The three advantages of advertising when almost everyone is hiding.

1. Your company stands out.
   A very comprehensive study,* covering 26 years of data from 1947 to 1973, shows that companies who don't cut advertising during a recession year do better in sales and profits than those who pare their budgets.
   And when sales rebounded, the non-cutters rebounded a lot better than the cutters did.

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<td>Maintained budgets in 1970 &amp; 1971</td>
<td>100</td>
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<td>Cut budgets in both 1970 and 1971</td>
<td>100</td>
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2. Your brand stands out.
   A McGraw-Hill survey of their business magazine readership indicates that a company's advertising can affect a company's reputation. Some of the reader comments:
   "If I didn't see their ads, I would begin looking for a second source of supply because I'd consider them a dying organization."
   "I feel that a strong ad indicates strong management."
   "I buy from someone who advertises... it spells quality to me."

3. Your salesmen stand out.
   An article published in the Harvard Business Review ("Industrial Advertising pays off," Harvard Business Review—March-April, 1970) shows that sales costs are reduced when a strong advertising program supports a sales program. The total cost of selling to groups exposed to advertising often drops by 10% to 30%.
   On the other hand, the non-advertiser stands at a serious disadvantage in a well-advertised market. His cost of selling to groups exposed to his competitors' advertising may actually increase 20% to 40%. This isn't a happy thought in times when you're selling less.

*For a copy of this study entitled "How Advertising in Recession Periods Affects Sales," send $1.00 to American Business Press, 205 East 42 St., New York, 10017.

American Business Press
The Association of Specialized Business Publications.
Announcing the all new
Ross SUPER
Tree Stakes

Here's great news you can stake your professional reputation on!

The ROSS Super Tree Stakes, with their pre-measured once-a-year formulation work on trees, evergreens, shrubs and bushes. Our high food value formulation 16-10-9 plus Iron and Zinc, helps promote fast, healthy growth.

These all-purpose stakes will help you cut costs, too . . . Each case of 160 stakes is enough to feed over 35 3" diameter trees. One application of this quality formula usually lasts all season.

Made to the exacting standards Ross Daniels, Inc. is noted for, these new stakes can be used either spring or fall, whenever time is most available to you and your crews.

Simple and easy to use, you just drive three Stakes for every 2" of tree trunk diameter into the ground at the tree drip line. Water does the rest, carrying plant food to the feeder roots.

Be sure to ask for ROSS Super Tree Stakes. Available at your regular Ross distributor or write:

Ross Daniels, Inc., P.O. Box 430, West Des Moines, Iowa 50265

Sawdust treatments
Continued from page 34

the soil is rototilled to a depth of about seven inches and sown to rye, soybeans, or other suitable catch crops. The crops are plowed under before they are hardened. Now the soil is ready to reduce the loss of applied fertilizers and the toxicity of eradicants. At the end of the growing season the beds are ready for seeding tree crops or transplanting nursery stock.

This treatment has increased soil organic matter content about one percent (10 to 12 tons/acre on the experimental plots). This increase in the supply of humus will stretch nurserymen's fertilizer dollars, and increase the safety of using pesticides, and improve the quality of the planting stock.

The researchers checked to see what effect the treatment had on soil fertility. They found, using a rye catch crop, that the ammoniated sawdust produced a 300 percent increase in biomass over the adjacent control areas.

The bottom line, or the total cost of the treatment is about $120 per acre. This seems high, but a considerable part of this expense goes in as soil enrichment in nitrogen and phosphorus, something nurserymen must apply anyway. And, considering nursery crops' value of $40,000 to $120,000 per acre, the cost is small.

Occasionally, resistant sawdust, cold temperature or lack of moisture may delay sawdust decomposition and depress the growth of catch crop. However, application of a solution of 250 pounds of ammonium sulfate or 150 pounds of ammonium nitrate per acre will correct the deficiency.

Reprints of articles are available on request. Write to the editor, WEEDS TREES & TURF, 9800 Detroit Ave., Cleveland, Ohio 44102.
FYLKING IS A SHOO-IN!

0217® brand Fylking Kentucky bluegrass, the famous Swedish beauty, stands out because of its many improved qualities. An outstanding feature is fast germination, rapid growth that makes sod lifting possible sooner than other varieties. Superior density of rhizomes and root system makes an almost impenetrable sod that helps strangle weeds, prevents invasion.

Purity is a prerequisite. Fylking Kentucky bluegrass contains no annual bluegrass (Poa annua), bentgrass or short-awned foxtail. Fylking is your guarantee of physically pure, genetically true seed.

Fylking Kentucky bluegrass seed costs less than most other elite bluegrasses. Fine-textured, brilliant green turf from early spring to late fall, Fylking is more drought, disease, traffic, heat, cold and smog resistant. Low-growing, low-mowing characteristics result in fine professional golf tees and home putting greens; can be mowed low as 1/2-inch.

0217® brand Fylking Kentucky bluegrass is a shoo-in for first choice in any lawn seed mix. Specify the Swedish beauty, Fylking, at your local wholesale seed or sod distributor.

Fylking produces multiple branch rhizome and root systems and an abundance of leaf tillers growing more parallel to the ground.

FYLKING KENTUCKY BLUEGRASS

U.S. Plant Patent 2887
Another fine, quality-controlled product of Jacklin Seed Company.
Hydrology, U.S. Grant Promotes Study of Ohio Mining (ns) ............... Sep. 64
Hyperodes Weevil, Supers Get News Update On (ns) ............. Sep. 63

I
IRS and Tax Law (gn) .......... Jul. 4
IRS Sets Off Trade Show Tremors (ns) .................. Jul. 60
Illinois Superintendent Gives Thoughts on Show (ns) .......... Jun. 48
Imeson International Industrial Park Receives Florida Nurserymen and Growers Award of Excellence (ns) .......... Mar. 52
(Insect Control) Use Dormant Oil Sprays to Control Aphids, Scale (nf) ......... May 48
Insect-Tree Relationships in an Urban Environment by David G. Nielsen (fa) .... May 19
Insecticide Introductions Growth Process of Gypsy Moth (gn) .......... Jul. 4
(Insecticides) EPA OK's Sevin 4 Oil Carbaryl (ns) ............... Oct. 44
Insurance Claims for a Bark-Injured Tree (ns) .............. Mar. 54
International Harvester Co. Profit Slump in 1st Quarter (ns) Apr. 80
(International Shade Tree Conference) The Focus Was on Trees . . . and More Trees (cr) ... Sep. 24
(Irrigation) How to Handle a Water Shortage (fa) ................ Apr. 10
(Irrigation Systems) It's a Jungle Out Here (fa) ............... Nov. 38
Iowa Superintendents, 42 Turf Conference Next Month (cr) ... Feb. 35

J
Japanese Beetle Parasite Found in Northeast (fa) .............. Apr. 18
Japanese Beetle Parasite Found in Northeast U.S. (ns) ............ Jan. 38
Japanese Beetle Program, Federal, Will Terminate in October (gn) May 5
Johns-Manville, New Sprinkler Test Facility Operated by (ns) ........ May 50
Johns-Manville Plans Center in New Jersey for Service (ns) ...... Apr. 76
Johns-Manville's Ag-Turf Division Expands Irrigation Line (ns) .... May 54
Kickback Selling a Question in Industry (ns) .................. Feb. 30
Kuivanen Purchases Wind King Mfg. Company (ns) ............. May 51

L
Lakeshore Equipment Honors Three Top Salesmen (ns) ............. May 50
Landscape Association Names Five Design Award Winners (ns) .... Apr. 60
Landscape Awards, Seven Washington Area Firms Get (ns) ........ Sep. 63
Landscape Contract, Getting From Government Explained (ns) ....... Feb. 30
Landscape Contractors Form Wisconsin Chapter (ns) ................ May 8
Landscape Fees the Subject of an Industry-Wide Survey (nf) ....... Feb. 42
Landscape, Garden Clinic in Louisville (ns) ..................... Feb. 40
Landscape Pests, Control Program Developed for Highway (ns) ... Mar. 50
Lansing adds Dollars to Home Property Value (ns) ............. Jun. 9
Lawn-Boy/Pioneer Salesman Wins Indiana Sales Award (ns) ........ May 51
Lawn Expert Book Published by Paul Voykin May 54
Lighting Destruction, Protect Trees From (nf) ......... Sep. 19
Lincoln BLP, EPA Approves New Pesticide to Treat DED (gn) ......... Jul. 4
Maintenance Costs, Golf Course, Up Nine Percent in 1975 (ns) .... Jun. 6

Malpass Chosen President of GCSAA in Minneapolis (cr) .......... Mar. 24
(Maryland Arborist Association) Magic, Myths and Misconceptions by Walter E. Money (fa) ......... Feb. 44
Maryland Turf Association Publishes Sod Directory (ns) ............. Jun. 6
Medicap Meetings, Four (nf) ................................ Mar. 58
Melnor Turf Names New Florida Sales Agency (ns) ............. May 8
Merchandising Is the Key for Fresno Custom Applicator (fa) ........ Apr. 42
Michigan Nurserymen Meeting Set for Saginaw (ns) ............ Jun. 48
Midges for Weed Control (nf) ................................ Sep. 26
Midwest Turf Foundation Officers (ns) ....................... Apr. 72
Mole Crickets, Control of, In Bahiagrass Explained (ns) .......... Apr. 80
(Mole Crickets) Six Turf Pests (fa) .......................... May 13
Monsanto Announces Herbicide Facility Expansion (ns) ......... Jun. 9
Mower Rules, Possible New, Could Raise Unit Price (ns) ........ Feb. 33
Mowers, Battery-Power, Bent Greens, Early in Chicago (ns) ......... Jan. 42
Mowing Affects Turf, How, by Thomas L. Watschke (fa) ...... Apr. 22
Mulching Made Easy (nf) .................................... Sep. 26

N
(NAA) Arborists' Bob Felix, Traveling Tree Man (fa) ............ Jul. 17
NAA Management Seminar Set Next Month in Chicago (ns) ........ May 54
National Arborist Association New Officers (cr) ............... May 7
Nelson is New President of Landscape Contractors (ns) ......... Apr. 61
New Jersey Turf Expo Draws 700 in Second Year (cr) ......... Mar. 32
New Jersey Turfgrass Association 1976 Officers and Board of Directors (cr) ......... Mar. 32
New York State Arborists Elect Wickey as President (ns) ........ Apr. 68
Nitrogen Sources for Turf Fertilization (fa) ............. Feb. 24
Northrup Announces Reduced Quarter Earnings (ns) ..... Feb. 50-A
Noxious Weed Act of 1976 (gn) ................................ Jun. 4
Nurseries Miss Bigger Sales, Merchandising Experts Say (ns) ....... Mar. 68
Nursery Businessmen, Researchers Urged to Work With (ns) ...... Mar. 55
Nursery Grower Industry is Booming Across Texas (ns) ........ Feb. 34
Nursery Management Seminar is July 25-30 in Colorado (cr) .......... May 7

OSHA, An Agency in Disarray, Ready for a Major Overhaul (ns) .......... May 59
OSHA and EPA, Ever-Increasing Intrusion May Be Unconstitutional (gn) .......... Mar. 6
OSHA Fines to Golf Courses Handed Out by Inspectors (ns) .......... May 6
Ohio Reclamation Symposium is Aug. 9-12 in Wooster (cr) .......... Mar. 55
(Ohio Turfgrass Conference) Big Business in Ohio is Green Business (cr) ........ Jan. 22
Oregon Grass Seed Growers Threatened by State Law (ns) .......... Feb. 50-B
Ornamentals, Woody, Visual Symptoms of Copper Toxicity On (fa) .... Jul. 58
Outboard Marine Corporation Announces 1975 Earnings (ns) .......... Feb. 50-A
Outboard Marine Corporation, Dun's Review Names as Best-Managed Company (gn) ......... Feb. 8
Over Seeding By Helicopter (fa) ............ Nov. 8

46 WEEDS TREES & TURF/DECEMBER 1976
Manhattan Perennial Ryegrass has those desirable characteristics long sought in a turf grass. Consider these data facts in your turf program:

- Superior fast establishment.
- Long term performance.
- Depth of crown assures better recovery from turf damage, greater wear tolerance, holds better under short mowing.
- Good density...more competitive with unwanted weeds and grasses.
- Less thatch development.
- Maintains vegetative tillers.
- Performs better in fall, later in spring and summer.
- Resistant to brown patch.
- Dark green color.
- Deep rooted, requires less water.
- Fine leafed.

Manhattan fine leaf perennial ryegrass is the versatile grass. Excellent for golf tees and fairways, parks and athletic fields, home lawns. Developed at Rutgers University, New Brunswick, New Jersey, grown in Oregon under rigid certification and quality control.

For more information write:
Manhattan Ryegrass Growers Association
1349 Capital N.E.
Salem, OR 97303
Distributed by:
Whitney Dickinson Seeds, Inc.
52 Leslie Street
Buffalo, N.Y. 14240

“TURFTYPE” PERENNIAL RYEGRASS

“The Versatile Grass for Professional Use”
How much change does our American Economic System need: A lot? A little? None?

The more we all know about our system and how it works, the better we can decide what to preserve, what to change in the years ahead. That's why this special booklet has been prepared. Every American ought to know what it says. For a free copy, write: "Booklets", P.O. Box 1887, New York, N.Y. 10001.

Massey-Ferguson has expanded its line to include the new MF 1655 garden tractor powered by a two-cylinder, 16 hp, 40.3 cu. in. engine. Standard equipment includes head and tail lights, Timken wheel bearings, 3 1/2 gal. fuel tank, and gauge wheel adjustment for mower weight. The MF 1655 offers a 12 volt battery and disc braking on the transaxle to supplement hydrostatic braking within the transmission.

Federal Brass Mfg. announces its new Ferti-Blast gun, designed for easy distribution of granular or pelleted material like fertilizer. The unit uses no water or tank — just a portable air compressor and truck to carry the material. The Ferti-Blast gun can spread material up to 75 feet.

SOLO U.S.A. now offers the SOLO 425 Jetpak sprayer with a spray wand weighing only about three ounces and "welded" at the joints with industrial strength resin to increase useful life. The SOLO Jetpak hand-operated unit is the first manual sprayer manufactured without metal or rubber parts to contact chemicals. The spray wand is made of strong glass fiber reinforced resin with either flat or hollow cone nozzles.