

# BETTER LAWN

PUBLISHED PERIODICALLY BY THE NEWS BUREAU OF  
BETTER LAWN & TURF INSTITUTE —



*Harvests*

SUITE 818 - 1016 BALTIMORE BUILDING  
KANSAS CITY 5, MISSOURI

August 5, 1958

## BOZELL & JACOBS, INC. APPOINTED AS PUBLIC RELATIONS FIRM

Following the annual May meeting of the Better Lawn and Turf Institute in Kansas City, President William Gassner announced the appointment of Bozell & Jacobs, Inc. as the new public relations firm representing the Institute effective June 1st.

Bozell & Jacobs, Inc. is a 37-year-old firm and ranked 43rd in a list of approximately 5,000 ad agencies in the United States for the year 1957. Bozell & Jacobs has offices located strategically in twelve cities in the United States. The general offices are located in Omaha, Nebraska.

The Bozell & Jacobs Kansas City office will handle the Institute account with Kansas City Manager Bert Bremson acting as account supervisor and Wayne Beavers, former radio and television farm editor, assigned as account executive. The Kansas City Bozell & Jacobs office will also be known as the Office of Public Information for the Institute, with Institute mailings originating from this new address.

## BREMSON AND BEAVERS VISIT DR. SCHERY

Bert Bremson and Wayne Beavers from the Kansas City B & J office, visited Dr. Robert W. Schery in Marysville, Ohio, on May 23, 1958, and outlined immediate and long-range public relations activities for the Institute. The makeup of the fall press release kit was determined and agreed upon. The Kimberdale Institute experimental turf plot was inspected and the workings of the Marysville office was explained to the B & J representatives.

## HARVEST SCENES MADE FOR INSTITUTE FILM

In early June, Kentucky bluegrass stripping scenes for a forthcoming Institute film were filmed in Kentucky under the direction of Dr. Schery and in Missouri and Kansas, supervised by Wayne Beavers.

HARVEST TV, RADIO AND PRESS PUBLICITY ARRANGED BY B & J

During the height of the bluegrass stripping in Northwest Missouri in June, Wayne Beavers placed a polaroid picture news feature on a television newscast on KFEQ-TV, St. Joseph, Missouri, and radio tape interviews with William Gassner by farm editors on KMA, Shenandoah, Iowa; KFEQ, St. Joseph, Missouri, and KCMO, Kansas City, Missouri. A feature article was also arranged for and appeared in the St. Joseph, Missouri Gazette.

DR. SCHERY ELECTED ASTA CHAIRMAN, LAWN & TURFGRASS DIVISION

Dr. Schery was elected Chairman of the Lawn & Turfgrass Division of the American Seed Trade Association during the June annual meeting of the ASTA in St. Louis. A portion of the meeting was attended by Wayne Beavers who provided news releases on Dr. Schery's appointment to the St. Louis Post-Dispatch and the St. Louis Globe-Democrat as well as to Associated Press and United Press International.

INSTITUTE MASTER SCRAP BOOK STARTED BY BOZELL & JACOBS

A master scrap book of news clippings and photos published in the interests of Kentucky and Merion Bluegrasses was started effective June 1 by Bozell & Jacobs for the Institute. This book will be kept up to date on a continuing basis and will be available for exhibition at the Institute's annual meeting and elsewhere as desired.

FALL PRESS KIT RELEASED JULY 31

The Fall, 1958 Institute press kit was released on July 31 to a tailor made mailing list of nearly 500 local and national garden and nature writers for newspapers and magazines.

The kit contained three specially written fall lawn seeding articles by Dr. Schery, with accompanying photos, reprints of recent magazine lawn articles by Dr. Schery, a biography and photo of Dr. Schery.

BEAVERS CONFERS WITH DR. SCHERY

Wayne Beavers met with Dr. Schery in Marysville, Ohio in late July just prior to the press kit mailing and to screen the Institute film footage shot during June in Kentucky, Missouri, and Kansas. They also visited the ASTA and Allied Chemical demonstration plots near Dayton, Ohio.

### RADIO COMMERCIALS BY DR. SCHERY AVAILABLE

Twenty radio commercials on lawn care written by Dr. Schery are available for local use by any interested sponsor. These are currently being tested by President William Gassner for the Maupin Seed Company, King City, on Radio Station KFEQ, St. Joseph, Missouri.

### LAWN INSTITUTE SEAL REVISED

The Better Lawn and Turf Institute seal has been revised to accentuate the Lawn Institute portion and the letterhead slogan has been changed to read, "Time Tested Lawns for a More Beautiful America." The changes better reflect the more easily remembered aspects of the Institute name.

### SPECIAL MAILING TO LAWN SEED PACKAGERS

A special mailing was sent July 31 to the principal lawn seed buyers and packagers in the United States. On the following Monday, August 4, the Institute's Office of Public Information received a telephone call from Robert Bein, lawn seed buyer for the important Katz drugstore chain, acknowledging receipt of the piece and wanting to know how he could cooperate.

### NETWORK TV APPEARANCE BEING NEGOTIATED FOR DR. SCHERY

A live appearance by Dr. Schery on the Dave Garroway TODAY program is currently being negotiated by the New York Bozell & Jacobs office. An earlier attempt to arrange for a five minute film featurette on the 1958 Kentucky Bluegrass harvest for the same show was shunted aside by NBC-TV news editors when the fast breaking Mid East situation became the number one news priority.

Subsequently, an offer was made to Jack Paar for Dr. Schery's appearance on his TONIGHT program, and an Institute award to Paar as "the man who has done the most for lawns in 1958," based on his running comment this season on his lawn and its alleged crabgrass infestation. The appearance was called off when it became apparent that the appearance would be so heavily gimmicked that it would be of little or any real, serious value to the Institute.

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This marks the first issue of BETTER LAWN HARVESTS as edited by Bozell & Jacobs, Inc., and in accordance with past publishing custom, will be issued six times a year, with this issue (August, 1958) identified as Vol. 5, No. 1.