

BETTER LAWN

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



Harvests

SUITE 818 - 1016 BALTIMORE BUILDING
KANSAS CITY 5, MISSOURI

Vol. 6, No. 1

OREGON FESCUE COMMISSION JOINS LAWN INSTITUTE

The Oregon Fine Fescue Commission has voted to participate in the lawn Institute program of research, education, and public relations for fine turfgrasses. The Oregon Commission will be represented on the Institute's Board of Directors through the creation of two additional seats. Appointed to fill these seats are Mr. Lud Hagen, Summit Ranch, Route #2, Box 488, Oregon City, Oregon, a fescue grower from western Oregon and a former chairman of the Oregon Commission; and Mr. Clayton Fox, Imbler, Oregon, a grower of quality fescues in eastern Oregon and most recently chairman of the Oregon Fescue Commission.

This alliance joins the major producers of two most important quality lawn species for the northern two-thirds of the nation, Kentucky bluegrass and Oregon grown red fescues. Just as bluegrass and red fescue seeds are ideal companions in a lawn seed mixture, so will the interests of the Oregon Commission and the eastern sponsors of the Institute combine to effectively represent quality turfgrasses across the nation.

President Gassner and Director Robert W. Schery, visited the Commission in Portland, Oregon, to discuss topics of mutual interest. Mr. Lud Hagen, as representative of the Commission, later attended the Institute annual meeting in Kansas City to further liaison between western and eastern growers.

With this enlargement of the Lawn Institute's scope, quality lawn seed is represented from coast to coast. Activities are increased in depths, also, extending from the actual growers through to the merchandising of lawn seed. The foremost packagers of lawn blends are represented in the Institute by invitational associate membership.

With this broad backing and counsel from all phases of the quality lawn seed trade, Dr. Schery, feels it will be possible to so organize and manage trade policies, that lawn seed mixtures will improve markedly without legislative regulation. Admittedly too much impermanent and inappropriate grass is sold as lawn seed. The Institute is pushing vigorously its educational campaign and program of self regulation, for general adoption of better quality seed mixtures. With the Oregon Fine Fescue Commission joining hands with bluegrass, other quality seed and related lawn supply industries, prospects are indeed bright for an increasingly effective program in the public interest.

AUTUMN PRESS KIT TO EXPANDED EDITOR LIST

The Institute's Autumn Press Kit was mailed July 15 to 575 landscape and garden editors throughout the country. This is an addition of 25 selected names over previous releases and marks increased interest in the Institute and quality turfgrasses.

In addition to promoting Kentucky bluegrass use in the three special articles by Dr. Schery: "Lawns for Business Buildings," "Remake the Lawn in Autumn," and "Planting Lawn Seed - Or Trouble?", Oregon fine fescues are also recommended.

Photographs accompany each story and reprints of Dr. Schery's articles, "Autumn Groundwork for Better Lawns" (Flower & Garden Magazine, September, 1958) and "Have A Carefree Lawn" (Popular Gardening, September, 1958) are included.

A special feature in each press kit is a copy of the new Colorado Extension Service Bulletin, "Lawn Care."

ROY A. EDWARDS, JR. TO ASTA HELM

Roy A. Edwards, Jr., Secretary of the Institute, has been elected President of the American Seed Trade Association. The election took place at the 76th Annual Convention held recently in Washington.

As Association president, he will represent the 750 member seed companies throughout the country. His father, R. A. Edwards, served in the same office in 1939.

DR. SCHERY SPEAKS AT WASHINGTON ASTA MEETING

Dr. Schery, as retiring chairman of the Lawn and Turfgrass Division, spoke at the ASTA Convention in Washington, D. C., on June 12.

In his talk, Dr. Schery reviewed the two years of the division and advised lawns and turfgrass are in the very midst of exciting developments and that growing turfgrass is a growing business.

MISSOURI BLUEGRASS HARVEST ON RADIO AND TV

President Gassner was interviewed in King City at the conclusion of the June stripping by the farm directors from KMA Radio, Shenandoah, Iowa; KFEQ Radio and KFEQ-TV, St. Joseph, Missouri.

Radio tapes and television pictures scheduled on these stations brought this year's bluegrass story to the listeners and viewers in Northwest Missouri and Southwest Iowa.

INSTITUTE REPRESENTED AT CENTRAL PLAINS TURFGRASS FIELD DAY

Wayne Beavers, of Bozell & Jacobs, Inc., represented the Institute at the 9th Annual Central Plains Turfgrass Field Day held at Swope Park, Kansas City, on June 8.

The theme for the meeting was "The latest in equipment, supplies and service." Green equipment, fairways, planting and other equipment were demonstrated.

Dr. Ray A. Keen of the Department of Horticulture, Kansas State University, speaking at the noon luncheon, recommended the use of Kentucky bluegrass as a basic golf course grass.

INSTITUTE MAKES KNOWN POLICY TOWARD CLIMAX METHOD TESTING

Institute members in developing an overall policy towards the climax method of bluegrass testing (voted approved at the June annual Institute meeting) have been active in writing their views to Mr. Sunder Meyer in Kansas City and Dr. Everson at Ames, Iowa.

Dr. Schery has similarly explained the Institute's position to these same gentlemen at length, and also summarized the membership attitudes in a briefing letter to Harold Doellinger of Scotts, who will be attending the ASTA sessions in Bozeman, Montana.

BALANCED ROADSIDE SEEDING PROMOTED IN OHIO

The Institute's recommended "Balanced Roadside Seeding" appears as a part of the Seventeenth Short Course on Roadside Development, just issued and available from the Ohio Department of Highways in Columbus, Ohio.

The registration list of those attending includes landscape engineers from all over the nation, many of whom will be key figures in developing specifications and in procurement of seed for roadside uses.

PLANTS AND GARDENS ARTICLE WILL BE NEW INSTITUTE PAMPHLET

The Brooklyn Botanic Garden's "Gardeners Handbook" has just been revised and reprinted. The portion on lawns ("Lawns - Their Making and Keeping"), written by Dr. Schery, will be made up into a special 8 page illustrated pamphlet including the Institute name and seal for release by the Institute.

The inside front cover will have a description of the Institute. This new pamphlet will be a valuable new lawn service bulletin issued in behalf of the Institute, yet produced with every possible economy to the Institute.

The article lists the 7 basic steps to having a good lawn in both the northern and southern regions.

BLUEGRASS SEEDED MULCH MAT BEING TESTED

The Institute arranged with the Troy Blanket Mills to supply bluegrass seeded mulch mat to the Ohio Highway Department, for testing and demonstration to the Short Course this autumn.

POPULAR MECHANICS USES INSTITUTE PHOTOS

The July issue of Popular Mechanics magazine used several photographs supplied by the Institute to illustrate the article, "Blast That Crab Grass!"

Cutline credits identified the Institute as the source for photos used.

Popular Mechanics is widely read, having as its current circulation 1,310,034 readers.

DR. SCHERY MAGAZINE ARTICLE TO APPEAR IN SECOND PUBLICATION

An unusual request was received from Gardens, Houses and People for permission to print in their June issue quotes from an earlier Flower and Garden magazine article, "Keeping Out Crab Grass," by Dr. Schery. Approval was granted by the latter publication.

PRESS SERVICE DISTRIBUTES BLUEGRASS HISTORICAL STORY NATIONALLY

The NEA Service, as a part of their weekly syndicated sheet for children's pages in newspapers all over the country, recently included a feature entitled, "How It Happened -- Kentucky Bluegrass."

Based on a true life experience of John Findley, the story recounted his trip in the fall of 1752 when he paddled down the Ohio River from Pennsylvania to trade with Indians in Kentucky.

As the legend goes, his goods were packed in "English hay" -- and when scattered on the ground, the seeds grew to become Kentucky's famed bluegrass.

ARTICLE TIES IN BLUEGRASS WITH ROSE GROWING

In the August issue of American Rose Magazine, "The Red, White and Blue of Beauty," by Dr. Schery, outlines practices that dovetail bluegrass growing with rose tending for a year-round program which puts the blue of the bluegrass lawn around the red and white of the rose bed.

INSTITUTE CONTINUES TO PROVIDE SPECIAL SERVICES

One of the recent requests to the Institute came from the advertising agency representing the Royer Foundry & Machine Company of Kingston, Pennsylvania.

Being interested in preparing a series of technical type brochures on the general subject of turf, with special emphasis on soil preparation involving the use of their shredders, they turned to the Institute for a list of recognized authorities in the field.

DR. SCHERY INTERVIEWED BY CHRISTIAN SCIENCE MONITOR

The New York office of Bozell & Jacobs arranged for an interview between Harry I. Kenny, correspondent of the Christian Science Monitor and Dr. Schery on June 18.

INSTITUTE COOPERATES WITH CHICAGO HORTICULTURAL SOCIETY SHOW

The Chicago World Flower and Garden Show requested permission to list the Institute as a "Cooperating Organization" for the 1960 Show. The Institute has voted to permit this listing.

Attendance exceeded 170,000 at the 1959 Show in March and many visitors came from various parts of the Midwest.

Printed material will be prepared on which the Institute's name will be shown. There is no financial or other obligation and the Institute is entitled to have an exhibit, free of cost for space, in the 1960 Show.

ROADSIDE GRASS SEED-FEED CYCLE STORY BY DR. SCHERY

"Use the Best Grasses for Your Roadsides," is the title of an article by Dr. Schery which appeared in the June issue of Better Roads Magazine.

Advocating Kentucky bluegrass and the various Oregon red fescue varieties as rugged yet attractive turfgrasses, it is recommended that they might be test planted along selected roadways immediately.

Proper fertilization of roadside seedings and weed control were also reviewed.

SUMMER LAWN TROUBLES COVERED IN MAGAZINE ARTICLE

Better Building Maintenance in its July issue carries Dr. Schery's article, "Summer Tests Your Lawn Program."

Summer difficulties as they appear denote the necessity of planning an autumn program of improvement.

Appropriate lawn procedures for both summer and fall are outlined for follow-through in starting a long range improvement program.

WHAT THEY'RE SAYING . . . ABOUT THE INSTITUTE AND FINE LAWN GRASSES:

"We were glad to learn that you will be able to use the extra copies of Better Crops which we sent you. And we know, from what our Midwest Director tells us, that you will put them to some of the best use they could ever receive in the lawn field."

- Santford Martin
Editor, Better Crops with Plant Food
American Potash Institute, Inc.

"The finest cool season lawns are of Kentucky bluegrass or one of its superior selections, eg. Merion, Park, Newport, Arboretum, etc. Bluegrass is the most shade tolerant grass for the region..."

- Dr. Ray A. Keen
Department of Horticulture
Kansas State University

DR. SCHERY VISITS MICHIGAN STATE UNIVERSITY

During a late June visit at Michigan State University, Dr. Schery met with Dr. James Tyson, in charge of the turfgrass research.

Covered in the course of the conversation were these points of interest:

A manuscript is pending publication showing some usefulness of gibberellins in speeding Merion bluegrass germination, especially in the cooler season. The Merion bluegrass in the Detroit area (where it is fairly popular) has been suffering both from disease and from invasion with bentgrass.

So far no control has been developed that will effectively eliminate bentgrass in a bluegrass lawn. Michigan State is assiduously looking for such a compound.

In Dr. Tyson's opinion, chewings fescue has performed better than almost any other selection in the Michigan State tests, better even than Pennlawn.

There is also a rumor afloat that Grace Chemical has a slow release nitrogen compound in the offing, which is not a ureaform. If it is inexpensive, this may be another break-through in lawn fertilizers.