

## Biologists join U of D

NEWARK, Del. - A plant physiologist who has found a new way to identify high yielding field corn lines and a weed scientist with a background in plant ecology have joined the faculty of the University of Delaware's College of Agricultural Sciences.

Dr. Hugh Frick, a plant physiologist formerly with the department of agronomy at Purdue University, brings

with him a technique he developed there for screening hybrid field corn varieties which he hopes to use in identifying high yielding lines suitable to growing conditions in Delaware. The physiologist, who holds a Ph.D. in biological science from the State University of New York at Stony Brook, says that his technique is a simple, inexpensive



Dr. Hugh Frick

laboratory alternative to the lengthy and costly field testing programs traditionally used by university experiment stations and commercial corn seed producers.

Also joining him on the faculty of the College of Agricultural Sciences is Dr. David L. Regehr, a weed scientist who holds a Ph.D. in botany with a specialty in the ecology of weeds from the University of Illinois at Urbana. Before coming to Delaware, Regehr was on the faculty of the University of South Dakota at Springfield. He plans to conduct research in two major weed areas of concern



The York County Holstein picnic, held earlier this Summer at the Roy and Frank Feeser farm, Hanover, was climaxed with a junior calf dressing contest. Pictured above are the winners — Deanne and Melinda

Feeser. A cow judging contest was also held with the following being winners: Glendora Stump, Rodman Thompson, David Ketner, Mark McWilliams, Myra McWilliams and Bridget Boyer.

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## Brainstorming session planned



Dr. David Regehr

CHICAGO, Ill. - A brainstorming session to stimulate new and exciting promotional ideas for the American Egg Board to use now and in the future will convene in Chicago on September 9.

Dr. Dean Portunga, a member of the Board, will moderate the full-day session participated in by members of the AEB Executive Committee, Planning Committee, and chairman of the standing committees. The group is seeking creative suggestions from throughout the industry.

The meeting's inception came from the AEB Planning Committee and was approved by the full Board. The Planning Committee, chaired by Maurice J. Pickler, felt that such a session could provide in-

spiration for creative approaches not yet explored.

According to John P. Wallace, chairman of AEB, some of the ideas emerging from this meeting could springboard to totally new promotional concepts.

"The future of the industry depends on the consumer's interest in and approval of eggs," said Wallace. "Every industry person joining in the search for new and attractive appeals for eggs is doing the industry an invaluable service."

Suggestions are needed immediately for consideration at the meeting. Any and all ideas will be welcomed by the Board. Interested persons are urged to send their suggestions to: CREATIVE IDEAS, American Egg Board; 205 Touhy, Park Ridge, Ill. 60068.



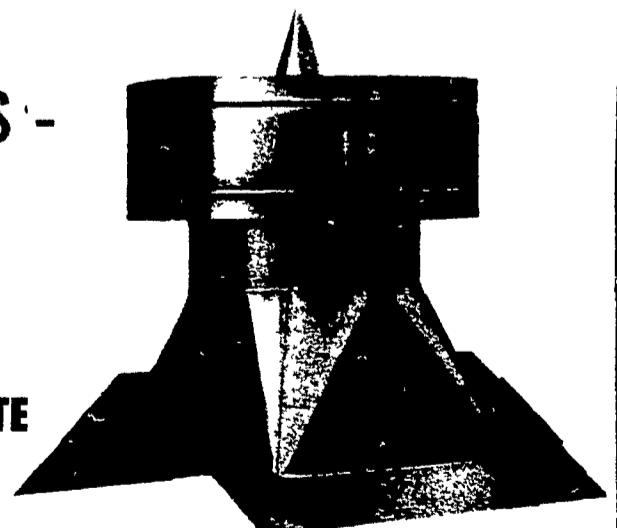
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