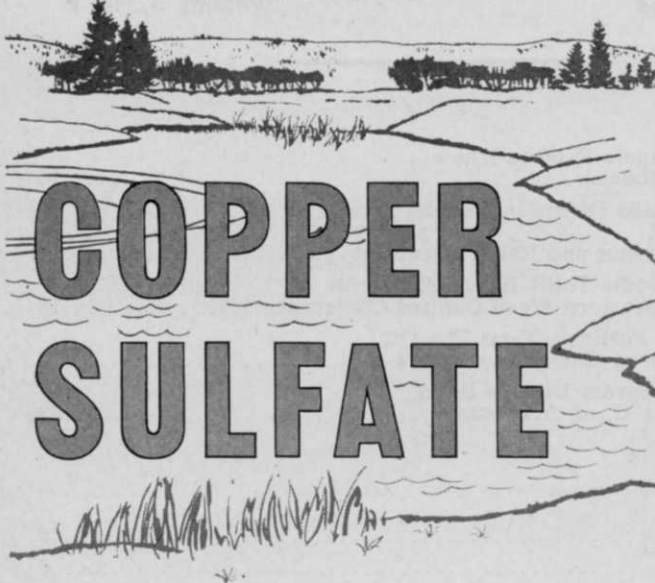




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Battle Royal

ELSEWHERE in this issue is a news story which reveals the acquisition, by U. S. Borax & Chemical Corp., of the Reade Manufacturing interests.

USB spokesmen say the move will enable the giant firm to offer coast-to-coast contractual weed control for railways, and will also permit the more thorough marketing of weed control chemicals.

What this means for the local weed controller is obvious. More and more industrial complexes, taking note of the dynamic growth of urban/industrial vegetation management, are reexamining their sales policies, and at least half a dozen *major* chemical manufacturers are in a position to offer contract applications.

This is as it should be. Nevertheless, it means a battle royal for the local operator, who must now pit his energies and his wits against the smooth and powerful mechanics of corporate organization.

Personalized service, a will to serve, and knowledge of local peculiarities are just a few advantages the small firm has to offer. Of course, there are disadvantages too, but we feel there's a place for both kinds of operations.

We are convinced the USB move augers well for the entire industry, since it is a profound expression of confidence in all our futures. We welcome them to the ranks of "contract applicators."

Everybody Talks About It

We were talking with the executive secretary of the National Arborists Association, Dr. Paul E. Tilford, recently when the subject of safety records came up. Not that arborists are any more guilty than some other types of readers; but it is true that the industry shows great concern about what is apparently a less-than-perfect safety record.

Safety is like the weather, anyway, but in this case it *does* help when everybody talks about it: in fact, that's one way to get better results in safety programs.

Company managers must constantly be thinking about safety records, and this concern should be expressed in frequently held staff meetings so foremen and crew supervisors will know their superiors are worried about the wasted time, and needless pain, of accidents which could have been avoided.

Every company president knows that lost-time accidents are translated into lost profits; then the loss ratio is compounded by increased insurance and state compensation rates. This is a simple, obvious, undeniable fact.

Yet accidents persist.

We recommend that managers and workmen alike take a close look at how they do their jobs this year, and so end the needless waste of on-job accidents.