Trimmings

ADVERTISING PAYS DIVIDENDS. Take the case of the G.I. in Viet Nam who saw the current Sabre Saw Chain ad which features a SABRE gal reaching for another saw. He wrote that, "I hadn't heard of your saw chains before but the girl pictured caught my eye. Keep them coming. Out in the boonies you don't see that type of female. It made the sun break through the rain for a moment."

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ARBORISTS ARE ADVERTISING or at least that's the case for the American Society of Consulting Arborists. This young organization of experienced arborists is finding themselves in court on a regular basis — as technical witnesses. There's a great demand for their services to set the cost of damage claims where trees are removed, legally or otherwise. They are finding excellent response from association ads in LAWYERS WORLD and the AMERICAN BAR ASSOCIATION JOURNAL.

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FEWER PESTICIDES ARE BEING USED IN THE EAST, particularly to fight gypsy moth. In New Jersey alone this year, the infested area is about 200,000 acres according to that state's department of agriculture. The Department reports that two consecutive years of heavy defoliation of oak will kill from 30 to 60 percent of the trees, depending on site conditions. And the USDA reports that "gypsy moths defoliated more than 800,000 acres of woodlands in the northeast last year. This more than tripled 1969's defoliated acreage and is six times the amount of damage caused in 1968." End of quote.

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EUTROPHICATION is a 5-syllable word that a short time ago was exclusive property of ecologists and plant biologists. It means "nourishment," and especially applies to the feeding of algae floating like green scum in lakes and streams. Rutgers plant biologists are studying this so-called happening, about which they admit there is little precise knowledge to date. When phosphates and nitrogen compounds from detergents, fertilizers, industrial emissions, municipal wastes and other sources enter the water, the algae "blooms," then decays. Oxygen is depleted, and fish kill begins with the slowing down of the natural decomposition of organic matter. Copper sulphate has ben the standby control for years but the scientists, with luck, hope to measure nitrogen and phosphate levels, and seek solutions.

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WE COULD BE STARVING WITHOUT PESTICIDES if we were at 1930 levels of production when they were not in use. At that time the average yield of corn per acre was 27 bushels. Today, the average is 95. The increase is not all due to use of pesticides, but they have played an important role in keeping down disease, insects, and weeds so that the chemical fertilizers could perform.

Penn State Developing New Soil Test Method

Penn State University soil scientists are developing a new method for soil testing. It will determine soil requirements — or excess nutrients — for each nutrient element.

The new test, according to Dr. E. Baker, soil chemist, will utilize a chemical solution which, when perfected, will contain the minimum amounts and balance among elements required by plants. Removal of ions from the solution by soil will indicate the need for fertilizers at a given time. The amount of each ion removed, Dr. Baker states, from the solution by the soil will show directly the requirements for a particular nutrient.

Elements being analyzed include nitrogen, phosphorus, potassium, calcium, magnesium, manganese, iron, copper, zinc, and sulfur.

The new procedure will be helpful in using waste products as fertilizers. Soils, water, and crops must be monitored constantly to insure that the quality of each does not decrease. If the new method proves superior to present soil analysis systems, it may be used routinely in five years.

The chemical solution must be perfected to the point where it will always contain minimum concentrations of the essential nutrient ions found in the soil and needed for maximum crop production. Consideration must be given to differing tendencies of various ions to be absorbed or held onto by soil particles. Once this procedure is perfected, the new approach will be ready for calibration.

K-State Offers New Hort-Therapy Curriculum

A new curriculum in horticultural therapy is being offered at Kansas State University at Manhattan. It is being done in cooperation with the Menninger Foundation.

Horticultural therapy, the reasoning goes, can involve patients in practical work in plants and plant production where jobs are available. The study leads to a bachelor's degree in agriculture.

Comment

News Item: Nurserymen and gardeners of Torrance, Calif., recently gave top soil, ground cover, trees, and shrubs valued at $40,000 plus, plus their own labor to landscape the newly built Memorial Hospital in that city. Landscaping material was the gift of the nurserymen, labor came from the Gardeners Assn.

Quotable Comment from a Businessman: "Nurserymen have donated the plant material, and somehow have managed to scrounge up enough 'free' labor to complete the landscape construction phase of the local hospital. This to the tune of $40,000! Big Deal!

"Now, I have a question. How was the rest of the project accomplished? Did the brick layers donate their time and material? How about the plumbers, electricians, steel workers, etc.?

"Of course, we all know the answer. It is the poor, nieve, nature-loving nurseryman, who can't afford to pay his help a decent wage because we are an agricultural enterprise, who places such a low value on his goods and services that he is willing to donate them for any worthy cause that comes along.

"It is high time that the people in our trade realize that we are operating a 'Business', not a benevolent organization, and that our goods and services have a definite value and must be paid for. Why do we insist on perpetuating the thought that our goods and services, somehow, are of less value than those of other trades?

"If we do not wake up to this fact, we will always be second class citizens in the business world. Edwin E. Smith, President, Smith Tree & Landscaping Service, Inc, Lansing, Mich.