

APPLICATION *(from page 21)*

cations with 2,4,5-T and adhere to the restrictions of the USDA and VDA, EPA, and OSHA as to application near ditch banks, lakes and streams and close to buildings.

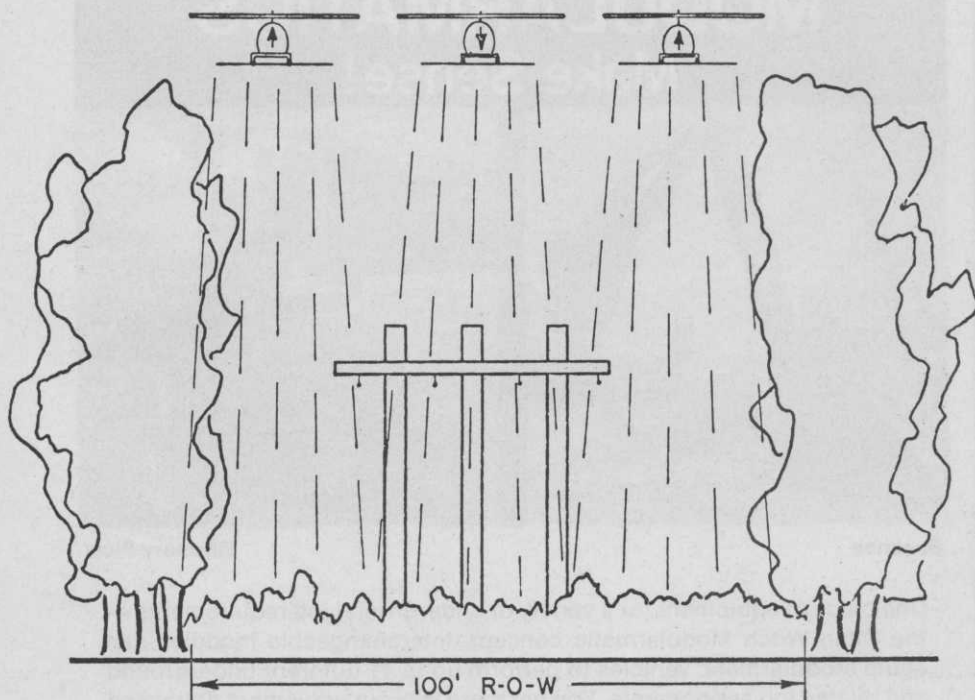
Because of the need for good public relations and the fact that the foliage of brush turns brown after spray treatment, it is advisable that no brush **over four feet in height** should be treated with foliage spray. The preferred treatment of brush and shrubby growth **over four feet should be cut first**, then given basal spray control, thus avoiding unsightly brown foliage and public criticisms.

Calibration of Aerial Sprayers

Calibration of helicopter sprayers — Actual output per acre of aerial spray rigs is of utmost importance as with any method of pesticide application. The delivery at ground level of a predetermined amount of liquid per acre is not easy to accomplish, especially in uneven terrain where utility lines are at various heights from the ground.

Each type of aerial spraying equipment performs differently and the pilot should be thoroughly checked out with each type as he would be with different types of aircraft. For instance the width

(continued on page 36)



This is a typical profile of a cross country line 44 KV or higher.

PRINCETON

EQUIPMENT FOR THE SOD INDUSTRY

(Ask the Man Who Owns One)

PRINCETON MFG. CO.

2625 Johnstown Road, Columbus, Ohio 43219

Tel. (614) 475-8520

International Harvester Continues Merging Efforts

Pay Line Division of International Harvester has entered Phase II of its program to merge all divisional marketing efforts into one integral organization with consolidation of construction and industrial equipment sales forces.

The consolidation, to be implemented between now and the start of the 1976 fiscal year on November 1, completes the merger which was begun last year, explained J. L. Adams, Division marketing vice president.

"At that time we combined all the marketing departments, except sales," he said. "We did this deliberately because we did not want to disrupt the on-going relationship between our sales people and the distributor organization during the merger and centralization at Schaumburg of all other marketing functions.

"We were cognizant of the fact that this step — Phase II — would have to be taken as soon as we, and our distributors, were ready to assimilate it. That time is now."

Under Phase II the country has been divided into eight regions, with a Pay Line sales force in each responsible for the sale of the entire line of International industrial and construction equipment.

"We will have a mutuality of territory with no duplication of efforts for both product support and sales," Adams said. "The boundaries of the new sales territories are almost identical to those of our Product Support regions and this will result in all-around better sales and service for our distributors and their customers."

Under the new concept J. P. (Jim) Brady, former Industrial Equipment sales manager, and T. C. (Tom) McGonigle, former Construction Equipment sales manager, become managers of equipment sales for the entire line. Brady and his organization will be responsible for the northern tier of states and McGonigle and his group will cover the southern and far western states.

K. R. (Ken Foster, formerly manager, General Product Sales, becomes assistant to the vice president, marketing.