



## Government News / Business

New environmental laws that saw legislative action in 1972 will have impact on your business in 1973. Three Acts which fill EPA Administrator William D. Ruckelshaus' quiver with barbed arrows include: The Federal Noise Control and Abatement Act of 1972, The Federal Water Pollution Control Act Amendments of 1972, and The Federal Environmental Pesticide Control Act of 1972.

The Federal Trade Commission has taken issue with three manufacturers of environmental protection chemicals (EPC) for deceptive or unfair safety claims in the advertising of their products. It charges that advertising for an EPC is deceptive unless the manufacturer includes warnings that appear on the label. FTC will also buy the statement, "This product can be injurious to health. Read the entire label carefully and use only as directed." FTC's position is that any product which contains the skull and crossbones on the label must also have the skull and crossbones on all advertising.

If you do EDITH like I do EDITH, the world would be a safer place. Exit Drills In The Home (EDITH) could reduce the number of deaths from fires drastically. Check your home for secondary escape routes, escape ladders from second floors and smoke detectors. Drills should be practiced until each person is capable of exiting safely.

Several cities around the country have been slapped with a building moratorium in an effort to solve waste disposal problems. The crisis is particularly evident in Florida. But research underway points strongly to the feasibility of discharging treated effluent over farmland through a sprinkler irrigation system. The effect is that plants and other vegetation absorb the nutrients. Animals feeding on the plants thereby complete the nutrient cycle.

David T. McLaughlin, president of The Toro Company, has charged that service is industry's most neglected aspect of management. Speaking before the National Association of Service Managers, he placed part of the blame on his audience for not presenting their case more aggressively and persuasively to management. The consumerism movement has dramatized management's "blind spot" towards service, he said. Some think consumerism is a fad that will go away. "It's not," he declared. "It's inevitable, enduring and, to a large extent, a creature of our own making." He offered four principles as a guide: make service everyone's business; make service profitable, as a marketing tool in a positive sense; and give to service its deserved recognition as a profession.

Chemical ecology is receiving more than just a little attention. A non-profit organization called Terra Society has been formed to fill the need of the scientific community, the media and the general public for a comprehensive and authoritative source of information in the broad area of chemicals and their effects on the environment. The two key functions of the organization are research and development, and education and dissemination of information. Of particular interest to the "green industry" is the available information on pest control to specialists in the areas of public health, agriculture, environmental sciences and other professionals. If you need information, contact the Society at P. O. Box 110, Mt. Prospect, Illinois 60056.