

BETTER LAWN - - HARVESTS

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NEW LEADERSHIP FOR THE INSTITUTE

A new president and vice president were elected to Lawn Institute office at the Annual Meeting held in Portland, Oregon June 13, 1972, for the fiscal year ahead. George Osburn, formerly vice president, becomes president; and Arnie Bonnicksen assumes the vice presidential position. Robert Russell was re-elected to a second term as secretary-treasurer. Gordon Newton, past president, retiring because of ill health, remains an honorary member of the Executive Committee.

Alan Hick of Northrup-King, and George Valentine of Seaboard Seed, are newly elected members of the Board of Trustees. Trustees re-elected include: J. L. Carnes, Rudy-Patrick; Ted Freeman, Pacific Supply Cooperative; S. A. Funrue, Grower; Robert Humphrey, Grower; Arden Jacklin, Merion Bluegrass Association; Doyle Jacklin, Jacklin Seed Co.; R. E. King, Highland Bentgrass Commission; Peter Loft, Lofts Pedigreed Seed Co.; Howard Mader, Grower; Ed Mangelsdorf, Ed F. Mangelsdorf & Bro.; Bill Rose, Grower; E. R. Townsend, Whitney Seed; Gordon White, Jenks-White Seed Co.

The annual meeting convened in the Forum Suite of the Hilton Hotel, Portland, at 10:00 a.m. June 13. Vice president Osburn chaired the meeting. He conveyed the best wishes of president Newton, unable to be present for reasons of health.

Mr. Russell's financial report indicated a solvent position for the Institute, and he was encouraged that the new system of proprietary support seemed to be working out, although a few details remain to be ironed out (the Board referred re-examination of the scheme of payments to the Executive Committee).

Mr. Osburn called for the annual report by the Executive Director Schery, reproduced for the record as a separate item in this issue. He commented that Institute activities represent a truly remarkable return for the limited funds expended. A question by Mr. Hick led to discussion of captions used with photographs appearing in magazine stories.

The Variety Review Board nominated Pennfine perennial ryegrass, and Adelphi Kentucky bluegrass for acceptance to the preferred list of varieties. Tentative approval was also given Bonnieblue and Sodco, selections essentially approved last November (but tabled pending clarification of sponsorship and commercial supply).

Mr. Valentine spoke briefly about the possibility of the Institute Seal of Approval being used on certain qualifying fertilizer formulations.

NEW LEADERSHIP FOR THE INSTITUTE Continued

The matter is subject for discussion at the summer meeting of the Fertilizer Institute.

Reports from representatives of the various sponsoring organizations were received, followed by report of the nominating committee (co-chaired by Doyle Jacklin and Edward Mangelsdorf).

Mr. Osburn asked that Messrs. Carnes, Hick and Doyle Jacklin join the officers as members of his Executive Committee. The meeting was adjourned at 12:10 p., so that members might attend the formal sessions of the ASTA beginning that afternoon.

VARIETY REVIEW BOARD SELECTIONS

The Lawn Institute Trustees, meeting at Portland, approved recommendations by the Variety Review Board to include Pennfine perennial ryegrass; and Adelphi, Bonnieblue and Sodco Kentucky bluegrasses, on the list of acceptances. Including these additions, the VRB acceptances to date read:

Bluegrasses: Adelphi, Arboretum, Arista, Baron, Bonnieblue, Fylking, Nugget, Pennstar, Prato, Sodco, Sydsport

Fine Fescues: Golfrood, Highlight, Jamestown, Pennlawn, Ruby

Bentgrasses: Exeter, Highland, Holfior, Kingstown, Penncross

Perennial ryegrasses: Compas, Manhattan, NK-100, Pelo, Pennfine.

Proprietors of other worthwhile varieties wishing to have them considered by the VRB should request an application form from the Marysville office.

"TURFGRASS CULTIVARS" APPEARS

The summer issue of American Horticulturist, the newly spruced-up publication of the American Horticultural Society, carried the Institute story entitled "Turfgrass Cultivars -- What Constitutes a Modern Lawngrass 'Variety'". The way in which the lawngrass varieties are selected and developed is contrasted with typical garden ornamentals. Six illustrations are utilized, and cultivars of a special concern to the Institute are mostly named in the story and in an accompanying reference chart. Reprints will be offered.

SECOND INTERNATIONAL TURFGRASS CONFERENCE

Plans are progressing for the Second International Turfgrass Research Conference, to be held at Blacksburg, Virginia, June 19-21, 1973, with attendant tours of east coast and Midwest research centers. If acceptable to the program committee, the Institute has offered to review the quality of lawnseed offerings in the United States.

THANKS EXTENDED TO PAST-PRESIDENT NEWTON

Following instructions of the Board of Trustees, voted unanimously at the Annual Meeting in Portland, appreciation has been extended to Gordon Newton, thanking him for his sincere and long-standing efforts in behalf of the Institute. A commendation plaque noting this was sent, reading "In grateful appreciation for outstanding leadership and faithful service."

DIRECTOR'S REPORT, FISCAL 1971-72

The Institute has its trials and tribulations -- rising costs and uncertain budget -- but I feel that its influence is an especially "good bargain" in an overall framework that gives every promise of continuing to grow and become more important. The trend with seed and other lawn products is still away from the commodity-type selling of yesteryear, towards tailored products and proprietaries. One estimate extrapolated from a recent state survey suggests that lawn maintenance expenditures already exceed five billion dollars annually. Another guesstimate is that about three thousand acres of land are "urbanized" each day, a good part of which is planted to turf. A national survey of commercial lawn-seed products shows that, compared to only a few years ago, seed mixtures are far more intelligently compounded and their quality higher, enhancing the industry image. The Institute is proud to be a part of this progress. And in spite of being very limited as associations go, we are recognized (our listing is solicited by the National Trade and Professional Association and carried in its yearbook), and we have been invited to membership of the illustrious International Platform Association. I think that the trustees can take satisfaction that another year of effective response has been added to the score represented by the summarization made at the last Annual Meeting, viz.:

"Newspaper space, -- several hundreds of thousands of column inches.

"Stories, -- well over 200 titles in various magazines (such as American Home, Better Homes and Gardens, Good House-keeping, etc.).

"Reference works, -- authorship of books (The Lawn Book, The Householder's Guide to Outdoor Beauty, Plants For Man, Plant Science, Plant Agriculture, etc.); lawn sections in gardening encyclopedias (Reader's Digest, Mc-Calls, Sunset, Wyman's, Abraham's, etc); assignments in Encyclopedia Britannica, Encyclopedia Americana, The World Book; Complete Illustrated Homeowners Encyclopedia; privately distributed gardening guides, reading rack books (e.g. TFH 'Selection of Lawngrasses', 'Ten Frequent Lawn Problems'); Chapters in USDA Agricultural Yearbook (Seeds)."

While facing the new, and recognizing change, the Institute is proud, too, to maintain ties with its old friends and hopes to sustain its established relationships. It is gratifying that the several northwestern associations so helpful to the Institute and its progress when its board and business operations were Oregon-based, -- particularly the Oregon Fescue Commission, the Oregon Highland Bentgrass Commission, the Pacific Northwest Bluegrass Association, and the Merion Bluegrass Association, -- continued as supporters during the fiscal year in spite of the new demands upon their resources for field burning research and other matters. Within the framework of Institute operations, the Marysville office has cooperated in every way possible with these groups in creating a sympathetic understanding not only for the public grasses represented, but of the problems western growers face in this era of environmental restrictiveness. Through regular utterances in various media, the Institute has stood for

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DIRECTOR'S REPORT, FISCAL 1971-72, Continued

a sane, realistic approach to environmental problems. It feels that through the planting of good turfgrass (and the judicious use of fertilizers and other materials to keep it growing well), the industry has great opportunity to climb aboard the already-rolling environmental bandwagon. It is as hard for anyone to argue these days against more and better grass cover as to question the flag and apple pie.

The day-by-day operations of the Institute were not greatly different in the fiscal year just ending than in previous years. We have certain bread-and-butter operations of proven effectiveness, and we try to amplify upon this base to the extent that opportunity arises and budget permits. With ever rising costs not as much can be attempted as we might like, and it will be noted from the treasurer's report that operations for the fiscal year spent less than in any year since 1968-69 even though inflation has not spared the cost of activities in which we engage. Naturally, it is demoralizing not to have an assured budget, and to feel that a "major" expenditure even so trivial by conventional business standards as the need to capitalize new office equipment could slow the Institute program almost to a halt.

The five on-going activities that might be considered full-time "bread-and-butter" operations for the Institute staff are: 1) the issuance of seasonal press kits, 2) the preparation of custom stories for magazines and the trade press, 3) the reprinting of these stories to achieve additional "reach" (typically re-edited for size and attractiveness), 4) efficient distribution of these reprints and other informational material, and 5) internal communications (especially through the quarterly newsletter, Harvests). Naturally, there is a continuous flow of correspondence related to these and other activities.

1. Press Kits. While we might prefer to have several seasonal mailings that are less voluminous, economy of operations requires that a single seasonal mailing containing multiple items be utilized. Fortunately, because of the excellent relationships developed with our recipients through the years we do feel that most of them respond to our request to hold the rather fat file folder in reserve for intermittent usage throughout the appropriate season.

The autumn kit carried 28 stories of varying lengths on 15 pages, and was backed by three reprints ("Integrating Grass Into Landscape", from Building Operating Management; "Lawn Renovation the Modern Way", from Home Garden; "Top Turfgrasses", from Horticulture), and a covering letter.

The spring issue was expanded to 25 pages, including 21 stories, and was backed by three reprints ("Lawngrasses", from Flower and Garden; "A Spotless Summer Lawn!", from Home Garden; "Lawngrass Extraordinary ... Fine Fescue", from Weeds, Trees and Turf) and a covering letter.

In recent years we have not been able to afford clipping surveillance of story pickup, but have no reason to doubt that just as wide coverage is now being achieved as formerly, when as many as 12,000 column inches of newspaper space would be "caught" by the Luce Press Clipping service for a seasonal issuance less voluminous than ones of recent vintage. We do

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DIRECTOR'S REPORT, FISCAL 1971-72 Continued

know specifically that the press kits are appreciated and well used by certain newspapers, because of unsolicited letters of thanks and testimonials. Harvests (see July and April issues) carried a few samples of representative clippings sent in, and a few "thank you" acknowledgements were epitomized as well (e.g. from editor Jecmen of the Edison Garden News, and Marguerite Brooks for the Newark Sunday Star Ledger). As subscribers to the Columbus, Ohio Dispatch (Mrs. Rush) and the St. Louis Post Dispatch (Dr. Schery), we notice that the stories appear in these papers from time to time; certain other users, such as the Paddock Publications serving satellite communities in the Chicago area, regularly send us tearsheets in appreciation of materials sent.

2. Magazine Stories. Stories composed or appearing since the last annual meeting include:

Lawngrass Extraordinary ... Fine Fescue; Weeds Trees and Turf
 Fescues the Hard-Working Grasses For Home Lawns; Home Garden
 Perspectives on Golf Green Fertilization; Golf Superintendent
 Integrating Grasses into the Landscape; Building Operating Management
 Lawn Renovation the Modern Way; Home Garden
 Top Turfgrasses; Horticulture
 The Essentials For Roadside Vegetation; Ohio Short Course
 Grasses For Turf; Oregon Seed Growers League
 Fescue Facts; Flower and Garden
 Slow-Release Fertilizer For Lawns; Fertilizer Solutions
 Lawngrasses; Flower and Garden
 Try Autumn For Lawn Renovation; Fertilizer Solutions
 The Changing Lawn Scene; Flower and Garden
 Anti-Pollution, Ward For Weeds?; Fertilizer Solutions
 Trends in Turfgrass; American Cemetery
 A Lawn You'll Have Time to Enjoy; Home Garden
 Lawngrass Proprietaries Come of Age; Landscape Industry
 Seed Mixtures For Sod; Sod Grower
 All-Purpose Fertilizer Suits Roses to a Tea; American Rose Annual
 New Turfgrass Varieties Bred to Resist Disease; American Cemetery
 New Grasses Dramatize Lawn Renovation; Landscape Industry
 Trends in the Lawnseed Trade; Seed World
 Avoid Summer Brownout in Your Lawn; The Gardener
 Lawns on the Upgrade; Resort Management
 Turfgrass Cultivars; American Horticulturist
 Lawn Institute Tests Low-Growing Bluegrasses; Golf Superintendent

Stories adapted from releases including press kit compilations:

Improving an Old Lawn; Seed World
 Planting a New Lawn; Seed World
 Lawns Slow Pollution; Mass. Turf Bulletin
 Ureaform, A Novel Slow-Release Lawn Fertilizer; Edison Garden News
 Weed-Free Lawn Seeds; Edison Garden News
 Grass and Ecology; Edison Garden News
 Lawnseed or Sod; Seed World
 Lawn Weeds a Symptom, Not the Cause; Seed World
 Fescues For Low Maintenance Landscaping; Seed World
 Fescues Are Shady Characters; Mass. Turf Bulletin

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DIRECTOR'S REPORT, FISCAL 1971-72 Continued

Hall of Fame; Seed World
 Slow-Release Fertilizer For Lawns; Turf Bulletin
 Top Turfgrasses; Iowa Golf Course Superintendents Reporter
 Why Mixtures?; Seed Trade News
 Perennial Ryegrasses Among New Additions to Lawngrass Roster; STN
 The Spring Bulletins; The Avant Gardener
 Lawn Seed Keeps Well; Seed Trade News
 Artificial Turf vs Real Turf; Home & Garden Supply Merchandiser
 Lawns, Crop Fields Replenish Oxygen Help Control Pollution; STN
 Autumn is Time to Spruce up Lawns; Seed World
 Turfgrass Names Confuse Buyers; Seed Trade News
 Cutting Speeds Lawn Renewal; Edison Garden News
 A Stitch in Time; Edison Garden News
 Thatch Brings Many Problems; Edison Garden News
 Readyng the Lawn; Edison Garden News
 Lawnseed Longevity; Edison Garden News
 Can Lawns Lick Pollution?; Seed World
 Bluegrass Varieties Abundant; Seed World
 Readyng the Lawn; Seed World
 New Lawngrasses and Their Fertilization; Mass. Turf Bulletin
 Lawn Fertilization; Seed World
 New Guide For Lawnseed Buyers; Edison Garden News
 Lawngrasses For 1971; Seed World
 The Lawn Time Machine; Seed World
 Good Seed Deserves a Good Start; ASTA Supplement
 Crabgrass Battle; ASTA Supplement
 Quick Lawn Greening; ASTA Supplement
 Revive Tired Lawns; ASTA Supplement
 New Grasses Have Bright Future; ASTA Supplement
 The New Lawn Varieties, ASTA Supplement

A special effort was made to tie stories to the burgeoning of new construction, to the expanded interest in services and landscaping, and to professional concerns such as sod growing, golf superintending, resort management, and cemetery maintenance. Of course general gardening should never be overlooked, and national groups such as the Men's Garden Clubs of America (The Gardener) were not neglected. Industry progressiveness in developing ever finer, tailor-made lawn varieties, useful both for new turf and in renovation, was especially emphasized. The public was made aware that "progress is afoot" in a lawn products industry bubbling with vitality, and that "good things are happening" that will lead to greater consumer satisfaction, even if the names of individual varieties are unlikely to be remembered. Individual varieties were brought into the stories mainly through tabular listings and thumbnail sketches, emphasis being mostly placed upon the planting of high-quality turfgrass in general and its proper care.

3. Reprinting of Stories. Mrs. Rush has become quite experienced in the redesigning of stories, often scattered through many pages of a magazine, into simple, inexpensively-reproduced photocopy suited to reprints used for mailing stuffers and hand-outs. During the year nearly 50,000 reprints have been so prepared and distributed, and nearly 200 titles (accumulated through the years) remain on our shelves to honor any requests that are received.

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DIRECTOR'S REPORT, FISCAL 1971-72 Continued

The five most heavily reprinted stories of the year were:

Lawngrasses, Flower and Garden; All-Purpose Fertilizer Suits
Roses to a Tea, American Rose Annual; Try Autumn For Lawn Renovation, Fertilizer Solutions; The Changing Lawn Scene, Flower and Garden; Lawn Renovation the Modern Way, Home Garden.

4. Distribution of Information. Reprints are generally the most economical means for "spreading the good word". As was noted, reprints are included in press kits to lend authority and to provide more extensive back-up information for the stories. Quantities both small and large are regularly requested by members, for distribution through their merchandising and educational channels. Reprints are an invariable envelope stuffer for correspondence emanating from Institute headquarters. Dr. Schery utilizes sizeable quantities for literature exchange with technical people, for sending to libraries and extension outlets, and for handout at personal appearances.

But perhaps the most successful ploy has been the mention in press kit or magazine stories, of the availability of reprints upon receipt at the Marysville office of a self addressed, stamped envelope. We have been surprised, quite frankly, that editors have permitted such an offer to be extended so regularly in newspaper and magazine editorial space as has been the case. Although the resulting surges of requests can be a headache for Mrs. Rush, this is none-the-less a very worthwhile and economical means for communicating on a personalized basis with people who are really interested in learning about the new varieties and lawn care. Bringing sound, pertinent, ready-made advisories to parties pre-selected for their interest in them, at no cost other than staff time, is something of a PR "dream".

5. The Newsletter, Harvests. Harvests represents the staff attempt to keep the membership fully advised, not only of what the Institute is doing, but also in bringing to members' attention research items of possible interest as these are spotted in technical literature or are voiced at conferences. Several members have indicated that they value these summaries highly. Dr. Schery tries to scan the major professional publications and a running file of summaries is kept for use in Harvests. Unfortunately, staff time for this activity is limited (it could be a full-time endeavor) while the quantity of literature seems ever increasing, especially as it relates to environmental matters. Incidentally, members may have noticed during the year a conservation measure by the Institute in utilizing newer paper (partially recycled) which permits mimeographing of Harvests on both sides. During the fiscal year 71 pages of Harvests appeared (quarterly 19, 20, 14 and 18), about evenly divided between operational reports and technical news.

In addition to its bread-and-butter activities, the Institute engages in what might be called many "special events", advantage being taken of any opportunities which arise. A few of these are:

6. Variety Review Board. After considerable planning by the Executive Committee, and full discussion at a special board meeting last

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DIRECTOR'S REPORT, FISCAL 1971-72 Continued

November in Kansas City, President Newton issued an announcement on the new program for funding the Institute that would add proprietary contributions to diminishing sources of former income (Harvests, January, 1972, page 2). It is not necessary to recapitulate the "rules" governing proprietary contributions, here, but we should emphasize again that all worthwhile varieties, old as well as new, felt by the Variety Review Board to have merit for particular situations (perhaps in mixture with some of the more highly touted newer selections) are considered. Charter approvals by the VRB last autumn were:

Bluegrasses: Arboretum, Arista, Baron, Fylking, Nugget, Pennstar, Prato, Sydsport

Fine Fescues: Golfrood, Highlight, Jamestown, Ruby

Bentgrasses: Exeter, Holfior, Kingstown, Penncross

Perennial ryegrasses: Compas, Manhattan, NK-100 and Pelo.

Members of the Variety Review Board who have generously donated their time for this impartial service are: Howard Kaerwer, Doyle Jacklin, Johnny Thomas and Robert Russell (with Institute president Gordon Newton and Director Robert Schery ex officio in attendance but not voting). A report will be heard shortly from the Variety Review Board and undoubtedly additional varietal nominations will be made for approval by Trustees. We are most grateful to Howard Kaerwer as chairman, and to the other members of the Board, for organizing operating procedures from scratch implementing this essential activity.

7. ASTA Supplement. Again this year the Institute was invited to provide the text material for a newspaper supplement sent widely around the country (apparently to 6,000 newspapers), which has resulted in fine publicization of turfgrasses and turf products in a manner far beyond what the financial capabilities of the Institute alone would allow. We are grateful for this opportunity, extended through the Lawn and Turfgrass Division of the American Seed Trade Association. Mention was made of this activity in the Harvests, and the ASTA circulated a copy of the supplement to all members.

8. Relations With Technical People. The Institute still maintains its Board of Advisors, leading research people at state colleges and other technical centers around the country. Press kits continue to be furnished to extension agents, in several states for redistribution through the central extension office, and individually to certain other personnel. Institute literature, primarily reprints, has been offered for technical exchange through the American Society of Agronomy, and has netted a valuable inflow of rating sheets, proceedings of conferences, and reprints for the technical files. To the extent possible, Dr. Schery tries to visit advisors and research stations during the year calls were paid Rutgers University (and the nearby New York area), Michigan, Ohio, Indiana, Missouri, Kansas and Colorado. Seed and information exchange helps keep up contact with regional technical people.

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DIRECTOR'S REPORT, FISCAL 1971-72 Continued

9. Other Correspondence and Contacts. A continuous flow of correspondence is carried on from the Marysville office, international as well as domestic (including England, France, Holland, Turkey, South Africa, Argentina, Brazil, etc). Fine working relationships continue with George Abraham, nationally syndicated columnist ("The Green Thumb"), in which questions submitted to Abraham are answered by the Institute. Abraham offered 3,000 Institute reprints through his TV program this year, at no cost to the Institute, and has invited Dr. Schery to appear as a guest on his program. Active contact is maintained with the Garden Writer's Association, Men's Garden Clubs, freelance writers such as Arthur Green, specialized publications such as the Avant Gardener (summarizing horticultural findings), maintenance departments of schools and institutions, and many other fronts having public relations value. A gratifying "appreciation" from the golf course world came from Charlie Calhoun (see October Harvests), repeated here as an example of friendly contacts maintained.

"BOKAYS TO BOB SCHERY AND THE LAWN INSTITUTE

"I am in receipt of a fine list of material on turf items from Dr. Robert Schery, Director of the Lawn Institute, for press release. Time and space does not permit getting these into the Reporter other than as excerpts, outlines, or notes. However, if you will let me know, I will have them duplicated and mailed to you at 10¢ a sheet -- Top Turfgrasses 40¢; Hall of Fame Lawngrasses 10¢; Low Bluegrasses May Combine Well With Bentgrasses 10¢; Fescues For Low Maintenance 10¢; New Lawn Varieties Can Be Clipped Close 10¢; Why Lawnseed Mixtures? 10¢; Lawn and Trees Vie For Fertilizer 10¢."

10. Books and Encyclopedias. Perhaps the most significant event for the year in this category has been revision of The Lawn Book, completed but not scheduled for publication until next spring. Dr. Schery continues his contributions to gardening books and encyclopedias (among them the National Recreational Park Association Yearbook, a proposed McGraw Hill booklet entitled Modern House and Home, the Ferguson Publishing Company's "The Complete Illustrated Homeowner's Encyclopedia", Popular Gardening's "The Complete Garden Guide", the Time-Life book on Lawns and Ground Covers /The Institute was visited by the Life staff several times/, and so on). Materials have been prepared for Chronicle Guidance, and the Brooklyn Botanical Garden has been encouraged to publish a revised handbook on lawns. The Householder's Guide to Outdoor Beauty has been utilized for mailings and handouts (such as in conjunction with an adult educational course at Ohio University, Chillicothe). Dr. Schery has reviewed Dr. John Madison's Principles of Turfgrass Culture for HortScience, relating it to Turfgrass Science (Agronomy Society) and other standard references. Various other turfgrass publications have been reviewed for Harvests, as have many college instructional bulletins.

11. Meetings and Invitations. Because of the cost of travel, the Institute has confined its personal visitations mostly close to home. Dr. Schery has attended Ohio Turfgrass Foundation meetings, where he serves upon the Legislative and Environmental Committee. He was responsible for the opening session of an adult horticultural education class at Ohio

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DIRECTOR'S REPORT, FISCAL 1971-72 Continued

University. He spoke to a group of gardening luminaries interested in the restoration of Farmington at Louisville. The Institute has been invited to conduct the lawn program at the next Park Maintenance "Institute", -- a session for Park, golf course, and maintenance people, to be held in Kansas City this next November. Dr. Schery is on the educational committee of the American Horticultural Society, and is a member of many professional associations. A presentation on seed quality has been suggested for the second International Turfgrass Conference scheduled for 1973, and meetings of the turfgrass division of the American Society of Agronomy are attended whenever possible (as was last year's sessions in New York City). An effort is made to attend as many worthwhile functions as is feasible with a limited travel budget, but insufficient staff severely restricts the Institute in this respect in any event.

12. Seal of Approval. Eight members employed the Institute Seal of Approval for lawnseed mixtures during the year, an increase of one over 1970-71. A committee headed by George Valentine has been actively checking on the possibility of extending use of the Seal to other products such as fertilizer.

13. Miscellaneous Other Activities. Intermittent Institute activity involves occasional inspection of the demonstration grounds by visitors, even from such distant locations as Europe (we were privileged to have had Dr. Martin Kamps, Holland, twice with us since the last Annual Meeting). A photographic file for illustration of stories is maintained, and enlarged as opportunity permits. Fortunately during the year several members have contributed to the stockpile. Inquiries are regularly serviced, many of them market surveys by New York houses, but also university inquiry looking for background materials. Many students write to the Institute for information, some of them for term papers, others for thesis materials. Inquiries have come during the year from the School of Business of Northwestern University, from the Wharton School of Business (University of Pennsylvania), from Ohio State University, and from scores of technical libraries around the country.

All in all we feel the Institute has fulfilled another very successful year, in which, despite financial and staff limitations, it has been able to effectively represent the industry. We are grateful for the fine support from the officers, and the time spent by the secretary-treasurer in a year beset by almost weekly exchanges with one or another government agency relative to the revised accounting and tax procedures initiated last year. Mrs. Rush and I thank one and all for the friendly cooperation extended the Marysville office.

Robert W. Schery