star where you can find it easily.

Big enough for you to see it without your glasses.

By trusting your budgets to the business publications that wear the star, you'll know you're getting the most for your advertising dollar.

So, be on the lookout for the star. To make your search easier, we've prepared a pocket-size directory which lists all star-carrying publications. You can obtain a copy of this guide by writing to the American Business Press, 205 East 42nd Street, New York, N.Y. 10017.

Send for it. It's going to give you the help you've never gotten before. You might even be able to throw away your aspirin.
GYPSEY MOTH
(from page 29)

were excellent. Kroschel's 30 ft. white ash and 50 ft. silver maple were also plagued with inchworm until he used Dipel.

"Excellent results," he summed up. "I made certain to saturate the under and upper sides of the leaves, using from 200 to 300 lbs. pressure with a power sprayer.

Fred Jorgensen of Palatine, Ill., is another Chicago-area homeowner who is pleased. "I don't like to use poisons," he said. "I'm always the first to try any ecological product."

He applied Dipel at the recommended rate to the four maple trees in his yard to halt the spread of inchworm. "It really does the trick," he said.

Portable Bubble Displays Ready For Toro Dealers

Operating models, to display the performance characteristics of a new gear-driven rotary sprinkler head, are being shipped to distributors and dealers throughout the country by The Toro Company's Irrigation Division.

The portable, self-contained displays will be used to demonstrate how the Toro 300 Series Stream Rotor sprinkler head is capable of delivering accurate, large-area coverage at extremely low precipitation rates and reducing the cost of automatic irrigation systems.

The company expects to produce more than 100 display units for use in distributor and dealer showrooms and by installers at home shows and such other places as bank lobbies and shopping malls.

The unit consists of a plexiglass bubble enclosing a single stream rotor head connected to a fiberglass tank containing five gallons of water. The water is circulated through the head and back into the tank with an electric submersible pump.

The head was invented by Edwin J. Hunter.
Get rid of unwanted green growth before it cuts into your profits.

The weed onslaught is just about universal. An expensive headache. For utilities, railroads, highway departments, the petroleum industry and industry in general. But there is a way to control that costly green tide—with Tandex® herbicide.

It's a urea-carbamate compound that gives outstanding extended control over a range of weeds and grasses. But it's more than weed control.

It's brush control, too. If you've got to get rid of really tough brush and woody vines, Tandex gets the job done. You can spray Tandex or apply it in dry granular form. Either way you use it, you'll control that costly green tide.

FOR INDUSTRY

FOR RAILROADS

FOR UTILITIES

FOR ROADS

Agricultural Chemical Division
FMC Corporation, Middleport, N.Y.

Tandex® is a registered trademark of FMC Corporation
This parking lot was treated with bareground herbicides to prevent weed growth. For general weed control, Lytle uses Daconate at the rate of three gallons per 100 gallons water.

**SALES UP**
*(from page 26)*

and then, unfortunately, find that I have lost interest in it. For me, the custom spraying business has always been a challenge. You can get as big as you want to."

Lytle is very careful to see that all his men are properly trained before sending them out on a spraying job. He never lets a new man perform a spray assignment alone, no matter how simple or routine. By the second year, a man is expected to have learned the basics of the business quite thoroughly, although Lytle still personally supervises most of the work himself. "Turf jobs, especially, require a real professional touch," he cautions them.

For a large customer, like Proctor and Gamble's big Cincinnati plant, he maintains 54 acres of railroad tracks alone, in addition to actual plant areas and parking lots, which he keeps absolutely weed-free. For railroad track areas, Lytle uses the spot-kill properties of Daconate to prevent any damage to surrounding trees. During the plant's regular working week, it's almost impossible to take care of the track areas because of the constant railroad operations, so Lytle and Sons cover that big job—all summer long—on weekends.

In addition to Proctor and Gamble, Lytle and Sons use Daconate, or a tank mix of Daconate and Hyvar on other vegetation-kill accounts including such heavy Cincinnati-area industries as Pollack Steel, Millicron, General Electric and Ashland Oil. For these jobs, Lytle tackles everything from parking lots and fences to keeping river banks free of unwanted growth. He

(continued on page 36)

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**MINI BOSS delivers!**

Because we designed this self-propelled sprinkler with smaller irrigation operations in mind, settings may be easily adjusted by one man. And, Mini Boss requires no man hours on the trip! It's perfect for odd-shaped grass or turf areas and rough terrain, because only a pathway is needed for this unit to water effectively. Also, may be set for prevailing winds.

Mini Boss is built with top-quality materials and the minimum number of moving parts. Sturdy, yet lightweight, it may be towed with a light service vehicle.

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or call collect: 915/655-5446
Any way you look at it... the DITCH WITCH COMBO Is the Most Adaptable Trenching Machine Made.

No other single piece of underground construction equipment can do as many things as the Ditch Witch Combo. A fully-equipped Combo will trench, backfill and do backhoe, vibratory plowing and boring operations. Your operator can switch from one operation to another without adding or changing attachments.

The basic Combo comes equipped with offset digging assembly and vibratory plow; add additional modular components as you need them. Installation is fast, simple and requires no modifications of the basic vehicle.

Combos are available in three sizes ranging from 30- to 65-horsepower. Each give you all the proven Ditch Witch design advantages that have made Ditch Witch the leader in its field.

The best way to see what a Combo can do for you is to see it in action on your job. Name the time and place and Ditch Witch will be there. Compare the Combo with what others have to offer. We'll tell you now, though, the others will have to bring more than one machine to match our Combo's capabilities. Because the Ditch Witch Combo is in a class by itself.

Charles Machine Works
P.O. Box 66
Perry, Oklahoma 73077
SALES UP
(from page 34)
also handles spraying activities at a
counter of cemeteries. In addition,
Lytle and Sons keep over 500 area
billboards free of obstructing weeds
and fast-growing vegetation and
also maintain a large number of
golf courses, swimming pools and
tank farms. Recently, he sprayed a
6 1/2-mile section of Interstate 75
near Cincinnati but doesn’t plan to
take on any more highway con-
tracts.
One of the most unique aspects of
Lytle’s operation is the cost of
equipment. For most of the steriliza-
tion work, ordinary 55-gallon oil
drums are used as spray tanks. “I
use drums for two reasons,” ex-
pounds Lytle. “First of all, they are
cheap.” Secondly, at the end of a
use period, I can dispose of them
and there is no expensive spray tank
to clean out, repair or replace. Along
with these bargain basement tanks,
Lytle combines another cost saving
innovation—his spray pumps. A
Hahn 5-horsepower gear pump with
a 15-gallon per minute capacity is
used. Attached to this is a light %
inch, two-braid chemical hose.

In the final analysis, the key to
Lytle and Sons’ success seems to lie
in Forrest Lytle’s all-out enthusiasm
to do an unconditionally first-rate
job.
“A lot of guys have tried this
business part time—but it’s not a
part-time business. Any job in this
field—if it’s worth doing—it’s worth
doing right.”

Lytle’s several hundred customers
seem to agree.

Water Hyacinth Nutrient
Potential Explored
Complete removal of the water
hyacinth and subsequent disposal in
soil would alleviate the nuisance in
affected water, lower the nutrient
content of those waters, and benefit
the receiving soil. This is the con-
clusion of two University of Florida
researchers.

J. V. Parra and C. C. Hortenstine
contend that the organic matter con-
tent of water hyacinths would im-
prove the sandy soils in Florida.
Characteristics such as structure,
cation exchange capacity, buffering
capacity and water holding capacity
would be improved.

In addition, organic matter serves
as a storehouse of macronutrients
and micronutrients.

According to the scientists, water
hyacinth is considered a major de-
terrent to water sports and water
transportation in many parts of the
world. The rank growth becomes
particularly obnoxious in lakes and
streams that are eutrophic. In Flor-
ida, annual costs for control of this
weed amount to several million dol-
lars.

Most control procedures are predi-
cated on the use of chemicals which
allow the hyacinths to become part
of the debris and, thus, constitute a
permanent sink for nutrients.

Speaking at the Weed Science
Society of American meeting in
Atlanta, recently, the scientists rea-
son that nitrogen is of especial in-
terest when an organic material is
applied to the soil. The total nitrogen
content of water hyacinths varies
generally between one and two per-
cent. However, the carbon/nitrogen
ratio is probably of greater impor-
tance.

Normal soil has a C/N ratio be-
tween 9 and 12 which is maintained
at almost a fixed value. When
organic matter with a C/N ratio
greater than 12 is added to soil,
microorganisms must draw upon the
soil nitrogen in order to assimilate or
absorb the added carbon.
Labor Cost Savings In Colorado

Nestled high in the Rocky Mountains, at the mouth of Boulder Canyon in Colorado, the Boulder Valley Public School District encompasses 45 schools, with a total enrollment of over 23,000. The district covers a 500 square mile area—nearly one half of Boulder County. A profusion of pine and spruce trees, typical of the mountainous region, beautify the campuses of all the schools.

Maintaining the grounds of this vast complex is the task of the school district’s plant and auxiliary services department, who recently purchased a Wayne Brush Chipper to facilitate their growing problems of brush and tree limb disposal.

Working eight hour shifts, the department trims more than 25 trees each week. In the winter months they work extra hours to dispose of the brush and limbs felled by winter snow and heavy storms.

Clarence O. Britton, Director of the Plant and Auxiliary Services, says, “Before using our chipper, we had to haul tons of brush in bulky loads to the dumpsite, at a cost of $12 per load — this in addition to the cost of labor to load the trucks. Now, using a dozer to make a pit area on our own property, we push the chips into the pit and simply cover them. Using a covered vehicle with a hoist, which the chipper itself blows into, it’s simple to dump and begin cutting operations again.

“Our crew rates the safe operations of the chipper very highly, with the conveniently placed safety controls a definite advantage. They also appreciate its ease of maintenance and service, and especially ease and convenience in changing the cutting knives.”

“It has been several years since a thorough trimming of brush removal program has been completed in our school district, he concludes. “Since purchasing our Wayne Chipper, we have completed a vast amount of work and effected considerable savings.”

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"Adelphi" offers the features most wanted in turf. Professionals and home gardeners, alike, are making it the most widely accepted and universally acclaimed bluegrass in 30 years.

For good looks throughout the entire growing season...excellent density...good disease resistance and tolerance to moderately close mowing. It's...MAN-MADE "Adelphi"...A FIRST IN TURF!

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whether man will learn to manage aquatic weed problems for his continued welfare.

The industrial environment segment of the symposium centered around remarks made by John H. Kirch, Amchem Products, Inc. He said that the total land acreage encompassed by the industrial category amounted to 538 million acres or about 25 percent of the total land areas of the U.S. “By far the largest segment, approximately 500 million acres, is in commercial forest land,” he said. “Pipelines account for 2-3 million acres, electric and telephone rights-of-way 7 million acres, roadsides 15 million acres and industrial plant sites 10 million acres.”

Economics plays an important part in controlling vegetation within industry. The risk of fire, the hazard of loss of communications systems, the ability to maintain pipelines or railroads — all share economics as a partner in getting the job done. Unwanted vegetation in these areas must be controlled or the cost of doing business will necessarily increase.

Kirch cited specific cases where vegetation control is vitally important to industry. “If we are to at least maintain the status quo,” he said looking to the future, “it is important that the programs that minimize the impact of this vegetation on our industrial environment be continued.” He seconded the need for managers within this specific environment to tell the story of what more than 25 years of cost-conscious effort in vegetation management has done.

John A. Long, director, biochemical research, O. M. Scott & Sons told delegates that the urban environment consisted of an industry valued at nearly $3.7 billion. Home lawn care alone accounts for $3 billion, he said. Golf course maintenance costs are estimated at $237 million annually, while cemetery maintenance amounts to $360 million per year.

Weeds affect the urban environment in numerous ways. Long said that the most obvious was in aesthetic values. “The less obvious, but perhaps of greater magnitude, are in terms of impact on utilization, economic returns, effects on health of man and animals, and effectiveness of land stabilization,” he declared. “Chemicals utilized for weed control in the urban environment rank next to fertilizers in terms of quantities and value.”

Other environments discussed in this symposium included pastures and agricultural crops.

In the daily section sessions, more interest was centered around aquatic weed control and industrial vegetation management than in past years. One only has to recall that as little as four years ago speakers in these sections were talking to nearly bare rooms. This year quite the opposite was true. It was standing room only most of the time. It reflects the change in interests of delegates. To a larger degree, however, it reflects an attitude change about vegetation management being only agricultural. The Green Industry with its arm wrapped around aquatic weed control is becoming better known. Opportunities are available. The future is exciting.

Take the sections on aquatic weeds, for example. Speakers presented topics ranging from tests on new compounds to how an aquatic weed problem was solved. R. Alt reported (continued on page 42)
energy and environment
problem-solvers

FITCHBURG CHIPMERS
"NO FLYWHEEL" design assures extra fuel economy and safety. Fitchburg Chippers reduce brush, tree prunings, limbs, and slab wood waste into convenient-size chips for landfill purposes or mulch use. Three models with log handling capacities to 8", slab wood to 14" width.

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Ideal companion equipment for use after chip-making operation. "Best Quality" Rotary Broom Sweepers for existing and new tractors and loaders make short work of final cleanup. Hydraulic drive, control and lift.

For More Details Circle (142) on Reply Card
Gary Strome (left) receives the "Seedsman of the Year" award from the Oregon Seed Council at the Seed League meeting. Fenn Emerson, manager of seed division of Pacific Supply Co., made the presentation.

A groundskeepers at Bellengrath Gardens near Mobile, Ala. is fertilizing one of their large, valuable trees with Jobe's Tree Food Spikes. This new method uses a spike about the size of a railroad spike but is solid 16-8-8 fertilizer and is driven into the ground under the dripline.

The University of Tennessee held its Fifth Annual One Week Winter Short Course in Turfgrass Management at the Knoxville, Ellington Plant Sciences building facilities January 21 through 25, 1974, under the direction of Dr. Lloyd M. Callahan, Associate Professor, Department of Ornamental Horticulture and Landscape Design. Those in attendance, from left to right, front row: Reg Jellicorse, Eugene Miller, Lloyd Callahan, Chandler Hancock, James Breeding; second row: James Kirkley, John Petrie, Bob Wicker, Harold Baldwin, Jr., Sabina Totty, Larry Cromwell, George Huston, Art Mulwitz, William Fisher; third row: William Neal, David Hooper, Don Schmitt, Felix Kosinski, Steve Nunan, John Floyd, Kenneth Garland, Elmer James Miller, Dennis James; and back row: Matthew Keith, Hugh Goodman, Jimmy Cagle, Daniel Kaltreider, Robert Emerson, Randall Lantz, John Beatty, Richard Medlen, Bob Seaman and Mike Ressler. Present but not shown in photo was Gary Seaman, Charles Eblen, Mike Holt, Mark Halcomb, George Hofstetter and Don Wilson.

H. B. Musser Turfgrass Foundation research grant is presented by Warren Bidwell, Congressional CC (left) to Dr. J. L. Starling, head of Penn State's Agronomy Department at Penn State's Turfgrass Conference, 1974.