

BETTER LAWN

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Harvests

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BETTER LAWN HARVESTS

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"BLUEGRASS BEAUTY" AVAILABLE SOON FOR SHOWINGS

The Institute motion picture, "BLUEGRASS BEAUTY", filmed last summer on location in Kentucky, Missouri, Ohio and Kansas will shortly be available in full color or black and white for showings on television stations, before garden clubs, at civic group meetings, etc.

The quarter hour feature shows a brief history of Kentucky bluegrass, the harvesting, curing and cleaning of the seed. Planting and care of the lawn is shown in detail. Demonstration sequences are acted and narrated by Dr. Schery.

POLYETHYLENE COVER TEST RESULTS BY INSTITUTE IN MAGAZINE ADS

Results of tests of polyethylene for growing grass recently completed by Dr. Schery at the Institute research grounds will be featured in Spencer Chemical Company ads to appear in the March 6 issue of U.S. NEWS AND WORLD REPORT and the April issue of HOUSE AND HOME.

This is a unique opportunity for the Institute and its research work to be publicized in two widely read consumer publications. The present circulation for U.S. NEWS AND WORLD REPORT is 1,072,317, and for HOUSE AND HOME is 110,049.

WEED SOCIETY MEETING ATTENDED BY DR. SCHERY

The Weed Society meeting in Cincinnati on December 3rd was attended by Dr. Schery who spoke on the topic, "Weed Grumbles."

INSTITUTE RECEIVES INQUIRIES FROM FOREIGN COUNTRIES

World-wide interest is evidenced by recent requests for the "Quality Turf Grass" brochure in response to a recent article appearing in HOUSE & HOME MAGAZINE. The requests came from 39 states, as well as the following countries: British Columbia, Canada, Chile, Costa Rica, England, France, Italy, Japan, Jamaica, Puerto Rico, and Venezuela.

PRESIDENT GASSNER INTERVIEWED FOR MAGAZINE FEATURE

A recent issue of FORD INDUSTRIAL TRACTOR POWER carried an article entitled, "BIG MONEY" BLUEGRASS, based on an interview with Institute President Bill Gassner.

The feature highlights bluegrass activities in Northwest Missouri and particularly covers the harvesting and curing operations.

DR. SCHERY ARTICLE REVIEWS THE BLUEGRASS INDUSTRY

"BLUEGRASS' GRASS ROOTS EMPIRE" by Dr. Schery in the January-March issue of ECONOMIC BOTANY reviews the natural Kentucky Bluegrass Industry.

The Institute's name is mentioned along with Dr. Schery as the author.

INSTITUTE MEMBERS PRESENT FOR ASTA MEETING

Bill Gassner, Roy Edwards, Jr., and Dr. Schery were among the Institute members in attendance at the American Seed Trade Association Mid-Winter Meeting held in Chicago.

Dr. Schery, Chairman of the Lawn and Turf Grass Division, met in committee session and conducted a "Herbicides In Lawns" panel discussion on the afternoon of January 27 with experts from chemical companies and the U. S. Department of Agriculture who presented papers. The Board of Directors meeting was also attended by Dr. Schery.

MAGAZINE ARTICLE, "WHAT GRASS TO PLANT" BY DR. SCHERY

BETTER CROPS WITH PLANT FOOD, published by the American Potash Institute, in its March issue has an article written by Dr. Schery, "WHAT GRASS TO PLANT."

Illustrating the feature will be a map of the United States showing different zones and the varieties recommended for the various climatic zones.

14 NEW INSTITUTE ASSOCIATE MEMBERS TO BE ANNOUNCED

The names of the Institute's 14 new members will be featured in two special ads to appear in the March 13 issue of SEED WORLD and the March 4 issue of SEED TRADE NEWS.

It is a real pleasure for the Institute to welcome these progressive seed firms to its membership roster.

The new members are:

Associated Seed Growers, Inc.
New Haven, Connecticut

Lee Patten Seed Company
Jersey City, New Jersey

Charles C. Hart Seed Co.
Wethersfield, Connecticut

J. C. Oliger Seed Company
Akron, Ohio

William G. Scarlett & Co.
Baltimore, Maryland

The J. Charles McCullough Seed Co.
Cincinnati, Ohio

Joseph Breck & Sons Corporation
Boston, Massachusetts

O. M. Scott & Sons Company
Marysville, Ohio

Northrup, King & Company
Minneapolis, Minnesota

W. Atlee Burpee Company
Philadelphia, Pennsylvania

Twin City Seed Company
Minneapolis, Minnesota

George Tait & Sons
Norfolk, Virginia

Corneli Seed Company
St. Louis, Missouri

L. Teweles Seed Company
Milwaukee, Wisconsin

"BEAUTY AND THE BOAST" ARTICLE BY DR. SCHERY IN MARCH
MAGAZINE

The March issue of THE JOURNAL OF THE NEW YORK BOTANICAL GARDEN will carry the article, "BEAUTY AND THE BOAST" by Dr. Schery.

The feature shows how a typical home owner makes good his boast to have the best lawn in the block.

INSTITUTE MAKES GIFT TO UNIVERSITY OF MISSOURI

A grant of seed has been made by the Institute to Dr. Hibbard at the University of Missouri.

The seed will be used for the establishment of some bentgrass and red fescue variety plots near the bluegrass plots already established with seed previously provided by the Institute.

SPRING PRESS KIT BEING MAILED THIS MONTH

At a meeting in Marysville, Ohio, on January 30th between Wayne Beavers of Bozell & Jacobs and Dr. Schery, the contents for the Institute's spring press kit were decided upon and mailings to the Southern tier of bluegrass states will be made on February 16th and to the Northern bluegrass states on February 23rd.

All Institute members will receive copies of this new press kit. Several requests have already been received from landscape and garden editors who were on the list for last fall's press kit.

AMERICAN ROAD BUILDERS HEAR DR. SCHERY

"Roadside Seeding Pays As You Go" was the title of a talk by Dr. Schery before the American Road Builders 57th Annual Convention in Dallas, Texas on January 20. The speech was a component of the Neale committee session and panel discussion.