

BETTER LAWN

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



Harvests

SUITE 818 - 1016 BALTIMORE BUILDING
KANSAS CITY 5, MISSOURI

Vol. 8, No. 10

April, 1962

LAWN INSTITUTE 1962 ANNUAL MEETING TO BE HELD MAY 12

Plans for the Institute's Annual Meeting are now being completed. The Meeting will be held at 9:00 A.M. on Saturday, May 12, 1962 at the Kansas City Club in Kansas City, Missouri. Items of unusual interest on the agenda this year are discussions on categorizing *Poa annua* as a noxious weed, the possibilities of a U.S.D.A. Marketing Order for fine lawn seeds, reports on the import situation, various committee activities and a resume of the year's efforts and plans for the coming year.

The 1961-62 Board of Directors will meet at 1:30 P.M. at the Kansas City Club on Friday, May 11.

REVIEW OF CORPS OF ENGINEERS MANUAL

The following is a commentary by Dr. Schery on "Planting Turf", the "Engineering and Design" Manual for the Corps of Engineers, U. S. Army, EM 1110-1-321 of October 31, 1961.

"Although the booklet would seem limited both in subject and source materials, surprisingly it is well rounded and instructive for lawns, roadsides, and similar tangential applications. The general background given in the early pages, on climate, soils and seedbed preparation would pertain to the many facets of horticulture or agriculture. Treatment of these subjects provides a good summarization of the more lengthy treatment such as has occurred in past Agricultural Yearbooks.

"Basically quite accurate, and interesting, are the maps indicating planting zones, the mixtures of grasses appropriate to these zones, and the area of adaptation of the specific grasses (each with its individual small map). As might be expected, Kentucky bluegrass (Figure 13) in the North, and bermuda (Figure 5) in the South, have the largest areas of adaptation, between them blanketing the country. Red fescues are suggested only for the Northeast and the Pacific-Northwest. Of specialized interest will be a number of the dry-land, prairie grasses appropriate to plains locations. Nor are the discussions restricted solely to grasses, since a number of legumes, and several other ground covers (such as ice plant) are also considered.

"Rainfall, last and first-freeze maps are shown, of educational value but of scant specific pertinency. Nevertheless, these are in keeping with the tendency of the booklet to provide statistical definitions, such as particle size characterizing different classes of soil, percentages of fertility in differing fertilizer ingredients, specifications on mulching, etc. This type of exposition makes the text less readable than it might otherwise be. There is also rather arbitrary designation, such as one set of instructions terminating at a specific latitude, or certain mixtures advocated for planting say an airfield, but something different for a parade ground. It is unlikely that the different usage of two such acreages in the same planting zone would merit an entirely different grass component. But this designation of everything from lawns to ammunition dumps may appeal to engineering-oriented operations accustomed to looking for specific requirements and specifications for each and every usage.

"Planting instructions, seed quality, discussion of pure live seed, seeding rates, etc. seem adequate if uninspired. Appendix I describes each of the major grasses, grouped as "southern perennial grasses", "northern perennial grasses", "drought-resistant perennial grasses", "temporary or annual grasses", and "miscellaneous plants".

"The booklet is practical, in that it doesn't unequivocally accept all new turfgrass developments as unadulterated benefit for planting turf of a type the booklet considers. It recognizes that there are costs and minimum-maintenance considerations which might not be so much a consideration in fine turf usage. For example, under the discussion of Kentucky bluegrass, the report states: "do not use the Merion variety except under special conditions where a high fertility level is to be maintained. Normally the common variety is superior for military use." With Chewings fescue the report states: ' - - is able to survive on sandy or other low-fertility sites, especially where the correction of low pH values is impractical. The grass endures shade better than most northern lawn-type grasses.'

"All in all the booklet is a commendable compilation of information, capable of giving sound basic information to engineers inexperienced in turfgrass matters. Lawn institute members may find it useful in assessing the current thinking of government engineering groups as to kinds of grass and specifications, and perhaps as 'authority' when making sales presentations to contractors engaged in large-acreage seeding."

SCHERY PREPARING ARTICLE ON CHLOROSIS AND ORNAMENTAL PLANTS

At the request of Wildrick & Miller, Inc. of New York City, Dr. Schery has prepared a story on Chlorosis and Ornamental Plants. The article treats ornamentals in general, but makes specific mentions of Kentucky bluegrass, fine fescues and Highland Bentgrass. Requests such as this attest to the increasing stature of the Lawn Institute and are evidence of its role in the professional lawn community nationally.

SCHERY STORY FEATURED BY SCRIPPS-HOWARD SYNDICATE

"Velvety Lawn: Fence-to-Fence Carpet of Grass: Emerald Setting for your Home" - an adaption of a story developed by Dr. Schery is being featured in the Spring-Summer 1962 edition of the Newspaper Enterprises Association supplement.

The NEA supplement is a Scripps-Howard newspaper feature service that is made available to 800 newspapers throughout the country.

The Lawn Institute is given credit as follows: "Dr. Robert W. Schery, director of the Lawn Institute, points out that it's no great task to have luxuriant outdoor carpeting . . ."

" . . . the proven lawn grasses - Kentucky bluegrasses and varieties of red fescue such as come from Oregon - have never had the chance to sparkle more brilliantly - -."

" - - fescues of lawn royalty, peers of Kentucky bluegrass, explains Dr. Schery, are only of the red fescue species; they may be graced with such names as Chewings, Illahee, Pennlawn and Rainier."

"Don't let hay fescue varieties called Kentucky-31 or Alta confuse you; even Kentucky bluegrass can't choke them into modesty. Kentucky bluegrass and red fescue should be the mainstays - -."

SCHERY'S LAWN BOOK REVIEWED IN "PAX FAX"

The March (1962) edition of PAX FAX published by the Pax Company (a subsidiary of the Kelly Western Cooperative, Salt Lake City, Utah) carries a comprehensive review of Dr. Schery's THE LAWN BOOK by Mr. Ellison, PAX Editor. Ellison emphasizes that THE LAWN BOOK is a unique volume in that it is a dependable source of reliable information to both the layman and the professional. Here are the highlights of the review:

"Dr. Schery is well qualified to write such a book, both by academic training and experience. For some time, he has been director of the Better Lawn and Turf Institute. In addition to his turf interests, Dr. Schery moves in nursery and horticultural circles.

"Dr. Schery's book is deceptively small, but its size is no indication of its value. It simply means that Dr. Schery has restricted himself to the significant and left out the superstition and 'gobble de goop' which added unnecessary pages to most turf books in the past".

"In form and method, the book is clear and simple. It is comprehensible by the layman and still valuable to the professional. Every word makes a definite point so there is no useless verbage; hence, the book is interesting and can be read

quickly. Except for the authoritative and comprehensive style, Dr. Schery's personality (which incidentally is a fine one) does not intrude itself into the book. There is nothing of the case history type treatment so often used, or at least implied in so many similar books, presumably to drive home a point but actually to indicate, in a most ostentatious way, that the author is a man of broad experience.

"Two things are particularly outstanding. One, that the book is not narrowly sectional. Dr. Schery handles the problem of the many area variables skilfully, rather than ignoring them. Second, his section on turf disease is very fine.

"Manuals devoted to this tend to give the impression that turf disease can readily be identified as to exact causal agent if one just knows the symptoms and that such identification is absolutely necessary before anything intelligent or constructive can be done. So many manuals picture the so-called 'typical symptoms' which probably occur in such classic form one time in a hundred. One gets the message from such manuals that unless one can confront the offending spots with the cry 'ah hah, dollar spot', or something equally appropriate, one might just as well go home and leave the whole business to someone more skilful.

"Actually, there is a common sense approach. In most cases there is neither time, nor is it particularly valuable, to identify causal agent before instigating corrective measures, and I don't necessarily mean spraying. Dr. Schery's section on turf disease is not calculated to make the reader feel humble or inadequate. It provides technical background and common sense information sufficient for anyone reasonably familiar with plant growth to manage turf through a fungus attack adequately and effectively.

"In short, your editor liked Dr. Schery's book and recommends it highly to those who would like to know more about lawns."

THE FOLLOWING QUOTATIONS ARE ALSO FROM PAX FAX

"THE PARTICULAR GRASS VARIETY MAY NOT BE SUITABLE FOR FORMING FINE TURF"

Timothy and tall fescue (often called Alta fescue, Kentucky 31 fescue, or simply Kentucky 31) are of this type. If one wishes to grow anything more sophisticated than a hay field, one should not plant these seeds. Mixtures containing even a small amount of these seeds should not be planted since even a small amount of hay is out of place in a fine lawn. - -."

"SOME MIXTURES CONTAIN LARGE AMOUNTS OF ANNUAL OR NURSE-GRASSES"

This is the case with mixtures containing much annual or perennial ryegrass. Annual ryegrass is frequently called either domestic or Italian ryegrass. Ryegrasses become coarse and clumpy after the first year. Unfortunately, annual ryegrass is frequently not annual, but will persist indefinitely. This makes the annual ryegrass unsatisfactory as a "nursegrass". Lawns of superior texture

cannot be grown from mixtures containing ryegrasses.

-- Another good reference is a book entitled, The Lawn Book, written by Dr. Robert W. Schery (see review of this book on page 6.)

Then select the seed or seed mixtures recommended for your area by reading the label on the seed package. - -"

SPRING PRESS KIT MATERIAL NOW APPEARING IN INSTITUTE AREA NEWSPAPERS

Press clippings are now beginning to arrive at the Institute's Marysville office, indicating a gratifying editors-acceptance of the prepared articles and photographs. For example the captioned photographs and several stories have appeared in the NEWS PRESS of St. Joseph, Missouri, and the ENQUIRER, Cincinnati, Ohio.

The press clipping envelope of March 27 contained a total of 18 clippings, 6 of which quoted the Institute and used a by-line or used photographs, in all cases crediting the Lawn Institute. It is interesting to note that the most popular picture with the editors seems to be the one with the handful of seed over the bare spot in the lawn. Newspapers included in the report of the March 27 envelope included the following: ENQUIRER, Covington, Kentucky; POST & TIMES STAR, Cincinnati, Ohio; GAZETTE-MAIL, Charleston, W. Va.; and the FREE PRESS, Detroit, Michigan.

"NEW TRENDS IN POWER MOWERS" CITES USE OF LAWN INSTITUTE GRASSES

"New Trends In Power Mowers", appearing in the April (1962) issue of BUILDING MAINTENANCE & MODERNIZATION, is a review of present power equipment by Dr. Schery. Throughout the article Dr. Schery very effectively points up the use of Lawn Institute grasses by making direct references to "Kentucky bluegrass-fine fescues" and "Bentgrass". The article is well illustrated with some seven photographs, supplied by the manufacturers of the various power models discussed.

STANFORD RESEARCH SEEKS INFORMATION FROM LAWN INSTITUTE

A recent query and request for information was received at Marysville from the Stanford Research Institute of Menlo Park, California. Mr. John McKelvey, Industrial Economist with SRI Long Range Planning Service, is heading up a survey project and is seeking information from the Lawn Institute staff. Portions of Dr. Schery's letter of reply are reproduced here as a matter of interest and information for HARVESTS readers.

"I am quoting from other sources that discretionary spending is between 27-71 billion dollars (depending how you defined it), with lawn-related activities running 4-7 1/2 billion. It seems agreed there is about 15 million acres of mowed turf, at least half in home lawns, with annual maintenance perhaps 3 billion. Land values underlying this turf approach a 20 billion total.

Definite surveys have been conducted for New Jersey, Florida, and of course, California. 'Agribusiness' in turf in each of these states is apparently well over a hundred million dollars annually for upkeep, and of course the Northern California Institute estimates 300 million not counting home labor, with a total investment of over 1 billion for the state of California.

You undoubtedly have the statistics on population increase, increased suburban living, and so forth that arose out of the last census. You have probably also seen that perhaps 200 million dollars is spent annually on home use of fertilizers (well over 10% of the total fertilizer market), and that pest controls are certainly as much (some estimates now to one-half billion). We feel that seed sales are only slightly less than fertilizer dollar volume, and amount for fine turf purposes to something in the neighborhood of 150 million pounds annually. Not all of this is good Kentucky bluegrass-fine fescues-Highland bent type, by a long shot.

The golf market is sure growing, with well over 6 thousand courses now, totaling better than 650 thousand acres, spending over 310 million dollars to maintain a 2 billion dollar investment, 4,630 new holes added in 1961.

The Kiplinger March 24, 1962 Letter considers that some of these activities will actually decline, while others will increase phenomenally. Wall Street Journal, Barron's, etc. seem confident almost this whole field will grow.

Personally I think we will see sizable gains in the years ahead in the three categories you list in your penultimate paragraph. There certainly seems to be no letup in the demands for recreation and recreational facilities, barring war and some similar calamity. As Kiplinger states, the changes will probably be more in who does the business, than in the business itself, a matter of taste. The trend seems to be towards "big business" at the expense of little, even in farming. It wouldn't surprise me if some of the little independent outlets are eaten up by the chains, and that the trend continues in the direction of convenience, pre-packaging, etc."

SCHERY SPEAKS AT PENNSYLVANIA NURSERYMEN'S ASSOCIATION MEETING

Dr. Schery was one of the principal speakers at the Pennsylvania Nurserymen's Association meeting held last January 23-25 at the Penn Sheraton Hotel in Pittsburgh, Pennsylvania. Dr. Schery spoke during Wednesday morning session and emphasized that lawns and turf are worthwhile business ventures and should be a part of every nurseryman's operation. Here is a verbatim informal report prepared for HARVESTS by Dr. Schery.

"I then quoted several of the paragraphs from our item in The American Horticultural Magazine, which gave a little history on turfgrass and its care, and especially emphasized using the proven turfgrasses, with a hard core of natural Kentucky bluegrass embellished with the Oregon fine fescues. A case was made for genetic diversity rather than single-variety planting.

The program was rounded out with discussion of various aspects of turfgrass care, such as seeding, mulching, fertilizing, and so on. There were a number of questions from the floor, which led to good discussion at the close of the talk.

Supplies of three different reprints were distributed, including "The Lawn Makes the Tree King" from July-August, 1960 issue of Trees Magazine; "Lawns, Their Making and Keeping" from Brooklyn Botanic Garden's Handbook on Gardening; "The Grass in Your Life" from Parks and Recreation.

A number of nurserymen approached me after the presentation, asking if they might have supplies of reprints. Some of them will be instrumental in further distributing our reprints through the garden clubs and local associations.

You will be interested to know, too, that the president of the association, Walter Pitzonka, spoke to me very favorably about our regular press kits, which he apparently gets. He says that he makes special efforts to see that the stories are placed in his local newspaper (eastern Pennsylvania), and that the stories receive wide attention within a radius of 40 miles. He feels that publicity and a responsible educational program is on the "upswing" at this time, and that we're gradually getting out of the woods in the lawn, gardening and landscape architecture businesses.

The Pennsylvania Nurserymen's Association has become convinced enough of the need for industry-wide promotional efforts that they have hired their own full-time Executive Secretary starting this year. If one state association can do this, it would seem that seedhouses should be able to support a similar venture on a national level."

LAWN INSTITUTE PHOTOGRAPH FEATURED AT CHICAGO WORLD FLOWER SHOW

An enlargement of the "haygrass-versus-good-grass" photo was a featured centerpiece at the Chicago World Flower Show in the Illinois Turfgrass Foundation's booth. The booth was manned by University of Illinois personnel and according to information received from Dr. Carleton was captioned: "Plant Quality Lawn-grass Not Hay". Various colors of ribbons were attached to the photographs of Kentucky bluegrass and lawn fescues, as well as a contrasting ribbon to the hay-grass photograph. The World Flower Show was held in McCormick Place, and was very heavily attended.

PENNSYLVANIA GARDEN CLUB DISTRIBUTES LAWN INSTITUTE MATERIAL

The Men's Garden Club of Narberth, Pennsylvania, has distributed copies of Dr. Schery's article: "Lawns, Their Making and Keeping" to its membership. Mr. Owen Schmidt of the firm of F. D. Moore & Sons requested the use of the material, while attending the Pennsylvania Nurserymen's Association at Pittsburgh in January.

LAWN INSTITUTE REPRINTS PROVIDE "TEXTBOOK" FOR MUNCIE SCHOOL

Mr. Sherman Johnson of the Muncie Trade School in Muncie, Indiana, recently wrote the Lawn Institute requesting 30 copies of each of 10 publications reprints. In his letter of acknowledgement to Dr. Schery, Mr. Johnson made the following comments:

"I - - wish to express my sincere gratitude for your - - assistance in helping me develop a new and broader course of study for my students.

- - . Without this assistance we teachers, - - could never present to our students the material necessary in exposing them to the well rounded education - -.

- - my congratulations - - to the Lawn Institute, not only for educational services, but for writing and publishing such excellent and appropriate articles. These are the type - - which students - - enjoy most. - - such articles have - - convenient size, wonderful illustrations, - - the short but adequate manner in which each particular subject is treated - -.

- - these will be utilized extensively for several years by - - both my high school and adult students."

"TURF IS BIG BUSINESS" AT FOUR BILLION DOLLARS PER YEAR

Dr. Robert Schery addressed the 1962 Wisconsin Turfgrass Conference on March 26th at the University of Wisconsin, pointing out that turfgrass is truly big business and represents some four billion dollars spent annually. Ben Klugman, institute member from Minneapolis, also attended and contributed to the discussions. Dr. Schery pointed out that:

" . . . I am not sure but that Kentucky bluegrass, with help from the fine fescues of Oregon and Highland bentgrass for specialty lawns, is the nation's biggest crop."

Quoting from BARRON'S (March 12) Dr. Schery cited that some 20,000 retail outlets are in the big business of supplying grass seed, garden tools and supplies, and power tools to over 42,000,000 American households. Of this total amount approximately 1 1/2 billion dollars are spent for seed and nursery stock. Dr. Schery concluded his address with this comment:

"There is available in any hardware or garden store today the means to an acceptable lawn, - provided a few fundamental procedures are followed. Here's where education fits in, for how one manages good grass - timely fertilization, high mowing and weed control in Kentucky bluegrass-fine fescue lawns, for example - is more critical to public satisfaction than is the discovery of new varieties, herbicide miracles, or mere convenience frills. Capitalistic interests can be counted on to supply improved equipment, new and more specialized products - but only impartial research and its reporting can reassure the public as to what is truly valuable, what fundamental for a good lawn and garden. This is of

increasing importance to the citizens of Wisconsin and the nation." This talk was featured in the pre-printed proceedings of the conference, given out to all attending. It later appeared in the April 4th Seed Trade News as a front page item.

PARK MAINTENANCE PUBLISHES "LARGE AREA SEEDING"

The April PARK MAINTENANCE contains a comprehensive article entitled "Large Area Seeding" by Dr. Schery. There are four printed pages, generously illustrated with seven photographs. The Lawn Institute is identified, with credit and a reproduction of the Seal on the reprints.

"Large Area Seeding" mentions quality grasses by name, emphasizing their advantages for roadside and similar use.

PARK MAINTENANCE is published monthly by the Madison Publishing Co. of Appleton, Wisconsin, and has an effective circulation of 14,930, reaching the buyers in 2,659 U. S. cities plus many in Canada. PARK MAINTENANCE is also circulated to personnel of municipal, county, metropolitan, state and national park staffs.

PARK EXECUTIVES HEAR DR. SCHERY DISCUSS TURF MANAGEMENT

"The Latest In Turf Management" was presented by Dr. Schery at the 21st Annual Educational Conference of the Midwest Institute of Park Executives. The meeting took place March 8-9 at the Chicago Park District Administration Building in Chicago, Illinois. Dr. Schery cautioned the assembled park personnel not to assume a new development to be automatically better simply because of its newness. Dr. Schery reviewed the fundamentals of establishing a good lawn or as he stated: ". . . a good start with the right grasses, is half the battle."

Here are some of the highlights of Dr. Schery's presentation:

"Good seed, purchased from reliable houses, can be presumed adequate in germination, purity, and freedom from weeds. But the user must check its composition - the kinds of seed contained. In this climate, for lawns of average care, Kentucky bluegrass and red fescue varieties prove outstanding. The Highland-type bentgrass, more erect-growing than the creeping bents of golf greens, should do well where adequate humidity and some extra care is possible. . . . some of the bluegrass varieties frequently mentioned are Arboretum, Delta, Merion, Newport and Park. Common or natural Kentucky bluegrass is harvested from midwestern sods, many of them flourishing since the coming of the white man. Natural Kentucky bluegrass has proven itself adapted to the Midwest, and being harvested from a wide variety of sites, contains what amounts to many "natural varieties" with candidate grass plants that adapt well to almost any lawn condition.

"Park is similar, being a composite of twelve natural strains selected by the University of Minnesota, for vigor, and to yield a fast-sprouting seed. Arboretum is a mixed population from the southern part of the bluegrass zone, Missouri, able

to survive under minimum care. Merion and Newport are more uniform; Merion demands extra fertilization and more attention than can generally be accorded turf under park circumstances, and Newport is too new to be sure just what its failings may be....

Mixing Kentucky bluegrass and red fescue varieties together offers much the same sort of insurance. The grasses are similar enough to do and look well together, yet different enough not to suffer the same ailments. Thus one backs up the other. Excellent red fescue varieties come from Oregon, under such names as Chewings, Illahee, Pennlawn, Rainier, and the parent Creeping Red. To the average individual these varieties are much alike, and are especially useful because of their tenacity in the shade and on dry, poor soils....

"Our favorites, Kentucky bluegrass and fine fescue, are erect-growing. They should be mowed rather tall, to retain as much green leafage as possible. The higher the mowing the deeper the rooting, and in general the more the food reserves in the plant. The mower might well be set 2 inches high for bluegrass turfs. Scalping at an inch or less is an invitation to weeds, and probable demise of the lawn in unfavorable situations. Rotary mowers are well adapted to tall-mowed turf, suck up floppy grass into the cutting chamber." This talk is being printed as part of the proceedings, which serve as a guidance manual for in-service training of the Chicago Park District.

DR. SCHERY ADDRESSES 25TH MIDWEST REGIONAL TURF CONFERENCE

Dr. Schery addressed the 25th Midwest Regional Turf Conference, which convened March 5 through 7 at the Purdue Memorial Center. The Conference was jointly sponsored by the Midwest Regional Turf Foundation and Purdue University. "Steps In New Lawn Construction" was the title of Dr. Schery's presentation and in it he emphasized the value of "old favorite grasses" of proven dependability requiring a minimum of maintenance cost and effort. The following are excerpts from this presentation:

".... Old favorite grasses such as Kentucky bluegrass and fine fescues still make a first-rate lawn, economically, most anywhere in the Midwest if their basic (though undemanding) needs are met.

".... This climate is basically suited to Kentucky bluegrass and red fescues for lawns of average care, and to the Highland-type bentgrass for specialty turfs more meticulously tended. The long dormant season causes zoysias and bermudas to have little place this far north, be not much better than the crabgrass against which such a battle is waged.

".... Of the bluegrasses, natural Kentucky bluegrass offers the most economical source of genetically variable and widely adaptable grass plants. Similar, but selected for quick germination and seedling vigor is Park; for minimum care durability towards the southern limits of the bluegrass belt, Arboretum. Park is a synthetic variety from twelve clonal selections made by the University of

Minnesota, combined in the growing fields. Arboretum comes from a population reflecting low-growing ecotypes in Missouri. Other varieties, such as Merion and Newport, have a more restricted heredity, and may prove less widely adapted or demand special attention. In such cases mixtures afford greater assurance where the precise requirements for pedigreed varieties are seldom completely known.

"There are many excellent fine fescues, coming especially from Oregon. Penn-lawn and Illahee are two which have performed well in the East, although Chewings, Rainier and Creeping Red make entirely satisfactory components of lawn and seed mixtures. The erect-growing bentgrasses, such as Highland or Colonial, are preferred for lawns to the creeping bentgrasses of golf greens, the latter requiring care not possible under home lawn conditions or limited budgets....

"....With bluegrass-fescue lawns the first mowing should come as the new turf averages somewhere between 2 and 3 inches. Rotary mowers adapt well to tall mowing, sucking up floppy grass blades. Precautions not to run mowers on soft ground, use them when dull, or set them too low are just common-sense....

"....Thus, tilled seedbed, good seed carefully distributed, mulch, watering as needed, high mowing and later weed control, are the key steps for making a lawn in this area. Taking these steps in a common-sense fashion should prevent lawn making from becoming expensive or burdensome."

Dr. Schery has prepared these excerpts of various other presentations given at this 25th Midwest Regional Turf Conference:

"C. W. Lobenstein, 'Observing Bluegrasses'. Lobenstein reviewed the basic form and structure of bluegrasses, and his interest in differing types. He indicated that low-growing sorts were low because the sheath was short, and then mentioned that weakening (by low mowing) may cause the sheaths to shorten for this reason. Perhaps most interesting to our membership was the fact that Merion and C-1 grasses rated just about the poorest in his tests as far as spreading characteristics were concerned. Some of the test selections produced 60 feet of rhizome from a given area of sod compared to only 8 by Merion. Both Merion and C-1 were poor spreaders.

"Dr. M. C. Shurtleff of Illinois, spoke on 'Discounting Turf Disease Problems'. Shurtleff emphasized that prevention is still better than cure. He felt that the same complex of organisms that causes leaf spot in spring also causes crown rot in hot weather. He suggested that chemicals applied in rainy weather give protection for 3 days, perhaps 10 days in dry weather. He advocated mercury plus thiram as the best fungicide combination, protecting against all known diseases. Most interesting was his admonition to mow greens taller, to give the grass more vitality and enable it to protect itself.

"Richard Lindsteadt, 'Research Approach to Turf Markets'. Lindsteadt, of Lilly Company, suggested that the non-farm fertilizer market is about 200 million dollars (as of 1959), with herbicides and chemicals 150 million. He thinks the total

market is much bigger today, and is growing rapidly, perhaps totaling 500 billion dollars. He indicated that garden specialty sales accounted for 53 per cent of the retail commerce, hardware and department stores 31 per cent.

"Dr. H. H. Indyk, Rutgers, 'Turf Within a State'. Dr. Indyk of Rutgers reviewed the 1958 survey, which indicated nearly 100 million dollars spent yearly in New Jersey to care for turf, having approximately 350 million dollars value in terms of replacement. He emphasized that this puts turfgrass on a par with almost any other agricultural pursuit. He emphasized that 85 per cent of New Jersey is urban, and pointed out that the average size of the home yard has increased to about 5 M square feet from a former 4 M. He predicted a tremendous new area of interest in turfgrass, as a program for 'open space' advocated by Kennedy comes about. He looks upon this as being explosive."

Schery's general impression of the conference is:

"In general there is no letup in new products and in efforts to market them, and it seems inevitable there will be more and more varieties of grass developed and promoted for specialized purposes. There is excitement in the home gardening field these days, and probably interest and growth will continue to expand barring war or serious depression."

Frank Rykken, of the Northern Minnesota Bluegrass Growers Association, attended the conference and kindly spent time with Dr. Schery reviewing items of interest.

U. S. STEEL "POWER MOWERS" PROMOTION INCLUDES ARTICLE BY SCHERY

The first of U. S. Steel's "Product of the Month" promotions will break in May and will feature power mowers. Included in the press kit and other collateral material is an article on power mowers by Dr. Schery, with Lawn Institute credit. In part, the article reads: "Some grasses such as Kentucky bluegrass and fine fescues, favorites in the North, should be mowed rather tall -- other grasses, such as exquisite Highland bent, are seldom mowed above an inch --- Bluegrass-fescue lawns are --- easy to keep ---."

It is anticipated that U. S. Steel will use national advertising in this nation-wide campaign and will include such publications as LIFE and also the CBS-TV "U. S. Steel Hour" program. The Product of the Month newspaper service goes to about 1500 daily and 2500 weekly newspapers. So Schery's story, the only one in the release, should receive wide display.

UNIVERSITY OF VERMONT REQUESTS INSTITUTE REPRINT

At the request of Mr. F. H. Taylor of the University of Vermont's Botany Department, reprints of "Bluegrass' Grassroots Empire" as well as other material dealing with garden groups, has been forwarded. This story originally was published in ECONOMIC BOTANY, a professional journal.

UNIVERSITY OF MAINE BULLETIN TO UTILIZE INSTITUTE MATERIAL

The Lawn Institute has supplied the University of Maine information and photographs for use in a forthcoming State Bulletin being prepared by Vaughn H. Holyoke, a Crops Specialist at the University. Material forwarded at Mr. Holyoke's request includes photos illustrating the effect of height of cut on Kentucky bluegrass root growth, plus additional photographs for the proper raking of a seedbed.

SCHERY REPORTS ON FIELD VISIT TO MISSISSIPPI STATE UNIVERSITY

After a recent trip through the southern states of Mississippi, Tennessee, and Kentucky, Dr. Schery forwarded the following notations on his observations at Mississippi State University, Starkville, Mississippi:

"I spent the day at Starkville as a guest of Dean Louis Wise, Director of the Experiment Station, Dr. W. R. Thompson, and other members of the staff. We inspected the turfgrass plantings, including those sponsored by the Lawn Institute (seed furnished for winter overseeding), and in the afternoon I lectured for two hours to Dean Wise's turfgrass class. I also had chance to visit with Dr. Coleman Ward, formerly of Virginia; and Dr. Robert Nevins, formerly of the University of Missouri.

"Of special interest to the Institute membership will be the results of overseeding with bluegrass, fescue varieties and bentgrass, initiated through the Lawn Institute. These plantings were made on or about October 25, into a golf green bermuda (Tifgreen), a Matrella type zoysia, into Ormond bermuda, and into common bermuda. The last named would be most typical of lawns.

"On the dense golf green bermuda (Tifgreen) special pains were made with vertical thinning, extra attention to watering, etc. to make good establishment. With these extra efforts wintergrass stands were a bit better than on the other three, in which the seed was merely sprinkled on top of the existing turf and left to fend for itself with a little extra watering.

"Ryegrass, the customary southern wintergrass, was perhaps the best cover in any of the tests. However, ryegrass is not liked because of its repressive effect at spring transition, and its tendency to get diseases during winter play. So the researchers are eager for other grasses. Of the other grasses on the golf green tests *Poa trivialis* and fine fescue stood out. Thompson is inclined to prefer *Poa trivialis* because it is so much like volunteer *Poa annua* that it obscures the latter weed; the darker green of the fescue, although more attractive, contrasts with the volunteer *Poa annua*. Thompson will report to us later the effect of the fescue on spring comeback, which if favorable, would certainly swing him in favor of fine fescues as a wintergrass golf covering in the South.

"The other wintergrass seeding tests were similar, with ryegrass making the thickest cover the most quickly, followed by fescue, then bluegrass, then bentgrass. Bluegrass was very attractive at this season, but had been slow to

establish. The main difficulty seems to be that sowing of the northern species must be delayed until the bermuda has ceased growing, in order to prevent the bermuda from overrunning the new seedlings. This leaves relatively little growing weather in autumn to get a good start with the wintergrass, so that stands are not thick until the end of February.

"This experimentation will be continued and observed further, and Thompson promises to follow my suggestion that a bluegrass-fescue-Highland bentgrass mixture be employed on another occasion, with a little more effort made to establish a stand early in common bermudagrass.

"Other rather interesting observations which developed in discussion with the University people were that ureaform fertilizers were very inefficient at either high or low pH; that autumn seedings of any southern grass were severely repressed, whether by mulch or inclusion of a nursegrass such as ryegrass or redtop; that 2,4-D will injure bermudagrass when it is first greening up; that dallisgrass is the worst weed in the area, but controllable with DSMA; that Emerald zoysia is difficult to keep because it thatchs so much (and there are no mowers made with sufficient power to mow zoysias and fine bermudas easily); that chinchbugs in Mississippi are still controllable with conventional insecticides, although those brought in from Florida have developed resistance; that 5-6 lbs. nitrogen per M is recommended for such southern grasses as St. Augustine and zoysia, at least half again as much for bermuda; that centipedegrass can stand a high nitrogen fertilization if the phosphorus is low; that Sunturf bermuda has had a lot of disease trouble in northern Mississippi."

"REG. U. S. PAT. OFF. " MARKER SYMBOL NOW APPROVED FOR LAWN SEAL

The United States Patent Office has officially advised the Lawn Institute that use of the Lawn Institute Seal of Approval has now been registered and that use of the marker symbol is entitled to bear the familiar "Reg. U. S. Pat. Off." in any labeling or advertising of this mark.

KANSAS CITY STAR FEATURES LAWNCARE ARTICLE BY DR. SCHERY

The Kansas City Sunday Star's special garden edition of February 18th, carried an article by Dr. Schery entitled: "SPRING BLUEGRASS IN GOOD SHAPE". The feature appeared on the front page of the garden section with a by-line credit for Dr. Schery and also identified him as "Director, the Lawn Institute". Illustrated with a colorful original art drawing the article was advantageously placed in the lower right portion of the page and occupied one-fourth of the total garden editorial section's cover.

Dr. Schery pointed out that, while we have experienced an unusually severe winter, the amount of snowfall actually provided a most effective mulch for the "delicate bluegrass tissues". The feature also contained very sound advice on the purchase of grass seed:

"Good seed is the only seed worth planting. Shun bargain basement stuff, full of ryegrass, tall fescue or other coarse haygrasses. Kansas City is bluegrass country, proved by the nearby harvest of natural Kentucky bluegrass seed. A good general seed mixture should be compounded primarily about Kentucky bluegrass, with lesser amounts of such creeping red fescue varieties as Illahee, Pennlawn, Rainier and Chewings for sunny locations or with greater amounts of these fine fescues for shady locations or poor soils."

Based on the Kansas City Sunday Star's present circulation data, it is estimated that this article was exposed to some 365,000-plus homes.

"THE FAMILY HANDYMAN" APRIL ISSUE FEATURES ARTICLE BY SCHERY

The April 1962 issue of The Family Handyman (circulation: 271,000) contained an extensive article entitled; "The Lawn, 1962 Model" by Dr. Robert Schery, Lawn Institute Director. The article was illustrated with a photograph and a regional map for the benefit of the reader.

HERBICIDE STUDIES PUBLISHED BY WAYNE HUFFINE AND COLLEAGUES

Advisor Wayne Huffine and colleagues at the Department of Agronomy, Oklahoma State University, have published a booklet entitled "Pre-emerge Herbicide Studies for Crabgrass Control and Phytotoxicity Determination in U-3 Bermudagrass", Processed Series P-398, January, 1962. Conclusions in general were that zytron and dacthal were the most effective crabgrass killers when used in modest amounts, as were the arsenicals at heavy rates. There was little or no damage from any pre-emergence crabgrass killer used as directed on bermudagrass. The study stated that bermuda normally begins growth during the first two weeks of April in Oklahoma, while crabgrass is about two weeks later.

DR. SCHERY SHARES "SYMPOSIUM" PLATFORM IN APRIL "FLOWER GROWER"

The April issue of FLOWER GROWER carried a lawn symposium entitled:

"Here's What the Lawn Experts Say". Mr. William L. Meachem, Associate Editor of FLOWER GROWER prepared the following foreword for this article:

"Over the years, you and other gardeners have asked questions about lawns that are difficult to answer because any one of several answers could be correct. We took 18 of these questions and asked three lawn authorities for their answers: Dr. William Daniel, turf specialist at Purdue University; Dr. Robert Schery, Director of the Lawn Institute; and F. F. Rockwell, FLOWER GROWER Senior Editor and dean of American gardeners. You'll note that they do not always agree. This indicates that there are few hard-and-fast rules and that a lawn program depends much on type of grass, soil, climate, weather, etc.

SCHERY TO APPEAR ON "FORD GARDEN FORUM"

The 1962 Ford Garden Forum will be held May 23-25 at the Henry Ford Museum and Greenfield Village. During the 2-day event Dr. Schery will address the assemblage on lawncare and will also act as moderator on a lawncare discussion. The program is being organized by Mr. James A. Fowler, Director of Education, and will be held in memory of Mrs. Henry Ford's interest in gardening and will be known as "Clara B. Ford Garden Forum".

PRESS QUOTES

"Many overseeding questions remain to be answered at this early stage. One is why a grass such as Pennlawn did fine one winter in the Atlanta area but flunked the test thereafter. Kentucky blue currently is the overseeding hope of the southern superintendent, but it, too, may bloom this year and be a dud next year."

- Jim Latham, Milwaukee Sewerage Commission (comment made at March 1962 Golf Course Superintendents Conference, Miami Beach, Florida)

#

"Dr. Schery is probably the most widely known and certainly one of the most highly respected turf grass authorities in the United States... It (The Lawn Book) deserves a place in every public library and on the bookshelf of each garden club in America... Uniquely but sensibly, the author divides the country into two general grass zones, one for Bermuda and the other for Bluegrass... Whether the project at hand is only a small patio lawn or greens for an 18-hole golf course, just about all the grass information to be needed is contained in this book."

(excerpts from review of THE LAWN BOOK by Joe Clark, garden columnist for The New Mexican of Santa Fe, New Mexico. Mr. Clark's review appeared in Vol. 11, No. 2 of Landscape).

#

"...use top quality seed for best results. The mixture should contain at least 80 per cent Kentucky bluegrass and one or more of the fine fescue varieties (Chewings red, Illahee red, Rainier red or Pennlawn red). Nursegrasses will not be needed, since the fescue is quick to sprout, yet not competitive with the bluegrass."

- NEWS, Newark, New Jersey (cir.: 274,000) by Curtis L. Schick

#

"Brown recommends Kentucky bluegrass mixtures for the sunny lawns and creeping red fescue mixtures for shade. Both are substantial perennial grasses."

- TIMES, Louisville, Ky. (cir.: 174,000) County Agent H. C. Brown

"Good seed is the only seed worth planting. I always recommend against using the bargain basement stuff. For natural Kentucky bluegrass, also rated as 'excellent' by park experts, is much cheaper than Merion. Most dealers raised their prices this year for this seed, which will sell for 75¢ to 95¢ a pound. To the average homeowner who wants a lawn without too much work, this is probably the better choice. Whitnall experts pointed out that Merion performs well but takes a lot of pampering (watering, cutting, fertilizing) for best results".

- JOURNAL, Milwaukee, Wisc. (cir.: 371,000) Chris W. Lecos

#

"Some of the nationally known turf experts on the program are Dr. James Tyson, Michigan State University; Dr. Robert Schery, of the Lawn Institute; - - -"

- PRESS-GAZETTE, Green Bay, Wisconsin

#

"Kentucky bluegrass is our most satisfactory lawn grass. It grows naturally and luxuriantly throughout most of Missouri - -

- - grasses not adapted to our climate or which are weeds themselves, such as ryegrass."

- MONITOR-INDEX, Moberly, Missouri

#

"In the cool sections, Kentucky bluegrass is most common - -."

- REPUBLIC (Cir.: 185,000) Phoenix, Arizona

#

"There have been some favorable reports on Newport Kentucky bluegrass C-1 strain. However, in a recent bulletin sent out by the Nassau County Agricultural Department - - they do not feel that they can recommend its use over that of common Kentucky bluegrass."

- LONG ISLAND PRESS, Jamaica, New York

#

"Concerning seed - he recommends a mixture of 30 to 40 per cent Merion bluegrass and 60 to 70 per cent Kentucky bluegrass as the best all-around mixture for this area."

- RECORD-HERALD, Waynesboro, Pennsylvania

"Don't waste your money on cheap seed - -. Buy a high quality lawn seed mixture containing a high percentage of the fine-textured permanent lawn grasses such as Kentucky bluegrass - - and red fescue."

- TIMES, County Agent Ray Battle, Woodbury, New Jersey

#

"Kentucky bluegrass is still the most suitable grass for most Missouri lawns. Five parts of Kentucky bluegrass and one or two parts of red fescue, by weight, make a suitable mixture for most situations. - - so-called nursegrasses - - should not be included - -. Merion - - has not done too well in the southern portion of the bluegrass zone. It is quite susceptible to a rust disease and requires more maintenance than Kentucky bluegrass."

HOME & GARDEN SUPPLY MERCHANDISER, University of Missouri

#

"The best green-all-year lawns are planted with Kentucky bluegrass, but they must be kept on a regular schedule of watering, fertilizing and weed, insect and disease control."

Robert Atkinson, Garden Editor, Los Angeles Times, writing in the April issue of FLOWER GROWER.

#

"Use good seed - Kentucky or Merion bluegrass in sunny spots, fescues for shady area."

- NEWSPAPER ENTERPRISE ASSOC. by Allan Swenson

#

"Don't waste your money on cheap seed. Buy a high quality lawn seed mixture containing a high percentage of the fine-textured permanent lawn grasses such as Kentucky bluegrass or Merion Kentucky bluegrass and red fescue."

- JOURNAL, Elizabeth, New Jersey

#

"Sawan Grass Seed Wins Lawn Institute Approval" . . . "Two grass seed mixtures sold in the Atlanta area have recently qualified for the Lawn Institute Seal of Approval."

- JOURNAL, Atlanta, Georgia

"Beware of Kentucky-31, this is not a bluegrass but a coarse fescue suitable only for places where other grasses will not grow."

- DAISY JONES, garden columnist, Cincinnati, Ohio

#

"What's the good word for Long Island lawns this spring? Creeping red fescue and Kentucky bluegrass, say the experts."

- LONG ISLAND PRESS, Jamaica, New York

#

CLIPPINGS & GLEANINGS

DOCTOR R. R. DAVIS ADVOCATES KENTUCKY BLUEGRASS FOR ROADSIDE

Kentucky bluegrass was advocated for roadside planting in a recent presentation by Dr. R. R. Davis, of the Ohio Agricultural Experiment Station, at the 20th Short Course on Roadside Development in Columbus. Dr. Davis' topic was "Advancement in Erosion Control Protection By Seeding". On page 103 of the Proceedings he states: "While erosion control may be the first consideration when choosing grasses for seeding the roadsides, appearance should certainly be considered. A solid stand of Kentucky bluegrass is difficult to beat for appearance."

The SUNDAY COURIER AND PRESS of Evansville, Indiana, recently carried a verbatim story supplied by the Lawn Institute under the heading: "Pretty Lawns Take Care". The article also credited the Institute and its author, Dr. Schery.

Dr. Eliot C. Roberts illustrated his article "Hit Crabgrass While It's Down" in the FLOWER AND GARDEN of March with a photo supplied by the Lawn Institute. The photo carried the Lawn Institute credit line in this article prepared by Dr. Roberts, who is also an Institute Advisor.

The administration office of Essex Housing Company recently asked the Lawn Institute for materials for "...a course of instructions for superintendents of maintenance...for commercial buildings."

#

"At the Pennsylvania Nurserymen's meeting in Harrisburg last month I was very interested in the talk given by Dr. Schery. I would like to know the name of the book he has written about lawn care, and whether I can obtain it from you."

I would also like to know what other literature you have, both for educating myself and my sales personnel, and for distribution to our retail customers. Can you give me a bulk price for 'Lawns, Their Making and Keeping', for instance. Prices on all literature would be appreciated."

- BRADSHAW SNIPES, Snipes Farm and Nursery, Morrisville, Pennsylvania

#

"In appreciation of the support contributed by you and your company, we are sending, under separate cover, a copy of the 2-year report of the Iowa State University seed storage project.

"We have received clearance from the U.S.D.A. for distribution of the report for your information, but they have requested the information not be used for reproduction or publication."

- Don F. Grabe, Iowa State University

#

" - - last evening I managed to look over every one of the articles you sent, and truly I not only enjoyed them, but feel they contained a wealth of information.

"There will be a nursery conference at Pennsylvania State University - - talk about your offerings at that time."

- Wilbur I. Nisley, Sec. -Treasurer
Pennsylvania Nurserymen's Association

#

"Thank you for copies of your press releases. I am impressed with the volume of publicity that emanates from a relatively small organization. We belong to so many associations, etc., that seem to be idle all year except for re-invoicing dues; thus it is refreshing to find an organization that is doing something."

- Ronald R. Harp, King Seed Company, Battle Creek, Michigan

#

"Please place our name on your mailing list for publications on development of lawns, soils for lawns, seeding of lawns, care and maintenance of lawns."

- University of Alaska