

# BETTER LAWN

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BETTER LAWN & TURF INSTITUTE—



*Harvests*

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## PART 1

### INSTITUTE ANNUAL MEETING ON MAY 9

President William Gassner advises the Better Lawn and Turf Institute Annual Meeting will be held at the Kansas City Club in Kansas City, Missouri, on Saturday, May 9.

The meeting is scheduled to begin at 10:00 a.m., with a noon luncheon and adjournment at approximately 3:00 p.m.

The agenda will include minutes of the last meeting; financial report; discussion by Dr. Schery, Institute Director, and Wayne Beavers, Account Executive, Bozell & Jacobs, Inc., of public relations projects carried out during the past year and plans for the coming year; a screening of the new Institute film, "Bluegrass Beauty", nominations and election of new officers.

### "BLUEGRASS BEAUTY" BEING BOOKED FOR SHOWINGS NATIONALLY

Effective April 1, the Institute film, "Bluegrass Beauty", goes into national release utilizing the services of Modern Talking Picture Service, the world's largest distributor of public relations films to 16 mm audiences, television and theaters.

First non-theatrical booking requests came from the Customer Service Department, W. Atlee Burpee Seed Co., Philadelphia, and the Men's Garden Club, Mendota, Illinois.

An early TV showing is scheduled for Station KTCA-TV, St. Paul, Minnesota.

Anyone desiring a showing of "Bluegrass Beauty" before a group meeting or on TV should write: Miss Lucille Ringgold, Modern Talking Picture Service, Inc., 3 East 54th Street, New York, New York.

A number of interested parties have requested their own personal prints of "Bluegrass Beauty".

These are available for \$185.00 each, which includes a 15-minute, sound-on-film, 16 mm, full color print on a 600 foot reel, shipping case, Peerless Film treatment and prepaid shipping charges.

Anyone interested in purchasing a print may write directly to Wayne Beavers, Bozell & Jacobs, Inc., 1016 Baltimore Building, Kansas City, Missouri.

#### INSTITUTE INAUGURATES SUMMER PRESS KIT

A special Institute summer press kit will be mailed to the nation's top 550 landscape and garden editors the week of April 13.

The colorful kit includes 3 seasonal articles by Dr. Schery: "Weed Weather and New Chemicals", "New Mowing No Nuisance", and "The Nation's New Front Yard". Four photographs will accompany the articles.

Production costs of one each of the photographs is being underwritten by O. E. Linck Co., Inc. and Toro Manufacturing Corporation.

Also included in the kit are reprints of the two recent magazine ads by the Spencer Chemical Company featuring Dr. Schery, and reprints of current magazine articles by Dr. Schery, including "Lawn Facts and Fancies."

#### INSTITUTE SPRING PRESS KIT WELL RECEIVED

The Institute's clipping service is picking up stories from all over the country based on lawn articles supplied in the Institute's spring press kit.

Representative newspapers include the Santa Fe New Mexican, Kansas City Star, and St. Louis Post Dispatch.

Other publications using Institute spring press kit releases and photographs are the Cemeterian Maintenance Overseer (a section of the American Cemetery Assn. Bulletin) and Florida Builder, which for its May issue is compiling the releases into a feature story entitled, "Better Lawns".

#### INSTITUTE PROVIDES SPECIAL NEWSPAPER PHOTOGRAPHS

The Institute continues to be referred to as the source for lawn photographs by newspapers in their garden pages.

Recent requests came from Gloria Gould, Home and Garden Editor, The Boston Herald Traveler; Santford Martin, Editor, Better Crops with Plant Food, Washington, D.C.; and Henry F. Reilly, Garden Section, Providence Journal, Providence, Rhode Island.

#### INSTITUTE OFFICIALS MEET WITH OREGON FINE FESCUE COMMISSION

William T. Gassner and Robert W. Schery met the second week in February with Oregon's Chewings and Creeping Red Fescue Commission regarding a joint

promotional program to improve the distribution of high quality lawn seed.

The Commission hailed the meeting as "Highly important progress" in promotion of Oregon-grown fescue seed in national usage. Pres. Gassner and Dr. Schery report "the Institute is optimistic about working out a mutually helpful agreement" with the Oregon Fine Fescue Commission.

#### INSTITUTE SALUTES FIVE NEW MEMBERS

Four new Institute Associate Members join ranks. They are:

H. R. Elting  
Michael-Leonard Co.  
Davenport, Iowa

Charles D. Ross  
Ross Seed Company  
Louisville, Kentucky

R. A. Russell  
J. and L. Adikes, Inc.  
Jamaica, New York

Sam D. Backus  
Ferry-Morse Seed Co.  
Mountain View, California

A new full member is Kenneth Kiburz, Kiburz Seed Company, Afton, Iowa.

The Institute extends a special welcome and will extend them the full cooperation of services provided to all members.

#### SPENCER CHEMICAL COMPANY ADS DRAW MANY INQUIRIES

The Spencer Chemical Company ads in U. S. News and World Report and House & Home, "How to Nail Down a Thick Lawn Quick", offering a Lawn Institute bulletin resulted in nearly 4,000 requests.

#### APRIL POPULAR GARDENING ARTICLE BY DR. SCHERY

"Lawn Facts and Fancies" is the title of an article by Dr. Schery to appear in the April issue of Popular Gardening.

The story emphasizes fine turfgrass is big business today, yet research has not kept pace. The article then discusses common practices in lawn making and makes correct recommendations in the procedure covering the proper seed, the seed bed, fertilization, watering, weeding and mowing.

#### SECOND HIGHWAY MAILING BY INSTITUTE

The second of a three-part direct mail series was made by the Institute on February 12 to State Highway officials and Public Roads District Offices. Contents included a covering letter; a letter of commendation to Dr. Schery for his participation in a panel discussion before the American Road Builders' Association 57th Annual Convention by Louis W. Prentiss, Major General, USA (Ret.), Executive Vice President, ARBA; and a news release on Dr. Schery's talk, "Roadside Seeding Pays as You Go", by the ARBA.

The third mailing will be made April 15 and will feature the recent Better Building Maintenance article, "Step by Step Lawnscapeing" by Dr. Schery, and another copy of the ASTA booklet, "New Ideas in Roadside Turf", which was a feature of the first mailing.

#### BETTER HOMES AND GARDENS FEATURES DR. SCHERY ARTICLE

The April issue of Better Homes and Gardens carries the article, "Facts on Lawn Feeding", by Dr. Schery.

While the article is largely on fertilizers, a statement on grasses reads: "Kentucky bluegrass and bermuda, our two major lawngresses..."

#### BEMIS BAG FABRICS BEING TESTED BY INSTITUTE

Bemis Brothers Bag Company recently sent three types of their new open-mesh fabric for holding strawy mulch in place to the Institute's Kimberdale Station for testing.

The materials are designed for placement over any seeded surface such as yards, terraces, highway construction projects, etc.

#### "YOUR LAWN" NEWSPAPER CARTOON SERIES BEGINS

The first of a series of 2-column cartoon panels, "Your Lawn", written by Dr. Schery and featuring a new Institute character, Prof. Bluegrass, is currently being supplied to 15,080 newspapers throughout the United States.

The first cartoon deals with the familiar lawn problem, crabgrass, comparing it with good bluegrass turf.

Others to follow in the series will deal with the important qualities of bluegrass.

#### "LAZY LAWNSMAN" ARTICLE IN FLOWER AND GARDEN MAGAZINE

The idea that the "Lazy Lawnsman" can have a better turf than many eager-beaver types who have a tendency to over-fertilize, over-seed, over-water and generally over-pressure the capacity of the soil is the basis of a feature, "Let the Lawn Grass Do Your Weeding" to appear in the May issue of Flower and Garden Magazine.

#### COLORADO EXTENSION SERVICE CIRCULAR ENDORSES BLUEGRASS

The new Colorado State University Extension Service Circular (No. 198-A) entitled, "Lawn Care", sums up its chief recommendation on page 1 -- "Use Bluegrass".

Advising "be sure bluegrass is the basic grass in your lawn," the booklet is a well written guide on good lawn maintenance. Much of the content is based on Institute cooperative effort.

"QUALITY TURF GRASS" BROCHURE BEING REPRINTED

Due to continued requests for the Institute brochure "Quality Turf Grass", a limited rerun is being made.

Quantity orders will be filled at a rate of the publisher's cost of \$150.00 per thousand (or prorated for lesser quantities). All shipments will be made collect.

Anyone desiring to order "Quality Turf Grass" should write Wayne Beavers, Bozell & Jacobs, Inc., 1016 Baltimore Building, Kansas City, Missouri.

Be sure to state the exact number of copies required.