

BETTER LAWN

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



Harvests

SUITE 818 - 1016 BALTIMORE BUILDING
KANSAS CITY 5, MISSOURI

Vol. 5, No. 2

October 15, 1958

FALL PRESS KIT RECEIVES WIDE COVERAGE

The Fall, 1958 Institute press kit was well received and used extensively by the nation's garden editors with stories and photos appearing in such leading newspapers as: New York City TRIBUNE; Bangor, Maine NEWS; Charlotte, North Carolina OBSERVER; Asbury Park, New Jersey PRESS; Seattle, Washington POST-INTELLIGENCER; St. Joseph, Missouri NEWS-PRESS; Philadelphia Pennsylvania INQUIRER; Roanoke, Virginia TIMES; Detroit, Michigan TIMES; Winston-Salem, North Carolina TIMES; and Spokane, Washington SPOKESMAN-REVIEW.

Syndicated columns like Douglass Welch's "The Squirrel Cage", featured short quotes which appeared in Boston, Massachusetts AMERICAN; Seattle, Washington POST-INTELLIGENCER; Pittsburgh, Pennsylvania SUN-TELEGRAM and other newspapers.

INSTITUTE MAILINGS PRODUCE REQUESTS FOR MATERIAL

Two separate Institute mailings to members, packagers, and wholesalers offering Institute brochures, reprints, and posters brought a quick response.

The final breakdown was: 25 separate requests from Arizona, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Ohio, Pennsylvania and Tennessee.

Reprints requested and sent out included:

August is the Month	15
Autumn Groundwork for Better Lawns	2958
Before You Buy Grass Seed . . . Remember	3201
Build or Rebuild the Lawn	15
Dr. Bluegrass Poster	568
Good Lawn Seed Goes with Autumn	3151
New Facts About Kentucky Bluegrass (substituted for Quality Turf Grass)	1500
Newer Way for Starting Lawns	15
Why Autumn Seeding	15
Quality Turf Grass Brochure	5059

HOUSE AND HOME LISTING DRAWS INQUIRIES

145 requests for the Quality Turf Grass Brochure came from readers of HOUSE AND HOME magazine, in response to a news mention appearing in the New Products and Technical Publications section of the October issue.

These requests came from 34 states and Canada:

Alabama	1	New Hampshire	1
Arizona	2	New Jersey	10
California	15	New York	20
Canada	6	North Carolina	3
Connecticut	4	Ohio	6
District of Columbia	2	Oklahoma	1
Florida	9	Oregon	3
Georgia	2	Pennsylvania	5
Illinois	12	South Dakota	1
Kansas	3	Tennessee	1
Louisiana	3	Texas	5
Maine	1	Utah	2
Maryland	3	Vermont	1
Massachusetts	4	Virginia	1
Michigan	3	Washington	5
Minnesota	1	West Virginia	1
Missouri	3	Wisconsin	3
Mississippi	1		

MAILING MADE BY INSTITUTE TO HIGHWAY AUTHORITIES

A special mailing was made by the Institute to men in key positions in the highway program, encouraging them to adopt bluegrass or greater quantities of bluegrass in the specifications.

SHOOTING CONTINUES ON INSTITUTE FILM

Laboratory, planting, and lawn care sequences for the forthcoming Institute film were filmed on location at Marysville, Ohio, in September by a unit of Signal Films, under the direction of Dr. Robert Schery. Additional plant interior and studio shooting is continuing in the Kansas City area, supervised by Wayne Beavers.

DR. SCHERY CONFERS WITH B & J IN KANSAS CITY

Dr. Schery and Bill Gassner met Wayne Beavers at the Bozell & Jacobs office in Kansas City on September 12 to discuss mailing programs and other Institute activities. On October 15, Dr. Schery was again in Kansas City to confer with Bert Bremson, Kansas City B & J Manager, regarding the Institute film, and for a color TV appearance (see TV story).

INSTITUTE RECEIVES EUROPEAN INQUIRIES

The Institute has received requests for information and literature in recent months from Maxime Benoist, of LeMans, France, and Arturo Ansaloni in Bologna, Italy, both of whom deal in seeds, nursery products and similar items. Inquiries have also been received from England.

DR. SCHERY SPEECH MAKES UPI NEWS STORY

The August 21st speech by Dr. Schery before the Men's Garden Clubs of America in Cleveland, Ohio, was featured in a United Press International news story, and quotations from "Help Your Lawn Go To Grass" were featured in newspapers in Nebraska, Pennsylvania, Illinois, Ohio, Indiana, New York, Oklahoma, Texas, Tennessee, Minnesota, Missouri, West Virginia, Michigan, Massachusetts, California, Kansas, Georgia, and New Jersey.

INSTITUTE REPRESENTED AT NINTH ANNUAL TURFGRASS CONFERENCE

Dr. Schery spoke on "The Turfgrass Community" and "Seeds, Varieties and Seeding," October 16 at the Ninth Annual Turfgrass Conference held at Kansas State College, Manhattan, Kansas.

The Conference was sponsored by Central Plains Turfgrass Foundation, Kansas State College, and the Green Section, United States Golf Association.

FORTHCOMING MAGAZINE ARTICLES BY DR. SCHERY

THE AMERICAN FRUIT GROWER has accepted for future publication an article entitled "Kentucky Bluegrass is Orchard Grass". HOUSE BEAUTIFUL has requested a special "New Year's Resolutions" story for the magazine's January issue, which lists and explains the ten most important things to do for 1) new lawns, and 2) existing lawns. A manuscript has been presented for approval. HOUSE AND GARDEN is currently considering a story on "Let the Lawn Do Your Weeding" for a spring issue.

SHORT COURSE ON ROADSIDE DEVELOPMENT INCLUDES INSTITUTE

The 17th meeting of the Short Course on Roadside Development on October 7, sponsored by the Ohio Department of Highways and the University of Ohio Department of Landscape Architecture included a speech by Dr. Schery, "Balanced Roadside Seeding".

RADIO AND TELEVISION APPEARANCES BY DR. SCHERY

While in Cleveland, Ohio for the Men's Garden Clubs of America convention, Dr. Schery made the following radio and television appearances:

- August 19 - Live interview on KYW-TV, plus two film recordings which were played back along with news casts from that station that evening and the following morning.
- August 20 - WERE Radio interview on air on the Louise Winslow program.
- August 20 - KYW Radio, taped and used on air on the "PM" program.
- August 21 - WEWS-TV, live interview with Dorothy Fuldheim on her 6:30 P. M. News and Gossip program.

Dr. Schery appeared with Dr. Aubrey Hibbard of the College of Agriculture, University of Missouri, Columbia, Missouri, on the University of Missouri's RFD program on KOMU-TV at 12:45 to 1:00 P. M. on September 11.

Rounding out the series of television appearances, Dr. Schery was interviewed on a noon-time special guest program over KCMO-TV color television, Kansas City. Topics included the history of bluegrass and care of lawn grass in the fall. Color slides accumulated in work with bluegrass throughout the country were featured.