

# BETTER LAWN

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BETTER LAWN & TURF INSTITUTE—



## Harvests

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DR. SCHERY'S REPORT TO INSTITUTE MEMBERS  
AND ASSOCIATE MEMBERS AT THE ANNUAL MEETING  
-- MAY 20, 1961 -- KANSAS CITY, MISSOURI

We who work daily with Lawn Institute projects feel this has been an outstanding year both in public acceptance, and in making quality turfgrasses - bluegrass and fescue - household by-words. Because the Harvests newsletter is mailed bi-monthly to all members, we need not take time reviewing details of the year's operations. Rather I hope to summarize a half dozen of the year's high lights, refreshing memories on the whys and wherefores. Then Mr. Mura will provide a snappy chronological resume, - the logbook of our activities through this past fiscal year. In the later business session administrative activities will be touched upon, including review of some of the proposals which your Board has threshed out in a special meeting yesterday afternoon.

This review, then, concerns chiefly: (1) the seal of approval, (2) printed articles, (3) newspaper press kits, (4) movies and other visuals, (5) public appearances, and (6) blowing test methods for bluegrass. Several of these topics may receive added attention during the business session.

1. "Seal of Approval". It may be recalled that the idea for a seal of approval originated several years ago, with no unanimous opinion on stringency of standards, how acceptable it might be to the trade, or how it could be objectively administered. Most members did feel that it could be influential in encouraging greater use of quality turfgrasses, especially in mixtures; and as events evolved, in helping the industry upgrade to higher standards, in lieu of being forced to through state-by-state legislation defining lawn seed that was and is still threatening. A few major seed houses indicated from the beginning lack of interest in use of the seal, presumably because they felt there might be some dilution of highly advertised and established brand identity. We have taken pains to point out that all seal-bearing mixtures are not the same, and that brand responsibility is paramount; but we must face the fact that from the beginning the seal has experienced pressures from both the right and the left - those who felt the move not bold enough, and those who wished not to go even as far as we have.

The Board several years ago charged me to study the seal idea, and report back how it might be employed. For two successive annual meetings the item was tabled, largely in deference to major packagers not sympathetic. Then, after a meeting of interested parties in Chicago, and some good spade work by Jack Herman's associate member committee, the present plans were activated at

the annual meeting just a year ago.

The criteria for the seal are essentially those developed in the initial investigation, through correspondence and discussion with the Lawn Institute Board of Advisors - those turfgrass experts scattered across the country, in almost every state. I might point out that in this group as a whole there was much stronger feeling for the need of a seal than the trade itself has felt. Many of the experts feel that our standards are still not stringent enough, and the few on the Board of Advisors who were negative about the seal were opposed primarily because they thought we could not enforce its standards.

From its inception the seal was designed not to be a "gimmick" for any single grass or variety, but was to have broad utility for the whole quality turfgrass bailiwick, and be available to all quality seed packagers. As such our criteria for acceptance of a seed mixture have always been that: (a) grasses be perennial for the climate where marketed, (b) that they be not coarse, but of fine texture, (c) and that they be able in some degree to spread and colonize - be rhizomatous or stoloniferous.

In order to permit flexibility and some nursegrass use, these criteria were decided upon for 75% of the seed mixture on a pure seed basis. Any inert, "crop", etc. must be absorbed by the remaining 25%. Moreover, the committee reserved the right to refuse the seal where it was felt the mixture was highly improper, aimed primarily against the inclusion of small percentages of tall fescue, timothy or such like in an otherwise fine-textured mixture. It is felt that a small percentage of tall fescue is even worse than a high percentage, since it leads to coarse clumps that stool and persist indefinitely.

Applicants for the seal must be associate members, thereby insuring at least a general screening as to their integrity. Secondly, each applicant has had to sign and return an agreement, stating those mixtures and only those upon which the seal will be employed, indicating in which climates they are to be marketed. Preliminary correspondence suggests pretty well which seed mixtures would likely merit approval by the seal committee. Then the signed agreement and proposed analyses are forwarded to President Gassner for review by the seal committee, returned to the Marysville office files after initialing of approval or disapproval.

As you are aware we have no field staff capable of policing this program. But because the seal has been granted only to responsible seed houses, and because competitors would be quick to point out violations to us, we feel that employment of the seal has so far been honest.

For calendar 1961 the Board stated that there would be no royalty charged on use of the seal. It was hoped that appreciable advertising on behalf of the seal would be undertaken by the users, in lieu of royalty payments, which has occurred to a greater or lesser extent. You see on display some of the advertisements, boxes, catalogues and point-of-sale displays developed during the year. For those members not wishing to have the seal imprinted on their own packages, the Lawn Institute arranged for pressure-sensitive stickers and window banners, available at cost.

The acceptance of the seal has been gratifying, especially among editors, news columnists, technical people, and seed control officials. Mimeograph hand-outs were made for explanation of the seal. Custom articles have been supplied various magazines. The Kansas City office issued a news feature on the seal. It was stressed again in the spring press kit. As a result of this activity the seal story has received about as much publicity through the spring season as any of our promotional efforts. Seal stories have appeared in these and other newspapers: Kansas City Cooperative Consumer; Independence, Missouri Examiner; Parkville, Missouri Dispatch; Bowling Green, Ohio Sentinel-Tribune; Cleveland, Ohio Press; Salem, Oregon Capital-Journal; Springfield, Massachusetts Republican; Cleveland, Ohio Press-News; South Bend, Indiana Tribune; Longmont, Colorado Times-Call; Asbury Park, New Jersey Press. Magazines carrying a seal story include: Park Maintenance, Parks & Recreation, Flower & Garden, Horticultural Newsletter, Seed Trade News, Seed World, Florists Exchange, Trees, Concept, Horticulture, Flower Grower, Popular Gardening, American Rose. Members and the Oregon Fine Fescue Commission have featured the seal in catalogues, on sales sheets, in local and national advertising. Extension from Colorado State has sent reviews to all Colorado papers. The seal has been a point of discussion at professional gatherings, such as recently at the Western Seed Control Officials meeting in Sacramento, of which Mrs. Louisa Jensen writes: "It would have done your heart good to have seen the response to the Lawn Institute Seal of Approval which was exhibited at our meeting. You will probably recall that this was a meeting of the Western Seed Control Officials. On April 4 you wrote me and sent materials covering the Seal of Approval and copies of information on the climax blowing point. These helped very much in preparing my remarks for the meeting. The display of the Seal of Approval which you sent was put up in front of the podium for the remainder of the day after I spoke and for the following day. I also distributed the mimeographed sheets on the Seal of Approval. Thank you for sending all of this material to me."

I view this as an auspicious start for this program, which is being increasingly adopted by associate members. Only eight members intended to use the seal at the beginning of the year, but since then added applications have swelled the total to fourteen.

There are problems ahead of us on the seal. Royalties will have to be forthcoming if we are to be effective in national promotion. And we would hope for ever wider acceptance of it as a quality symbol by the whole trade.

2. Printed Articles. I won't take a great deal of time reviewing stories in the gardening press; they are familiar to you from years past, and reprints of most articles have been circulated to the members. However acceptance of our stories has reached a new peak this last year. I believe this reflects growing awareness of the Institute, and the image created as an impartial source of sound information on lawns and turfgrass.

It also vindicates the policy established many years ago when Mr. Peppard was President, of emphasizing lawns, not seed alone. As we have pointed out repeatedly, the consumer, the end man who shells out the cash which makes lawn

seed salable, is concerned solely with the end result, an attractive lawn not requiring burdensome maintenance or remaking. It generally makes no difference to him the kind of seed employed. We all realize that what is done to and for a seeding is equally as important as the kind of seed planted; that even the best of seed will prove a flop if not properly planted and cared for. Therefore, to maintain prestige for quality seed, the Institute must perforce educate the consumer in proper planting and management. You probably have noticed in the reprints sent through the year, and on display here today, that we try to give a complete and rounded story, even while featuring our grass favorites by name.

That this approach has been successful shows in both the quantity and quality of stories placed, and, as will be seen later from the news bureau clippings, in a highly favorable general impression. Lawn stories have appeared during the year in the following magazines and books:

<u>TITLE</u>	<u>PUBLICATION</u>	<u>CIRCULATION OR COMMENT</u>
A Seal of Approval For Lawns	Concept - 2/61	5,000
Man-to-Man Lawn Talk	Flower Grower - 10/60	500,000
Grass Greets The Guest	Tourist Court Journal - 2/61	25,237
Fertilizing Lawns in Winter	Concept - 1/61	5,000
10 Spring Lawn Problems	Popular Gardening - 3/61	300,000
Lawns and Roses - Have Needs in Common	American Rose - 4/61	15,000
Lawngrass - Or Weed	The Gardener - 6/61	(publication Men's Garden Club)
Theories About Lawn Care	Horticulture - 4/61	90,000
Planting The New Lawn	Better Building Maintenance 4/61	51,260
Lawns - Preparation & Maintenance	American Nurseryman (in press)	
Lawn and Turf Time	Florists Exchange - 4/61	7,727
Why Lawn Seed Mixtures	Seed World - 4/28/61	5,821
Quick Sprouting of Lawn Grass	Seed World - 4/14/61	5,821
Showcase for Roses	American Rose - 7/60	15,000
The Prestige of Quality Turf	Concept - 9/60	5,000
Modern Power Mowers	Better Building Maintenance 7/60	51,260
Lawn Time Coming Up	Flower & Garden - 8/60	500,000
Lazy Lawning	Popular Science - 6/60	1,250,000
The Cost of Living Lawngrass	Seed World - 5/60	5,821
Build Your Lawn	Better Building Maintenance 5/60	51,260
Turf and Your Park	Park Maintenance - 5/60	
Weeding Lawns	New York Botanical Garden Journal - 6/60	

<u>TITLE</u>	<u>PUBLICATION</u>	<u>CIRCULATION OR COMMENT</u>
Don't Let Crabgrass Spoil Your Lawn	Horticulture - 5/60	90,000
The Lawn Makes the Tree King	Trees - 7/8/60	3,940
Matting Protects Grass Plantings	Seed World - 9/60	5,821
New Lawns and Nursegrasses	Seed World - 9/9/60	5,821
Grass Seeds For Lawn and Turf	1961 Agricultural Yearbook (in press)	Government distribution
Hot Weather Precautions	Seed World - 7/22/60	5,821
Lawngrasses - Old and New	Proceedings Missouri Lawn & Turf Conference	
Choose Lawn Beauty	The Cemeterian - 2/61	
Lawns Need Food Too	Horticulture - 1/61	90,000
Lawn Establishment and Care	Missouri Botanical Garden Bulletin - 9/60	
The Grass in Your Life	Parks & Recreation - 11/60	
The Lawn's "New Year"	Better Building Maintenance (in press)	51,260
Branding Seed Mavericks	Oregon Seed League Meetings Proceedings - autumn 1960	
Choice Lawns	Landscape Architecture (in press)	
Season For Lawn Survival	American Nurseryman (in press)	
Tidying Up The Turf	Better Building Maintenance (in press)	51,260
Will Grass Grow in The Shade	Better Homes & Gardens - summer 1960	
It's Lawn Season	American Home - 8/60	3,665,000
Fertilizing The Lawn	New York Times - 8/60	1,255,000
The Lawn Book	Macmillan - 3/61	
Better Homes & Gardens New Garden Book (Lawn Chapter)		(usual printing in millions)
Making and Maintaining A Lawn	American Horticultural Magazine - 3/61	
Excerpts from "The Lawn Book"	Flower & Garden - summer 1961	500,000
Lawns, Preparation & Maintenance	American Nurseryman summer 1961	
Lawns	House Beautiful's Practical Gardener - 1960 edition	

Of course we will continue to emphasize the placement of articles, I would be more optimistic, however, if there had been greater allotment through the years for research and demonstration grounds for the Institute. It has been necessary to draw heavily upon past background and experience in behalf of the Institute, gained prior to my assuming the directorship thereof. But without generating

new "angles", new personal experiences, new "talk" about Institute research activities, one exhausts story possibilities of interest to editors. Readers aren't interested in repetitions of the same old story in the same old vein. I think that publication of lawn stories may have reached its peak this year, and can hold its own only as facilities become available for a certain amount of our own research and demonstration. I mention this not to be negative, but to convey the sober realization that this major activity is not an unending one-way street.

3. Newspaper Press Kits. During the year the usual three press kit mailings were made, for summer, autumn, and spring. This has been our bread-and-butter activity, and Mr. Mura will tell you more about its mechanics of operation, handled through his office.

The clipping service has been sending all clippings to the Marysville office in recent months. This is our most feasible check upon the effectiveness of the press kits. Watching clippings through the spring season, I am paying especial attention to upgrading the distribution lists. Mr. Mura will no doubt tell you more about the program.

It has been customary to report on the press kits in terms of linage each year, - column inches of stories that have appeared and been nabbed by our clipping service. Of course no clipping service catches everything, but year by year comparisons are valid since in each of the last three years our figures are based upon column inches by the same clipping service. In the year just ended we are happy to report both an increased acceptance in linage of Institute stories, and in total material appearing in the newspapers concerning lawns and turfgrass. I feel that once we have culled and revised our mailing list, we will be even more successful in economically reaching the outlets which really count.

This is a recap of linage noted through our press clipping service for the last three fiscal years:

	Column Inches Noted By Luce	
	<u>Institute Placed</u>	<u>General Lawn</u>
1958-59	1,137	7,712
1959-60	2,508	11,710
1960-61	2,796	17,161

It is especially gratifying to note in recent months the nearly perfect acceptance of the quality turfgrasses we have been promoting in the general press clippings; they seem now to be household words. Almost every columnist and editor refers to red fescues and Kentucky bluegrass as the taken-for-granted quality lawn species. It is probably encouraging to our Oregon friends that more frequently than not, red fescues are referred to as "Oregon fine fescues". As a matter of fact this and similar wordings originated through our releases give us encouragement that our kits have a far-reaching influence much beyond credited reprinting. We see our thoughts, and sometime our exact words, cropping up here and there under the by-lines of various garden writers.

It seems we have convinced the editors and writers, whose tremendous influence certainly cannot be denied, but we still have a task of reaching the less sophisticated home owners who read little if at all about gardening matters. The press kit discussion is perhaps not the place to review consumer activities, but we certainly do hope that our members will help in the forthcoming year in direct contact of dealers and the public. We will welcome being called upon for articles, information, and public presentation to significant audiences of consumers or retailers, and we will appreciate very much being recommended by members for speaking engagements before any worth while gathering. This should tie nicely in with the seal program, and with our cooperative efforts in the trade organizations. Perhaps we might even be guests of our packager associates for regional clinics, broadcasts, or educational phases of sales meetings.

4. Movie and Visuals. Bluegrass Beauty has been one of the most successful of Lawn Institute undertakings. Demand for this movie has been excellent, and the audience to which it has played is sizable. The cumulative results since it has been distributed through Modern show (as of end of April) about 256 verified telecasts to an estimated audience of over 9,500,000, plus 1307 private showings to over 69,000. There were about 50 telecasts in the fiscal year past, to over 2 million viewers, and about 400 private showings.

I might mention that because of the enthusiasm shown for the movie the Executive Committee this spring approved releasing it to certain audiences not before served, including teen-age (high school) groups. It is felt that not only are teenagers of some influence on purchases by their parents, but that they themselves will shortly be home owners and potential customers for quality lawn seed. Two prints of Bluegrass Beauty are also released for Canadian showing.

Two visuals of the fiscal year - the Featurette on the Lawn Institute seal, with Encyclopaedia Britannica, and the garden club slide sequence "Have a Top Notch Lawn", distributed through our friends in Oregon and sold to inquirers, will be shown as part of item 3 on the agenda. In addition to these we have also supplied photos and visuals upon request, and cooperated with others in their production. Especially gratifying was the cooperative work with the National Plant Food Institute, with whom we shared the cost of an Encyclopaedia Britannica Featurette on lawn seeding this spring, and reviewed for them the text on another (which they paid for) on the same subject. Last autumn we sponsored the Featurette "Time To Plant Grass", and of course some of our earlier 1960 Featurettes were displayed at last year's annual meeting.

There is obviously a tremendous demand for visual materials, movies especially. During my visit to the Oregon Seed League meetings I had a chance to discuss with the Union Pacific people ideas concerning a seed movie they are contemplating. Even closer to us has been a rather elaborate movie planned by the National Plant Food Institute on lawns. The text of this was sent to me for criticism, and I believe I have been able to suggest ideas that not only will improve the movie but benefit the Lawn Institute objectives.

President Gassner will have more to say about future plans on visuals. It would seem that we should be laying aside the wherewithal for completing another film, as Bluegrass Beauty effectiveness ebbs in the next few years.

5. Public Appearances. The year has been a fortunate one with regard to public appearances. As director of the Lawn Institute I have been invited to speak before such audiences as the Oregon Seed League (due no little to the good efforts of the Oregon Fescue Commission), the Connecticut Nurserymen's Short Course, the Longwood Gardens lecture series, the Men's Garden Club National Convention, Loose Park, Kansas City (Dr. Baumgardt), several turfgrass conferences (including banquet speaker at Arizona, Iowa and Missouri), park meetings, and before various garden clubs or professional associations.

On such occasions it is possible to distribute Institute literature, which in turn has far-reaching effects. For example, after the Longwood presentation, for a week or so we had continuous requests for reprints from New Jersey. After the Connecticut appearance one nurseryman wrote for 1000 reprints to distribute at a trade show. Longwood Gardens itself distributed hundreds of the reprints in our behalf. Colorado State University, Iowa State University, University of Massachusetts and others have seen fit to distribute our articles "officially". This is in addition to the regular inclusion of reprints in letters of inquiry that come almost daily.

As you can see public appearances are a good means of establishing and broadening contacts. The Kansas City office, and Dr. Baumgardt, Director of Loose Park here in Kansas City, have been especially helpful in having me on television and radio in this area; Dick Kuehner has been similarly helpful in Oregon. I urge again that members think of us, when setting up presentations where an "independent lawn expert" may prove applicable. But, as with articles, our capacity to expand public appearances will correlate to a great extent with such original efforts as we undertake at the Institute; there is no avoiding the fact that one must do something in order to have something to talk about.

6. Bluegrass Blowing Method Studies. We need not dwell upon details of "climax" and "uniform" blowing, since these are listed for discussion later in the agenda. This activity has been the activity nearest to original research undertaken during the year, and points up the effectiveness of developing one's own data. Only through the meticulous compilation of data, by Seed Technology (sponsored by ASTA and the Marion Bluegrass Association as well as the Lawn Institute), have we been in a position to blunt AOSA action proposing obligatory climax testing of bluegrass by this July.

All of you have received the data, and are familiar with our questioning some of the original premises on the proposed climax blowing method, whereby light weight and southern sources of seed were discriminated against. Behind the scenes, and in public forum (such as at last summer's ASTA meetings in Kansas City), our questioning with supporting data eventually succeeded in bringing about a re-examination of climax by AOSA representatives. I served as one of three members on the Joint Committee appointed by the ASTA President, to meet with



similar groups from the commercial seed technologists, the Seed Control Officials, and the AOSA. Ed Mangelsdorf has been especially helpful in following through and representing us at the Springfield AOSA meeting

The outcome has been abandonment of climax, and substitution of the new "Uniform" method, at a lower blowing than that for climax. This approximates tests achieved by the hand method. It encompasses the quicker blowing technique, and makes possible tentative evaluation of bluegrass even without a seed technologist.

There will still be a slight disadvantage to the new Uniform method over the hand method, for Kentucky-grown seed. But the average discrepancy will not be appreciable. Moreover, it was possible to introduce and have approved by the Joint Committee, a resolution calling for further study relating to Kentucky-grown seed.

I believe that a reasonable compromise has been reached, and the Uniform blowing method something members can live with. It would seem pointless to fight further against a blowing technique, since even within the trade there is scant support for that position. If the Kentucky producers will press for the promised study by AOSA, perhaps along with Merion bluegrass (currently exempted from the method) special "dispensation" can be achieved for lighter seed areas.

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In summarizing the 1960-61 fiscal year, I feel we have moved forward, have achieved results hardly deemed possible a few years ago even at several times our present budget. The grasses we represent are not a recognized quality symbol. The Institute continues to gain prestige and status, as an honest, technically-oriented, educational arm of the trade. We have been influential in print, and honored by public invitation. Members, it seems to me, can be proud of what service their unselfish support has rendered the whole quality turfgrass industry.

This is not to imply clear sailing. The financial squeeze is, of course, deplorable, when seed still sells at prices of a generation ago while most else has doubled. And all quality turfgrasses are still not under our roof. I like to hope that in the coming year there will be added support from other groups benefitting from the program, as all quality turfgrass species do.

Equally as important as finances, is active enthusiasm for the Institute by the members. At times and in some areas there has been apathy, when proselyting was the crying need, both for new members and for contacts. Certainly the seal, and more generally the whole program, cannot be successful without active participation, and help from the membership. The Marysville and Kansas City offices have reached just about as far as is possible with the present horsepower.

I do believe that the Institute is now poised, ready for outstanding effectiveness. We are established, reasonably polished, ready to seize opportunities. But like a mechanically ready vehicle, we need avenues down which to travel, avenues not

accessible to us except through the help of the members. We feel we can sell the Institute and its program, but others must help bring the customers to the meeting place. Although we may represent quality turfgrass tellingly, when there is no larger staff than we have, a wide audience is gained only through recognition and referral by the industry. We are "on call" at all times, as for the "climax" battle; but we can only help the advance through working with those on the firing line.

In many ways it has been a gratifying year to me personally, not the least of which has been the pleasure of representing an esteemed group of men and a cooperative Board. President Gassner is due everyone's gratitude for his meticulous attention to the multitude of reports both Mura and I circulate through his office, as well as his behind-the-scenes support in behalf of all Institute activities. And a very bright spot for the year has been the great friendliness and cooperation shown by the Oregon Fescue Commission, through the good offices of Mr. Kuehner and the Commission officers.

#### SEAL STORY IN "PARKS & RECREATION"

The April issue of "Parks & Recreation", a publication reaching approximately 8,000 park and recreation directors, superintendents and executives as well as golf course superintendents, carries a story on the Institute Seal of Approval. The story, adapted from the news release material developed and circulated by the Institute, is headlined: "For Packaged Mixtures: Lawn Institute Institutes Seal of Approval."

#### FEATURED POSITION TO SEAL RELEASE

The April 5 issue of "Seed Trade News" gave front-page position to the Seal of Approval news release. Included in this publicity were the two photographs which the Institute furnished.

#### PROMINENT INSTITUTE COVERAGE IN "SEED WORLD"

The April 14 issue of "Seed World" featured a cover picture which was supplied by and credited to the Lawn Institute. Then on page 28 begins a story authored by Dr. Schery, entitled "Quick Sprouting of Lawn Seed." On page 30 follows a favorable review of Dr. Schery's "The Lawn Book" -- with this comment: "The Lawn Book should be on the reference shelves or in some available spot in every garden center and garden supply store."

#### BEAL'S WEED SEEDS DUG UP FOR EIGHTIETH TIME

Dr. W. J. Beal's buried weed seeds at East Lansing, Michigan, have been dug up for the eightieth year count. Back in 1879 Beal mixed 23 different kinds of weed seeds in moist sand, put the collection in each of 20 pint bottles, which in turn were buried about 18 inches below the soil surface, inverted so that water would not collect in the bottles. Each five years until 1920 one of the bottles was dug up, planted in the greenhouse, and germination of the weed seeds noted.

From 1920 until 1960 ten year intervals were spaced out. Thus the eightieth year count was made last year. Only three of the 23 original weeds still showed life after 80 years - an evening primrose, a mullein and curly dock. Only the latter might be considered a weed in lawns, since the former two would be eliminated in mowing. Few grasses were included in the original Beal selection, only one brome grass and one foxtail. The brome did not seem to last even five years, although the foxtail sprouted after 30 years, but in recent unearthings has failed to sprout since 1915.

Beal's experiment is the oldest known of this type. Of course there are more elaborate later experiments, with seeds buried in sterile soil and such like. After decades approximately one-third of the seeds were still viable. In the well publicized cases such as the buried lotus seed in tombs, there's no question that the seed has sprouted after at least 300 years, in some cases no doubt a thousand years.

The latest discussion on Beal's work appeared in the April 1961 issue of the American Journal of Botany.

#### "THE LAWN BOOK" AVAILABLE AT SPECIAL RATES

Dr. Schery has announced that his new book, "The Lawn Book", is being made available to Institute members and associate members at special rates. Here is an excellent opportunity for the Institute membership to have this fine work for presentation to particular customers, prospects and friends. Please contact the Marysville office, should you care to place an order.

#### BRECK'S MENTIONS SEAL ON TELEVISION

Jim Shields of Breck's of Boston recently "plugged" the Institute's Seal of Approval over a television show on Channel 5, Boston. "The Whys and Wherefores of the Seal of Approval" appeared on the Joe Kelly Show as a public service program.

#### "SEED WORLD" CARRIES INSTITUTE ARTICLE

The April 28, 1961 issue of "Seed World" carries the Institute story, "Why Lawn Seed Mixtures," which was prepared by Dr. Schery.

#### "FLOWER & GARDEN" USES INSTITUTE PICTURES

The May issue of "Flower & Garden" Magazine, a publication with a circulation of nearly 500,000, features two Institute-supplied photographs. These are used in a section "A Regional Focus on Summer Lawn Care." The Lawn Institute is listed in the credits of the issue.

#### SCHERY APPEARS IN MARYSVILLE

Dr. Schery was the guest speaker at the Marysville Garden Club (headquarters city for the Institute), on April 27. He spoke in "Fertilizers and Their Proper

Use" and made Institute reprints available to those attending.

### "AGRONOMY JOURNAL" RUNS STORIES ON TURFGRASS

The March-April 1961 issue of the "Agronomy Journal", contains three articles that have some bearing upon turfgrass, although the research was related to agricultural and pasture objectives. These three articles were "Differential Responses of Grasses and Legumes to Liming and Phosphorus Fertilization", by Shoop, Brooks, Blaser, and Thomas, in Virginia. This study, relating to the planting of roadsides, showed that grass (primarily tall fescue) and certain legumes, which were inhibited to almost no growth on the infertile, acid soils along the roadsides, could be benefitted greatly by both phosphorus application and lime application. It was interesting that to some extent either of these could substitute for the other; apparently lime applications were effective in making more phosphorus available, and may also have been helpful in that the amount of soluble aluminum (toxic) is reduced as lime is applied. Acidity per se seems not to be controlling, but an indicator of other effects; some species, such as redtop, were very tolerant of high acidity if ample phosphorus was made available.

The second article of some interest was "Effect of Nitrogen Fertilizer on Emergence and Seedling Growth of Forage Plants and Subsequent Production", by Ward and Blaser, again both of Virginia. Perhaps of interest and implied significance in turfgrass was the finding that the number of legume and grass plants (orchard-grass) emerging in a given area actually decreased as the amount of nitrogen increased. At very high rates of nitrogen grass populations were killed out entirely. Nor was the nitrogen of particular usefulness to the plants in the first month of growth. Later yields, of course, correspond to available supplies of nitrogen.

The third article was "Effect of Different Nitrogen Levels on the Yield, Total Nitrogen Content, and Nitrogen Recovery of Six Grasses Grown Under Irrigation", by Dotzenko, of Colorado. As would be expected, the more nitrogen applied the greater the yield. But also the greater the nitrogen, the less its "efficiency", as measured by percentage of uptake by the plants. Thus at moderate fertilization, about equivalent to that given most lawns in a single application, 40 to 70 per cent of the nitrogen was recovered, with most grasses showing about 60 per cent of the nitrogen recoverable in the foliage. But when rates went up to 4 or 5 times this amount of nitrogen, utilization dropped to 15-35 per cent, with most of them in the middle 20's percentage-wise. There is nothing new in this finding, but it is interesting to have fundamental points re-emphasized from time to time, as guidance governing rates of fertilization for lawns as well as pastures. This study points out that anything higher than 2 pounds of nitrogen per 1000 square feet (approximately the top generally recommended rate for lawn fertilizers) will engender luxury consumption, and hence entail some economic waste.

### PUBLICATION PROMOTES MERCHANDISING

In the May, 1961 issue of "Agricultural Chemicals," the story, "Home Garden Marketing Requires Qualified Dealers," points out that grass seed is only one

of many facets with which merchandising and consumer usage is concerned. "It is nothing more than standard selling practice that a garden supply salesman should endeavor to send his customer away with a complete supply of fertilizers, pesticides, and tools in addition to the grass seed that originally brought the customer into the store. Sales personnel, however, have an obligation to their employer and to their customers to provide sound advice and accurate answers to the customers' questions about agricultural chemicals." The article goes on to point out how the home garden market is becoming big business, carries increasing weight in consideration of major corporations.

#### CALIFORNIA CONGRESS SUMMARIZED

The following is a belated summary of the Fifteenth Annual American Horticultural Congress, held in Pasadena, California, late in 1960. This report appears on page 16 of the Proceedings of that program:

"The Lawn Institute continues its activities as a popularizer of research and technical information. It supports radio and television programs related to better lawns and has a film for loan, entitled 'Bluegrass Beauty'.

Regularly issued press kits go to a selected list of editors and garden writers. These are available to A.H.S. members on request.

"A seal of approval is to be available to reliable turf seed producers in 1961. This seal is designed to stimulate upgrading of lawn seed mixtures offered to the public.

"The Lawn Book, prepared by the Institute, is scheduled for publication this winter or early spring 1961."

#### NPFI SEEKS SCHERY'S COMMENTS

Dr. Jess Garman of the National Plant Food Institute writes Dr. Schery:

"Would you please do us the favor of reviewing the enclosed script for our proposed lawn movie? Your comments as to whether we are on the right track or not will be most helpful.

"Perhaps our No. 1 objective is an attempt to motivate homeowners to do something about having a better lawn. Of course, the quality and nature of the shots will play a big part in whether or not the film is successful in this regard."

#### DU PONT RELEASE MENTIONS BLUEGRASS-FESCUE

A recent release through du Pont's Product Information Service is a good example of how the Institute's story seems to be getting across to industry. The release itself is designed to publicize chemical products, but the interesting part is that it is taken for granted that they will be used on bluegrass and fescue which are the only grasses named - as though there were no other type of lawn. The references are:

"... But don't apply so much water that it floods the soil surface. This will mat the grass and make it more susceptible to fungus diseases. Red fescues, for example, are easily killed by overwatering.

"Water only when needed. Some thumb rules are: Sandy soils need watering more often than loams or clay soils. Bluegrass requires more water than fescues. Space waterings as far apart as possible. Moisten the full depth of the root zone of the grass..."

#### BLUEGRASS-FESCUE MENTION IN "HORTICULTURAL NEWSLETTER"

Evidence that bluegrass and fescue are becoming household words within the gardening fraternity as indicators of quality is this quote from the May 8, 1961 issue of "The Horticultural Newsletter".

"Even though spring is the time of the year when home owners have most zest for gardening, spring is not the best time for making a lawn, especially in the northern half of the country. Here the bluegrasses and fescues are the choicest grasses for lawn making and they both prefer cool nights for active development. If either is sown in the spring, it scarcely starts to grow before hot weather arrives which checks its growth and permits aggressive weeds to take over the lawn...."

#### "HORTICULTURAL NEWSLETTER" CARRIES SEAL STORY

The March 6, 1961 issue of "The Horticultural Newsletter" carried the following reference to the Institute's Seal. "The Lawn Institute, of which Dr. R. W. Schery is director, is prepared to award a Seal of Approval to those lawn seed mixtures which qualify. At least 75% of the pure seed content must be of perennial and long lasting seed. They must be fine textured with narrow leaf blades and they must be of grasses able to spread and form turf rather than becoming clumpy. The Lawn Institute emphasizes that its seal is only general assurance that proper types of grass seeds are contained in sufficient quantity to produce a permanent lawn...."

#### IOWA TURFGRASS CONFERENCE SUMMARIZED

The following is Dr. Schery's summary of the week-long Iowa Turfgrass Conference held recently:

One item that has caused a lot of conversation in recent years, is the hypothetical repressant in ryegrass, that seems to set back establishment of other grasses. It has never been entirely clear whether there is some secretion which causes this, or whether it is merely the mechanical interference that ryegrass has in "getting there fustest with the mostest". Tests in the germinators here of a few years ago showed that there was no substance in the ryegrass seed itself that repressed the sprouting of bluegrass or fescue, when these were planted side by side; or when crushed up leaves of ryegrass were applied near the germinating bluegrass seed. In the report on this research made by one of Dr. Roberts'

graduate students, the Lawn Institute research on this matter was referred to, Dr. Roberts also gave credit to the Lawn Institute for previous grants.

Another phase of Iowa State University research relates to fertilizing turfgrass. Chemical analysis of bluegrass foliage in turf plots indicate a balance of 10-2-5 in the N-P-K ratio, 4-2-4 for the same nutrients in the sod as a whole, and 6-2-1 for the roots. This research tends to support Purdue's contention that more phosphorus is being employed in fertilizers in general than is needed.

Another interesting concept was that voiced by Dr. Shurtleff. In general he follows the Lawn Institute thinking, that disease is more rampant under high fertility conditions than under low fertility. Delicate considerations of balance of fertility elements, are of course involved. The newer idea is that disease is not due to one organism or one "disease" as such, but results from a complex of different parasites working in tandem on the grass. If the grass is weakened, it opens the way for one or another of these to cause trouble, seconded by the others. It might be likened to a mass attack of an army, involving different weaponry elements.

#### PROPOSE CONTINUED AND EXPANDED "BLUEGRASS BEAUTY" CIRCULATION

The Executive Committee has approved releasing "Bluegrass Beauty", the Institute-produced film to teen-age audiences. This group not only has tremendous influence on adult purchases, but will also in a very few years be making buying decisions for its own properties. The Institute has an investment in this film -- and it seemed wise to capitalize on it to the fullest. Mr. Bill Oard of Modern Talking Pictures, distributing organization which handles the circulation of the film, says:

"One of the peculiar things about motion pictures, and a feature that is generally not too well understood, is that they are a relatively long-lived asset. We are handling something over 600 different titles at the present time, some with a great many prints in circulation, and others rather small. However, we find that our average program runs for at least five years. One notable exception to this general rule, of course, are films about automobiles, appliances, and other things subject to annual model changes. We have one veteran film that has been with us for something over 14 years, with 325 prints in circulation, and it still turns in nearly 10,000 bookings annually!

'Bluegrass Beauty' should be a relatively timeless picture, unless there is some important change in either the product or the processes illustrated. This, of course, is an advantage to you, since it means that you can continue to enjoy a return from your investment in film production for a good many years to come, if you so choose. Also, the longer you distribute the film, the less is your net cost per viewer, since your production cost is written off over an ever increasing audience."

### INSTITUTE GETS REPRINT REQUEST FROM ENGLAND

An example that the Institute is being heard of 'round the world is the recent request from A.R.C. Unit of Experimental Agronomy, Information Section, Department of Agriculture, Parks Road, Oxford, England. The group asks for a reprint of "Weeding Lawns" as it appeared in the New York Botanical Garden Journal.

### STAINED CALIBRATION SAMPLES AVAILABLE

As the A.O.S.A. Rules Committee has recommended adoption of the Uniform Blowing Procedure to the A.O.S.A., to become official July 1, 1961. The Uniform Blowing method will enable processors who do not have analysts to run at least approximate purities on bluegrass seed. This may be of considerable importance. Mr. Jacklin reported at the ASTA meetings that an untrained hand never deviated more than 2/10% (0.2%) from official tests. It necessitates buying a blower and a "Uniform Calibration" sample. The cost of the sample is \$20.00 from:

Mr. Dwight D. Forsyth  
Secretary, A.O.S.A.  
Wisconsin State Seed Lab.  
Room 305, Agronomy Building  
Madison 6, Wisconsin

Instructions for operation and calibration of blowers are available through A.O.S.A.

### NPFI PLUGS KENTUCKY BLUEGRASS-OREGON FESCUES

The National Plant Food Institute produced an Encyclopaedia Britannica Television Featurette entitled "Have an Improved Lawn This Year". Quotes from the TV script, which was reviewed by Dr. Schery, emphasize the Institute objectives:

"The cool season grasses such as Kentucky and Merion bluegrass, and the red fescues, such as Pennlawn, Illahee -- can be seeded in the Middle Atlantic, New England and Midwestern states in March or April."

"Remember, Homer, always get a good mixture; you know, the Lawn Institute seal is a good thing to look for in buying grass seed. Be sure to read the directions, too --."

### SCHERY VISITS JUSKA

Here are the high points of Dr. Schery's recent visit with Dr. Felix Juska, in charge of turfgrass research for the USDA, Beltsville, Maryland.

"Although bluegrass varieties are still under test, the search for new types has now shifted largely to the fescues. Among the tall fescues spreading strains are being uncovered, but nothing that looks very attractive yet. Juska agrees with the



Institute evaluation, that tall fescues don't belong in lawns. Juska feels that even for out-of-the-way lawn areas that tall fescue should not be used, at least until they can uncover varieties which will not clump the way present selections do.

"As to the red fescues, two tacks are currently being taken. One is extensive planting in dense shade on poor soil, to uncover varieties and selections that can withstand this adversity. It is obvious that certain plants are withstanding the shade tribulations better than others, and may (after a period of many years) be translated into marketable seed supplies.

"The second tack is the search for a red fescue relatively resistant to disease, but which spreads well by rhizomes, approaching the vaunted ability of bluegrass in this respect. It is evident in the extensive acreage where space plantings have been made that a number of selections are much better rhizomers than are others. Also a number of the selections green up a little earlier than do others, and may be a genetic source for future improvement.

"The approach with the red fescues is to produce three or four outstanding selections, which might then be mixed to produce a "synthetic" first generation seed to be marketed under certification to the home owner. This would require specialized growing in fields isolated from other fescue, and it of course would require a premium price in terms of a consumer product. Whatever results come from this, seed supplies are several years away.

"I sensed a diminishing enthusiasm from Merion, as compared to other bluegrass varieties. The reason is that the average individual does not have the knowledge or interest in the intense care that Merion requires. Well taken care of, Juska feels that Merion is still one of the best bluegrasses; but he does not recommend it without qualification, when inquiries are received at the Station.

"Currently under test is a rapidity-of-germination on bluegrasses. Park lives up to its reputation as a fast sprouter, being among the first in the tests. But it is no better than the heavy weight seed of natural Kentucky bluegrass. Juska finds no difference eventually between Park and natural Kentucky bluegrass.

"There are fairly extensive tests outdoors of bluegrasses imported from Europe, to see if these measure up to domestic sources. So far there are no difficulties in survival, although it is recognized that these seeds tend to carry with them some of the species we consider weeds (such as *Poa annua*). This study is to develop information in case there is ever needed testimony such as for tariff purposes.

"It is interesting that some of the selections of red fescue have leaf blade widths much broader than usual, about equivalent to Kentucky bluegrass. Juska hypothesizes that these will make excellent companions, texturally speaking, for bluegrass-red fescue seed mixtures. At the moment his recommendations are for the bluegrass-red fescue combination, with little or no additional components. This is in line with Institute thinking.

"Among other studies being made are bluegrass response to fertility elements, in which preliminary results indicate the desirability of high phosphate content in the soil, higher than is customarily accorded. Where all nutrients are lacking, phosphorus seems even more important than do other elements for the initial establishment of a good stand of bluegrass. This is very interesting, in that it is opposed to the current idea (such as is prevailing at Purdue) that phosphatic fertilization is overdone.

"The results with pre-emergence crabgrass controls still indicate that the majority of these are detrimental to new seedings of desirable grasses. Of grass species tried, tall fescue is the least sensitive to the crabgrass chemicals.

"Other studies have supported the prevailing belief that there is appreciable root growth of bluegrass in winter; that more and better roots (per tiller of plant) develop under higher, less frequent mowing; and that heavy spring fertilization is to be avoided for its tendency to increase disease in the lawn in spring."

#### DR. SCHERY REPORTS ON CONTACT WITH AMCHEM

The following is Dr. Schery's report on his visit with the Amchem Corporation (formerly American Chemical Paint Co.) in Ambler, Pennsylvania:

"Chief agricultural field of endeavor for Amchem is herbicides. They are particularly strong in growth regulators, and hold many of the basic patents concerning 2, 4-D. Amino triazole is one of their more recent introductions that has received wide publicity, and is the basis of a general lawn eradicant to say nothing of having received wide acclaim in the "cranberry scare" of some months ago.

"Amchem has perhaps the "hottest" item among the new pre-emergence crabgrass preventers. This is one of the arsonates, calcium propyl arsonate to be more specific. Used as lightly as 1-1/2 pounds per thousand square feet (compared to 15 or more pounds for calcium arsenate), this is said to effectively prevent crabgrass from starting, as well as killing young crabgrass which has already appeared.

"Moreover, desirable grasses such as bluegrass and red fescue are said to be able to be planted into a lawn treated with the product. This remarkable feature is the main advantage claimed over such other effective pre-emergence controls as Zytron and Dacthal. In Lawn Institute tests, the Amchem pre-emergent did not prevent most annual weeds other than crabgrass, such as foxtail,

"Amchem people feel that the field of garden chemicals has scarcely been exploited yet. They see hordes of new chemicals being discovered and applied for specific purposes, with improvements and price break-throughs influential in public acceptance during the years ahead. With the situation already so confused that even an expert can't keep track of all the chemicals and their usage, Amchem feels that an independent organization to keep tab on all of this should find a worthwhile place."

QUOTES FROM SCHERY ARTICLE IN BH&G GARDEN BOOK

The following items are quoted from the Better Homes & Gardens "New Garden Book", chapter on Lawns. Dr. Schery had responsibility for developing this material for the publication. The chapter opens with "Lawns: Know Your Grasses", headed by an attractive map in color. Then the sub-heading "Grasses For the North" is followed by this text:

"The standard of excellence for most Northern areas has long been Kentucky bluegrass for lawns and general turf, bentgrasses for specialty turfs accorded such attention as golf greens receive. While Kentucky bluegrass performs well alone, most quality seed mixtures include some red fescue varieties, which accommodate to dryish, poor soil and shaded areas. For most purposes it's best to buy a seed mixture high in Kentucky bluegrass (over 40 per cent) and one which lacks the rough textured common ryegrass.

"A variety, with restricted heredity, may require more specific care than the less uniform parent types. Thus, natural Kentucky bluegrass, embracing many assortments, supplied plants adapted to the entire bluegrass zone; selected varieties may have a more restricted range (Merion does well in the Great Lakes area, poorly in the southern portions of the bluegrass zone). When diseases evolve to which a pure variety is susceptible, this pure variety may lack the resistant 'off-types' of a variable population."

There then follows a discussion of the bluegrasses, fescues, and other species. A later section, "New Lawns: Starting from Seed" is headed by our photograph with Kentucky bluegrass seed. The caption with the photograph reads:

"RIGHT: KENTUCKY BLUEGRASS - The amount of lawn area coverage you get with a grass seed mixture depends on seed size or the number of seeds per pound, the climate, and characteristics, of grass spread. Most 'cheap seed' really isn't cheap. There actually are 8 times as many seeds per pound of bluegrass as there are per pound of rye.

"LEFT: RYE GRASS - Rye is a so-called 'cheap seed'. There are over 2 million bluegrass seeds per pound compared to 250,000 rye seeds. So, plant for plant, bluegrass is cheaper, and provides greater permanency and a more extensive root system."

"The red fescue group includes in addition to 'creeping red', the improved varieties mostly from Oregon such as Chewings, Illahee, Rainier, Pennlawn, and others. All are excellent companions for Kentucky bluegrass. -- They survive well in shade, with little water and fertilizer. Lawn fescues enjoy the same general maintenance as does bluegrass, such as reasonably high mowings and autumn feeding."

Again on page 42 the admonishment: "Be certain to check the seed listing on the box to make sure it contains a mixture of permanent grasses (bluegrasses and lawn fescues for the North)."

QUOTES FROM THE PRESS

"-- tests with natural Kentucky bluegrass, widely harvested throughout the Midwest -- have shown beyond doubt that suitable blends are widely adaptable. --"

The Cincinnati Inquirer

"At present, with all things considered, it appears best to stick with Kentucky bluegrass as the main part of your bluegrass mixture -- Merion, for instance has been found to be susceptible to rust."

The Dubuque, Iowa Telegraph-Herald

"In choosing seed mixtures for a new lawn common Kentucky bluegrass is probably the best to use for Meigs county areas. A mixture of common Kentucky bluegrass and red fescue, 50% of each, would be desirable. It is important that red fescue be secured rather than the common field type of fescue."

The Athens, Ohio Messenger

COMMENTS FAVOR SCHERY'S "THE LAWN BOOK"

Here are several remarks which have been received about Dr. Schery's "The Lawn Book", which was published this spring by the Macmillan Company:

"This is the most important and most complete book on lawns which has ever been issued in this country to my knowledge ...." -- Harry O'Brien  
Columbus Dispatch  
Columbus, Ohio

"By the way, want to thank you for the Lawn Book recently sent us. It is not only most interesting but beautifully gotten up. We would think every one interested in lawns should own one."

-- Paris, Kentucky

"I certainly appreciate receiving a copy of The Lawn Book. I wish that I had authored it. I predict that the book will have a wide use."

-- Dr. R. R. Davis  
Professor of Agronomy  
Ohio Agricultural Experiment  
Station

"In the mail today I have received the complimentary copy of The Lawn Book from the Institute and although I have not, of course, read it as yet, have gone through it page by page and felt that I should drop you a note and tell you I think it is terrific. I think the layout is good, it looks highly readable, the graphs, charts, and drawings are tremendous. You certainly deserve very fine compliments for

this piece of work. I assure you I will get to reading it soon. I know it will be of extreme interest to me."

-- New Haven, Connecticut

"I just want to write and say how much I admire the job you have done in The Lawn Book. There is very little in it I can take issue with -- and that, in the lawn business means that either we are both very right, or very wrong. In any event, we see pretty much eye to eye. The illustrations deserve comment. They are particularly good, especially the turfgrass and weed drawings."

-- Pittsburgh, Pennsylvania

"We also wish, at this time, to thank you for the complimentary copy of The Lawn Book and at the same time to congratulate you on this fine piece of work. We know that it will be helpful and will be put to use on many occasions."

-- Philadelphia, Pennsylvania

"Your new book was received this week, and I am about in the middle and find it very interesting. I am sure it will be a 'best-seller'. I just noticed in the new issue of the Seedsmen's Digest that Dr. Wise of Mississippi U, has authored a book by Bowen Press, and entitled THE LAWN BOOK. I suppose you fellows will have to match to see who gets the title, but I would favor you for you are at least on the market. I just thought I would write you a few lines and tell you how much I enjoyed your book so far, and I am sure it will make good reading for homeowners and the professional turfmen alike."

-- Akron, Ohio

#### LIBRARY OF CONGRESS ASKS FOR RELEASES

The Lawn Institute received a letter from Jennings Wood, Chief of the Exchange and Gift Division of the Library of Congress. He would like sent to the Gift Section, Exchange and Gift Division, Library of Congress, Washington 25, D.C., all releases and publications which the Lawn Institute makes, "in order that such publications will be available for research use of the Federal community and others who use the research collections of the Library."

#### NEW GRADUATE ASKS SCHERY FOR HELP

Jack M. Brown, Walled Lake, Michigan has written Dr. Schery requesting turfgrass information. Mr. Brown indicates that as soon as he graduates from Pennsylvania State University in turfgrass management, he will be employed as golf course superintendent at Twin Beach Country Club, Walled Lake, Michigan.

#### "CROPS & SOILS" MAGAZINE USES PHOTOGRAPH

One of the Lawn Institute's photographs was carried in the February, 1961 issue of "Crops & Soils", with credit to the Institute. This was the photo issued on

spraying the roadsides, obtained originally through the Oregon Fescue Commission. It was used in conjunction with an article by Richardson and Diseker entitled "Roadside Mulches".

#### "CONCEPT" ARTICLE BY SCHERY BRINGS PRAISE

Dick Kuehner of the Oregon Fine Fescue Commission has written "Concept" Magazine after reviewing Schery's recent article in that publication:

"We appreciate the splendid treatment you have given the articles from the Better Lawn and Turf Institute, written by Dr. Robert Schery. The Oregon Fine-Leaf Fescue Commission, while dedicated to the interest of the growers of the Oregon grown Fine Leaved Fescues, is a supporter of the Lawn and Turf Institute because of their splendid program of furnishing reliable information in this field. We feel that they are doing a distinct service and we are very happy in your recognition of the material furnished by the Institute."

#### CHAIRMAN'S QUESTIONS ANSWERED BY SCHERY

The Chairman of a Greens Committee inquired of Dick Kuehner about winter seeding of fescue, in the Middlesboro, Kentucky area. Dick referred the matter to Dr. Schery. Kuehner writes Mr. Hoe, of Middlesboro, Kentucky:

"I am sure that Dr. Schery will be able to answer your questions as he travels extensively in the various areas in the country and has close contact with the leading turf people."

#### IOWA STATE UNIVERSITY RECEIVES PHOTOGRAPHS FROM INSTITUTE

Dr. Schery has sent a selection of 6 color photographs to Dr. Malcolm Shurtleff, for cover illustration on a lawn disease booklet being published through Iowa State University.

#### HOME & GARDEN EDITOR ASKS TO REPRINT SCHERY STORY

Gloria Gould, editor of "Home & Garden" section of the Boston Sunday Herald, wrote to Dr. Schery asking permission to reprint the revised article adapted from "Horticulture." She says, "If these are approved by you - and I hope they are - or if you have better additions or substitutions, would you return this copy to me immediately -- so we could publish the article just as soon as possible. It really is a beauty!"

#### SEAL OF APPROVAL MAKES FRONT PAGE

The March 8 issue of "Seed Trade News" carried a report on the introduction of the Lawn Institute's Seal of Approval. Included with the story was the picture and outline, showing Dr. Schery and the seed analysis process.

"STATE JOURNAL" COVERS SEAL STORY

Over a half page of the Sunday gardening section of "The State Journal" (Lansing, Michigan) was used to display the Seal of Approval story sent out by the Institute. Also included in this feature were the two photographs, showing the contrast in grasses, and the examining of seeds in the laboratory.

"NORTHWEST GARDEN SUPPLIER" FEATURES SEAL STORY

The May 16 issue of "Northwest Garden Supplier" gave prominent space to the news release on the Institute's Seal of Approval. The cover picture was supplied by the Institute and was captioned: "Where a top quality lawn mix really pays off." A featured point of the story was the listing of the firms which are currently using the Seal of Approval. This publication is received by over 3,000 garden supply people in Washington, Oregon, California, Idaho and Montana.

TV FEATURETTE STARS THE INSTITUTE'S SEAL

The following script will give Institute members and associate members an idea of the type of handling the Institute's Seal of Approval is receiving in the new Encyclopaedia Britannica featurette. This slide presentation was supplied to leading television stations throughout the country.

VIDEO

AUDIO

Slide #1

#2

I think today we're going to find Homer suffering from a little case advanced spring fever. So even though winter is still hanging around, now's the time to begin planning for that perfect lawn. Good lawn seed can be sown on frozen soil -- yes, even on snow -- where it settles down into the small pits that frost leaves. Of course it won't sprout until temperatures warm, but at least it's planted and ready to go before all the spring chores are upon you. So it's none too soon to begin laying in the supplies. ---

#3

And that isn't a haphazard operation any more. Merchants in the seed business have lots more knowledge of their products than they used to have.

#4

They are actually trained representatives of the manufacturer, dispensing knowledge along with the product. This had to happen -- because you and I can't tell good seed from poor seed -- until we've planted it -- then we know! -- and sometimes to our sorrow!

#5

So the better merchants have come around to demanding better seed. And the seedsmen themselves identify quality seed by permitting it to use this Seal of Approval of the Lawn Institute. This seal means the grasses in the mixture give reasonable assurance of a permanent lawn for the climate where that mixture is sole.

- #6 It isn't a brand name. You'll find it on many brands. But it means the seeds of that brand shape up. They are useful for the climate where that brand is offered. You can still pick and choose among many brands.
- #7 You see, not every grass type is appropriate to every climate. In this map, note that bluegrass and red fescues prefer coolish temperature zones I through 3 -- and in zone 3 they need the extra attention of high mowing. In warmer areas, from zone 4 southward, you'd choose the Bermudas.
- #8 Actually, your own yard has a variety of local climate zones, and that's one reason good seed provides a variety of types. The Lawn Institute's seal watches over such mixtures, too.
- #9 Seed mixtures bearing the seal must be at least 75% pure seed that's first of all, perennial -- robust and long-lasting for the climate where it's offered.
- #10 It must be attractive, of a desirable color and texture -- the kind you really want close up in your front yard.
- #11 And it must be capable of spreading into a sod, to make a tight turf that will itself heal any injuries.
- #12 For the area roughly north of a line from Atlanta to Wichita, this will mean quality mixtures mostly of bluegrass and the elite varieties of red fescue that are so carefully produced in Oregon. ---
- #13 Grasses that grow by the spread of rhizomes beneath the ground.
- #14 And right now, Homer, is the time to review those essential steps in the creation of a new lawn or maintenance of an established one.
- #15 First choose really good seed, appropriate for the location where you live. As we have seen, not everyone is an expert on seed, but the Lawn Institute seal of approval is public assurance by the packager of responsibility for a worthwhile product that can make a permanent lawn. Second is fertilizer. Any plant takes nutriment from the soil Grass does. To keep your lawn healthy, feed it. Fertilize either before or as you seed.
- #16 Mowing is really gratifying, healthful exercise. It's fun, if you have good equipment and do it right. Most homeowners spend more time on their lawns than on any other task around the house. Make it a pleasure by choosing a sturdy mower big enough to get the lawn finished quickly. Above all, don't scalp your lawn by setting the mower too low. Set it at least 1-1/2" high. Even a little higher in southern areas of the bluegrass zone.



- #17 Last, keep the weeds down, In this modern day, using a weed killer -- one you spray, spread, or tip on -- is becoming as routine as fertilizing. It helps achieve a flawless, unblemished lawn.
- #18 And it all starts here, with the proper seed, of the proper quality, designed for the climate where you live.
- #19 Well, the sun's come out again, Homer -- and as you were thinking, it isn't too early to get going on that lawn!
- #20 So it's off to the seed dealer, huh, Homer? Well, here's wishing you many pleasant weekends this summer as you build up that turf to a picture of green perfection.
- #21 This is the seal used by seed processors and dealers to indicate quality seed for the climate where you live.
- #22 And this feature came to you as a service from our friends at the fount of all knowledge -- the Encyclopaedia Britannica.

WHAT THEY ARE SAYING . . . . .

"Thank you very much for the information you sent to me in your letter of April 19th. I am sure that it will be of great value to me in writing my report on lawn seed marketing. I have read several of your articles. The information in them is precisely what I am looking for...."

Lawrence Paul Straub  
New York

"We have received the three press release kits and letter telling us that Farm Store Merchandising is being added to the Lawn Institute's release list. We appreciate this courtesy very much and we expect to be using some of your material in the future. Many of our dealer-readers sell lawn seeds and the helps and hints you provide will be useful information in our editorial columns."

Emmet J. Hoffman, Editor  
Farm Store Merchandising  
Minneapolis 40, Minnesota

"Thank you for the letter -- and enclosed literature covering the wonderful job you are doing in making people more lawn conscious."

C. G. Wilson  
Milwaukee 1, Wisconsin

"I certainly will appreciate any material which you can send me during the coming years. I appreciate your cooperation."

Leroy J. Higgins  
U. of New Hampshire  
Durham, New Hampshire

"Thanks for your March 8th letter relative to the featurette on lawn fertilization and management. Your interest in this activity, and your splendid cooperation all along the line, are very greatly appreciated."

Jess Garman  
National Plant Food Institute

"I can not tell you how much I value the information written by you. Perhaps the reason I like it is that I completely agree with what you write and it has given me more confidence in my own writing and lecturing. I am also pleased to note that you are planning a Seal of Approval in lawn grass seeds. My husband carries garden supplies and seeds and we have had such bad experiences lately with them...."

Mrs. George L. Doolittle  
American Rose Society

"First of all, let me compliment you on the fine presentation given at the recent Turf Conference at Ames, Iowa. I happened to be one of the members of the audience that enjoyed completely 'The future of turf grasses' and 'What's in store for the mower manufacturers'. I am sure that these conferences are most helpful to the members in attendance as well as for the manufacturers of equipment.

"Should you happen to be anywhere near Racine, Wisconsin, during your travels, we would enjoy very much talking with you. If there is any special assistance we can give you or you have any suggestions for us, we would be very happy to discuss them with you."

Roger J. Thomas  
Jacobsen Manufacturing Company

"Your part in the success of our 1961 Turfgrass Short Course is greatly acknowledged. . . We do appreciate your efforts in this regard and wish you to know that we believe we speak for all those present when we congratulate you on a job well done."

Eliot C. Roberts  
Iowa State University

"It would have done your heart good to have seen the response to the Lawn Institute Seal of Approval which was exhibited at our meeting.

"You will probably recall that this was a meeting of the Western Seed Control Officials. On april 4th you wrote me and sent me materials covering the Seal of Approval and copies of information on the climax blowing point. These helped very much in preparing my remarks for the meeting.

"The display of the Seal of Approval which you sent was put up in front of the podium for the remainder of the day after I spoke and for the following day. I also distributed the mimeographed sheets on the Seal of Approval. Thank you for sending all of this material to me."

Louisa A. Jensen  
Oregon State College