

Magazine Staff Changes Announced



Art Edwards

Gene Ingalsbe

A new editor for WEEDS TREES and TURF magazine began his duties with this May issue. He is Gene Ingalsbe, formerly managing editor of publications for Farmland Industries of Kansas City, Mo.

Ingalsbe, 39, has some 15 years' experience in farm and newspaper reporting. He is a graduate of the University of Missouri's School of Journalism. He assumes the editorial responsibilities of Art Edwards, who has been editing WTT since it was purchased by The Harvest Publishing Company of Cleveland in early 1967.

Edwards remains as Editorial Director and will devote more time and effort to market research and participation in the industry on both WTT and its companion magazine, PEST CONTROL.

Since WTT has become the property of The Harvest Publishing Company, circulation has been built from 10,000 to 33,000 on a controlled basis to serve the entire vegetation care and control phases of the non-crop horticultural industry.

Trimmings

CAMPUS ANTI-BUSINESS attitudes have become serious enough that three top industry leaders are attempting to do something about the problem. The focus of concern is business' presumed indifference to current social problems. While students have directed their wrath primarily at the corporate giants, businesses of all sizes and nature would do well to take note of the problem and to review their public relations efforts in the communities in which they operate. The industry leaders, H. D. Doan, president of Dow Chemical Company, Russell DeYoung, chairman of Goodyear Tire and Rubber Company, and Robert W. Galvin, chairman of Motorola, have established a dialogue with students through 48 campus dailies across the country. The executives are personally answering student charges in an attempt to bridge the apparent communications and credibility gaps with students.

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PRESERVATION OF HISTORY isn't something you quickly think of as being a contribution of weed

killers. Nevertheless, a good example came to light recently. Those persons responsible for caring for the Roman Colosseum have noted that weeds had begun to inflict damage. Growing between the bricks and fissures between stone and marble blocks, the roots of weeds reached quite deep and expanded, causing some stones to split. A chemical weed killer from the U.S.—tested to be sure it would not stain the stones—was brought in this year to rescue the picture post-card arena.

Another enemy seems to be the motor car. Traffic vibrations are thought to have an effect on the amphitheater's artificial foundations set in water. Growing concern over slowing the deterioration of the Colosseum may hail back to the seventh-century philosopher who warned:

"While the Colosseum stands, Rome will stand. When the Colosseum falls, Rome also will fall. But when Rome falls, the world will also fall."

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WHICH TO USE? liquid or dry fertilizer? Forget about the difference in effectiveness, advises Dr.

C. B. McCants, soil scientist at North Carolina State University. "My advice is to compare the two types of fertilizer on the basis of guarantee of the form and content of nutrients, cost, and convenience."

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THE LASER, that amazing high-intensity light beam, may one day help you kill weeds. It has been fighting, with promising results, the toughies of the weed legions—those that clog ponds, waterways and ditches, such as alligator weed, water-hyacinth and watermilfoil. The U.S. Corps of Army Engineers is testing the laser to control water weeds at the Army Missile Command's Redstone Arsenal at Huntsville, Ala. The laser "not only destroys floating plants, but also kills those that are submerged by upsetting the enzyme systems inside the plants," says R. A. Scott, Jr., office of the Chief of Engineers. Yet the laser produces no harmful effects to fish, wildlife or water quality, says Scott. It is not dangerous to use, "although you could get a sunburn from it," he adds. The beam may be projected by equipment mounted on a boat or helicopter, he says.