6. Large institutions and plants...

Banks, governmental agencies, insurance companies, large multi-national companies: all are beginning to have a similar communications problem. They need to establish contact with their clientele; they need to relate to them. Many now are beginning to realize that plants may help them towards this goal. Some now have a bowl of apples ready for visitors, others a small plant they feel has real significance. Many banks are beginning to realize large spaces with marble walls and floors may be a barrier to easy communications. Plants can soften and beautify such areas.

7. Plants as a tool for inter-personal communications...

Salesmen, parents and children, teachers and pupils, married couples, almost every one of us has many occasions when we would like to establish a better contact with each other or related group. Plants and flowers can serve this purpose . . . all we need do is have people think of plants first when they are attempting to find a means of establishing or reestablishing communications.

8. Urban planning and greenery...

Our studies on how to motivate people to move to the inner city have shown that one of the most desired features of a rehabilitated inner city is trees, shrubs, grass. How can urban planners, builders and architects be convinced of this fact and be induced to include such greenery in their planning? Dr. Dichter reports that many European cities have specially allocated green areas around the city to encourage gardening by citizens living in those areas. Should such gardens be encouraged in our cities?

9. International communication...

What needs to be done to encourage foreign visitors to take home plants as souvenirs of their visit to the U.S.? What are typical American plants that can serve this purpose? Dr. Dichter suggests plant stores at airports to facilitate sale of plants to such visitors.

Conclusion

In conclusion, Dr. Dichter said the nursery industry must keep aware of the changing trends and lifestyles of the American society, and in doing so will be better able to promote its product as one which creates happiness among mankind. After all, Dr. Dichter suggests, this is one of the main reasons for our love and interest in plants.

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ABSTRACTS

Costonis, A.C. and H.F. Davis. 1976. **Fungitoxic properties of an antibiotic against Dutch elm disease.** Eur. J. For. Path. 6(1):1-11.

A formulation containing solubilized Nystatin called Ceratocide, is fungitoxic to *Ceratocystis ulmi* (Buis.) Moreau as shown in laboratory studies. In controlled inoculations studies in eight-year-old elm saplings, Ceratocide was shown to have prophylactic utility in Dutch elm disease control when injected 2, 4 or 10 days before a challenge inoculation with *C. ulmi.* Therapeutic control was not obtained with a single injection of Ceratocide. Most infected trees succumbed to Dutch elm disease either during the same year of treatment or a year later.

Smith, E.M. and K.W. Reisch. 1975. **Landscape trees for Ohio.** Coop. Ext. Service Bull. 597, Ohio State University, Columbus.

This publication is intended primarily as an introduction and general guide for those who have an interest in trees for landscape or ornamental purposes. There are hundreds of species and cultivars of trees that can be grown in Ohio; however, the 350 included here are among the most important for landscape purposes. More detailed information concerning the trees mentioned and those omitted is available in numerous text books, many of which are available in local libraries.