

Like a fire in muck ground, the DDT episode has continued to smolder ever since the Environmental Protection Agency banned nearly every use of the insecticide in 1972. But events within the past 60 days have fanned the cinders into a small blaze that has every hope of reversing the EPA decision. The crux of the situation lies in the fact that the pine tussock moth in the upper northwest forests cannot be controlled.

Until a few months ago, EPA's first line of defense against DDT use in forests was a gut belief that a naturally occurring virus would cause tussock moth numbers of decrease. In addition, EPA officials in Washington—a great distance from the problem—have spread the word that substitute chemicals were being used.

Evidently these substitutes and the natural virus have not been too effective. Those who have seen this year's devastation have been appalled. In October, Interior Secretary Rogers C. B. Morton pledged his efforts to obtain DDT to fight tussock moth outbreaks on the Colville Indian Reservation in northeastern Washington. He said he would try to convince EPA Administrator Russell Train to allow the use of DDT on Indian lands.

Secretary of Agriculture Earl L. Butz addressed

the Society of American Foresters in Portland, Ore. in late September. He mentioned the devastation of the infested area. "No one can tell me that either nature or man is better off for this insect epidemic," he said.

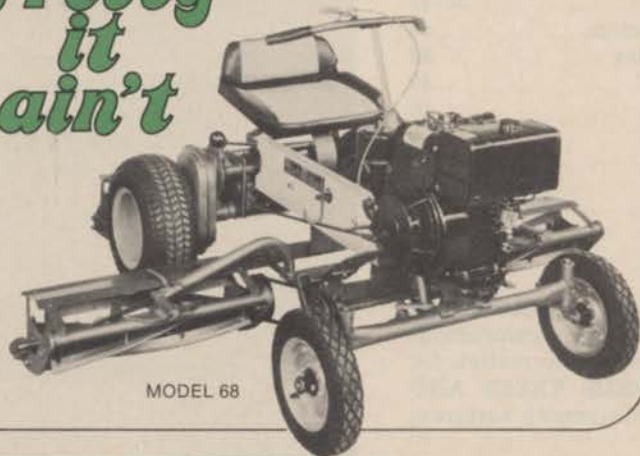
"The dying forests there are reminders that we were a little precipitous in banning the only effective control method before we had found effective substitutes," Secretary Butz said. "This is a classic case in which an emergency outraced the development of the substitute, leaving the forest completely unprotected in the interim."

He too extended his full support to seek "approval from the Environmental Protection Agency for making DDT available . . ."

A third big gun to enter the picture is a new book "The DDT Myth" by Rita Gray Beatty, a California housewife with a background in journalism and public relations. She points out that much of the damning "evidence" used against DDT was based on poor science, inept observations or downright deception. Her book is written for the layman, but is presented as a convincing defense plea for continued DDT use.

There is little doubt that this issue will pro-
(continued on page 37)

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Good public relations is an essential part of every business, especially service-related ones. Many tree service operators fail to take full advantage of the opportunities they have to get good public exposure and reap the sweet rewards.

When was the last time you read something complimentary about *your* organization in your own local newspaper? Is the general public in your community familiar with and aware of who you are? If not, here is how you can make them aware of you, and what to do so that the next time they think "Tree Service" they will think of you, automatically.

The "lecture circuit" is one of the best ways to establish the fact that you know what you're doing when it comes to trees. You prepare a couple of ten or fifteen minute talks on "Preserving Your Trees," "Trees and Ecology," or any other current tree topic and make it known to local clubs and organizations that you are available for free any evening to deliver the talks.

An effort? Yes, it is.

But it pays off handsomely in new jobs and you will be getting the kind of customers you want.

Besides you will most likely have little or no competition on the lecture circuit.

Another way to effect the same thing is to offer a Tree Expert Column to local newspapers for free with



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By Hank Harvey Jr.

Liberty, South Carolina

the condition that you can use the closing line, "For more information about your trees you may call the Tree Expert at (your phone)."

This is an easy deal because all you do is write about 100 words each week about anything concerning trees . . . what is a girdling root, why trees need feeding, what is Dutch Elm Disease etc. Once again you establish yourself as the local tree expert in the eyes of hundreds, perhaps thousands, of potential customers.

One more way you can gain good will and status for your business in the eyes of the public is to take advantage of any and every newsworthy situation.

Rescuing a cat from a tree with your bucket truck? Call the newspaper and tell them what's going on and they'll probably send a photographer, because that's news!

Take pictures of anything interesting (black and white is best and even a good color picture will make it in most local newspapers) and make sure they show your equipment in use preferably with your company name showing somewhere.

Make them available to the local media immediately.

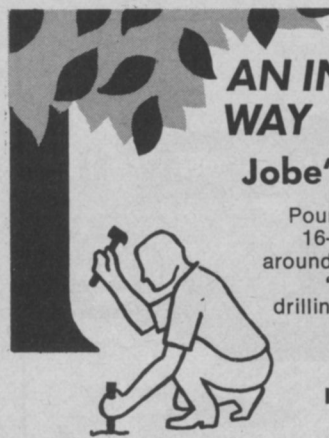
Whenever a new tree disease is rampant or even a to approach let the newspaper seasonal insect attack about pers and radio stations know about it. Be sure to tell them what they can do for prevention or treatment, es-

pecially if it is something you can do for them, professionally.

One clever tree man in a large Eastern city did his bit for ecology by "recycling" hundreds of Christmas Trees with his brush chipper and giving the mulch away free. Estimated cost to him (on a slow winter day) about \$40-\$50.00 at the most. But he got a big one-half page write-up in a two million circulation newspaper plus great good-will with all the local municipalities and no telling how many new private customers. All in the name of Good-Will.

EDITORIAL (from page 6)

vide controversy throughout the winter. EPA will certainly take considerable time to analyze data collected this year. The best course of action is continued pressure by the political heavies and strong support through organizations such as the International Pesticide Applicators Association. It could well be that the pine tussock moth may be the Achilles heel of EPA.



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Dr. Richard C. Back (r) of Union Carbide Corporation is the recipient of the 10th annual L.S. Hitchner Service Award. Charles O. O'Brien (l) of the National Agricultural Chemicals Association (NACA) makes the award. Dr. Back is Washington representative on agricultural chemicals for Union Carbide. He is also chairman of the regulatory committee within NACA.