

Business Newsletter . . .

NEW PRODUCTS

A low-volume oil spray that controls Sigatoka, dreaded fungus disease of banana plantations, is being introduced by Esso Standard Oil, S. A. It was developed in cooperation with Esso Research & Engineering Co., and based on 1954 experiments of two French government scientists on the island of Guadalupe. In field tests in Jamaica, the spray reduced the infection rate from 83% to 5% after two and a half months of biweekly spraying. Less than two gallons per acre is needed. Helicopters can spray 50 acres an hour, fixed-wing planes 80 acres an hour; a grower with small acreage can use a portable knapsack sprayer to cover an acre in 10 or 15 minutes.

Shering Corp. has joined Jensen-Salsbury Laboratories in the animal tranquilizer field. Schering's product, called Trilafon (perphenazine), has been cleared by FDA and is now available in tablet and injectable form. It can be used before shipment of cattle to feed lots to reduce weight loss and the incidence of shipping fever and other diseases, and after arrival at feed lots to speed animals' return to normal feeding routine. It is not presently permitted to be used just prior to or in conjunction with slaughter.

Amchem Products, Inc. is introducing a herbicide based on Heyden Newport's recently announced 2,3,6-trichlorobenzoic acid. The same chemical is the active ingredient in Du Pont's Tryben 200 (see Ag and Food, May, page 329). Amchem's version is called Benzac 1281.

A new soil conditioner has been developed by Commonwealth Engineering Co., Dayton, Ohio. According to the firm's announcement, it can be custom tailored to meet the special requirements of predominantly clay, sand, or silt soils. Tailoring is accomplished by varying the molecular weight of a single compound, but the chemistry of the compound was not revealed.

Trial marketing (Ag and Food, December 1957, page 902) of ET-57, Dow's systemic insecticide for cattle grub control, was successful enough to encourage the company to put it on the market nationally this season. To be called Trolene, the systemic was used on some 100,000 head of livestock last fall. Average control of infestations was 90%. Nine out of 10 ranchers who tried it plan to use it again this year.

Another cattle grub insecticide is heading for the market—Chemagro's Co-Ral, formerly called Bayer 21/199. The chemical is sprayed on the animals with conventional pressure equipment. Company says only one treatment a year is necessary if it is applied soon after heel fly activity ends. In one experiment with Co-Ral, 600 head of cattle were sprayed in July. A spot check in January revealed that of 102 animals, 98 were completely free of grubs, and the remaining four had a total of six grubs. Untreated cattle in the same area showed 20 to 30 grubs each on the same date.

NEW SALES PLANS

International Minerals launched its new sales promotion program last month, calls it "full orbit selling." Program revolves around service to help customers sell more plant foods. Some of the services: suggestions on how to pick and train salesmen; information on how to analyze market trends; suggestions for improving effectiveness of dealer meetings; advice on how to solve transportation problems. Instruction booklets have been written on these topics, and field

Business Newsletter . . .

representatives will be available for personal contacts with customers. IMC's phosphate minerals, phosphate chemicals, and potash divisions are cooperating to put the plan over.

Diamond Alkali also is under way with new marketing plans, for its agricultural chemicals. Now concentrating on sales and technical service activities related to 2,4-D, 2,4,5-T, BHC, DDT, lindane, miticide, hexachlorobenzene, and grain fumigants, it has assigned six agricultural chemical specialists to devote full-time effort to agricultural chemicals, in cooperation with its branch sales offices and line salesmen. One part of new program is introduction of low volatile, six-pound ethyl-hexyl esters of 2,4-D and 2,4,5-T to custom applicators.

NEW FACILITIES FOR RESEARCH, PRODUCTION, AND STORAGE

Atlas Powder dedicated its new \$3-million technical center in suburban Wilmington, Del., late last month. The L-shaped building, with 70,000 sq. ft. of floor space, houses the chemical research and product development departments. The latter department conducts research on Atlas products for use in the food and agricultural chemical industries.

Stauffer has completed plans for a process development laboratory to be built at its research center in Richmond, Calif. The unit is to be ready for occupancy in September, when development work now being carried on at Torrance, Calif., will be moved to Richmond.

A tank farm for liquid fertilizers and other liquid products is being built on President's Island, at Memphis, by Mixed Products Terminal Corp. Tanks for liquid fertilizer are ready; others are to be built. The liquid warehousing is available to distributors, manufacturers, and shippers on a lease basis for use as an accumulation or distribution point or both. Rail, barge, and truck services are available right to the tanks.

Merck expects to start multimillion-pound production of monosodium glutamate flavor enhancer early this summer. The \$4.5-million plant is being built at Danville, Pa., on the grounds of Merck's Cherokee plant. It will use a fermentation process under license from a Japanese firm.

DO-IT-YOURSELF DEMONSTRATION

Monsanto has enlisted 2500 corn and soybean growers to try out its Radox herbicide on at least one acre this summer. Company feels this is best possible means of letting growers see for themselves the results obtainable with its product. Each cooperating grower gets a "test-acre" kit that includes the weed-killer, a Spray-Rater for ensuring proper rate of application, instructions for applying compound, and a printed form for an evaluation report by the grower. Each grower who submits his evaluation report will get \$2.00 from Monsanto.

ANOTHER COMPANY CHANGES ITS NAME

Amchem Products, Inc., is new name of American Chemical Paint Co. Officials of the 44-year-old firm explain that company has expanded and diversified in the field of chemicals, whereas it no longer manufactures paint of any kind.

PESTICIDES ON THE POTOMAC

Naugatuck Chemical has asked FDA to refer the proposed zero tolerance for Aramite on fruits and vegetables to an advisory com-

mittee of scientists for decision. Present tolerance for Aramite is 1 p.p.m. Reason FDA gives for proposing to reduce tolerance is that larger amounts of Aramite produce tumors in rats and dogs. Naugatuck believes that it will not cause tumors in rats or dogs in amounts used on food crops, that dietary levels of Aramite hundreds of times greater than those found in treated crops must be fed daily over a prolonged period to produce liver tumors in these animals, that the type of liver tumor produced in these test animals is not equivalent to the liver tumor observed rarely in man, that data support use of Aramite under the present tolerance of 1 p.p.m., and that, under these conditions, it is safe for humans.

FDA has changed the residue tolerance for DDT on sweet corn, as a result of requests from state agricultural agencies in New York, Illinois, and Florida and the Agricultural Research Service of USDA. Former tolerance of 7 p.p.m. for DDT on fresh vegetable corn was not sufficient to cover the residue on the corn, including husk, when marketed. The new regulation permits a residue of 3.5 p.p.m. in or on sweet corn kernels plus cob with the husk removed. However the forage from corn treated with DDT to give 3.5 p.p.m. on the kernels and cob will not be suitable for use as feed for dairy cows or meat animals.

Tolerances for Stauffer's insecticide-miticide Trithion have been established at 0.8 p.p.m. for a number of fruits and vegetables; at 2 p.p.m. for citrus fruits; and at 5 p.p.m. for sugar beets. USDA has registered Stauffer's EPTC (Eptam) herbicide for use on sugar beets, flax, forage legumes, field and sweet corn, snap beans, strawberries, and ornamentals. Limited quantities of it are available this year, and a full-scale plant is being planned for next season.

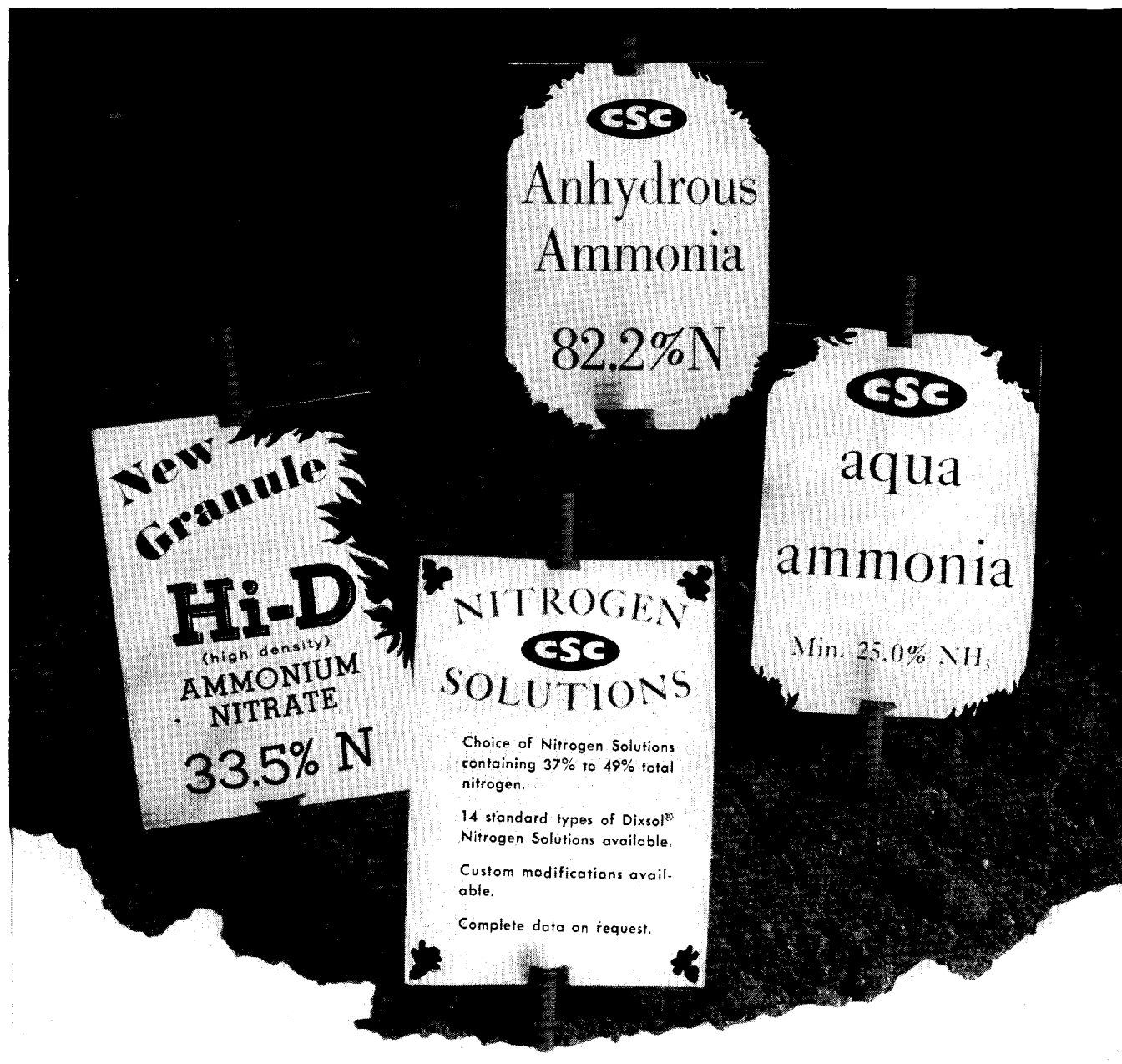
Union Carbide's Sevin insecticide has a temporary tolerance of 10 p.p.m. It can be used experimentally this season on pears, beans, and grapes.

Geigy's Simazine 50W has been released for weed control in field and sweet corn. University of Minnesota agronomists are telling Minnesota farmers they will have to plant corn next year in fields treated with Simazine this year, because it is not yet known how long the residue holds over in the soil.

Dow's dalapon is cleared for annual grass control in flax.



- So-called secondary elements have been virtually lost in the shuffle of trace elements and high analysis fertilizers (page 415).
- Coordinating of production, marketing, and supplies is the treatment now being tried on pesticide industry's big headache—inventories (page 417).
- Rural Development Program helps get across the value of fertilizers and pesticides to marginal farmers (page 419).
- If experiment station tests of fritted trace elements lead to recommendations, frits would probably catch on quickly (page 422).



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STRATEGY FOR THE WAR AGAINST INSECTS

"Compatible control"-that is the phrase two University of California entomologists, Ray F. Smith and Kenneth S. Hagen, are using to describe their concept of the future of insect control. Refusing to choose between chemical and biological insecticides, they believe in an area-wide view of insect problems, taking into consideration the long-term ups and downs of pest and useful insects, crop characteristics, farming practices, and economic factors. Before this strategy can work in many situations, three requirements must be satisfied, they say: better methods of estimating and predicting insect populations must be found; a realistic "economic threshold"-that is, the lowest pest population level capable of causing economic damage-must be established for each insect on each major crop; and better and more selective insecticides (both biological and chemical) must be developed.

NPFI RESEARCH GRANTS

National Plant Food Institute announced last month a spate of new grants to state experiment stations for fertilizer research. Among them: a forest fertilization test in Washington; pasture fertilization tests in Minnesota; soil recommendation experiments and demonstration plots in Texas; measurement of fertilizer response in economic terms in Indiana, Kentucky, and Michigan; demonstration plots in Missouri and Wisconsin; and forage crops fertilization and liming in Oregon.

NITROGEN FOR PEST CONTROL?

Could nitrogen fertilization be useful in insect control? University of Wisconsin researchers are speculating about the practicality of such a treatment because of two experiments there recently. They found that buckwheat fertilized with a nitric acid-treated peat thrived despite heavy attacks from aphids while buckwheat fertilized with untreated alkaline peat was damaged so badly by aphids that it died. In earlier experiments red pine seedlings fertilized with nitrogen did not succumb to red pine sawfly while seedlings which didn't get nitrogen lost all leaves to insects.

Spotlight

- Kaolin and kieselguhr coatings on fertilizer granules help to prevent caking resulting from bonding by crystals of soluble salts (page 442).
- Colorimetric method suited to following accumulation and decline of nitrates in forage crops growing under high levels of nitrogen fertilization (page 456).
- Fluorometry provides a method for determining gibberellic and gibberellenic acids in fermentation products, commercial formulations, and purified materials, but it does not distinguish between the two acids (page 459).
- Colorimetry is the basis of methods for determining residues of al-lethrin in milk and meats (page 463), and residues of perchloroethylene in fumigated wheat (page 465).