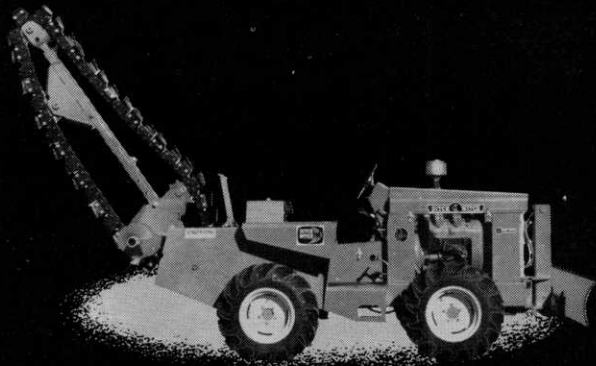


# The Professionals

**TRENCHING EQUIPMENT  
FROM 7-HP TO 60-HP . . .  
BUILT BY PROFESSIONALS  
FOR PROFESSIONALS !**



**V30** the 30-HP unit from Ditch Witch can dig up to 1,200 FPH at depths up to 6', widths to 12". It features four-wheel-drive, four mechanically-selective digging chain speeds, plus reverse, and full hydraulic control. While trenching, travel speed is controlled hydraulically, allowing full mechanical power to be used independently for selective digging chain speeds. Positive hydraulic power steering allows V30 to trench straight or on a curve. Attachments are available, including backhoe, vibratory plow and boring units.



**R60** the most powerful Ditch Witch with 60-HP performance and full hydraulic control convenience. The R60 can trench up to 2,000 FPH, at ranges up to 7' deep, 2' wide. It features four-wheel-drive, four mechanically-selective digging chain speeds, plus reverse. While trenching, travel speed is controlled hydraulically, allowing full mechanical power to be used independently for selective digging chain speeds. The R60 does it all — trenching or backfilling, it has no match! A full line of attachments is available, including backhoe, vibratory plow and boring units.

## DITCH WITCH

CHARLES MACHINE WORKS, INC. • 100 ASH ST. • PERRY, OKLA. 73077

### EDITORIAL

## *Pesticides or Suicide? Perhaps, the Way We Talk*

Two efforts to give a positive swing to the pendulum of public opinion about chemicals are worth reporting.

If anything needs to be banned right now, says Dr. E. P. Sylvester of Iowa State University, it's "pesticides" — the word, that is. The term has acquired an undeserved shady reputation, as have a number of other good English words, for one reason or another.

It is time, he believes, to "accentuate the positive and eliminate the negative," to borrow a phrase from a song popular during World War II.

How does Dr. Sylvester speak of ridding farm fields of weeds and insects? He advises using "Crop Protection" chemicals.

Now why didn't we think of that approach before?

Environmental purification is the national hang-up at the moment. Yet the makers and users of chemicals have thought that's what they were trying to do all along — preserve and improve that which is desired and beneficial; eliminate that which is noxious or unwanted. How then did the chemical image get on the dirty side of the fence?

Publicity of damage from chemical misuse was a big factor, to be sure. But perhaps an unconscious factor was terminology.

Classification names of chemicals focus on the negative means rather than on the constructive end results. To wit: herbicide, pesticide, fungicide, insecticide, rodenticide, and endlessly on . . . a language syndrome of kill, kill, kill.

The industry has done a better job of brand-naming specific compounds. For the most part, the names have tended to be brief to aid recall, yet they carry a hint of something scientific. Is there room for improvement?

One chemical compound comes to mind that seems to be named perfectly for the times. It's benfen. Note that the word connotation is good.

Perhaps it would be worth thinking public relations twice as environmental chemicals are named and talked about.

A second effort to publicize the contributions of chemicals is contained in a non-commercial film put together by the Du Pont Company. It tells the weed control story on Washington state highways.

It's an excellent film. Scenes show how beauty is achieved, how safety is increased through reduced driving hazards from fire and smoke, how crews are trained and operate, how maintenance costs are reduced.

The film is keyed to the interests of civic groups, conservationists, agricultural students, or really most anyone.

Copies will be made available on an extended loan basis to weed specialists, agriculture instructors, highway maintenance engineers, and film libraries. Requests should be addressed to Public Relations Department, d-5082, Du Pont Company, Wilmington, Del. 19898.

More films like this one are needed — with one added ingredient: drama, to arouse emotion favorable to chemicals. Scenes are needed to counter the shock of seeing hundreds of dead fish, or the grotesque forms of dead birds, or the "terrifying cloud of death" spewing from a spray plane.

What the public needs to see is a malaria-stricken child, a pest-riddled crop field, the tragedy of a refinery or warehouse fire that started in dry weeds, the agony of an automobile accident caused by an obstructed crossroad, some of the innumerable crises that could develop with a power failure caused by trees breaking power lines, the disaster of a train wreck from a weed-infested and weakened roadbed or a burned-out trestle. Then there are always the rats.

Overly dramatic? Perhaps. But this is the very technique a Montreal television station, CTV, used recently to substantiate its show title, "Pesticides or Suicide." Facts were exaggerated, some claims completely false, projections absurd, but the emotional impact contrived against pesticides was superb.

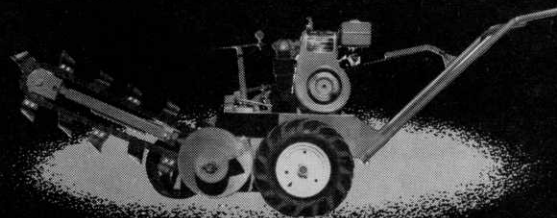
Ironically, the film was shown the second night of a gathering in that city of the best minds of two countries on the subjects of pesticides and herbicides — some 600 members of the Weed Science Society of America. Though the meeting site had been selected two years in advance, the television station somehow missed the opportunity to find out the real story about pesticides. It didn't even send a reporter to cover the meeting.

What's worse, perhaps, is that this editor asked at least a dozen WSSA members if they had seen the TV report. Only one had . . . and that may indicate another problem in itself.

*Gene Ingalsbe*

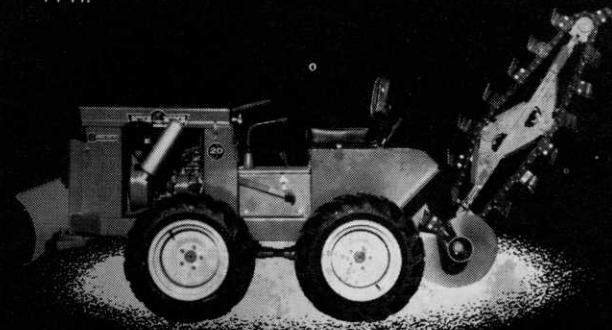
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## HANDLEBAR SERIES

Easily maneuvered, ideal for working in close quarters. The C-Series is available with 7-HP or 9-HP engines and can dig up to 2' deep, 6" wide. So compact it can be driven through a standard yard gate. The M-Series comes with 9-HP or 12½-HP engines with a digging range up to 5' deep, 12" wide and offers three digging speeds, plus reverse. Both the C and M are completely self-propelled. Patented planetary gear-reduction unit gives mobile speed range up to 3 MPH for moving around job, digging capabilities up to 400 FPH.



**J20** is an 18-HP, four-wheel-drive unit which can dig up to 900 FPH in ranges up to 5' deep, 12" wide. It offers three mechanically-selected digging chain speeds, plus reverse, and has hydraulically-controlled boom, backfill blade, steering and travel speed control. While trenching, travel speed is controlled hydraulically, allowing full mechanical power to be used independently for selective digging chain speeds. Designed to operate at full engine RPM providing full power efficiency for trenching. Can be equipped with boring attachment.

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