

At last. Help is on the way.

Today, selecting business papers can fast become a very large headache.

It's no wonder when you consider that there are some 2,335 business publications to choose from. This mind boggling choice makes media selection both difficult and time consuming.

And what makes it even worse is that many of these publications are not even audited by either of the two well known auditing organizations. To be specific, only 867 or 37 percent of the 2,335 business publications are audited by either ABC or BPA.

A star to the rescue.

Soon, there will be a lot fewer headaches in media departments across the country.

On May 1, 1973 the American Business Press will take an important step towards simplifying the task of selecting trade and technical journals. And thus making it easier to separate the wheat from the chaff.

Members of this association of leading business publications will start to display a new brand mark: a star.



This star will make it easy for you to spot the publications that meet the association's stringent membership criteria. (Less than 30 percent of the 2,335 trade publications are eligible for membership.)

In order to be elected to the American Business Press a publication must (a) have its circulation audited by an independent, tripartite auditing bureau, (b) be independently owned and taxpaying, (c) agree to abide by ABP's Code of Publishing Practice.

In other words, the publisher must agree to adhere to the highest standards of business publishing. And be dedicated to the interests of his readers, not only to the interests of his advertisers.

Look for the star before you buy.

A majority of American Business Press members have agreed to put the star where you can find it easily.

Big enough for you to see it without your glasses.

By trusting your budgets to the business publications that wear the star, you'll know you're getting the most for your advertising dollar.

So, be on the lookout for the star. To make your search easier, we've prepared a pocket-size directory which lists all star-carrying publications. You can obtain a copy of this guide by writing to the American Business Press, 205 East 42nd Street, New York, N.Y. 10017.

Send for it. It's going to give you the help you've never gotten before. You might even be able to throw away your aspirin.





Pete Woodcock, city Forester for the Village of Scarsdale, N.Y. applies fungicide for Dutch Elm Disease. Earlier he treated 70 miles of roadside foliage and 125

GYPSY MOTH

(from page 29)

were excellent. Kroschel's 30 ft. white ash and 50 ft. silver maple were also plagued with inchworm until he used Dipel.

"Excellent results," he summed up. "I made certain to saturate the under and upper sides of the leaves, using from 200 to 300 lbs. pressure

with a power sprayer.

Fred Jorgensen of Palatine, Ill., is another Chicago-area homeowner who is pleased. "I don't like to use poisons," he said. "I'm always the first to try any ecological product."

He applied Dipel at the recommended rate to the four maple trees in his yard to halt the spread of inchworm. "It really does the trick," he said. □

Portable Bubble Displays Ready For Toro Dealers

Operating models, to display the performance characteristics of a new gear-driven rotary sprinkler head, are being shipped to distributors and dealers throughout the country by The Toro Company's Irrigation Division.

The portable, self-contained displays will be used to demonstrate how the Toro 300 Series Stream Rotor sprinkler head is capable of delivering accurate, large-area coverage at extremely low precipitation rates and reducing the cost of automatic irrigation systems.

The company expects to produce more than 100 display units for use in distributor and dealer showrooms and by installers at home shows and such other places as bank lobbies and shopping malls.

The unit consists of a plexiglass bubble enclosing a single stream rotor head connected to a fiberglass tank containing five gallons of water. The water is circulated through the head and back into the tank with an electric submersible pump.

The head was invented by Edwin J. Hunter.



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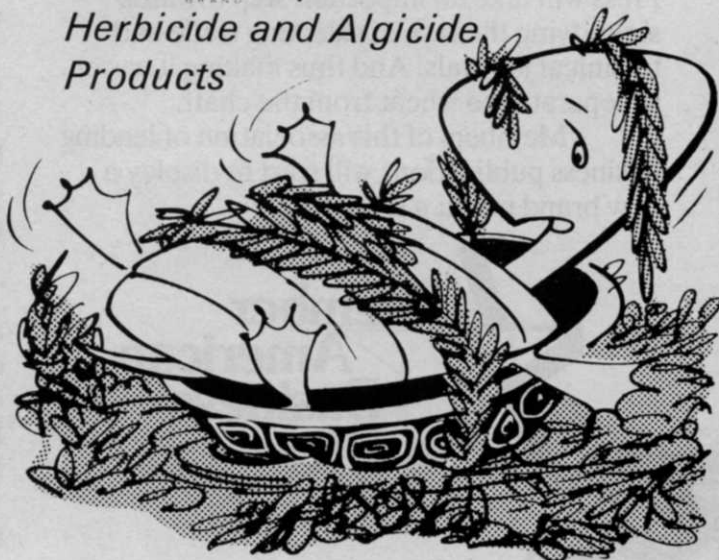
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The weed onslaught is just about universal.

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For utilities, railroads, highway departments, the petroleum industry and industry in general.

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trol that costly green tide—with Tandex® herbicide.

It's a urea-carbamate compound that gives outstanding extended control over a range of weeds and grasses.

But it's more than weed control.

It's brush control, too. If you've got to get rid of really tough brush and woody vines, Tandex gets the job done.

You can spray Tandex or apply it in dry granular form.

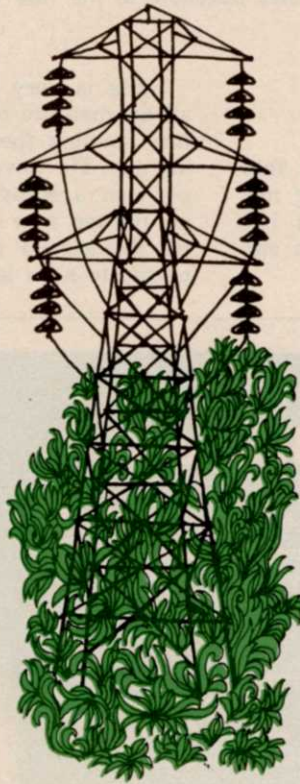
Either way you use it, you'll control that costly green tide.



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FOR RAILROADS



FOR UTILITIES



FOR ROADS

TANDEX

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Agricultural Chemical Division
FMC Corporation, Middleport, N.Y. **FMC**

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For More Details Circle (152) on Reply Card



This parking lots was treated with bareground herbicides to prevent weed growth. For general weed control, Lytle uses Daconate at the rate of three gallons per 100 gallons water.

SALES UP

(from page 26)

and then, unfortunately, find that I have lost interest in it. For me, the custom spraying business has always been a challenge. You can get as big as you want to."

Lytle is very careful to see that all his men are properly trained before sending them out on a spraying job. He never lets a new man perform a spray assignment alone, no matter how simple or routine. By the second year, a man is expected to have learned the basics of

the business quite thoroughly, although Lytle still personally supervises most of the work himself. "Turf jobs, especially, require a real professional touch," he cautions them.

For a large customer, like Proctor and Gamble's big Cincinnati plant, he maintains 54 acres of railroad tracks alone, in addition to actual plant areas and parking lots, which he keeps absolutely weed-free. For railroad track areas, Lytle uses the spot-kill properties of Daconate to prevent any damage to surrounding trees. During the plant's regular working week, it's almost impossible to take care of the track areas because of the constant railroad operations, so Lytle and Sons cover that big job—all summer long—on weekends.

In addition to Proctor and Gamble, Lytle and Sons use Daconate, or a tank mix of Daconate and Hyvar on other vegetation-kill accounts including such heavy Cincinnati-area industries as Pollack Steel, Millicron, General Electric and Ashland Oil. For these jobs, Lytle tackles everything from parking lots and fences to keeping river banks free of unwanted growth. He

(continued on page 36)

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Because we designed this self-propelled sprinkler with smaller irrigation operations in mind, settings may be easily adjusted by one man. And, Mini Boss requires no man hours on the trip!

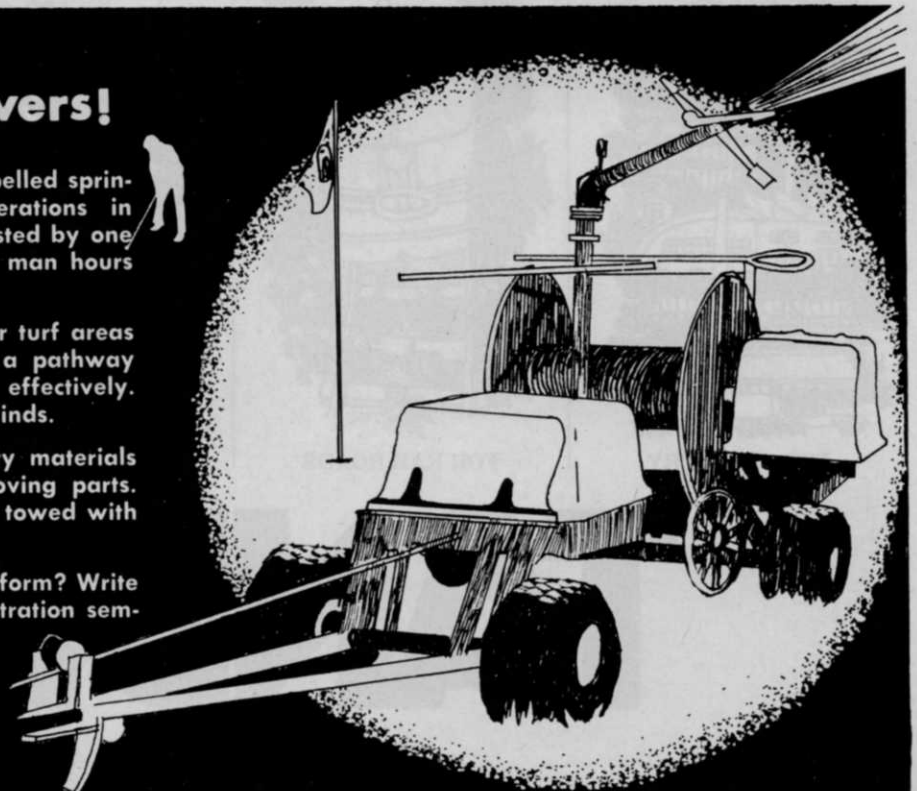
It's perfect for odd-shaped grass or turf areas and rough terrain, because only a pathway is needed for this unit to water effectively. Also, may be set for prevailing winds.

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No other single piece of underground construction equipment can do as many things as the Ditch Witch Combo. A fully-equipped Combo will trench, backfill and do backhoe, vibratory plowing and boring operations. Your operator can switch from one operation to another without adding or changing attachments.

The basic Combo comes equipped with offset digging assembly and vibratory plow; add additional modular components as you need them. Installation is fast, simple and requires no modifications of the basic vehicle.

Combos are available in three sizes ranging from 30- to 65-horsepower. Each give you all the proven Ditch Witch design advantages that have made Ditch Witch the leader in its field.

The best way to see what a Combo can do for you is to see it in action on your job. Name the time and place and Ditch Witch will be there. Compare the Combo with what others have to offer. We'll tell you now, though, the others will have to bring more than one machine to match our Combo's capabilities. Because the Ditch Witch Combo is in a class by itself.



Charles Machine Works
P.O. Box 66
Perry, Oklahoma 73077

SALES UP

(from page 34)

also handles spraying activities at a number of cemeteries. In addition, Lytle and Sons keep over 500 area billboards free of obstructing weeds and fast-growing vegetation and also maintain a large number of golf courses, swimming pools and tank farms. Recently, he sprayed a 6½-mile section of Interstate 75 near Cincinnati but doesn't plan to take on any more highway contracts.

One of the most unique aspects of

Lytle's operation is the cost of equipment. For most of the sterilization work, ordinary 55-gallon oil drums are used as spray tanks. "I use drums for two reasons," expounds Lytle. "First of all, they are cheap." Secondly, at the end of a use period, I can dispose of them and there is no expensive spray tank to clean out, repair or replace. Along with these bargain basement tanks, Lytle combines another cost saving innovation—his spray pumps. A Hahn 5-horsepower gear pump with a 15-gallon per minute capacity is used. Attached to this is a light ¾

inch, two-braid chemical hose.

In the final analysis, the key to Lytle and Sons' success seems to lie in Forrest Lytle's all-out enthusiasm to do an unconditionally first-rate job.

"A lot of guys have tried this business part time—but it's not a part-time business. Any job in this field—if it's worth doing—it's worth doing right."

Lytle's several hundred customers seem to agree. □

Water Hyacinth Nutrient Potential Explored

Complete removal of the water hyacinth and subsequent disposal in soil would alleviate the nuisance in affected water, lower the nutrient content of those waters, and benefit the receiving soil. This is the conclusion of two University of Florida researchers.

J. V. Parra and C. C. Hortenstine contend that the organic matter content of water hyacinths would improve the sandy soils in Florida. Characteristics such as structure, cation exchange capacity, buffering capacity and water holding capacity would be improved.

In addition, organic matter serves as a storehouse of macronutrients and micronutrients.

According to the scientists, water hyacinth is considered a major deterrent to water sports and water transportation in many parts of the world. The rank growth becomes particularly obnoxious in lakes and streams that are eutrophic. In Florida, annual costs for control of this weed amount to several million dollars.

Most control procedures are predicated on the use of chemicals which allow the hyacinths to become part of the debris and, thus, constitute a permanent sink for nutrients.

Speaking at the Weed Science Society of American meeting in Atlanta, recently, the scientists reason that nitrogen is of especial interest when an organic material is applied to the soil. The total nitrogen content of water hyacinths varies generally between one and two percent. However, the carbon/nitrogen ratio is probably of greater importance.

Normal soil has a C/N ration between 9 and 12 which is maintained at almost a fixed value. When organic matter with a C/N ratio greater than 12 is added to soil, microorganisms must draw upon the soil nitrogen in order to assimilate or absorb the added carbon.



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It's powerful. It contains 2,4-D, the standard, time-tested broadleaf herbicide that controls most common turf weeds. Plus Dicamba, to broaden its control to more than 100 species of weeds and woody plants.

It's fast. Silvex speeds up the whole weed-control process and gives you added,



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Ambler, Pa. 19002



Labor Cost Savings In Colorado

Nestled high in the Rocky Mountains, at the mouth of Boulder Canyon in Colorado, the Boulder Valley Public School District encompasses 45 schools, with a total enrollment of over 23,000. The district covers a 500 square mile area—nearly one half of Boulder County. A profusion of pine and spruce trees, typical of the mountainous region, beautify the campuses of all the schools.

Maintaining the grounds of this vast complex is the task of the school district's plant and auxiliary services department, who recently purchased a Wayne Brush Chipper to facilitate their growing problems of brush and tree limb disposal.

Working eight hour shifts, the department trims more than 25 trees each week. In the winter months they work extra hours to dispose of the brush and limbs felled by winter snow and heavy storms.

Clarence O. Britton, Director of the Plant and Auxiliary Services, says, "Before using our chipper, we had to haul tons of brush in bulky loads to the dumpsite, at a cost of \$12 per load — this in addition to the cost of labor to load the trucks. Now, using a dozer to make a pit area on our own property, we push the chips into the pit and simply cover them. Using a covered vehicle with a hoist, which the chipper itself blows into, it's simple to dump and begin cutting operations again.

"Our crew rates the safe operations of the chipper very highly, with the conveniently placed safety controls a definite advantage. They also appreciate its ease of maintenance and service, and especially ease and convenience in changing the cutting knives."

"It has been several years since a thorough trimming of brush removal program has been completed in our school district, he concludes. "Since purchasing our Wayne Chipper, we have completed a vast amount of work and effected considerable savings."

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For good looks throughout the entire growing season...excellent density...good disease resistance and tolerance to moderately close mowing, it's...MAN-MADE "Adelphi"... A FIRST IN TURF!

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SWSS REPORT

(from page 21)

whether man will learn to manage aquatic weed problems for his continued welfare.

The industrial environment segment of the symposium centered around remarks made by John H. Kirch, Amchem Products, Inc. He said that the total land acreage encompassed by the industrial category amounted to 538 million acres or about 25 percent of the total land areas of the U.S. "By far the largest segment, approximately 500 million acres, is in commercial forest land," he said. "Pipelines account for 3 million acres, railroads 2-3 million acres, electric and telephone rights-of-way 7 million acres, roadsides 15 million acres and industrial plant sites 10 million acres."

Economics plays an important part in controlling vegetation within industry. The risk of fire, the hazard of loss of communications systems, the ability to maintain pipelines or railroads — all share economics as a partner in getting the job done. Unwanted vegetation in these areas must be controlled or the cost of doing business will necessarily in-

crease.

Kirch cited specific cases where vegetation control is vitally important to industry. "If we are to at least maintain the status quo," he said looking to the future, "it is important that the programs that minimize the impact of this vegetation on our industrial environment be continued." He seconded the need for managers within this specific environment to tell the story of what more than 25 years of cost-conscious effort in vegetation management has done.

John A. Long, director, biochemical research, O. M. Scott & Sons told delegates that the urban environment consisted of an industry valued at nearly \$3.7 billion. Home lawn care alone accounts for \$3 billion, he said. Golf course maintenance costs are estimated at \$237 million annually, while cemetery maintenance amounts to \$360 million per year.

Weeds affect the urban environment in numerous ways. Long said that the most obvious was in aesthetic values. "The less obvious, but perhaps of greater magnitude, are in terms of impact on utilization, economic returns, effects on health of man and animals, and effective-

ness of land stabilization," he declared. "Chemicals utilized for weed control in the urban environment rank next to fertilizers in terms of quantities and value."

Other environments discussed in this symposium included pastures and agricultural crops.

In the daily section sessions, more interest was centered around aquatic weed control and industrial vegetation management than in past years. One only has to recall that as little as four years ago speakers in these sections were talking to nearly bare rooms. This year quite the opposite was true. It was standing room only most of the time. It reflects the change in interests of delegates. To a larger degree, however, it reflects an attitude change about vegetation management being only agricultural. The Green Industry with its arm wrapped around aquatic weed control is becoming better known. Opportunities are available. The future is exciting.

Take the sections on aquatic weeds, for example. Speakers presented topics ranging from tests on new compounds to how an aquatic weed problem was solved. R. Alt reported

(continued on page 42)



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organic nitrogen
The nitrogen that can be applied with the least danger of burning. No leaching either. Try it!



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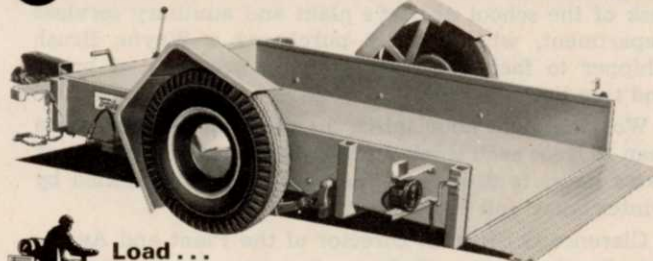
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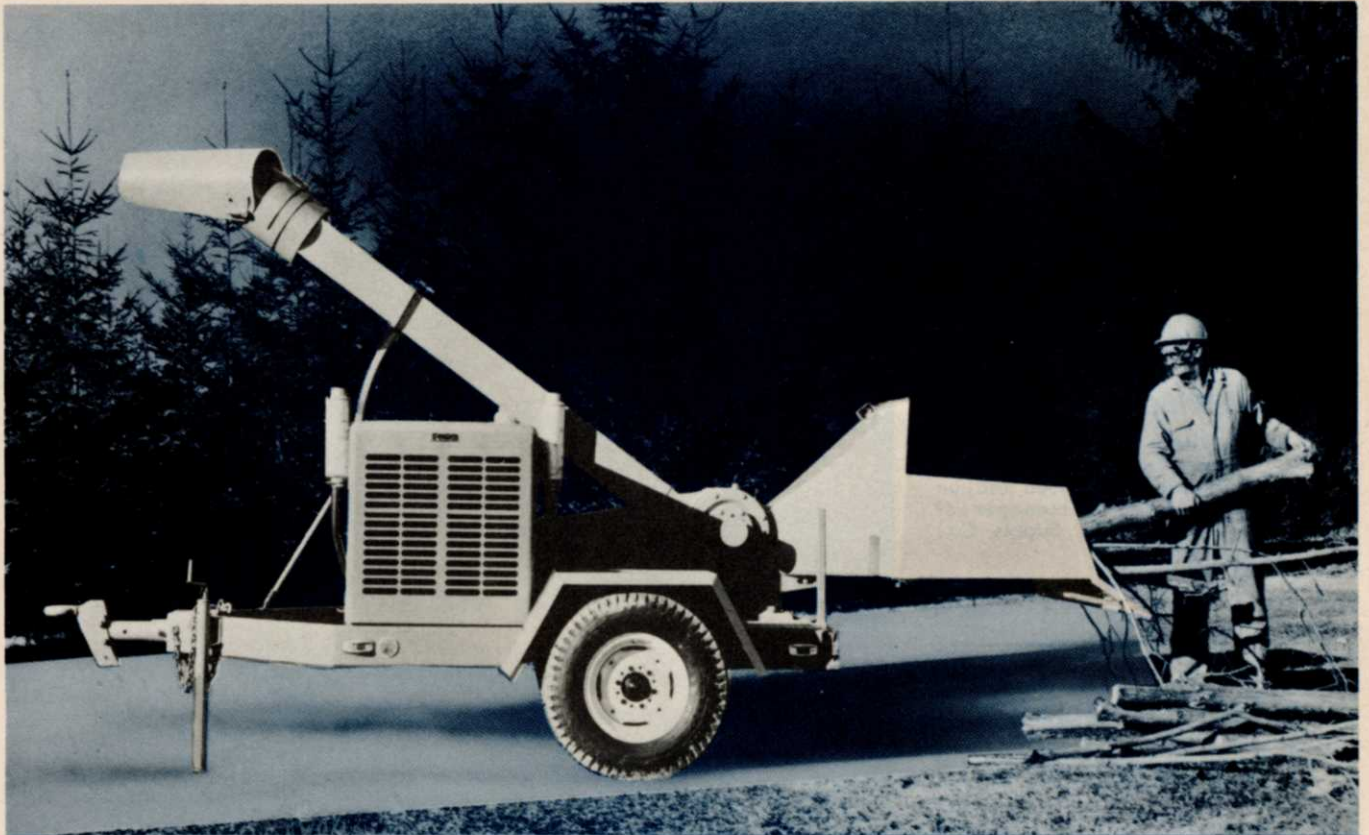
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Gary Strome (left) receives the "Seedsman of the Year" award from the Oregon Seed Council at the Seed League meeting. Fenn Emerson, manager of seed division of Pacific Supply Co., made the presentation.



A groundskeeper at Bellengrath Gardens near Mobile, Ala. is fertilizing one of their large, valuable trees with Jobe's Tree Food Spikes. This new method uses a spike about the size of a railroad spike but is solid 16-8-8 fertilizer and is driven into the ground under the dripline.

Green Industry Newsmakers

PEOPLE PLACES EVENTS



The University of Tennessee held its Fifth Annual One Week Winter Short Course in Turfgrass Management at the Knoxville, Ellington Plant Sciences building facilities January 21 through 25, 1974, under the direction of Dr. Lloyd M. Callahan, Associate Professor, Department of Ornamental Horticulture and Landscape Design. Those in attendance, from left to right, front row: Reg Jellicorse, Eugene Miller, Lloyd Callahan, Chandler Hancock, James Breeding; second row: James Kirkley, John Petrie, Bob Wicker, Harold Baldwin, Jr., Sabina Totty, Larry Cromwell, George Huston, Art Mulwitz, William Fisher; third row: William Neal, David Hooper, Don Schmitt, Felix Kosinski, Steve Nunan, John Floyd, Kenneth Garland, Elmer James James Miller, Dennis James; and back row: Matthew Keith, Hugh Goodman, Jimmy Cagle, Daniel Kaltreider, Robert Emerson, Randall Lantz, John Beatty, Richard Medlen, Bob Seaman and Mike Ressler. Present but not shown in photo was Gary Seaman, Charles Eblen, Mike Holt, Mark Halcomb, George Hofstetter and Don Wilson.

H. B. Musser Turfgrass Foundation research grant is presented by Warren Bidwell, Congressional CC (left) to Dr. J. L. Starling, head of Penn State's Agronomy Department at Penn State's Turfgrass Conference, 1974.

