

Veteran sprayman
 Charlie P. Johnson, of Charlie P. Johnson Spray Co., Inc., Miami, a familiar figure whenever CAs get together, gives a disease's diagnosis to a questioning homeowner, as Dr. Evert O. Burt and Dr. Gene C. Nutter wait for additional questions from the curious crowd.



continuing cost analysis of the entire business operation, and pointed out that one of the biggest items of business operation often overlooked is the overhead costs. "This is where most businesses fail to properly assess their production costs."

Speaking about advertising and its application and use to the small businessman, Curtis Millen suggested that there were six approaches to follow in setting up an advertising campaign:

1. Is this for an immediate effect or a long range program?
2. Is it sensibly planned from financial and timing aspects?
3. Is it carefully budgeted to take advantage of the best rates for desired accomplishments?
4. Is it designed to find and reach the potential customer?
5. Does it keep the name of the firm and the product constantly before the public?
6. Is it good, responsive advertising that does not get off base?

"By studying advertising done by many types of businesses represented in the turf industry, we've found that these businesses often have a great need for information and education," Millen revealed. "This would lead to a general upgrading of their advertising approach to potential customers."

With the number of capable men involved in turf, Millen said, a good, solid advertising program could help upgrade not only their own individual businesses, but the entire turf industry as well. Agreeing with Dr. Royer, he also suggested that consultation services of advertising agencies be used.

After the business clinic was over, the Exhibit Hall, with exhibits in 56 booths, was opened. As in the field demonstrations,

exhibits contained the whole spectrum of turf supplies.

Evening program on May 3 consisted of an informal reception, dinner, and dance, with much time spent in table-hopping, conversation, and relaxation.

Exhibits were open to the general public as well as registrants on Saturday. More than 300 people toured the hall and participated in the rotating lawn clinic, which lasted for six hours and featured a constantly changing panel of experts from every segment of industry, plus the University of Florida and the Florida Experiment Stations and Extension Services. Homeowners asked questions on every subject of lawn care, maintenance, growth, diseases, and insects, and a few even brought in patches of turf from their lawns to learn the solution to their problems.

At the conclusion of the lawn clinic, which ended the Second Annual Trade Show, both the contract applicators and members of the public who were present were enthusiastic about this session, and plans are being made to open this part of the Trade Show to the public again next year.



One of the nearly 300 contract applicators who registered for the Second Annual Florida Turf-Grass Assn. Trade Show was Walter Ferguson, president of the Florida Horticultural Spraymen's Assn., whose group meets later this year.

Book Review

Concepts of Forest Entomology

by Kenneth Graham, Reinhold Publishing Corp., 430 Park Avenue, New York 22, N. Y., 1963, 388 pp., \$9.50.

Practical uses of theoretical information about the detrimental effects of insects in forests is offered in the latest of Reinhold's biological books, *Concepts of Forest Entomology* by Kenneth Graham.

Long associated with forest management, both in industry and at the University of British Columbia, author Graham has assembled some 935 references which attempt to depart from the usual texts on forest entomology.

Placing emphasis on principles of entomology as related to forest management, rather than simple identification of trees and insects which attack them, *Concepts* takes an economic tack. Proper evaluation of damage will give indications of what trees can be saved for marketing, a chapter on economic evaluation shows.

Insects are not treated superficially; rather, in-depth discussion on the pest and the manner in which it damages trees, whether by boring, leaf mining, or root chewing, gives the student of forestry a sound basis upon which to determine causes of timber loss. A table is included which sets forth the principal insects found in forests and what part of trees they damage. This makes damage detective work simpler.

Ground-based and aerial application devices, formulas of commonly used pesticides, and various methods of treatment are part of the large chapter on applied control, and should be useful to any operator offering tree spraying, whether in a forest or not.

Although *Concepts* contains easily read, informative material, readers will slow their speed when presentations of mathematical determinations for damage and loss analyses appear.

An academic work with a refreshing, practical slant that pinpoints the study of entomology in the scheme of forest management, *Concepts of Forest Entomology* will be useful to most outdoor spraymen.