

## trimmings

**NOTHING FOR SOMETHING . . .** that' what two enterprising Soviet bottlers hit upon. They decided to save money (and rook the Russian consumer) they would leave out the fruit flavor in making bottled fruit juice. Then they'd pocket the money earmarked for buying the fruit. Not exactly a cat and rat story, because when the Kremlin discovered the ploy, the bottlers were executed. Moral: the head comes off when the flavor is gone.

**AMERICAN BUSINESS PRESS** recently engaged the services of a research firm to investigate the effectiveness of advertising undertaken by industrial firms. A few of the conclusions drawn from the survey are: Advertising creates product awareness and as a result can and does generate sales. The cost per sale can be significantly reduced via business paper advertising. Companies which maintain their advertising in recession years do not suffer as severe a let-down as those who curtail their advertising. There is no overall formula that tells management when to increase or when to decrease the ad budget. Nor is there a formula which will absolutely predict the return to be expected on a given advertising investment.

**LET'S SAY IT ONCE** and make it stick. Research conducted by Penn State University shows that plants usually take up essential nutrients as inorganic forms. Thus, if soil nutrients are applied in organic form, the nutrients must first be converted to inorganic form in the soil before being absorbed by plants. This means that plants produced on organically-fertilized soils are not necessarily of higher nutritional quality than plants grown with the use of inorganic fertilizers.

Caution: Penn State says that this does not suggest that organic material is of no value. Quite the contrary. Organic fertilizers improve soil characteristics such as water-holding capacity, tillability, and rain absorption capacity. Applying waste materials to the soil provides a means of recycling waste to improve environmental quality.

**RAINFALL** contributes an average of 6.47 pounds of nitrogen per acre each year in an area where annual precipitation is about 30 inches. So

says Gerald E. Schuman a USDA soil scientist who has recently reported these findings from a two year study. Thus if your crop happened to be corn, the amount of nitrogen in rainfall would be approximately two-thirds of the soluble nitrogen in runoff from a watershed, assuming the crop was fertilized at the recommended rate of 150 pounds of nitrogen per acre.

**TIME LOST** to accidents involving tree pruning, trimming, spraying and repair continues to increase in Ohio. In 1973, tree branches caused 13 reportable accidents and power saws accounted for 5. Added to this were other miscellaneous injuries for a total of 25. In 1972, the record was a total of 8. Slips or over exertion shot up by 61 percent to 23, while being struck by moving objects increased by 68 percent to 34. Isn't it time that we started putting into practice the safety slogans hanging on the workshop door?

**TAKE NOTE BEFORE ACTING** is the advice of a local bowling lane operator and his advertising agency. Seems that 15 months ago an ad man and a bowling alley employee hit upon an idea to help small businessmen. They offered to sell advertising space on the bowling alley score sheets. The business booster busted. Delay after delay was incurred in receiving the score sheets after the advertising was sold. The ad contract had no provisions for delays or non-delivery. If you enter into this type of contractual arrangement for display advertising, have your attorney check over the contract before signing.

**WEIGHT AND FUEL ECONOMY** work inversely to each other when it comes to your car. As weight increases, fuel economy goes down. Optional equipment is another limiting factor. Fortunately, the wise folks at EPA have attempted to un-complicate the complicated. They've issued a short bulletin "miles per gallon" that gives guidelines to all new prospective auto purchasers. You can also obtain a copy of the test results for 1974 cars from EPA by writing: Fuel Economy, Office of Public Affairs, U.S. Environmental Protection Agency, Washington, D. C. 20460.

**PRUNE NO MORE** is the word from the British. A new patented chemical applied on certain street trees such as European limes, poplars and London planes stops unwanted growth for a full 12 months. This is what Burts and Harvey, Ltd., who manufacture Burtolin, claim. They report that 10 years of testing have produced no adverse affects. In fact, they claim that repeated applications over several years greatly improved the appearance of trees.

**SHADES OF CHURCHILL**, those fellows at Burts and Harvey, Ltd. have another labor saver. This one is called Regulox W. It slows down the rate of growth of turfgrass. According to the manufacturer, the chemical reduces grass cutting to as little as once a year. Improved Regulox W has been undergoing intensive testing for the last three years. Already several leading local authorities in the north of England have used the chemical and have achieved substantial savings — up to 80 percent.

## Clever Chart Tells All

Wall charts can be one of the best educational devices available for teaching members of your labor force. They provide a replay of information learned in courses or textbooks, and they make the person reading them an instant expert on the subject of the chart.

A new wall chart is now available from the agricultural division of Ciba-Geigy Corporation. It's called "Insects That Sting." It provides illustrations and descriptions of the insects which most commonly cause serious allergic reactions in humans. Included is a description of each insect, where it is most commonly found and how to identify and treat its bite or sting. It also includes valuable information on identifying and treating allergic reactions to sting, reducing the chances of being stung, safely removing insect nest and a special section on avoiding mosquito bites. Ouch!

Dr. Richard L. Miller, extension entomologist at Ohio State University and medical entomologists Margaret A. Parsons and Dr. Richard L. Berry of the Ohio Department of Health, prepared the text and chart.

Up to ten copies of "Insects That Sting" are available at no cost by writing to: Agricultural Division, Ciba-Geigy Corporation, ATTN: Betsy Wood, P.O. Box 11422, Greensboro, N.C. 27409.