

ASSOCIATIONS FORUM

Deas of American Can to Discuss Selling at NFA Meet

J. Roger Deas, Atlantic Division of American Can Co., will discuss the importance of imagination and initiative to a sound marketing program at the fall meeting of the National Fertilizer Association. The meeting will take place Nov. 16 to 18 at the Atlanta Biltmore Hotel, Atlanta, Ga.



Mr. Deas, whose work with American Can is chiefly in the public relations field, was formerly research secretary to Chief Justice Earl Warren when he was Governor of California, and was associate consultant to the United Nations founding convention in 1945. He is a past president of the California Junior Chamber of Commerce.

Other speakers for the approaching NFA meeting were reported in *AG AND FOOD*, Oct. 14, page 955.

Pacific Fertilizer Conference in July

The fifth annual regional fertilizer conference for the Pacific Northwest will take place July 20 to 22, 1954. The conference will be held in Klamath Falls, Ore.

In addition to talks, there will also be field trips to the Klamath experimental area in the Oregon Experimental Station setup showing responses to minor elements on peat and mineral soils.

Panel Discussion on Agricultural Economics

A panel discussion on the subject of agricultural economics and their chemical implications will take place at a joint meeting of the AMERICAN CHEMICAL SOCIETY'S Division of Chemical Marketing and Economics and the Chemical Market Research Association.

The meeting is to be held at the Shoreham Hotel in Washington, D. C., Nov. 18 and 19. The panel discussion on agricultural economics is scheduled for Thursday morning, Nov. 19. Members of the panel are: Oris V. Wells, chief of the Bureau of Agricultural Economics, USDA, panel chairman; Sherman E. Johnson, assistant chief for Production Economics, BAE; Frederick V. Waugh,

assistant chief for Prices, Income, and Marketing, BAE; L. B. Taylor, head of the Office of Materials and Facilities, Production and Marketing Administration; and Shelby Robert, market development specialist, BAE. Moderator of the panel will be Philip H. Groggins, consulting editor of *AG AND FOOD*.

Other panel discussions will be on: business services of the Department of Commerce, business statistics and economic indicators, minerals for our chemical economy, statistics as a guide to industry planning and operations, foreign trade and investment, monetary and tax policies and programs, and review of NPA programs, status of certificates of necessity, and expansion goals.

Land Conservation Topic at Resources for the Future Meet

Utilization and development of land resources is the subject of one section of the Mid-Century Conference on Resources for the Future, which is to be held Dec. 2 to 4 in Washington,

D. C., at the Shoreham Hotel. The conference is to be divided into eight sections, others of which will be on competing demands for use of land, water resource problems, domestic problems of nonfuel minerals, energy resource problems, world resources, resources research, and patterns of cooperation. Sections will meet concurrently after a general session starts the conference on the first morning.

Two speakers at a dinner meeting on the first day will analyze the question of who should control the public lands.

Agronomists Invited to Tour Carlsbad Potash Mines

Five potash companies with mines near Carlsbad, N. M., have cordially invited members and guests attending the American Society of Agronomy annual meetings in Dallas, Tex., to tour their mines and refineries on Nov. 21.

United States Potash Co., Potash Co. of America, International Minerals & Chemical Corp., Duval Sulfur & Potash Co., and Southwest Potash Co. are cooperating in the tour.

Round-trip bus and plane transportation facilities from Dallas to Carlsbad are available at a greatly reduced fare for touring delegates. Complete tour information will be available at the registration desk in Dallas, Tex., the week of Nov. 15. Those persons interested in reserving transportation space now may contact the Executive Secretary, American Society of Agronomy, 2702 Monroe St., Madison, Wis.

Cereal Chemists to Hold 1954 Meeting in Denver

The American Association of Cereal Chemists has announced that its 1954 annual meeting will be held May 23 to 27 in Denver, Colo. Headquarters will be at the Cosmopolitan Hotel. Details of the program and guest speakers are to be announced later.

Canadian Weed Control Conference in November

The seventh Western Canadian Weed Control Conference is scheduled to be held Nov. 26 and 27 at the Macdonald Hotel in Edmonton, Alberta. The western section meeting of the National Weed Committee, which is made up of representatives of universities, agricultural colleges, and experiment stations, will be held concurrently.

CALENDAR

National Fertilizer Association. Fall Meeting. Atlanta Biltmore Hotel, Atlanta, Ga. Nov. 16-18.

American Society of Agronomy. Annual Meeting. Hotel Baker, Dallas, Tex. Nov. 16-20.

Soil Science Society of America. Annual Meeting. Hotel Baker, Dallas, Tex. Nov. 16-20.

World Congress for Milk Utilization. Statler Hotel, Washington, D. C. Nov. 20-21.

Western Canadian Weed Control Conference. Macdonald Hotel, Edmonton, Alta. Nov. 26-27.

Mid-Century Conference on Resources for the Future. Shoreham Hotel, Washington, D. C. Dec. 2-4.

Ohio Pesticide Institute. Seneca Hotel, Columbus, Ohio. Dec. 3 and 4.

Chemical Specialties Manufacturers Association. 40th Annual Meeting. Mayflower Hotel, Washington, D. C. Dec. 7-8.

Entomological Society of America. Annual Meeting. Hotel Biltmore, Los Angeles, Calif. Dec. 7-10.

American Association for the Advancement of Science. Annual Meeting. Boston, Mass. Dec. 27-30.

Northeastern Weed Control Conference. New Yorker Hotel, New York, N. Y. Jan. 5-7, 1954.