

The three advantages of advertising when almost everyone is hiding.

1. Your company stands out.

A very comprehensive study,* covering 26 years of data from 1947 to 1973, shows that companies who don't cut advertising during a recession year do better in sales *and profits* than those who pare their budgets.

And when sales rebounded, the non-cutters rebounded a lot better than the cutters did.

Sales index of budget-cutters and non-cutters						
	1968	1969	1970	1971	1972	1973
Maintained budgets in 1970 & 1971	100	118	123	135	156	200
Cut budgets in both 1970 and 1971	100	111	109	111	122	145

2. Your brand stands out.

A McGraw-Hill survey of their business magazine readership indicates that a company's advertising can affect a company's reputation. Some of the reader comments:

"If I didn't see their ads, I would

begin looking for a second source of supply because I'd consider them a dying organization."

"I feel that a strong ad indicates strong management."

"I buy from someone who advertises ...it spells quality to me."

3. Your salesmen stand out.

An article published in the Harvard Business Review ("Industrial Advertising pays off," Harvard Business Review — March-April, 1970) shows that sales costs are reduced when a strong advertising program supports a sales program. The total cost of selling to groups exposed to advertising often *drops* by 10% to 30%.

On the other hand, the non-advertiser stands at a serious disadvantage in a well-advertised market. His cost of selling to groups exposed to his competitors' advertising may actually increase 20% to 40%. This isn't a happy thought in times when you're selling less.

*For a copy of this study entitled "How Advertising in Recession Periods Affects Sales," send \$1.00 to American Business Press, 205 East 42 St., New York, 10017.



The Association of Specialized Business Publications.

Announcing the all new

Ross ^{SUPER} Tree Stakes

Here's great news you can stake your professional reputation on!

The ROSS Super Tree Stakes, with their pre-measured once-a-year formulation work on trees, evergreens, shrubs and bushes. Our high food value formulation 16-10-9 plus Iron and Zinc, helps promote fast, healthy growth.

These all-purpose stakes will help you cut costs, too . . . Each case of 160 stakes is enough to feed over 35 3" diameter trees. One application of this quality formula usually lasts all season.

Made to the exacting standards Ross Daniels, Inc. is noted for, these new stakes can be used either spring or fall, whenever time is most available to you and your crews.

Simple and easy to use, you just drive three Stakes for every 2" of tree trunk diameter into the ground at the tree drip line. Water does the rest, carrying plant food to the feeder roots.

Be sure to ask for ROSS Super Tree Stakes. Available at your regular Ross distributor or write:



Ross Daniels, Inc., P.O. Box 430, West Des Moines, Iowa 50265

Circle 107 on free information card

Sawdust treatments

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the soil is rototilled to a depth of about seven inches and sown to rye, soybeans, or other suitable catch crops. The crops are plowed under before they are hardened. Now the soil is ready to reduce the loss of applied fertilizers and the toxicity of eradicants. At the end of the growing season the beds are ready for seeding tree crops or transplanting nursery stock.

This treatment has increased soil organic matter content about one percent (10 to 12 tons/acre on the experimental plots). This increase in the supply of humus will stretch nurserymen's fertilizer dollars, and increase the safety of using pesticides, and improve the quality of the planting stock.

The researchers checked to see what effect the treatment had on soil fertility. They found, using a rye catch crop, that the ammoniated sawdust produced a 300 percent increase in biomass over the adjacent control areas.

The bottom line, or the total cost of the treatment is about \$120 per acre. This seems high, but a considerable part of this expense goes in as soil enrichment in nitrogen and phosphorus, something nurserymen must apply anyway. And, considering nursery crops' value of \$40,000 to \$120,000 per acre, the cost is small.

Occasionally, resistant sawdust, cold temperature or lack of moisture may delay sawdust decomposition and depress the growth of catch crop. However, application of a solution of 250 pounds of ammonium sulfate or 150 pounds of ammonium nitrate per acre will correct the deficiency. □

Reprints of articles are available on request. Write to the editor, WEEDS TREES & TURF, 9800 Detroit Ave., Cleveland, Ohio 44102.

FYLKING IS A SHOO-IN!

0217® brand Fylking Kentucky bluegrass, the famous Swedish beauty, stands out because of its many improved qualities. An outstanding feature is fast germination, rapid growth that makes sod lifting possible sooner than other varieties. Superior density of rhizomes and root system makes an almost impenetrable sod that helps strangle weeds, prevents invasion.

Purity is a prerequisite. Fylking Kentucky bluegrass contains no annual bluegrass (*Poa annua*), bentgrass or short-awned foxtail. Fylking is your guarantee of physically pure, genetically true seed.

Fylking Kentucky bluegrass seed costs less than most other elite bluegrasses.

Fine-textured, brilliant green turf from early spring to late fall, Fylking is more drought, disease, traffic, heat, cold and smog resistant.

Low-growing, low-mowing characteristics result in fine professional golf tees and home putting greens; can be mowed low as 1/2-inch.

0217® brand Fylking Kentucky bluegrass is a shoo-in for first choice in any lawn seed mix. Specify the Swedish beauty, Fylking, at your local wholesale seed or sod distributor.




0217

FYLKING KENTUCKY BLUEGRASS

U.S. Plant Patent 2887

Another fine, quality-controlled product of Jacklin Seed Company.

Fylking produces multiple branch rhizome and root systems and an abundance of leaf tillers growing more parallel to the ground.



1976 Article and Author Index

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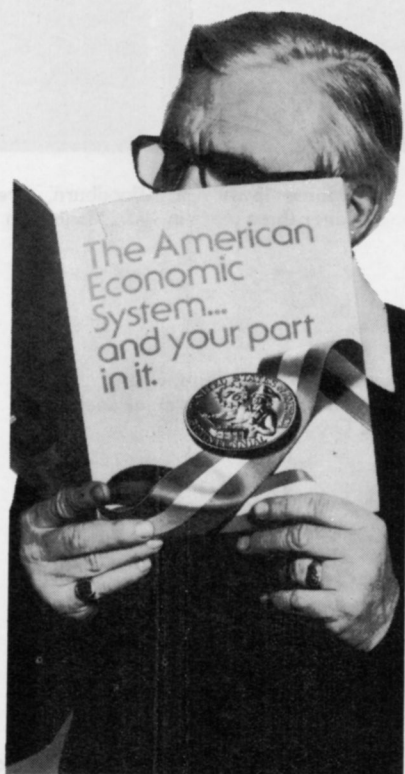
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