



Teeing off at Chemagro booth are Steve Begle, Ohio salesman for Chemagro, and Barbara Hendricks, Lakeshore Distributors, Cleveland, Ohio.

Dr. Butcher believes that the "natural" control offered by European predators and parasites may reduce the need for some of the costly chemical controls now being used. He already has cooperative research underway with scientists in several Western European countries.

Dr. Butcher will use part of the research grant to support the efforts of Dr. Hubert Pshorn-Walcher of the Commonwealth Institute of Biological Control, Delmont, Switzerland. Dr. Pshorn-Walcher will coordinate a search for predators and parasites in Switzerland, Germany, Austria and Yugoslavia and return promising species to MSU. Next fall he will travel to the East Lansing campus to assist with research and to lecture on biological control.

AAN Sales Campaign Widens Nursery Industry Markets

During the past few years, the American Association of Nurserymen has been busily and thoroughly planning a new, industry-wide sales development program. Primary objective of the campaign will be to sell more people on the pleasures and benefits possible through "creative" planting of nursery goods, says AAN.

Planning the sales development program began with a good, hard look at today's nursery industry, AAN reveals. Research studies by the group's Horticultural Research Institute and the Furst Survey Research Center, Inc. in New York City disclosed motivations leading to — and objections retarding — the purchase and use of plant materials. This extensive research led to conclusions regarding "target audiences" for the new sales campaign.

Advertising will appear in media from national consumer magazines to radio and newspa-

such as vermiculite, ground corn cobs, and peat, Waddington pointed out. The lightweight carrier, along with a relatively high nitrogen content, makes it possible to fertilize a given area with a relatively small weight of fertilizer and still have enough bulk for ease of spreading. Some research at Penn State, Waddington said, indicates that these lightweights may have a built-in safety factor, and present less of a burning hazard than normal weight fertilizers containing the same amount of soluble nitrogen.

1969 Officers Announced At Louisiana Conference

New officers of the Louisiana Turfgrass Association were announced at the group's annual conference, held at the University of Southwestern Louisiana last December.

The 1969 slate includes: presi-

dent — Marvin Perry, superintendent, Metairie Country Club; vice president — Pat Ardoin, superintendent, Oakbourne Country Club, Lafayette; secretary-treasurer — Dr. Lynn Deselle, USL assistant professor; executive director — J. M. Peak, USL associate professor.

MSU's Butcher Seeks Natural Control of DED

A special research grant has been awarded to Michigan State University by the Elm Research Institute to help find parasites in Europe that might control the carriers of Dutch elm disease.

Dr. James W. Butcher, MSU entomologist directing the project, has already released one species of French parasites (*Dendroster protuberans*) in Michigan and the northeastern U.S. to find out the effect it will have on the Dutch elm bark beetle.