

BETTER LAWN

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



Harvests

SUITE 818 - 1016 BALTIMORE BUILDING
KANSAS CITY 5, MISSOURI

BETTER LAWN HARVESTS

Vol. 5, No. 3

December 1, 1958

INSTITUTE TESTING POLYETHYLENE LAWN COVERS

A series of tests utilizing clear and black polyethylene new lawn seeding cover material are currently being carried out at the Institute plot in Marysville, Ohio, by Dr. Schery. Results and evaluation will be announced as they become available.

DR. SCHERY ADDRESSES OHIO SEED DEALERS' ASSOCIATION

Appearing as one of the key speakers, Dr. Schery addressed the annual winter meeting of the Ohio Seed Dealers' Association in Columbus on November 24, speaking on lawn seed.

NATIONAL HORTICULTURAL CONGRESS HEARS SCHERY REPORT

Williamsburg, Virginia (October 23 and 24) was the site of the National Horticultural Congress. Dr. Schery attended the sessions, representing the Institute, and reported as a member of the American Horticultural Council.

WESTERN SEEDSMEN'S ASSOCIATION MEETS IN KANSAS CITY

All Institute board members (except Art Berry who was in San Francisco on business) attended the 59th Western Seedsmen's Association convention in Kansas City on November 13 and 14.

INSTITUTE GROUPS MEET

Concurrent with attendance at the Western Seedsmen's Association meeting in Kansas City, an Institute Board meeting was held regarding future plans and activities, including enlargement to include fine fescue interests, cooperation with western bluegrass producers, and a new 50-pound member bag with emblem.

An Institute Associate Membership Committee meeting at the same time covered an associate member mailing, in which selected seed houses were invited to join the Institute.

DR. SCHERY VISITS MAGAZINE EDITORS

During an October trip to New York City, Dr. Schery called at the New York office of Bozell and Jacobs, and held meetings with editors of various publications concerning forthcoming articles.

INSTITUTE FILM NEARING COMPLETION

Col. Ed Spears, Dr. Schery, and Bill Gassner met at the Kansas City office of Bozell and Jacobs with Wayne Beavers, November 13 and 14, for a script editing conference for the forthcoming Institute film, and to view a rough cut of the film.

Toro made a special air shipment of their newest model lawnmower (being introduced to the public for the first time next spring) to the Marysville test grounds for location shooting of lawn care and planting scenes appearing in the film.