

BETTER LAWN

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Harvests

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LAWN INSTITUTE RENEWS CONTRACT WITH BOZELL & JACOBS

At the Board of Directors Meeting of the Lawn Institute, held in Kansas City on September 16, 1960, it was decided to renew the contract of Bozell & Jacobs, Inc., advertising and public relations counsel. This agency has been working with Dr. Schery and the Institute for the past two years, developing and executing a public relations program which has done much to further the exposure and acceptance of the Lawn Institute. In view of this past experience with Bozell and Jacobs, and the agency's acquaintance with the Institute, its problems and its goals, members of the Board agreed to renewal of the firm's services.

REPORT ON JOINT COMMITTEE MEETING ON CLIMAX TESTING

On Friday, September 16, the "Joint Committee on Climax Blowing Method" met in Kansas City. Representing the American Seed Trade Association were Dr. Robert W. Schery of the Lawn Institute, Arden Jacklin of Washington, and William Sommers of Connecticut. Mr. Al Carter, Seed Control Official from Indiana at Purdue University, was elected Chairman and Mr. E. W. Sundermeyer, of the Federal Seed Control Laboratory, Kansas City, secretary.

Lawn Institute members and associate members will be interested in this synopsis of that meeting, submitted by Dr. Schery:

The committee first heard a resume by the A.S.T.A. representatives, of their feelings about the proposed climax system of bluegrass testing. Discussions included probable future shifts of bluegrass production, trends in marketing, and the various points brought up by the Lawn Institute in the sponsored research it has undertaken through Dale Kern on the climax method. It was evident that most A.O.S.A. and Control Officials tend to think in terms of "averages" rather than individual seed lots, and had failed to realize the complications that might come to individual producers in certain regions where light seed is customarily produced, or during years of unusual weather resulting in light seed harvest generally. The need for a more practical method that would take such factors into consideration, as well as embrace all varieties of bluegrass, seemed to be recognized by the committee.

The committee must report back to the A.O.S.A. parent body some recommendation by March, 1961. This the committee intends to do: possibilities include that previous action be upheld, that the alternative use of the hand method be extended, or that a complete change of system be inaugurated. It would seem that in view of the complexity of the situation, insufficient research can be completed by February to make any definite permanent choice by that time. The present alternative use of the hand method may need to be extended beyond the cutoff deadline originally proposed for July, 1961.

Meanwhile the committee hopes to initiate a broad study, centering especially upon southern sources of natural bluegrass, in a comparison with North European sources. The implication is that for practical reasons the climax testing of bluegrass will have to be abandoned in favor of some other mechanical means which will more closely resemble purities achieved by hand procedures. This may be a uniform blowing method somewhat similar to that utilized by the Canadians.

In general the committee session was quite harmonious, with a sincere effort by participants to arrive at a method of testing bluegrass that is usable on all bluegrasses, does not work hardship on certain regions or certain seed years, yet retains the features of greater uniformity between laboratories that a mechanical method possesses compared to a hand method.

As reported in "Seed Trade News", the Association of Official Seed Analysts agreed to participate in the joint study of the climax method in response to a request by members of the turf grass industry after seedsmen in many sections of the country questioned the practical accuracy of the test and protested its adoption as the official method of A.O.S.A.

TWO TELEVISION APPEARANCES BY INSTITUTE DIRECTOR

Making the minutes count during his recent trip to Kansas City to attend the Institute Board Meeting, Dr. Schery appeared on two local television shows -- in addition to his Loose Park Garden Center presentation, his trip to Manhattan to talk with Dr. Keen, an interview with the Lawn and Garden editor of the "Kansas City Star" and detailed conferences at Bozell & Jacobs' Kansas City office.

On September 8, he appeared on Bea Johnson's "Happy Home" on KMBC-TV. This is a highly rated women's home service show in the Kansas City region -- and Dr. Schery's remarks about Kentucky bluegrass and Oregon fine fescues were heard by a large portion of the local viewing audience. Dr. Schery augmented his comments by showing slides of proper lawn preparation procedures and also drawings of bluegrass and fescue plants.

On September 9, after a hurried return trip from seeing Dr. Keen in Manhattan, Dr. Schery participated in the "Let's Get Growing" television show, sponsored

on Station KCMO-TV by Tobin Seed Company. This weekly, half-hour show utilizes the VTR (videotape recording) process -- and is taped on Friday afternoons for re-broadcast on Saturday afternoons, in order to secure a large percentage of male as well as female viewers. Jack Tobin, President of Tobin Seed Company, and Bill Yearout, Kansas City television personality, appeared on the show with Dr. Schery.

APPEARANCE BY DR. SCHERY DRAWS 300 IN KANSAS CITY

Continued interest in what Dr. Schery has to say to homeowners and professional landscape people was evidenced by their attendance at his appearance at the Loose Park Garden Center meeting on September 8. A capacity crowd -- many of whom had heard Dr. Schery during his September 9, 1959 appearance at the Garden Center -- heard him outline the Institute's recommendations for developing attractive lawns. Explaining the procedures from preparation of the seedbed through the "harvest" or mowing of the grass crop, Dr. Schery suggested: "Seeding is best done in autumn for Kentucky bluegrass-red fescue lawns, mainstay of the northern two-thirds of the nation -- and particularly of the Kansas City area." As for buying seed, he pointed out that the "cheap" seed may prove most expensive -- that while the quality grasses do cost more initially, they contain more seeds to the pound. He also explained that quality grasses are perennials, lasting from year to year -- and actually provide more value -- and beauty for the money. Dr. Schery was introduced by Dr. John Baumgardt, Director of the Garden Center.

"KANSAS CITY STAR" INTERVIEWS SCHERY

Mary Hobbs, Lawn and Garden Editor of the "Kansas City Star", interviewed Dr. Schery while he was in the city to speak before the Loose Park Garden Center. "We let the bluegrass do its own weeding for the most part," Miss Hobbs quoted Dr. Schery in the September 8 issue of the paper, "and let the clippings lie to go back into the soil. We fertilize it, however, and this is the time of the year to do that. You can hardly do too much fertilizing in the fall." "Kansas City is in about as tough a position of maintaining lawns as anywhere in the nation," Dr. Schery added.

ASSOCIATE MEMBERS CIRCULARIZED CONCERNING "SEAL"

A letter outlining the arrangements for use of the Lawn Institute's Seal of Approval was sent out September 22, 1960, from the Marysville office. This letter was sent to Associate members who have expressed some interest in using this Seal in their advertising and packaging.

AUGUST ISSUE OF "HORTICULTURE" USES INSTITUTE MATERIAL

An article entitled, "Proper Preparation of Soil and Quality Seed Is Best Insurance for a Good Lawn," authored by Joseph Troll, in charge of turfgrass at Massachusetts State, Amherst, appears in the August, 1960 issue of "Horticulture" magazine.

The four pictures used to illustrate this article were supplied by the Institute through its Press Kit mailings. In addition, much of the content of the article reflects Institute-originated recommendations. This is another example of the value of the Press Kits -- and their increased use as reference by the nation's lawn and garden authorities in preparing their material for consumer reading.

Of interest to the members of the Oregon Fine Fescue Commission is the listing on page 428 of this issue of all the red fescue varieties, as follows: "The red fescue varieties (Chewings, Creeping Red, Illahee and Pennlawn) do well in sun or shade and in sandy soils."

These Lawn Institute references were seen by the over 79,000 readers of this publication.

WHAT THEY ARE SAYING ... ABOUT THE INSTITUTE AND QUALITY GRASSES ...

"Dear Doctor: After reading your article in the June issue of 'Popular Science', I realized that you are the man who can steer me straight on my problem, if you have available time to answer this:

"We have a cemetery plot -- and it is very sandy . . ."

-- H. Silverstein
Brooklyn, New York

"Your article, 'The Lawn Makes the Tree King' in 'Trees' Magazine, was quite enlightening. It brought to mind several questions I'd like to ask if I may . . ." (The writer then inquires of red fescues, nursegrasses, etc.)

-- Lysle Pietsch
Pietsch Landscape & Tree Service
Dixon, Illinois

"Pleased to note the continued supply of materials being put out by your organization, and feel that your efforts are making a big contribution to the increased interest in good lawns . . ."

-- Charles Ross
Ross Seed Company
(Institute Associate Member)
Louisville, Kentucky

"Just a line to thank you again for those slides. I've given several presentations and they have apparently been very successful . . ."

-- Arnold Walker
Gro-Green Products, Inc.
Buffalo, New York

REPEAT OFFER!

LAWN INSTITUTE LITERATURE - FOLDERS AND REPRINTS - AVAILABLE TO MEMBERS & ASSOCIATES

To further the effects of the Institute - and to give extra exposure for your own organization - these reprints are offered to you for distribution in your particular areas. This is an excellent method of localizing the Lawn Institute's promotion effort!

QUANTITIES OF 50 COPIES OF EACH OF THE REPRINTS LISTED BELOW ARE OFFERED TO YOU WITHOUT CHARGE. Should you wish additional pieces, these would be made available at nominal cost.

PLEASE FILL IN THIS FORM TODAY. Send it to: The Lawn Institute
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<u>REPRINT</u>	<u>QUANTITY</u>
Lawns - Their Making & Keeping (Handbook on Gardening)	_____
Weeding Lawns (May-June, 1960 Garden Journal of New York Botanical Garden)	_____
Quality Lawn Seed (March-April, 1960 Garden Jrnl. of New York Botanical Garden)	_____
Beauty & The Boast (March-April, 1959 Garden Jrnl. of New York Botanical Garden)	_____
Build Your Lawn (May, 1960 Better Building Maintenance)	_____
Red, White & Blue of Beauty (August, 1960 American Rose Magazine)	_____
Best Turf for Athletic Fields (January, 1960 Scholastic Coach)	_____
Summer Tests Your Lawn Program (July, 1959 Better Building Maintenance)	_____
Story of Bluegrass (October, 1959 Horticulture)	_____
Let the Lawngrass Do Your Weeding (May, 1959 Flower & Garden)	_____
Lawn Time Coming Up! (August, 1960 Flower & Garden)	_____
What's New in Lawn Building (September, 1959 Horticulture)	_____
Don't Let Crabgrass Spoil Your Lawn (May, 1960 Horticulture)	_____
Lawn Keeping: The Lazy Man's Version (June, 1960 Popular Science)	_____
What You Should Know About Buying Grass Seed (April, 1960 Popular Science)	_____
The Lawn Makes the Tree King (July-August, 1960 Trees Magazine)	_____
The Prestige of Quality Turf (August, 1960 Concept)	_____

NAME: _____ ADDRESS _____

FIRM NAME: _____ CITY: _____ STATE: _____

PHOTO BY INSTITUTE FEATURED ON COVER OF "SEED WORLD"

Additional evidence of the acceptance and use of the Press Kit material that the Institute supplies to over 600 publications and writers appeared on the cover of the September 9 issue of "Seed World".

In addition to using the Institute-supplied photo and cutline on the cover, the publication gives the following acknowledgement on an inside page:

"All over the country this fall scenes similar to the one upon our front cover are being re-enacted as home owners fertilize their lawns and replant bare spots with bluegrass-fescue mixtures because autumn is the best time of the year in most parts of this country to plant lawn seed. The photograph is published through the courtesy of Better Lawn & Turf Institute."

In the same issue also appears the story, "New Lawns and Nursegrasses," which was supplied in the Autumn Press Kit.

And in still another section of this issue, under "Matting Protects Grass Plantings," the publication states in a story concerning the seeding around the Princeton Baseball Stadium:

"Mr. Smith's crew prepared the land for planting. They seeded the company's mixture of Kentucky bluegrass, Chewings fescue and perennial ryegrass. Then they covered the banks --".

CONSUMER PUBLICATION FEATURES STORY BY SCHERY

Over 400,000 readers of the October, 1960 issue of "Flower Grower" magazine will see the article, "Man-to-Man Lawn Talk," authored by Dr. Schery. The story was developed from excerpts from his talk before the 1960 Convention of the Men's Garden Clubs of America. Dr. Schery and the Lawn Institute are given full byline credit in the paragraph introducing the story.

Plans now call for an elaborated version of this talk to appear in a future issue of the "American Horticultural Magazine".

"ST. LOUIS POST-DISPATCH" MENTIONS SCHERY-INSTITUTE

Eleanor B. McClure, "St. Louis Post-Dispatch" Garden Writer, makes the following comment in the August 28 issue of the Garden section of that paper:

"In the meantime, earnest gardeners might get a big assist from the new Missouri Botanical Garden Bulletin, "Lawn Establishment and Care." The author, Dr. Robert W. Schery, Director of the Lawn Institute of Marysville, Ohio, is a nationally known authority on turf problems.

"This bulletin, however, was written primarily for St. Louis conditions. Dr. Schery, a former staff member at the Missouri Botanical Garden, knows and understands our local problems. When he was a resident of Kirkwood, he got first hand experience in his own backyard garden."

INSTITUTE ARTICLE APPEARS IN "NEW YORK TIMES"

"Careful Feeding is the Key to Success" is the title of an article bylined by Dr. Schery for the August 28 issue of the "New York Times". As in all releases, there is prominent mention of Kentucky bluegrass and Oregon fine fescues. The article concludes:

"The really important points to be observed are the kinds and proportions of seed in the mixture. Ordinarily Kentucky bluegrass and red fescue are the grasses that will produce good turf for northern home lawns. Almost everything else in the mixture is merely to lower the price or to give a quick show of green color that is reassuring but of no real value. A little quick-growing grass like ryegrass or redtop will cause no harm, but buyers should avoid lawn seed mixtures containing more than 15 per cent ryegrass or any seed at all of such coarse kinds as tall fescue. A simple rule for home lawn makers is to buy the right kinds of seed from a reputable seedsman."

INSTITUTE PRESS KIT INFLUENCES KINGWOOD CENTER PUBLICATION

The August, 1960 issue of Kingwood Center Notes, sent to this non-profit organization's members and mailing list, carries the feature article, "Lawn Improvement Begins in the Fall", and employs much of the same wording used in some Institute press releases.

The Institute is given credit in a paragraph under watering:

"Dr. Robert W. Schery, Director of the Lawn Institute, summarizes the pros and cons of midsummer watering by suggesting that occasional prolonged sprinkling, with intervals between sprinklings almost prolonged enough to cause wilting, might be the most generally useful rule."

Among other recommendations were:

"The best lawn maintenance program is molded around the seasonal needs of the turf. In this part of Ohio these needs are based on the growing characteristics of the two grasses that are the backbone of permanent lawn mixtures: Kentucky bluegrass and red fescue."

" -- the basic treatment for a lawn seeded to Kentucky bluegrass, red fescue and mixtures, is to apply fertilizer in September each year."

"The arsonates (DSMA, AMA) are generally preferred. Two or three applications about a week apart should clean out the crabgrass without harming bluegrass or red fescue."

"Clippings at this length will settle down harmlessly among the upright growing blades of a predominately bluegrass lawn. Eventually they will return the fertilizer which was used in their original growth to the grass roots."

"Since the preferred grasses, Kentucky bluegrass and red fescue, are capable of surviving a normal summer without watering, the decision to water depends on whether or not you wish your lawn to remain green after the time it naturally tends to brown up and become dormant."

"LAWN AND GROUND COVER BOOK" STRESSES QUALITY GRASSES

Dr. Schery and the Institute recently cooperated in the compilation of Sunset Magazine's "Lawn and Ground Cover Book" and are listed in the acknowledgments -- the only authority east of the Pacific Coast states given such mention. Among the book's recommendations are the following:

"Some people are willing to spend the time and money it takes to keep a cool-season grass in the subtropical grass country, probably because bluegrass is still looked upon by many people as the only real lawn grass. Generally, the most common use for the cool-season grasses in the heart of the subtropical grass country is to sow in fall as "winter grass" over the subtropical grass lawns. It hides the subtropical grass' dormant brown color."

"For example, if you find a big percentage (over 35%) of a coarse grass such as meadow fescue, you will know that it probably will be coarse-looking lawn. A good fine grass mix would be high in Kentucky bluegrass or its varieties, and would contain no ryegrass. If the ingredient list shows a big percentage of bents, you can figure that it will be a high maintenance lawn -- the chart tells you that bents are very susceptible to summer diseases and that they need low mowing. --"

"Never blame a lawn's failure on the seed -- if you bought it from a reputable dealer. Good seed will germinate and come true; that's all you can expect from it. The rest of the grass' performance depends upon its environment as you make it and keep it."

"Prices favor buying fine-leafed, slow growing mixes, even though they sell for more per pound. There are thousands more seeds per pound in most fine-leaf grasses than there are in the coarse ones --."

"AGRICULTURAL MARKETING" ACTS ON INSTITUTE SUGGESTION

Dr. Schery received the following in reply to his letter to "Agricultural Marketing":

"We are grateful for your suggestion for an article on quality grass seed for our magazine, "Agricultural Marketing."

"The idea is excellent and consequently we are scheduling an article for publication early next spring on marketing lawn seed with particular emphasis on the Federal Seed Act.

"Since our magazine is intended primarily for people interested in the marketing of agricultural commodities and who can make practical use of the information we have taken the liberty of adding your name to our mailing list.

"Again, we are grateful for your suggestion. We also hope that our publication will continue to be of value to you and to your associates. If we can be of any assistance at any time, please write."

KIWANIS MAGAZINE PRINTS DR. SCHERY'S "SIDE OF THE STORY"

Having noted a would-be humorous story in the June, 1960 issue of Kiwanis Magazine, conveying the idea that it is nearly impossible to have a good lawn, Dr. Schery wrote the publication suggesting that it carry a factual article on the subject in the future. While the publication did not comply with that request, the August, 1960 issue carries portions of Dr. Schery's letter -- as follows:

"Disservice to Readers?

"... I enjoyed your June issue, and was intrigued by Harold Rolseth's lawn article 'How Green Was My Thumb.'

"While this is a humorous exposition of a situation confronting us all, our Institute, nonetheless, would prefer to see such stories built around technically accurate information.

"The seed industry, itself, is the first to admit that the realities of marketing make for less than adequate seed mixtures through a great many mass-marketing outlets. But we are diligently trying to upgrade the quality of seed mixtures and see that they are primarily Kentucky bluegrass-fine fescue based. And we hate to see the constant conveying of the idea that having a reasonably good lawn is expensive or troublesome. It is neither, if you simply do the right thing at the right time.

"It is a disservice to your readers to imply that 'certified' means anything in lawn seed (the great mass of Kentucky bluegrass is not and could not be certified). It is a mistake to think that all of the equipment and supplies

pictured on page 37 are needed at all; one good mower and a fertilizer spreader that will serve both, to distribute plant food and weed controls, if needed, are about all that is required, plus a modicum of common sense."

Robert W. Schery
The Lawn Institute
Marysville, Ohio

"We agree. Doing the right thing at the right time, plus common sense is all that is needed."

The Editors

SCHERY ARTICLE DRAWS PERUVIAN REQUEST

As a result of his article appearing in "House Beautiful's Practical Gardener", Dr. Schery received a letter from Irene Lettersten, Gardening Department, Feria Internacional del Pacifico, Lima, Peru, asking advice on the kind of grasses to plant to have an attractive setting for the International Pacific Exposition at Lima next year. Apparently wide expanses of turf are wanted between the walk-ways, setting off the exhibitions.

Detailed information about the situation was limited, but Dr. Schery suggested that perhaps fescues and bluegrass would be appropriate if the temperature range were between 85° F. and freezing, and listed several Institute members as a source of the seed.

INSTITUTE STORIES HAVE WIDE RAMIFICATIONS

Dr. Schery recently received the following letter from Mr. H. L. Hill of Amarillo, Texas:

"I read your article in the current (September 15) issue of 'Flower & Garden' in which you show a picture of a lawn fescue. I am sending a sample of grass that grows real well here and would like to know what it is and where I might obtain the seed."

The sample proved to be Kentucky bluegrass, and Dr. Schery's reply to Mr. Hill stated:

"This is an ingredient of most quality lawn seed mixtures --. Just look on the package and insist upon a high percentage of Kentucky bluegrass in any seed mixture purchased."

Dr. Schery went on to say that he hesitated to mention brand names, because all reputable seed houses handle mixtures containing natural Kentucky bluegrass and red fescues.

NEW AUTUMN ENCYCLOPAEDIA BRITANNICA FEATURETTE PRODUCED

Another in the series of featurettes being produced by the Encyclopaedia Britannica in cooperation with the Lawn Institute has been completed and is now in circulation among the television stations in the country. This featurette emphasizes the importance of autumn seeding and shows several close-up views of appropriate seed analysis on the sack. The preceding featurettes in this series have been shown over more than 100 television stations.

HORTICULTURALISTS REPORT ON TEMPERATURE EFFECT ON GRASSES

The following is the conclusion voiced by V. J. Miller of Arizona on "Temperature Effect on the Rate of Apparent Photosynthesis of Seaside Bent and Bermudagrass," as it appeared in Volume 75 of the Proceedings of the American Society for Horticultural Science, 1960.

Miller subjected to measurement, by consumption of carbon dioxide, the familiar ability of bermudagrass to function well at higher temperatures than bentgrass. Bentgrass reached its maximum productivity between 20 and 30° C. (68° to 86° F.), but bermudagrass did not reach its best level until temperatures were around 35° C. (95° F.).

Thus it would seem as though the difference between the chief "southern" grass (bermuda) and a representative northern grass (bent) would be an average climatic difference of 10 degrees C. (18° F.).

"CROPS AND SOILS" ARTICLE REVIEWS GERMINATION STUDIES

Four years ago, in the late summer of 1956, a series of tests were undertaken investigating the influence of soaking upon bluegrass and fescue seeds. The results were subsequently reported to the Agronomy meetings, and reviewed in an article in "Crops and Soils". The seed samples were kept for the intervening four years, in the closet, not packaged or contained in any way and thus subject to atmospheric humidity.

As would be expected, germination is down quite appreciably over the germination percentages four years ago. The highest germination figure today is 15%, for the same source of seed untreated with any soaking procedure.

Samples that had been soaked for various lengths of time in water were all somewhat less in germination percentage than was the unsoaked check, although, surprisingly, one or two seeds seemed to germinate even where the seed had been soaked for several days.

Perhaps of some interest was the fact that seeds soaked in gasoline, even up to a period of 27 hours, were not injured -- indeed seemed to benefit 4 years later from the treatment in comparison to counterpart seed soaked in water.

"CROPS & SOILS" REPORTS ON EFFECT OF NITROGEN ON SEED YIELDS

The August-September, 1960 issue of "Crops & Soils", on page 27, carried a note under the heading "Split N Treatment Raises Seed Yields of Kentucky Bluegrass".

A treatment of 30 pounds of actual nitrogen per acre in the autumn, and again in spring, boosted bluegrass seed yields to 332 pounds per acre compared to 272 pounds where 60 pounds of nitrogen was applied in a single application only. Plots receiving no nitrogen had only 151 pounds. With a split application, in late fall, and early spring, there was no lodging of the grass.

"AGRONOMY JOURNAL" STORY BACKS INSTITUTE STAND

In an article entitled "Genetic Diversity - A Protection Against Plant Diseases and Insects", Suneson of the A.R.S., U.S.D.A., is advocating for crop plants what the Lawn Institute has been claiming all along gives natural Kentucky bluegrass an inherent advantage, namely, that having a hereditary mixture (as natural Kentucky bluegrass does) gives greater long-time assurance of resistance to various epidemics than would genetically pure varieties. To quote Suneson:

"Modern plant breeders and plant pathologists may have over-extended the logical applications of the pure-line theory and become enslaved by the uniformity and conformity conventions their over-indulgence produced. The 'boom and bust' cycles of popularity for certain pure-line varieties resulting from changing race populations of fungus and insect parasites spotlight the problem.

"This paper emphasizes the buffering effects of genetic diversification on crop pests.

"'Boom and bust' cycles for pure-line varieties bred for resistance to pests appear to characterize this age. Such cycles seem to be aggravated by too much genetic purity on large continuous acreages. Breeding methods that give multigenic resistance in multiline varieties, and thus provide for race diversity, dispersal, and dilution of the pests, are proposed.

This appeared in the "Agronomy Journal", June, 1960, beginning on page 319.

"AGRONOMY JOURNAL" REPORTS ON WINTER KILLING OF COASTAL BERMUDAGRASS

In an article in the June, 1960 issue of the "Agronomy Journal", entitled "Effect of Soil Fertility on Winter Killing of Coastal Bermudagrass", Adams and Twersky of the U.S.D.A. have shown that heavy nitrogen fertilization is conducive to winter kill of the bermudagrass, but that increased levels of potassium fertilization favor winter survival.

GOLF COURSE PUBLICATION FEATURES BLUEGRASS RECOMMENDATION

The August, 1960 issue of "Golf Course Reporter" -- a publication reaching 6,805 presidents and greens chairmen, course superintendents and professionals, athletic field and park supervisors, agronomists and extension workers, carries a joint article by Beryl Taylor and Eliot Roberts of Ames, Iowa, on athletic fields for the Midwest:

"The use of peat moss or other soil conditioning materials such as vermiculite or clay pellets may help to improve moisture relations in the soil for turfgrass establishment. A thin layer of clean (free of seeds) straw over the field may also prove beneficial in conserving soil moisture in the seedbed. Following are recommended mixtures of seed for the northern half of the United States, or what is commonly called the cool weather region: 1) 100% Kentucky bluegrass; 2) 40% Merion, 60% common Kentucky; 3) 40% Merion, 30% common Kentucky, 15% Park, 15% Newport. No nurse grasses should be used with the above mixtures."

"HORTICULTURE" ARTICLE RECOMMENDS BLUEGRASS-FESCUE SEED MIXTURE

The September, 1960 issue of "Horticulture" (reaching over 90,000 readers) carries an article entitled "When is as Important as How -- to Build Your Lawn", by Dr. R. B. Alderfer, head of the soils department, Rutgers University, New Brunswick, New Jersey.

The article reads, in part: "-- late August or early September is the best time in which to start a permanent lawn in the vast area where bluegrass or fescue is the basic grass for good turf." . . . "High quality seed, though more expensive, is cheapest in the end. For the northeast, north Atlantic and north central regions, Kentucky bluegrass, preferably Merion bluegrass, and creeping red fescue are the best adapted permanent lawn grasses. Your grass mixture should have at least 75% by weight of either or both of these species. The remaining 25% contains nurse grasses, or grasses other than the main type. --"

PUBLICATION RECOMMENDS BLUEGRASS-FESCUE FOR SOUTHERN CALIFORNIA

Lawn Institute thinking and ideas, spearheaded by the Press Kit mailings and by personal visits by Dr. Schery, are beginning to infiltrate the writings of several consumer publication editors. In addition to the story by Dr. Schery mentioned earlier, the October issue of "Flower Grower" magazine carries a reference to bluegrass and fescues in another section of the magazine.

In a column entitled, "West Coast Pointers", by Robert E. Atkinson of Los Angeles, the following recommendation appears:

"This is the ideal time to plant grass lawns, especially if you are using bluegrass, fescue or bent. Root development is better in cool weather and weeds

are less competitive. Dichondra lawns should not be planted now; wait until spring."

Under the heading, "Biological Controls", Mr. Atkinson says:

"West Coast gardeners are excited about a new material for lawn moths (sod webworm) and for cut worms in dichondra that utilizes a new principle - biological control. When larvae and caterpillars ingest this bacteria it causes death within four days. This new approach offers a supplementary method of control because the bacteria can be applied with insecticides presently used against these soil pests."

And again, under "Good-bye to Annual Bluegrass":

"The pesky little grass weed that is the bane of all dichondra lawns, annual bluegrass (*Poa annua*), can now be controlled. Neburon, marketed by DuPont under the name of Chickweek Killer, applied now, will prevent this pest from appearing in winter or spring.

"*Poa annua* is often overlooked in bluegrass lawns, but its presence usually accounts for grass dying out in midsummer. Annual bluegrass cannot survive summer heat and crabgrass takes its place. Because its insidious habit is not recognized, it is my candidate for the worst weed pest of grass and dichondra lawns."

REPRINTS AVAILABLE THROUGH IOWA STATE UNIVERSITY

In a letter to Dr. Schery, Don F. Grabe, Professor undertaking seed research with the Department of Botany of Iowa State University, Ames, Iowa, enclosed two reprints which he thought might be of interest. The reprints are:

"Seeds and Packaging Materials", by Duane Isely and L. N. Bass, reprinted from the 1959 Proceedings of the 14th Hybrid Corn Industry-Research Conference of the A.S.T.A. This is listed as Journal Paper J-3779 of the Iowa Agricultural and Home Economics Experiment Station, Ames, Iowa, Project No. 1386.

"Packaging and Storage of Kentucky Bluegrass and Creeping Red Fescue Seed", reprinted from the Proceedings of the Association of Official Seed Analysts, Volume 49, No. 1, 1959, Journal Paper No. 3696 of the Iowa Agricultural and Home Economics Experiment Station, Ames, Iowa, Project No. 1083. Dr. Louis N. Bass is the author.

Here are excerpts from these two pieces:

Isely says: "The bluegrass seed appeared moderately resistant to unfavorable storage conditions and (as compared with performance under an optimum environment) did not fade away as abruptly as some of the others." On fescue he reports:

"Fescue has a reputation for easily 'going out of condition', a distinction probably acquired as a consequence of storage difficulties attendant to ocean transport of seeds across the tropics from Australia. These experiments do not suggest that red fescue seed lots are unduly temperamental."

Isely feels one can be in trouble quickly if storage temperatures of 100° F. or higher are maintained, especially if there is any appreciable relative humidity. He would like to see moisture content no higher than 8% if possible, and the seeds stored in moisture resistant containers such as plastic sacks or metal cans.

Bass, in his paper, found that bluegrass stored at 70° F. or less suffered little, regardless of any reasonable moisture content. However the less the moisture content, the longer germination held up, enduring oftentimes for 30 months. Seed stored in cloth bags did not endure as well as that contained in cans or in polyethylene sacks.

But with creeping red fescue, strangely, germination held up better during storage in polyethylene bags than in tin cans. It is theorized that the exchange of gases, possibly through polyethylene, was an advantage. Bass states: "The germination of creeping red fescue seed appeared to be influenced a great deal by moisture content of the seed and storage temperature."

Bass concludes: "The results of this study clearly show that moisture barrier packaging materials can be either very beneficial or very detrimental to the storage life of seed, depending primarily upon the moisture content of the seed when packaged and storage temperature."

REPRINTS OFFERED BY U.S.D.A. IN MARYLAND

Of the reprints recently announced by Dr. Felix Juska of the U.S.D.A., Beltsville, Maryland, these two may be of particular interest to the members and associate members of the Institute.

CR-CA-24-60, "Suggestions for Fall Lawn Care", and CR-CA-14-60, "Suggestions for Spring Lawn Care", both agree essentially with the Institute position on kind of lawn and how to care for it. We are glad to see reference to undesirable seed mixtures. Quoting from the Fall Lawn Care item: "Best results have been attained from bluegrass and red fescue. Bentgrasses are generally not recommended in mixtures with Kentucky bluegrass or red fescue." The leaflet goes on to review some of the common causes for poor lawns, renovation steps, and means for establishing a new lawn; considerable discussion is engaged in on fertilization and weed control, with some discussion of mowing, watering and insect control.

Quoting from the Spring Lawn Care item, under the heading of Reseeding; "Sunny lawns may be reseeded with common Kentucky or Merion Kentucky bluegrass, although a mixture containing bluegrass and red fescue is desirable on deep sandy

soils. A good shady lawn mixture contains 50 to 75 per cent red fescue and 25 to 50 per cent bluegrass." The remainder of the leaflet covers many of the same topics as the Fall item, in somewhat less detail. The reference to pre-emergence weed control may be of interest particularly in the spring.

CIRCULAR REVISED BY UNIVERSITY OF ILLINOIS

"How to Have an Attractive Lawn," Circular #729, has recently been revised by Dr. F. F. Weinard, Professor of Floriculture and Harleigh R. Kemmerer of the Horticulture Department, University of Illinois. Both are Independent Advisors to the Lawn Institute. Bluegrass and fine fescue receive very favorable mention in the publication.

SUNBEAM LAWN MOWER CORPORATION REQUESTS INSTITUTE OPINION

Here is another evidence of the Institute's increasing acceptance as an authoritative source of information.

Dr. Schery recently received a telephone call from L. R. Dunaj, in charge of Market Research for Sunbeam Lawn Mower Corporation in Chicago, expressing interest in having the Institute's opinion on lawn mowers, particularly the utility of grass catchers on rotary types..

INSTITUTE CONTINUES CLOSE WORK WITH SCHOOLS

This autumn, Dr. Schery has supplied Oregon fine fescue and Kentucky bluegrass seed samples to the following schools and universities, in order that they may be tested under varying conditions.

Oklahoma A & M College
Stillwater, Oklahoma

Auburn University
Auburn, Alabama

University of Tennessee
Knoxville, Tennessee

University of Kentucky
Lexington, Kentucky

Michigan State University
East Lansing, Michigan

University of Connecticut
Storrs, Connecticut

Kansas State University
Manhattan, Kansas

University of Rhode Island
Kingston, Rhode Island

Harold Griffith
Men's Garden Club of America
Tryon, North Carolina

In continuing this liaison with the schools, Dr. Schery not only gains access to their findings for use by the Institute, but also performs a worthwhile public relations gesture that assures the close cooperation of these influential school people.

Dr. Huffine, Professor of Agronomy, Oklahoma, writes:

"We were delighted to have the opportunity of visiting with you this summer and look forward to your early return.

"The 10 pounds of bluegrass and red fescue as well as the 2 pound packages of Creeping Red, Chewings, Illahee, Rainier and Pennlawn fescue and Arboretum, Newport and Park bluegrass varieties arrived in good shape and ample time for fall seedings.

"We appreciate your assistance in our turfgrass program."

SCHERY PROMOTES FESCUES AND BLUEGRASS FOR THE SOUTH

During his recent trip to Asheville, North Carolina, to appear before the meeting of the Men's Garden Clubs, Dr. Schery had the opportunity to talk in detail with Charles Hudson, of "Popular Gardening" magazine. Among the points emphasized by Dr. Schery in the discussion was the use of red fescues and bluegrass for winter seedings in the South.

Hudson now writes in his column, appearing in the September, 1960 issue of "Popular Gardening":

"Now is the time to plant mixtures of fescues and bluegrasses in the upper South. Early September sowing gets these grasses off to a better start than later seedings."

INSTITUTE DIRECTOR INSPECTS TURFGRASS WITH ADVISORS

During the A.I.B.S. Meetings at Stillwater, Oklahoma, August 28-31, Dr. Schery, accompanied by Institute Advisors Dr. Wayne H. Huffine and Dr. Eliot Roberts, inspected turfgrass in the area. Dr. Robert Hugh Knowles of the University of Alberta, Edmonton, Canada also accompanied the group.

Dr. Knowles reports that bluegrass is a wonderful turf in his country. He says that it is much superior to any other species in his experience. Fescues serve a purpose, too, he adds -- but tend to lignify, becoming stiff and woody under the rigorous plains conditions in Canada.

SCHERY CONFERS WITH K.S.U. HORTICULTURE HEAD

During his trip to the Kansas City area to attend the recent Institute Board Meeting, Dr. Schery spent some time at Kansas State University in Manhattan, Kansas. He conferred with Dr. Ray A. Keen, acting head of the Department of Horticulture. The following is a summary of the discussion:

Chief concerns of Keen are the breeding and selection of bermuda and Zoysia grasses, and in addition he has established a series of synthetic soils on which bentgrass (for golf greens) has been planted. Penncross bent has

behaved a little better than Seaside among seeded bents, but both the Springfield and Cohansey strains have proven superior to seeded bents. The results indicate that high percentages of sand (the plots run from 65% to 100%) offer no detriment to bentgrass if proper care is given. Naturally a complete sand medium requires inordinate attention to watering and fertilization.

A shade tolerant male clone of buffalograss is under test. African bermudagrasses have not done well, needing constant attention and thinning. Many of the bentgrasses which do well in the East have not survived well here either. Bluegrasses and red fescues generally survive poorly through the summer, and require autumn renovation in this climate. Of the bluegrasses Pullman-602 has looked the best. Park and Arboretum strains are currently slumping, and Merion suffers a great deal from rust.

The favorite golf course green grasses are Cohansey and Arlington. Among the Zoysias Meyer has proven as satisfactory as anything, all characteristics considered. Emerald develops mat and disease trouble. Sunturf bermuda has been lost in the winter; but Dr. Keen finds Tifgreen completely hardy and probably best for the area.

Dr. Keen feels that bluegrass and fescue could very well be used as a winter grass, for overseeding bermuda annually. A seed supply is being sent him for experimentation.

Bermudagrass has suffered severely from "spring dead spot", which, paradoxically, Dieldrin seems to control. It is not clear whether the Dieldrin controls a disseminating insect, or whether it is directly effective as a fungicide.

Troublesome weeds include stinkgrass, a daisy fleabane, small veronicas and creeping verbena. Foxtail has also proven troublesome in new lawns. Crabgrass killers have made crabgrass less a problem, Pax and Dacthal having proven quite effective among the pre-emergent types.

LAWN INSTITUTE LISTED IN FOURTH TURF RESEARCH ANNUAL

In the Fourth Turf Research Annual, published by "Park Maintenance" magazine as the July, 1960 issue of the periodical, the Lawn Institute is listed under Ohio references. Dr. Schery is quoted in various sections of the book, along with others in turfgrass work. The publication is a compilation of research information through the years from all sources, with the various experts being quoted for their viewpoints on a great many facets of turf and its management.

CANADIAN SEEDSMAN LAUDS INSTITUTE

A letter from Fraser Rempel, General Manager of Newfield Seeds, Nipawin, Saskatchewan, Canada, offers the following comment about Institute promotion activities:

"During the recent convention of the American Seed Trade Association in Kansas City, I was very much impressed with the magnitude and apparent effectiveness of the promotional work being done on lawn and turf grass seeds by your Institute.

"In a recent trade publication notice was given to the work of your Institute in expanding the usage of good grass seed for Highway right-of-way. This is a matter on which our Provincial Highways Department appears to be in a receptive mood ..."

BALTIMORE TV PROGRAM USES INSTITUTE MATERIAL

Richard H. DeLano, Extension Specialist at WBAL-TV in Baltimore, has used Institute material on the "Garden Living - All Year Round" program.

Dr. Schery telephoned Mr. DeLano the information he requested, gave him the reference for obtaining "Bluegrass Beauty" and sent him 17 glossy photographs showing bluegrass, red fescue and the respective results of good seeding vs. poor seeding. These were to be used on the Saturday program in early September, over channel 11.

DR. SCHERY TO SPEAK AT THE UNIVERSITY OF CONNECTICUT

Dr. Schery will speak on "Methods and Materials for Lawn Care and Maintenance" before the Nurserymen's Association Short Course, to be held at the College of Agriculture Auditorium at the University of Connecticut, January 25 and 26, 1961.

INSTITUTE FILM LISTED BY GARDEN WRITERS ASSOCIATION

"Bluegrass Beauty", the Lawn Institute film, is included in a listing by the Garden Writers Association of the films and slides currently available on garden subjects. Inclusion in this listing helps assure the Institute movie of additional exposure to various meeting groups. Among the other films offered are: "Grass, The Big Story," from the Film Library of New York State College of Agriculture; "Green Velvet," from Swift & Company; "Lawns," from Hayes Spray Gun Company and "Merion Blue Grass," from the Turf Research Foundation.

CANADIAN ROAD OFFICIAL REQUESTS INSTITUTE MATERIAL

Mr. Rene Paquet, Landscape Architect, Ministere De La Voirie, Department of Roads, Charlesbourg, Quebec, Canada, has written for descriptive literature offered by the Lawn Institute -- and also asked to be put on the mailing list to receive all material released by the Institute.

POWER MOWERS ARE OLDER THAN WE THINK

An interesting note from the September, 1910 issue of "Scientific American"

gives evidence that the power mower is not necessarily a post war-born product to ease the burden of suburbia in the mid-twentieth century:

"A Pennsylvania inventor has recently come to the aid of the long suffering suburbanite with a lawn mower which is self-propelled, and needs but to be guided over the turf. The motor attachment may be mounted to a lawn mower of standard make, and consists of a framework secured to the handle of the mower and to the brackets in which the rear roller is mounted. Suspended from the framework is a gasoline motor that is connected with chain and sprocket gearing to a pinion which drives the gear mounted on the main shaft of the mower."