



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, D. e. l. m. o. n. t, 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.

per to retail nursery and garden centers across the country. Two basic messages will be communicated: homeowners will be introduced to new concepts in outdoor living through creative landscaping; and the nation's corporations will be shown how "landscaping is good business."

Rather than confine its goals to just existing customers, the new program is designed to also reach those not yet in the marketplace for nursery products. Advertising will be directed at families with husband and wife between 18 and 62, whose incomes range upward from \$7500 and who live in their own homes. About 15 million American families meet these criteria and will, therefore, be the target audience of the program. If, as a result of the program, 10 per cent of these families spend as much on nursery stock next year as on color TV, industry sales would almost double, AAN projects.

Theme for the campaign will be "Plant a better place for living," with "how to enjoy it" being stressed more than "how to do it." Called the *Mood Zoned Lawn* concept, the new sales approach breaks down the home exterior into separate activity areas, such as "Tranquil Zones" — lawn areas surrounded by dense plants with space for a person to lounge in quiet beauty — and "Party Zones" — patio areas featuring festive plants.

The business and industry portion of the advertising program will be directed at about 68,000 firms employing 100 or more persons. These firms will be shown how landscaping pays off in terms of improved community relations and employee morale.

A special organization has been created to implement the national sales development program. Called "The Landscape Council," the group will be comprised of all AAN members who choose to join in the project. They will have available for their customers complete direc-

tions for the creation of Mood Zones, along with the necessary materials, equipment and assistance. They will also have at their disposal various campaign tie-in banners, posters, pamphlets, ad mats, etc. Enrollment of members in the Landscape Council will continue throughout the first several months of this year.

The sales development program itself is scheduled to begin in the early Spring of 1970, according to AAN. Wayne H. Dickson, director of the organization's public relations, has called the years of preparation for this project "a textbook study of how a trade association can help its industry grow."

Southern Cal Association Installs New Officers

New officers and directors of the Southern California Turfgrass Council for 1969 were installed on December 16, during the group's annual Christmas celebration in Burbank.

New president is Hugh G. McKay, sales manager for the Moist-O-Matic Division of Pacific Turf and Engine Co., Los Angeles. Other officers inducted were: 1st vice president — William S. Howlett, Cal-Turf, Inc.; 2nd vice president — Dave Mastroleo, Fox Hills Country Club; treasurer — Al Nobel, B. Hayman Co.

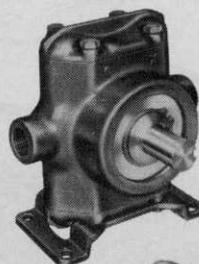
Newly installed directors were: Dr. H. Hamilton Williams, Los Angeles State and County Arboretum; Jerry Woffinden, Leisure World; and last year's Council president, Robert Scofield, Robinson Fertilizer Co.

One of the first actions taken by the new board of directors was the appointment of Mrs. Marie Trowbridge as Council Executive Secretary. Mrs. Trowbridge will serve all correspondence and be in charge of both the membership list and annual directory.

Hypro Pumps

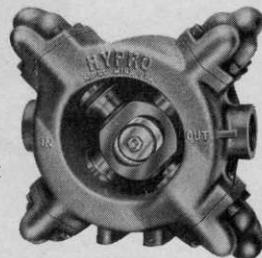
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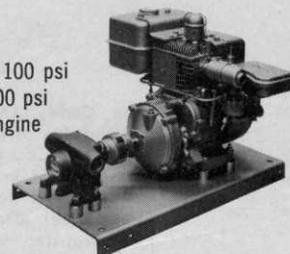
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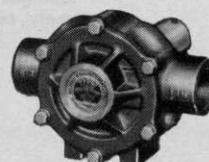


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