

BETTER LAWN

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Harvests

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LAWN & TURFGRASS DIVISION OF ASTA MEETINGS, NEW YORK, NOVEMBER 19-20

Lawn products are dominant interest of the Atlantic Seedsmen Association these days, with which the Lawn & Turfgrass Division of ASTA has met jointly the last two years in New York.

At the meetings Stanley F. Rollin reviewed legislative matters affecting the seed industry. He is a proponent of government controls, including compulsory registration of varieties. There was no radical departure from past attitudes in his presentation.

Dr. Ralph Engel and Dr. Reed Funk of Rutgers University spoke on "Latest Developments in Turfgrass Breeding, Mixtures and Maintenance". Engel stressed ecological considerations, how differing grasses get along in combination with others, under various circumstances. Rutgers' tests show fine fescues to be more aggressive in dominating young turf than previously suspected, although this is no indication that, in time, other components (such as bluegrass) may not take over when fertilization and other factors favor the second grass.

Dr. Funk has conducted an extensive testing ("breeding") program at Rutgers, and presented some general thoughts on variety performance. He is impressed with the Penn State selection out of Merion, not yet released. All indications are that there will be increasing, intensive interest in new varieties, especially bluegrass.

Bryan Clark gave a summary of "What's Wrong with the Seed Industry?". Facts and figures were given on different industries, showing that the seed industry was not up to average on net return from investment (profitability), although certain firms were exceptions. Changes confronting the industry were stressed, and accent was definitely on flexibility and adaption to modern merchandising. Clark said the staid, stable family businesses may be in for a rude awakening, if they feel business can be done in the future as it has for generations past.

Committee meetings occupied the early morning of November 20, the Lawn & Turfgrass Division program. The former Research and Development Committee was changed to a "Planning Committee", designed to provide continuity from year to year within the Division. Most matters discussed seemed to be more in the area of legislation than research and development.

The Legislative, Roadside Development, Publicity, Statistics, and New Varieties Committees met separately. Reports were formally given as part of the morning program, and will be part of the record (in the Proceedings of the meeting).

There is a pervading interest in new varieties, means for testing and evaluating new varieties, and control of procedures within the industry rather than by government. The Lawn Institute very well might serve a function in these respects.

Chief address of the morning was by Dr. White-Stevens, of American Cyanamid Company. Dr. White-Stevens stressed the one-sidedness of the recent Silent Spring book, and went to great length to show how carefully agricultural chemicals are screened and proved for safety before release. His was a very convincing documentation, which should prove useful in refuting some of the complaints against pesticides.

LAWN INSTITUTE EXECUTIVE COMMITTEE MEETS IN KANSAS CITY

A convenient occasion for the meeting of the Executive Committee was the Western, in Kansas City, November 14. President Mangelsdorf met with Edward Spears, Roy Edwards, Jr., Kenneth Kiburz, William Ouren, Gustav Kveen and Director Schery that evening.

An item of interest was the experimental and demonstration program developed this autumn for the use of quality northern grasses for winter-seeding in the South. Sizable quantities of Highland bentgrass, fine fescues, and Kentucky bluegrass have been sent to over a dozen locations. Institute aims include gaining a fair share of present usage for these grasses (principally on golf greens); and to encourage more winter-seeding of homes and tourist attractions in the South. The Committee regarded this as a promising Institute activity, meriting continuing attention.

Increased support from western producers not now affiliated with the Lawn Institute was discussed. Attitudes of major packagers having interest in production in the far West were also reviewed.

The Committee voted general opposition to the proposed compulsory registration of new varieties. The Lawn Institute's views were to be made clear in a letter to Dale Porter, Chairman of a review committee on this subject.

Director Schery announced that Robert Amick is the new Account Executive with the Bozell & Jacobs firm who will handle Institute activities, now that Mr. Mura has left Bozell & Jacobs employment. Mr. Amick has a broad newspaper background, which should be of considerable benefit in press release work.

The fine work of the Membership Committee, chaired by Alan Mock, was acknowledged, and gratitude expressed to Mr. Mock. Signing of the 1962-63 fiscal year contract with the Oregon Fine Fescue Commission by President Mangelsdorf was formally acknowledged.

A tentative decision was made to hold Seal of Approval money as a "nest egg". Although all royalty funds for the year will not be received until year-end, it was felt that money so far in hand are insufficient to mount a national promotional campaign this spring. Views of seal users are welcomed on suggested disposition of the funds to achieve greatest value. These funds are being held in a separate account, strictly for future seal promotional efforts. Perhaps members not now using the seal would like to apply for its employment on better mixtures for the 1963 season?

INSTRUCTIVE ROADSIDE DEVELOPMENT SHORT COURSE

Dr. Schery attended the 21st Short Course on Roadside Development, co-sponsored by Ohio State University and the Department of Landscape Architecture of the Ohio Department of Highways, October 2-5. Dr. Schery, as Chairman of the Roadside Development Committee of ASTA, represented that organization with a short presentation at the luncheon on Friday co-sponsored with U. S. Rubber and the National Plant Food Institute.

Tuesday and Wednesday, October 2 and 3, were devoted to formal presentations. Various aspects of planting of the roadsides were emphasized, by speakers from a number of states. Thirty-three states were represented at the conference.

Technical talks were held October 3, where seeding, fertilizing and weed control were topics of coverage. Dr. Roy E. Blaser, Professor of Agronomy at Virginia Polytechnic Institute, spoke on "Methods of Maintaining and Reseeding Deteriorated Highway Slopes". The gist of Blaser's talk was that each soil is individual in its fertility needs, and its ability to support certain kinds of turf. Blaser showed how establishment and permanence of a turf depend especially upon application of lime, phosphorus, and some nitrogen, in Virginia. He emphasized an increasing tendency to use grass as a temporary expedient for holding the soil until more permanent vegetation of the area can "take hold", such as sumac, low shrubs and small pine trees. What grasses or legumes might temporarily dominate can be regulated by the fertilizer. For example, if nitrogen fertilization was generous at the expense of phosphorus, then the grasses tend to grow aggressively, prevent establishment of legumes including crownvetch. Where nitrogen is reduced, then legumes gain ascendancy.

Zenas Beers, Midwest Regional Director of the Plant Food Institute, continued the theme of fertilizers, in a presentation "Fertilizer Is An Important Factor In Establishing And Maintaining Roadside Turf". Dr. Kenneth Allen, of TroyTurf, spoke on "Mulch As An Aid to Erosion Control". The familiar fundamentals were covered in both of these talks.

Paul Brown described the experimentation being sponsored both federally and by the state north of Columbus, Ohio, which was scene of a later visit by the tour. Allen Trask spoke about controlling vegetation with MH-30, in "Inhibitors For Economic Maintenance". Apparently there has been good success this year in the use of MH-30 for inhibiting grass growth, with 2 lbs of MH plus 2 lbs of 2,4-D in 50 gallons of water per acre preventing both weeds and very significant grass growth. Whether this cost, about \$17 per acre applied, is justified by less mowing is an open question.

The field trip portion of the Short Course was to the eastern sections of Ohio, October 4 and 5. Various demonstrations were witnessed along the roadside, especially relating to mulching. In addition to the familiar seeded blanket (such as TroyTurf), the woven nettings, and the slurry or asphaltic sprayings, there was of interest this time a new idea of "spraying" fiberglass with an air pressure gun. The fiberglass issues as a fine thread which can be "woven" up and down a difficult slope by the air gun. After a rain or two it appresses closely to the soil, and is said not to interfere with any future mowing or soil operations, although it persists indefinitely (glass will not decay as will organic materials). When first applied it is like a white, cottony "fluff" over the newly seeded roadside.

Considerable emphasis was given crownvetch for the seeding of steep banks and spoil banks (from strip mining of coal), in eastern Ohio. The technical representative of the Hanna Corporation expressed satisfaction with crownvetch. It seemed to be well established on one of the seeded banks examined, although one might wonder what especial advantages it has over goldenrod, brambles, sumac, and other "brush" volunteering on these same slopes.

INSTITUTE DIRECTOR PARTICIPATES IN MISSOURI TURFGRASS CONFERENCE

Dr. Schery attended the 3rd Annual Lawn and Turf Conference, at the University of Missouri, Columbia, Missouri, September 19-20. He spoke on "Establishing and Maintaining Turf on Highway Right-Of-Ways", and "The Seed Business", as well as participating in a panel "Problem-Solving Clinic". The conference showed increased attendance over previous years, indicating heightened interest in turfgrass in this climatically rather difficult section. It is evident that general recommendations advanced for other regions, such as the cooler Northeast, need modification for the Missouri climate. Summers can be extremely deleterious on bluegrass-fescue turfs managed as intensively as is often recommended.

Dr. Watson of Toro spoke on "Developing and Managing Athletic Turfgrass Areas". He recommended bluegrass and red fescue as the basic grasses for northern athletic fields, bermuda for southern. He spoke quite disparagingly of tall fescue, principally because its clumpiness can be an injury hazard. Dr. Watson emphasized that, in principle, growing grass on an athletic field is the same as on lawns, except for precautions against soil compaction and abuse. He cautioned against sod instead of seeding, unless there is sufficient time for good "catch" of the sod. It is better to make a temporary, expendable seeding than to have sod which is not firmly fixed.

Stan Frederiksen of Mallinckrodt gave a report on "The Case for Preventive Disease Control". It was emphasized that turf experts are paid to prevent disease, not just to cure it. A series of slides showed different diseases, principally on golf greens, and gave appropriate controls and costs.

Four entomologists from the university spoke on nematodes, mosquito control, Dutch elm disease and soil insects. The interrelationships involving nematodes are still obscure. There is no evidence of build-up of mosquito resistance in Missouri to chlorinated hydrocarbons.

There are many practical difficulties mitigating against the usual DDT spraying and sanitation for Dutch elm disease; however, there is promise in use of systemic insecticides, to control the disease (or insects which carry it) internally. Tetram proved excellent in tests, but unfortunately killed quirels and other wildlife when the leaves were burned. A Shell product (Code 3562) seems less effective, but also less toxic. It is reported to be effective for four weeks after application. Methods for injecting it into the "blood stream" of the tree were pictured.

Discussion of soil insects centered chiefly on webworms, an exceedingly serious pest in Missouri this year. The second generation of webworms appeared in August, severely decimating lawns in the Kansas City area. No new chemicals or treatment were offered, but it was suggested that where failure with some of the older chlorinated hydrocarbons was noted, that perhaps it was because of inadequate or too infrequent application.

Dr. Hibbard, of the Horticulture Department, spoke on "Rate of Water Absorption by Various Soils and Soil Mixtures". This was a standard discussion on soils, emphasizing that bluegrass itself improves soil and its water relationships, soil under bluegrass developing one inch per hour infiltration rates on soils which bog down completely when bare.

Dr. Smith, of the university, spoke on "Soil Reaction to Fertilizers". Perhaps the chief point of interest was the light rate of nitrogen he recommends compared to heavier rates emphasized by out-state participants. Smith pointed out that soils generally lose 24-30% of nitrogen to the air when weather is hot and moist. He stressed that continuous use of fertilizer reduces pH, one pound of actual nitrogen needing up to 12 pounds of lime to correct the acidity induced. He said this is an increasing problem, and that more liming of turf is in order.

Dr. Hemphill reviewed "What's New in Weed Control". He found most products performing up to expectations, but that this year (with hot, dry weather) some arsenate plots produced thinning of turf. Chlordane has been erratic in weed control, and calcium propyl arsonate has the weakness of needing to be put on very near germination time. Dacthal and Zytron continue to be excellent crabgrass preventers. Hemphill has experienced some suppression of nutgrass with Eptam, and the newer Banvel seemed to take care of a number of weeds on which 2,4-D or silvex were not too effective (such as knotweed). A combination of Banvel and 2,4-D was suggested.

Jim Latham reviewed "Turf Fertilization and Its Relationship to Disease Incidence". He pointed out that there were "overtones" depending how fertilization is handled, and the kind of fertilizer selected. There have been several reports of decreased disease where milorganite has been used.

Ben Warren reviewed practices in commercial production of sod, emphasizing that attention must be paid economic features. He called for more certain seed sources, both as to purity and genetic quality.

SIDELIGHTS OF ASTA MEETING IN NEW YORK

During an interval of discussion from the floor, two items of general interest were brought up during the Lawn & Turfgrass Divisional meetings in New York.

Mr. Heckendorn pointed out the inconvenience of last-minute approval and exchanges of correspondence, concerning the Roadside Development Committee's participation in the annual Ohio Short Course, mecca for highway landscape interests. He suggested it might be appropriate to make a decision at the winter meeting, concerning the usual co-sponsorship of a luncheon to the Short Course tour, held each October in Ohio. It was moved and approved that the Division would appropriate money on the order of those given in the past, to co-sponsor the tour luncheon in 1963 if called upon.

Another item of concern to Mr. Heckendorn was the tendency towards fragmentation of seed trade interests. An example was the meeting of Atlantic Seedsmen and Lawn & Turfgrass Division together in New York in November the past two years. Mr. Heckendorn pointed out that interest at this meeting has gravitated largely towards lawn and turfgrass supplies, and away from agricultural seeds. Yet this region represents one of the most concentrated voting blocks, which could have profound influence upon national agricultural policy. He suggested there was some merit in all divisions meeting together in mid-winter for educational programs, as formerly done each January in Chicago.

ABOUT THE SEAL OF APPROVAL

There has been no great activity in recent months, concerning the Lawn Institute Seal of Approval. Users who employed it this year, seem satisfied and most seem intent on using it again in 1963. Royalties received are still limited, not enough for mounting a national campaign of consequence. Public relation experts tell us that until sufficient money is accumulated to make an all-out campaign, it is better not to waste it in trickles. This is something that will have to be discussed further with participants, after the final royalty payment at the end of the year.

As to publicity on the Lawn Institute Seal of Approval, we still receive mention in the press, and find some of technical seed authorities enthusiastic about the idea. It was especially gratifying this year to find the Commonwealth of Massachusetts reproducing verbatim a page discussion on "The Lawn Institute Seal of Approval". This was distributed at the state fair turfgrass booth and elsewhere. The printing appropriately was on green paper. Throughout the Lawn Institute was mentioned by name. The discussion outlined reasons for such a Seal of Approval, requirements for its granting. Unfortunately, with dropping of the seed line by Breck's, we have no Massachusetts firm using the Seal of Approval. It would have seemed a good chance to "cash in".

SEAL OF APPROVAL MENTIONED IN PEORIA, ILLINOIS EVENING JOURNAL STAR

Nevah Simmons in her column in the Peoria EVENING JOURNAL STAR has this to say about the Seal of Approval: "Not to be outdone by household items which carry a Seal of Approval, there is also a Lawn Institute Seal of Approval, used by many major seed houses as a mark of quality". The article then quotes the Institute verbatim and describes how the seal is applied for. "Most quality seed mixtures are blends of Kentucky bluegrass, improved fine fescues with little or no nursegrass. The Highland-type bentgrass also qualifies by seal standards, but it is usually sowed by itself --- addition of Oregon fine-leafed red fescues will take care of such troublesome spots as in the shade or on dry soil where fertility may be poor. The fescue also acts as an excellent substitute for quick sprouting but impermanent and undesirable nursegrass".

DR. SCHERY VISITS RESEARCH CENTER IN IOWA

The week of October 22 Dr. Schery accepted the invitation of Dr. Eliot Roberts of Iowa State University, and Dr. Robert Kalton, Research Director of Rudy-Patrick, then Chairman of the ASTA New Varieties Committee, for a visit and discussions at Iowa. Dr. Schery lectured before the turfgrass class at Iowa State University on October 23.

Concerning compulsory registration of new varieties, there is considerable dissatisfaction with the Rollins proposal. Some of Mr. Rollins' proposals would seem naive from the plant breeding viewpoint, and certainly further government regulation seems unneeded in agriculture. If the Rollins proposal were to be activated, in the form he presented to the Southern Seed Control Officials (Wagoner, Oklahoma, July 30, 1962) it would certainly inhibit development and release of turfgrass varieties. This seems especially true with bluegrass, in that the chances of developing a new variety sufficiently different from existing types would seem so slim as to not justify the costs, time and effort that would be needed to effect release through the government plan.

Outdoor test plots were in excellent condition at the time of visit, almost all northern grasses looking well at that season without much difference between varieties and selections. Merion had had a rather poorish year, developing rust, especially noticeable where heavy fertilization was not practiced. Newport bluegrass looked well, and is known as a good autumn performer.

The Iowa State research program is gaining momentum rapidly. A number of grants have been placed with Iowa encouraging the program, and Dr. Roberts indicates there is demand for 50 or more turfgrass graduates per year in the state. With enrollments in agriculture generally declining, turfgrass study is a bright spot, a growing field.

It appears that the research at Iowa State will now move somewhat away from the mere testing of products (such as crabgrass chemicals), in the direction of more fundamental research. There will be especial emphasis on relating nutritional conditions to survival of grass and incidence of disease. Selections made during the preceding years, of which there are several showing promise, will receive further evaluation, but the program would seem to trend now more towards physiological studies than additional scouting of the countryside for new selections.

Several of the golf green bentgrasses seem superior to the general run. One of the more promising is Lagreen 4-45. It is a dark blue-green color, vigorous at low levels of nitrogen, and tolerant of hot weather and low soil moisture, seemingly disease-resistant.

Outdoor plots relating fertilizer treatment to disease were not too meaningful this year, because of erratic incidence of disease. As would be expected, almost any fertilization program was superior to no fertilizer, with inorganic sources performing as well as organic sources. Averages for 1961 indicate that the urea-form sources of nitrogen were generally not so satisfactory as other sources, at equivalent nitrogen rates.

Dr. Roberts' plots show very little difference between any of the fine fescues. Bluegrasses, too, are very similar, except for the well-known characteristics of Merion, and its need for high fertility. One surprising feature was the susceptibility of Norlea perennial ryegrass to disease (rust), making this seem unsuitable for the Iowa climate.

Roberts has received some hardy bermudagrass strains, especially from Ray Keen at Kansas, which offer promise where bermudagrass could be used in Iowa (perhaps as summer cover for football fields). The Kansas F-4 selection seems among the hardiest.

The Iowa State results with crabgrass controls are well known, having been published in the March issue of Golf Course Reporter and reported on elsewhere. Zytron and dacthal have continued to be outstanding among pre-emergence control chemicals, but without sufficient carryover for second year prevention.

All in all Iowa is shaping up as one of the most important turfgrass investigation centers in the nation.

READER'S DIGEST EDITOR VISITS LAWN INSTITUTE

Don Wharton, Roving Editor of the Reader's Digest, recently met with Dr. Schery in Marysville. Editor William Hard had corresponded with Dr. Schery, and there may be renewed interest in a lawn article in the magazine come spring. An extensive outline of information on lawns and products has been prepared for Mr. Wharton.

RECENT VISITORS TO LAWN INSTITUTE GROUNDS

Murray Franklin, President of GIRD (Garden Institute of Research & Development, Inc.), and Richard Parker, President of the Parker Sweeper Company, visited the Lawn Institute offices to discuss various turfgrass matters. Parker sweepers are widely used for leaf gathering, but experiments are under way to develop models which can also thin matted turf.

LAFKINS WELCOMED AS NEW LAWN INSTITUTE MEMBER

President Mangelsdorf is pleased to welcome into the fold of fine turfgrass supporters, The Lafkins Golf & Lawn Supply Corporation, of White Plains, New York. Warren Lafkin has been very active in the American Seed Trade Association committee work, and has been a member of the New Varieties Committee on which Dr. Schery also serves.

OLIN MATHIESON CONSIDERING HOME GARDEN MARKET

Mr. N. Dana Lovell, of the Market Research Department, Olin Chemicals Division, New York, flew out to the Marysville office for discussions with Dr. Schery October 17. Mr. Lovell is examining market possibilities for a fertilizer (and probably pesticide) line, especially for turfgrass. The afternoon was spent discussing a further entry into a field that seems already sufficiently crowded.

Whether or not Olin eventually makes the plunge, it is valuable to have occasion for speculating with someone probing the situation. We are gratified that Mr. Lovell felt it worth a trip to Marysville to discuss the topic.

ANSUL CHEMICAL REPRESENTATIVE VISITS MARYSVILLE OFFICE

Robert Lucas, of Ansul Chemical, dropped by the Marysville office in late October, to check with the Lawn Institute on performance and needs in crabgrass control chemicals. Ansul Chemical, of Marinette, Wisconsin, has been a specialty house for arsenical products.

LAWN INSTITUTE MAP IN THE GARDEN SUPPLY MERCHANDISER GREEN BOOK

A map originally prepared for Better Crops with Plant Food, delimiting zones of adaptation of turfgrasses, has appeared in the Garden Supply Merchandiser Green Book, Buyers' Guide for 1963 garden merchandise.

CALIFORNIA DETAILS GRASS ADAPTATION ZONES

The October issue of California Turfgrass Culture carried the map developed by Youngner, Madison, Kimball and Davis, showing zones of adaptability of different grasses in California. California is exceedingly complicated because of the north-south mountain ranges. The interior valleys are suited to southern grasses, coastal areas and mountain elevations to northern species. But perhaps it is not known that the Mojave Desert country is more suitable to bluegrasses and fescues, than to most southern species.

PROGRESS ON LAWN PROGRAM IN LOUISIANA

For several years there's not been much activity from Louisiana State University, on a home lawn program. We now have word from Warren Meadows that things are looking up, and a Louisiana Lawn Bulletin is soon to be issued. The Lawn Institute is contributing a number of photographs for the Bulletin. Dr. Meadows has also winterseeded small supplies of northern grasses for the Lawn Institute.

CAMPAIGN TO REACH DEALER CONTINUES

This winter the Lawn Institute attempted to reach the dealer, as an intermediary having wide influence with the consumer. If the dealer advises his customers intelligently about good lawn seed and lawn practices, quality lawn seed should certainly benefit.

Flower and Garden Merchandiser is carrying a series of articles, the first of which appeared in November, under the title "Drench Customers: Advice, Not Price, Improves Lawn Sales". Reprints have been printed and circulated.

The December issue of Lawn/Garden/Outdoor Living carried a two-page spread, under the title of "A Common Sense Approach to Sales of Lawn Care Products". A limited number of complimentary copies of this issue of Frank Bartonek's interesting newspaper have been circulated.

Additional merchandising stories are planned for other trade papers through the spring season.

A SEED PROBLEM AND OPPORTUNITY IN ROADSIDE SEEDING

Because of short supply of tall fescue, one of the widely used seeds for roadside seeding, it may be difficult to fill orders in the spring and summer of 1963. Because seed mixture specifications are spelled out in the manuals, many times there is not flexibility to accept alternatives in better supply.

The Lawn Institute has initiated inquiry as to how state highway departments might best be reached with news of this pending shortage. A mailing is contemplated to forewarn highway landscapers, and see if substitution of tall fescue might not be possible. It seems an excellent chance for better quality turfgrasses to regain the position in roadside seeding lost during the high-price years in the mid-fifties.

Members who bid on highway contracts may want to inform their highway departments of the possibility of a short supply of tall fescue, and see if specifications can be relaxed (or rewritten) to allow a substitution of other grasses, such as Kentucky bluegrass and fine fescues, in time for 1963 seeding operations.

MEMBERSHIP CHAIRMAN SPEAKS

We are very grateful to Membership Chairman, Alan Mock, for his fine efforts in November. A closing thought from correspondence with Mr. Mock is perhaps worth repeating: "But what is going, in the final analysis, to put our story across is an honest, impartial effort to help people have better lawns, without regard to factional viewpoints in the trade. If we can get this effort all under one roof, it will help bring some of these viewpoints together, and thus we can have a mutual effort at selling more good seed, not at the expense of what the other fellow has."

CUSTOM ITEM PREPARED FOR OTTAWA JOURNAL

The Institute has prepared a custom story on "Renovation of Old Lawns" for Mr. A. R. Buckley, Gardening Editor, of the Ottawa, Ontario, JOURNAL.

BAKER GRASS INDUSTRIES ADVISES SOUTHERN DEALERS

Something to think about. We maintain that LAWNSEED should never retail for less than \$1.00 per pound, regardless of the seed cost to the dealer or distributor.

In today's economy, the dollar buys fifty percent less than it did five years ago. LAWNSEED is a luxury item which should be priced as such. Seed sold as lawnseed has no relation to the agricultural value of the same seed sold to a farmer who obtains his livelihood from its planting.

The ornamental dollar commands different pricing and different service than the farm dollar. This ornamental dollar is your future and it will continue to grow as Florida becomes more urban. There are no farm subsidies in ornamental horticulture.

It is up to the Dealer and his Distributor whether or not this dog-eat-dog competition in the sale of grass seed for lawns continues or, whether there is enough intestinal fortitude to put a "lawnseed" price on the seed sold.

HEADLINES GIVEN INSTITUTE STORIES

"CHEAP LAWN SEED IS EXPENSIVE ECONOMY". Asbury Park, New Jersey, Press

"SKILL IN BLENDING IS HIDDEN BONUS IN BOXED SEED". Tarrytown, New York, News

"BLUEGRASS IN SEPTEMBER". Tom Stevenson, Columnist, Washington-Baltimore area

"BLUEGRASS IS BEST". Tobbio Martino, Buffalo, New York, News

"FOR A POOR TURF NURSE THE PURSE". Milwaukee, Wisconsin, Journal

"AUTUMN SEEDING FOUND TO BE BEST FOR BLUEGRASS-RED FESCUE LAWNS". Ossining, New York, Citizen-Register

"BEST CHANCE FOR GOOD GRASS IS AUTUMN SEEDING". Cairo, Illinois, Citizen

"AUTUMN BEST PLANTING TIME FOR BLUEGRASS". Pomona, California, Progress-Bulletin

"SPREAD RISK ON YOUR LAWN BY USING MIXTURE OF SEED". White Plains, New York, Reporter-Dispatch

PRESS KIT SUCCESS

An Institute press kit story on autumn seeding has received excellent pickup by the press. The article begins: "Best chance for a good bluegrass-red fescue lawn is from autumn seeding. That is the contention of the Lawn Institute, and the finding of most experiment stations. - - There are many advantages to autumn, paramount being that Kentucky bluegrass, fine fescues and Highland bentgrass perform best during cooler weather while the weeds don't - -. A good seed mixture will be mostly Kentucky bluegrass and fine fescue, with little or no nursegrass. For luxurious bentgrass lawns, Highland bentgrass is usually sowed by itself".

A few of the papers utilizing the story and photograph follow:

Pomona, Calif. PROGRESS-BULLETIN
Middletown, N. Y. HERALD-RECORD
Sacramento BEE
Muncie, Indiana STAR
Binghamton, N. Y. PRESS
Grand Rapids, Mich. PRESS
Ossining, N. Y. CITIZEN-REGISTER

Mt. Vernon, N. Y. ARGUS
Spokane SPOKESMAN-REVIEW
Chicago DEFENDER
Clinton, Iowa HERALD
Indianapolis STAR
Cairo, Ill. CITIZEN

WINTERSEEDING CATCHING ON?

This advice was noted in the Miami HERALD, Tallahassee DEMOCRAT, Delray Beach DAILY NEWS-JOURNAL, Pensacola JOURNAL, Palm Beach POST, and other prominent Florida papers: " - - any of the northern-type grasses such as fescue, redtop, Kentucky blue or bent may be planted now for winter color - - follow directions on the seed package when planting". "There are three temporary wintergrasses - - rye, Kentucky blue and redtop. Of the three, Kentucky blue has the nicer color, texture and quality and is relatively free of diseases. - - Plant temporary lawngrasses from mid-October through November or as soon as you notice the growth of your permanent grass beginning to slow down." Directions for planting followed.

INTEREST STIRS IN FLORIDA WINTERSEEDING

The idea of winterseeding southern lawns is beginning to take hold. A whole gardening column has been devoted to the subject in Florida papers such as the Tampa TIMES, the Jacksonville TIMES-UNION, and others, under the heading "Overseeding Helps Keep Lawn Green". Some of Dr. Horn's work at the University of Florida is mentioned.

It is encouraging to have this report printed, if for no other reason than to stir up interest. A few sentences drawn from the column convey the general impression:

"When a green lawn is desired during the winter season in areas of Florida where cold weather and frost brown permanent lawn grass, it is necessary to overseed with a cool season grass. During winter months the climate is ideal for cool season grasses such as rye, fescue, bent and bluegrasses.

- - results indicate texture of permanent grass has to be considered to select the best grass for overseeding your lawn. If you have either a bermuda or zoysia lawn, your best choice would be a mixture of 2½ pounds of K-31 fescue, plus one pound of Kentucky bluegrass per 1,000 square feet of lawn area.

The fescue germinates rapidly and gives an excellent color that blends quite well with zoysia or bermuda grasses.

For St. Augustine grass or centipede grass the best mixture was two pounds of common ryegrass, 2/10ths of a pound of Highland bent and one pound of *Poa trivialis* per 1,000 square feet. Kentucky bluegrass and Pennlawn fescue were also very good. One pound of blue and two pounds of fescue per 1,000 square feet should be used - - -"

The article was apparently widely syndicated throughout Florida, attributed to respective county agents.

WINTERSEEDING CHECKED IN SOUTHEAST

In early December Dr. Schery visited a number of points in Georgia and Florida where wintergrass seeding trials have been sponsored, or where there is particular interest in the use of northern seeds. A detailed report has been prepared for officers and interested Board members.

In brief it seems there is rising interest in seeding fescues, bluegrasses and bentgrass in the Southeast. Dissatisfaction with ryegrass as a putting surface on golf greens suggests an increasing demand for other northern grasses, fine fescues especially, in this field. Market potentiality with golf courses is perhaps greatest in the more southerly areas, where winter tourism is a major industry.

Winterseeding of lawns is rather disappointing in the deep South, even less being noted on this visit than some years ago. But in the upper South, especially in "posh" neighborhoods, there appears to be a sizable market. The extent to which fine fescues and other quality species might be used instead of ryegrass is difficult to predict, but no doubt there is some advantage in "diversification" through the use of mixtures instead of straight seeding. In that way ryegrass can perhaps be "backed up" by other species not likely to suffer the same diseases, or to be quite so clumpy and aggressive in the lawn.

WINTER LAWN PUBLICITY IN FLORIDA

Chan Baker did an excellent job this autumn in first inducing a noted Florida gardening columnist to publish the item quoted below in his paper, then reprint

and circularize it.

New Type Available

SEEKING A WINTER GRASS?

"Don't cry, plant rye."

This has been our advice for several years to home owners who face the winter with a dead lawn.

Rye, however, has its weaknesses. It grows very rapidly and if not mowed regularly will shade out permanent grass. It steals fertilizer and moisture.

Some garden stores are now carrying another type of winter grass which home owners might prefer. It is a mixture of Red Fescue and Highland Bent grass seeds.

The seeds of these grasses are much smaller than those of rye, and the cost of planting the smaller seeds is somewhat less than the cost of planting rye - if directions are followed carefully.

Red Fescue and Highland Bent are northern type grasses widely used in cooler climates for permanent lawn planting. They will last throughout winter and spring in Florida, and, in some instances, will last through summer.

The grass mixtures may be planted in permanent lawns, and topped by a thin layer of sand. Watering is essential to induce germination and to establish the delicate seedlings.

GROWTH-RETARDING CHEMICALS MAY TIE IN WITH QUALITY LAWN SEED IN SOUTHERN WINTER-SEEDING

During Atlantic Seedsmen meetings, Dr. J. W. Zukel of Naugatuck Chemical came down from Connecticut to meet with Dr. Schery in New York. Naugatuck Chemical has a definite interest in use of MH-30 growth retardant in the South, for winter-seeding turf areas (such as golf greens), if preliminary experience shows some advantage. Naugatuck Chemical Division of U. S. Rubber has offered cooperative help in central Florida, for checking results, and may provide some help in publicizing winterseeding of southern turfs, once we have some hard facts and figures to talk about.

CONTINUING INTEREST IN NATURAL GROWTH INHIBITORS IN PLANTS

Nature makes "herbicides" in plants that repress growth of other plants. Extractions from quackgrass are well known as repressing alfalfa; so is juglone from walnut roots in depressing fruit trees. Recent work has shown that foxtail in corn may have such a repressive influence.

Carnahan and Hull report in the April 1962 issue of Weeds ("The Inhibition of Seeded Plants by Tarweed"), that tarweed (*Madia glomerata*) proves to have a similar effect on grasses such as wheatgrass. Extract from tarweed interfered with germination of grass seed, and reduced seedling growth.

This unseen growth interference between individual plants and different species has broad implications for turf establishment and maintenance, sod being one of the most congested plantings imaginable. Fundamental research along these lines should bring a much better understanding of essentials of lawn care.

INHIBIT INHIBITORS

An interesting idea is advanced in weed control circles, whereby a seedbed can be treated with an herbicide which prevents weeds, but the desired seed, in turn can be treated with a chemical that "neutralizes" the first herbicide, permitting germination and establishment of the desired stand. It's dramatic but remains something for the future and for sophisticated hands.

Discussion can be found in "Chemical Seed Treatments as Herbicide Antidotes", by Otto Hoffmann, in the October 1962 issue of Weeds. Hoffmann is with Spencer Chemical, in Kansas City.

TRIALS WITH GENERAL VEGETATION KILLERS

With increasing interest in "scorched earth" treatment of old turf, prior to re-seeding, the Institute set out to gain some experience this year in handling of several familiar chemicals. Use of cacodylic acid for this purpose is well known. But in addition we were interested in comparing Cytrol (amino triazole), Vapam, Novege, Dalapon and Aero Cyanate (potassium cyanate).

Adjacent strips of old, weedy turf were treated with generally recommended rates of these chemicals on April 25. Within a few days all vegetation was browned on the Vapam and Aero Cyanate plots, and only a slight greenish tinge persisted on the Cytrol and Novege plots. Dalapon was slow to react.

By June, the Cytrol and Novege plots were 100% bare of vegetation, while there was an estimated 95% kill with Dalapon. The initial rapid effect from Vapam seemed to have passed, and there was some recolonization with weeds, although the plot was estimated 90% bare. With the Cyanate regrowth had started in earnest, the chemical perhaps acting as a fertilizer. Only about half the plot was un-vegetated.

In early June, a grass seeding was made in a strip across each plot. Roughly six weeks after initial chemical application, none of the treatments seemed to have sufficient toxic residues to prevent sprouting of new seed (the surface was scuffed slightly). Novege gave somewhat the poorest new sprouting.

BASIC STUDY ON PESTICIDE INFLUENCE

What with the furor coming from publication of "Silent Spring" (condemning pesticide use), it is of interest to note serious studies on this topic, in contrast to the many emotional outbursts. One such study appeared in the summer issue of "Ecology". It analysed populations of "bugs" in mowed grasslands, one of which had been treated through the years with various pesticides, the other never treated. There was less diversity, but greater numbers, of organisms in the area treated with pesticides than in the unsprayed area. The over-all effect of pesticide use

was to shift proportions of different organisms, not to eliminate them. Where pesticides are repeatedly used, larger organisms tend to disappear to some extent, compensated for by increasing numbers of small, tolerant organisms.

NEW PRACTICAL GRASS IDENTIFICATION MANUAL ISSUED

Dr. C. E. Phillips, Agronomy Department Chairman at the University of Delaware, surprised us with a complimentary copy of Field Manual No. 2, July 1962, "Some Grasses of the Northeast". This manual identifies familiar lawn, pasture and weed grasses by vegetative characteristics. It is the best compendium of this sort that has come to our attention.

The manual is with loose-leaf binding, easily laid out for identification. Early pages discuss various characteristics of blade, sheath, collar, ligule, etc., used for identification. There follow readily usable keys for identifying individual grasses. In each case a line drawing, plus a succinct description, enable the user to judge whether or not he has correctly arrived at an identification.

The key seems practical and realistic, developed from firsthand experience rather than from other books. For example, the familiar distinction between Chewings and Creeping red fescues (the supposed presence or absence of rhizomes) is ignored in favor of a decumbency characteristic (which even if not clear, does not perpetuate the inadequacies of older methods).

Dr. Phillips is to be congratulated on an excellent manual, especially practical for the northeastern region. The manual is published by the Agricultural Experiment Station, University of Delaware, Newark, Delaware.

EXCELLENT SEED ADVISORY

One of the sounder reviews on lawn seed mixtures is that by C. Richard Skogley of the University of Rhode Island in Extension Bulletin 178, "Grasses and Seed Mixtures for Lawn Turf". Skogley is a Lawn Institute advisor.

This booklet begins with a review of custom and law governing recitation of a lawn seed mixture's contents. There follows a discussion of the permanent grasses (including varieties), and then a listing of "Special Purpose and Temporary Grasses" not ordinarily of much purpose in lawn seed mixtures in his area.

It is encouraging to see a forthright warning on grasses not recommended for home lawns, viz: "Avoid buying timothy, tall fescue (Kentucky-31 and Alta), orchardgrass, and meadow fescue, even in small quantities".

The final page lists two URI mixtures, noting that these are by no means the only acceptable combinations. Seed mixture 1 contains no nursegrass, consists of fine fescues, Kentucky bluegrass. Mixture 2, for areas where some quicker coverage is needed, combines these same three grasses with about 20% of Italian ryegrass. It is suggested that bentgrass be planted alone.

MASSACHUSETTS DEPARTMENT OF AGRICULTURE ADVISORY ON LAWN SEED

Mr. A. Warren Clapp, in charge of seed inspection, Department of Agriculture of Massachusetts, prepared a concise summary entitled "Suggestions for Choosing a Lawn Seed", for state-wide programs and exhibitions this summer. You may recall that the Lawn Institute furnished more than 10,000 reprints along these same lines for the Brockton Fair.

Clapp begins by stating: "You only get what you pay for". He stresses Massachusetts surveillance of the analyses on seed sold. Then he makes a strong case for quality seed mixtures, for which we like to think the Lawn Institute has been helpful in suggesting ideas.

Clapp stresses that fine mixtures sow several times the area that would an equivalent weight of a low-priced coarse grass mixture. "- - an ounce of a mixture of equal parts Kentucky bluegrass and fine-leafed fescues, would contain approximately 65,000 seeds in comparison to only 14,000 seeds per ounce for a mixture of ryegrasses and tall fescues".

Quality grasses are then described, such varieties as Park are named. Germination figures and seed counts are given. Twelve advisory items are listed, stating what to expect and look for in choosing lawn seed.

LAWNS FOR TOURIST COURTS

We have word from H. D. Cochran, of the Tourist Court Journal, that an article written (tentatively entitled "The Beckoning Green"), will appear in the Tourist Court Journal during the early spring of 1963.

We do not schedule reprints prior to publication, but if any members have special interest in this field of lawn promotion, we welcome inquiry and can arrange for a reprinting if desired.

The article points out that with modern emphasis on highway landscaping, a motel needs a good "front yard" to attract tourists. The lawn is the important "first-impression". Discussion relates primarily to northern lawns employing bluegrass, fine fescue, or Highland bentgrass. The article is subdivided into sections on The Grass, Planting, Mowing, Fertilizing, Weed Control and a special discussion indicating the basic difference between southern lawn care and northern. A final section discusses a few interest-catching trends or observations about lawns.

FINE TURF RESEARCH REVIEW IN PARK MAINTENANCE

The 6th Turf Research Annual, encompassing most of the July issue of Park Maintenance magazine, this year was the work of C. G. Wilson, Milwaukee Sewerage Commission. It was a thorough summary of turfgrass research during the year. With research and reporting burgeoning, the review must take many statements out of context, giving a slightly distorted meaning to some of the conclusions. Nevertheless, this annual review summarizing turf research all over the nation is alone in giving a bird's-eye-view of what is going on.

The first several pages discussed turf diseases, followed by fertilization, grasses, insecticides, irrigation, management aids, soils, mowing, weeds and

weeding, etc. Of greatest interest to Lawn Institute members are these excerpts concerning grasses:

"Schery (Ohio) likes Kentucky blue mixed with red fescue varieties such as come from Oregon, for lawns north from Tennessee while Daniel (Ind.), based on performance and disease tolerance, suggests a blending of bluegrass selections whenever practical - -

- - Schery agrees that Penncross has generally given superior performance - -, but for exquisite bentgrass 'just like a golf green', it is probably best to plant Highland or Colonial type - -".

In view of the investigation of winterseeding in the South, comments offered under Fescues should be of special interest:

"Though coarse and almost wiry, the fescues putt as true and fast as the bentgrasses when clipped at one quarter inch or lower, report Brown and Horn (Fla.).

Grau (Md.) feels that a real breakthrough has come with the use of Pennlawn creeping red fescue for winter turf on bermuda greens. Where methods of seedbed preparation were studied, it becomes clearly evident that Pennlawn fescue provides the best results with the least preparation. Surface scarification (aerohatching or verti-cutting) plus top dressing seem to him to be the best procedure. Musser (Pa.) feels Pennlawn produces a denser and more uniform turf than the common creeping red and Chewings types, and has greater disease tolerance than the Ill-ahoe and Rainier varieties under Eastern growing conditions.

Excellent winter putting green turf quality during two years of testing has been shown for Pennlawn in tests by Schmidt and Blaser (Va.). Its persistence in the spring and its fine texture also gave an almost unnoticeable transition to bermuda-grass. - - The stiff upright growth of creeping red fescue gave a uniform putting surface with excellent wear resistance. The behavior of Pennlawn in these experiments was confirmed under playing conditions by T. K. Baldwin, green chairman of the Longwood GC, Farmville, Virginia, who overseeded 20 lbs. of Pennlawn per 1,000 sq. ft.

- - Nutter (Fla.) feels that ryegrass, once king of winter greens, now finds his throne threatened by increased use of other cool season grasses and seed mixtures - -".

NORTHERN GRASSES FOR FAIRWAYS

In recent months there has been interest in the use of northern grasses for wintergrass seeding in the South. O. J. Noer, in Golf Course Reporter, questions the use of bermuda very far north. Whether or not the Institute position on seed mixtures has had anything to do with his thinking, Noer echoes our views: "The trend in unwatered fairways is toward the use of bluegrasses and Pennlawn fescues. Instead of relying on a single bluegrass selection, the tendency is to use a mixture of all, including common Kentucky bluegrass, along with Merion, Delta, Park, Newport, etc. A 60-40 percentage bluegrass-fescue combination, seeded at 150-200 lbs./acre is said to do well. Rye or redtop is not needed because Pennlawn fescue gets off to a fast start".

FIGHT AGAINST COARSE GRASSES CONTINUES

The campaign for better lawngrasses in mixtures receives added push from extension agronomists. In the Painesville, Ohio, TELEGRAPH Edward Stroubel advises: "Undesirable perennial grasses such as tall fescue, orchardgrass and timothy are often objectionable in lawns when mixed with Kentucky bluegrass, red fescue or bentgrass. Spot treatment with herbicides or hand digging can be used in sparsely infested lawns".

LITTLE NUTRIENT MOVEMENT IN BERMUDAGRASS

A study reported in the Agronomy Journal, September-October issue, showed that nutrient uptake with bermudagrass did not transmit very widely from the point where roots picked up the nutrients. The study utilized trailing runners of bermudagrass looped over from a parent source containing all nutrients, into other pots having various deficiencies. It was shown that a nutrient such as nitrogen was not sufficiently transported in the runner from the parent plant to overcome a nutrient deficiency in rooted offspring. Radioactive phosphorus was used to trace the slight movement of this element. Conclusions were that fertilization of bermudagrass is best broadcast, so that all rooting nodes have direct access to necessary nutrients.

BOTANIC GARDEN TO START TURF TRIALS

Dr. A. C. Hildreth, Director of the Denver Botanic Gardens, has written of the hope to initiate turf displays to acquaint the public with different lawngrasses. The Lawn Institute will furnish representative seed for this valuable educational work.

MORE ABOUT THE WHITE HOUSE LAWN?

There is always interest in the White House Lawn. Dorothy McCardle, in the Portland OREGONIAN states: "Crabgrass had invaded the Kentucky bluegrass with the insidious effect of the Soviet infiltration of Cuba. They are getting the crabgrass out of the White House lawn now the way the President is pondering how to handle the Russian menace in Havana - pulling it out by the roots".

A picture in the St. Louis POST DISPATCH showed the White House lawn being plowed. The caption read: "Blue Grass for White House. The south grounds of the White House being plowed by a National Capital Parks Service workman yesterday for a new crop of blue grass. Between one and two acres of lawn are being rebuilt".

USE THE PROPER FESCUES

The Institute by-line store headed "Watch Type of Fescues in Mixture", appeared in the Buffalo, New York, COURIER EXPRESS. This story begins: "Good lawn seed mixtures almost invariably contain some fescue. Yet, compared to Kentucky bluegrass, the other main component of fine seed blends - - fescue is not a familiar household word - -". The story goes on to distinguish between Oregon fine fescues such as Chewings, Illahee, Pennlawn and Rainier, advocating their usage but not tall fescues (Alta and Kentucky-31).

QUALITY GRASSES PREMIUM IN LAWN SEED

The Institute story beginning "What's the free premium in a box of good lawn seed?" appeared in the Springfield, Missouri, LEADER & PRESS, Gladstone, Missouri, DISPATCH, North Kansas City, NEWS-DISPATCH, White Plains, New York, REPORTER-DISPATCH and Tarrytown, New York, NEWS. The text names the Institute grasses by name, viz.: "Although Kentucky bluegrass would ordinarily fill the bill, the addition of Oregon fine-leaf red fescues extends the suitability of the mixture - -. Similar is Park bluegrass, widely recognized as a fast sprouter, giving vigorous seedlings. - - Most people prefer the looks and easy care of a bluegrass-fescue lawn. But there are some who might want exquisite Highland bentgrass - -. Why not spread your risk with a quality lawn blend backed by an experienced seedsman?"

MORE SEEDS TO THE POUND WITH QUALITY LAWNGRASSES

There seems to be never ending interest in comparison of seed counts of different lawngresses. In the Camden, New Jersey, COURIER-POST, the county agricultural agent compares Kentucky bluegrass having 2.2 million seeds to the pound, red fescue 600,000 seeds to the pound, and Colonial bentgrass with 9 million seeds to the pound, with ryegrass and tall fescue. The advice is: "You only get what you pay for - - when buying grass seed - - the better quality seed found in most mixtures is Kentucky or Merion bluegrass and one of the red fescues".

RESPONSIBLE LAWN ADVICE IN NEW JERSEY

Our clipping service continues to pick up excellent coverage, and sound advice, from the Extension Department at Rutgers University, for New Jersey residents. A late Spetember release states: "Unless you have a situation to which zoysia is adapted, you will probably be better satisfied with a Kentucky bluegrass-red fescue lawn, - -". This appeared in the Asbury Park, New Jersey PRESS, and other New Jersey papers.

A SHORT, SHORT STORY

Members may be interested in having an occasional short item in Harvests, which could possibly prove useful for local placement. "The Little Seed With The Big Punch" was prepared for House Beautiful Special Publications Division. Photographs accompanied the text, and appropriate photos could be supplied a local outlet upon request. For what interest it may hold, "The Little Seed With The Big Punch" follows:

Time was when "lawn seed" was just left over field seed. Not these days. Modern harvesting and elaborate seed cleaning remove almost the last iota of chaff, and certainly any obnoxious weed seeds. Then the seed must pass muster in meticulously kept laboratories, to prove its ability to sprout and make a vigorous seedling.

Isn't this costly? No sir. Improved growing of high-yielding fields gives top-quality Kentucky bluegrass, Oregon fine fescues and Highland bentgrass these days more economically than ever before. A good seed blend today costs scarcely more than junk mixtures with a lot of temporary annual grasses. Even though a few cents more by the pound, good seed is cheaper by the seed because there are so

many more seeds in a pound of Kentucky bluegrass, bentgrass and fine fescue than with haygrasses (note seed size comparisons of photo insets).

Actually, there can be no alternative to quality lawn species. Note the graceful, fine texture of the bluegrass and lawn fescue, compared to the clumpiness of the haygrass. Note also the quick, full sprouting of the bluegrass seeds on a germinator pad, showing robust seedlings in only a few days. Modern, recleaned bluegrass is almost as quick as nursegrass with warm weather and proper humidity (watering, perhaps with a mulch). And the fine fescues substitute nicely for the old-fashioned "nursegrass" (a robber of moisture and nutrients). Some varieties such as Park are especially fast sprouting, selected as they are from the top-run of seed.

NEW MEXICAN PUBLICITY

Joe M. Clark has been one of the more enthusiastic recipients of Lawn Institute releases. We were pleased to see, in the Sunday, November 11 "The New Mexican", his column quoting from a recent exchange of correspondence and mentioning the Lawn Institute by name. Joe was concerned about nutgrass cropping up in bluegrass lawns of the Santa Fe area, and had asked about the problem.

DISPATCH NEWSPAPERS FAVOR LAWN INSTITUTE RELEASES

Lester E. Satterlee, Home & Garden Editor for the Dispatch Newspapers out of Kansas City, has been one of our most appreciative users of Institute releases. Each year he sends us clippings of the material that has been placed, almost always with a by-line and credit.

Clippings received from him this November total 66 column-inches, for stories and photographs appearing in NEWS-DISPATCH, North Kansas City, Mo., GLADSTONE DISPATCH, Gladstone, Mo., PLATTE CO. DISPATCH, Parkville, Mo., THE PRESS-DISPATCH, North Kansas City, Mo., under such titles as: "Are Lawn Pests Losing Out?"; "Less 'Bad Lawn' Risk With Quality Seed Mix"; "Use Care When You Buy That Seed For Grass"; "How's Your Lawn I.Q.?"

INSTITUTE MATERIAL REPRINTED IN BUILDINGS MAGAZINE

Not long ago an issue of Buildings, the national building and real estate management journal, showed up at Institute headquarters, with a note that "we think you will be interested in turning to page 100". The "Grounds Maintenance" section carried a reprint of an article prepared last year for Tourist Court Journal. This included a table summary indicating lawn care steps for both North and South, according to season. A credit line was given the Institute.

A custom article is being prepared for spring 1963 publication in Buildings. It will relate to proper lawn and ornamental plantings for malls and other "difficult", heavily-used locations.

GOOD PRESS PICKUP IN CALIFORNIA

The November 8 clipping envelope, of 14 items, showed 9 of them to be from the Lawn Institute autumn press kit. These were all clips from California, a state

with a specialized climate that makes local, rather than national, releases seem more palatable.

ROADSIDE BOOKLET DISTRIBUTED

"New Ideas In Roadside Turf", written several years ago jointly for the ASTA and the Lawn Institute, was sent to the Ontario Landscape Contractors Association by Mr. Heckendorn's office. This followed a request to the Lawn Institute, from H. H. Schmitz, President of the Association, asking if 200 copies could be sent. Sufficient stocks were not on hand in Marysville.

PLANTING NORTHERN GRASS IN THE SOUTH

Charles Hudson, in his column for Popular Gardening, September issue, states: "In the middle and upper South we used to plant fescues, bluegrasses and mixtures through September and into mid-November. Research indicates, however, the early September planting is far better. Heat does not seem to deter growth, and seedlings profit from the earlier rains."

Research results on Florida, however, indicate early plantings of northern grasses there risk heavy incidence of Pythium.

INSTITUTE REPRINTS DISTRIBUTED IN ONTARIO

Mr. H. H. Schmitz, President, Ontario Landscape Contractors Association, Ottawa, Ontario, has requested 200 each of the following reprints for attachment to their monthly News Bulletin: "The Best Turf for Athletic Fields", "Autumn, The Season for Lawn Survival", "Ten Spring Lawn Problems", "Fertilizing Lawns in Winter", and "Autumn Lawn Care".

CATHOLIC BUILDING AND MAINTENANCE INCLUDES INSTITUTE ARTICLE

The September-October 1962 issue of Catholic Building and Maintenance contained the Institute story, "Autumn Lawn Seeding Is Best".

INSTITUTE IS QUOTED

In the American Nurseryman, Chicago, an article entitled "Lawns and Landscaping Discussed at Canada Meet", Dr. Schery's presentation was reviewed.

The Poplar Bluff, Missouri AMERICAN REPUBLIC carried an article on the Missouri Turfgrass Conference. Mention was made of Dr. Schery's appearance and the Lawn Institute name.

WIDE COVERAGE FROM PRESS PICKUP

Thanks in large measure to Earl Aronson's using Dr. Schery's by-line and Institute reference in his Associated Press Newsfeature, the highest incidence of Lawn Institute story-use was recorded by our clipping service for late September and

early October. For example, of 22 clips enclosed in the October 11 envelope, 15 were direct quotation of the Lawn Institute with credit and/or photograph.

The Aronson release states: "A good seed mixture will be mostly Kentucky bluegrass and fine fescue, with little or no nursegrass. - - if you want a luxury lawn, try sowing only Highland bentgrass".

Among the newspapers carrying Aronson's story were:

Greenville, Tennessee SUN	Greenfield, Massachusetts RECORDER GAZETTE
Monterey, California PENINSULA HERALD	Greenville, Pennsylvania RECORD ARGUS
Del Rio, Texas NEWS-HERALD	Greenwood, South Carolina INDEX JOURNAL
Bristol, Connecticut PRESS	Hanover, Pennsylvania SUN
Mishawaka, Indiana TIMES	Geneva, New York TIMES
Hartford COURANT	Lockport, New York UNION-SUN & JOURNAL
Williamsport, Pennsylvania SUN-GAZETTE	Ironton, Ohio TRIBUNE
Rocky Mount, North Carolina TELEGRAM	Newark STAR-LEDGER
Scranton, Pennsylvania TIMES	Owosso, Michigan ARGUS-PRESS
Pawtucket, Rhode Island TIMES	Malvern, Arkansas RECORD
Tarboro, North Carolina SOUTHERNER	Michigan City NEWS-DISPATCH
Gainesville, Texas REGISTER	Norwalk, Connecticut HOUR
Oshkosh, Wisconsin NORTHWESTERN	Towanda, Pennsylvania REVIEW
Duluth NEWS-TRIBUNE	Lebanon, Pennsylvania NEWS
Baltimore EVENING SUN	Jacksonville, Florida JOURNAL
Wheeling, West Virginia NEWS REGISTER	Eureka, California HUMBOLDT TIMES
Dover, Delaware STATE NEWS	Natchez DEMOCRAT
Coatesville, Pennsylvania RECORD	Port Arthur, Texas NEWS
Ft. Wayne JOURNAL-GAZETTE	Selma, Alabama TIMES-JOURNAL
Boston, Massachusetts EVENING GLOBE	Dubuque TELEGRAPH-HERALD
Las Cruces, New Mexico SUN NEWS	Niagara Falls GAZETTE
Westerly, Rhode Island SUN	Reno, Nevada GAZETTE
Port Chester, New York ITEM	Mt. Vernon, New York ARGUS
Troy, New York TIMES RECORD	Allentown, Pennsylvania CALL
Bridgeport, Connecticut POST	Keene, New Hampshire SENTINEL
Paducah, Kentucky SUN-DEMOCRAT	Massillon, Ohio INDEPENDENT
Stamford, Connecticut ADVOCATE	Wenatchee, Washington WORLD
Chicago SUN TIMES	Cumberland, Maryland TIMES
Van Wert, Ohio TIMES-BULLETIN	Jamaica, New York LONG ISLAND PRESS
Phoenixville, Pennsylvania REPUBLICAN	Reading, Pennsylvania EAGLE
Hamilton, Ohio JOURNAL-NEWS	Johnson City, Tennessee MORNING PRESS- CHRONICLE
White Plains, New York REPORTER DISPATCH	
Lock Haven, Pennsylvania EXPRESS	

GOOD PUBLICITY IN ATLANTA

Excellent results have been obtained by Kirkland, White & Schell, Inc., representatives for Sawan, Institute members in Atlanta. Several items have been sent Kirkland, White & Schell, including photographs. We were gratified to see excellent placement in the Atlanta CONSTITUTION, October 15. Reference is to the Swan seed mixtures, but the article mentions "each is a blend of such fine lawn varieties as Pennlawn fescue, Highland bent, Kentucky bluegrass - - and other quality grasses with spreading characteristics. These blends contain no rye or coarse bunchgrasses - -".

LAWN SEED IN A SHOPPING COLUMN

The Charlotte Runey column in the Elmira, New York, STAR GAZETTE was devoted to "shopping" a garden store. This was included: "Remember, you're wasting money when you buy cheap lawn seed - - it usually contains a high percentage of ryegrass and redtop, neither of which makes a good permanent lawn". Description of bluegrass mixtures follows.

EXTENSION AGENTS RECOMMEND QUALITY GRASSES

We note increasingly, advice from extension agents in the clipping service pickup. Andrew Bednar, in the Frankfort, Michigan, PATRIOT describes care of a lawn, and mentions "Recommended grasses for this area include Kentucky bluegrass along with a bit of fine fescue. - - Rye - - serves only as a nurse crop and dies out after the first year - - experience has taught us to avoid using nursegrasses".

John Buchholz, in the Valders Wisconsin, JOURNAL states: "As for varieties - the standby in most situations is still Kentucky bluegrass. But if you are on sandy soils or have a shade problem - add some fescue - but not rough fescue. - - If you're a bug on lawn care - you can go to one of the newer grasses. Try Park bluegrass or Newport".

PENNSYLVANIA PICKUP

There is nice adaptation of Lawn Institute releases in the Lancaster, Pennsylvania, NEW ERA, October 12. The article begins: "Kentucky bluegrass-fine fescue seed mixtures do best when sown in autumn, but need abundant fertility to become well established before freeze-up".

The NEW ERA also carried the three additional press kit stories, and used press kit photos. The companion INTELLIGENCER-JOURNAL also carried the same stories.

MERION DISEASE IN PENNSYLVANIA

The Collegian, of State College, Pennsylvania, carries a research review column by Claudia Levy, in which new diseases attacking Merion bluegrass are discussed. " - - a relatively new disease which has struck severely at Pennsylvania's Merion bluegrass in the last few years - - but five years ago a disease appeared which struck at the roots and crowns of the grass. This disease killed grass within three years of planting. The disease is very severe in Pennsylvania - - particularly in the southeastern section around Philadelphia. - - the adverse publicity about Merion bluegrass prompted the Pennsylvania Turfgrass Council to grant \$4,800 annually to work out a control of the disease - - -". Chemical disease control is possible with the causal fungus, but is too expensive to be practical now.

MORE TROUBLES WITH MERION

Another instance of the way troubles can build up with new varieties of uniform heredity, is illustrated by the news article in the Effingham, Illinois, NEWS, quoting Dr. M. P. Britton, University of Illinois plant pathologist. The article is headlined "Claim Stem Rust Building Up In Merion Bluegrass:.". It says "Illinois

homeowners with Merion bluegrass in their lawns may be headed for trouble. Stem rust is building up in these lawns, causing reddish-brown or yellowish discoloring". Dr. Britton advises spraying with actidone at 7-10 day intervals, plus additional fertilization. The same story has been picked up by Kentucky newspapers.

GEORGE ABRAHAM CONTINUES GOOD ADVICE

George Abraham, author of "The Green Thumb" column, and recipient of an ASTA award in Chicago, agrees with the Institute. Typical quotes: "If you have a sunny situation, Kentucky bluegrass is your best bet. Shade presents problems because not all grasses will tolerate shade. In moderate shade, use red fescue, Kentucky bluegrass, and rough-stalk meadow grass. Under heavy shade use a mixture of red fescue, *Poa trivialis* and redtop". "I like a mixture of grasses instead of one single grass. Good companions for Kentucky bluegrass are varieties of red fescue".

BLUEGRASS MENTION

One can never tell from where manna will fall. Earlier this year the Lawn Institute prepared a story for the tremendous U. S. Steel publicity campaign on lawn mowers and outdoor furniture.

Apparently U. S. Steel remembers the bluegrass name, at least, for we have been getting press clipping pictures of a later promotion stressing steel containers from all over the country. The main container pictured carries the label: Evergreen, KENTUCKY BLUEGRASS.

As to the steel package, the photo shows it to be triangular, with a tape stripped down one edge to reveal slots through which the seed can be distributed. The caption with the photo in the MESABI NEWS reads: "With most homeowners doubling as their own gardeners, U. S. Steel presents this idea for a steel grass seed package. Hermetically sealed, it is able to maintain quality grass seed at optimum point of germination over periods of time far beyond packages made from other materials. It opens easily and serves as a spreader.

SEED TRADE NEWS CARRIES INSTITUTE STORY

The October 10 and 17 issues of Seed Trade News carried the presentation to the University of Missouri Turfgrass Conference, under the heading "Turf Research and Information Must Be Sold At A Profit". The October 17 story pointed out possible benefits in a trying year, of flexible genetic make-up, such as is carried by Park and Arboretum bluegrass.

NEW JERSEY CONTINUES SOUND ADVICE

Good publicity for quality seed continues to come from New Jersey. This from the Verona TIMES: "Avoid the bargain-type mixture. Such mixtures contain a high percentage of temporary and coarse-textured grasses, (quoting the county agent). The result of planting such mixtures is usually disappointment and may mean remaking the lawn once again.

The best guide for buying desirable seed is not the price tag, but the table of ingredients on the seed package. This table, usually in fine print, is required by law for your protection. Make proper use of it".

EXCELLENT LATE AUTUMN PRESS ON LAWNGRASSES

It was surprising, this year, that clippings received as late as mid-November were voluminous. The November 15 envelope, for example, carried quite a selection of lawn items - 450 column-inches to be exact. The autumn press kit received excellent reception with over 2,000 column-inches so far picked up by the clipping service.

Many Texas and Florida newspapers carry items on winterseeding. A typical paragraph (which incidentally was syndicated throughout Florida), is this, taken from the Ocala STAR-BANNER: "The answer - - is overseeding your lawn with a cool season grass such as rye, fescue, bent and bluegrass".

From the Denison, Texas, HERALD, comes this lead sentence: "Early fall is the best time of the year to seed evergreen grasses such as fescue and bluegrass". Much of the remainder of the column was derived from Institute releases, although we don't mail material directly to Texas. It's an interesting speculation as to how Institute press kits find their way so far South.

James Fizzell is widely syndicated in papers around Chicago. Although he lists his title as "Farm Advisor", constant Institute hammering on lawngresses may have convinced him an occasional column on this subject well befits his suburban audience. We like to think that some of these thoughts were adopted from Institute kits: "The most widely planted lawngresses in this part of the country are Kentucky bluegrass and its Merion variety. - - The fescues are a large group of grasses in which there are many varieties unsuitable for lawns but a few varieties which are very useful. The desirable fescues are the fine-leaf varieties - - red fescue and Chewings fescue - - some of the tall coarse fescues in inexpensive - - mixtures - - are not desirable - - ryegrass - - is not usually considered desirable for permanent lawns. - - The fine bentgrasses, Colonial, Creeping and Velvet, are - - commonly used for golf greens".

From the Cincinnati, Ohio, County Extension Agent: "Which grass to choose? The big four are Kentucky bluegrass, Merion Kentucky bluegrass, red fescue and bentgrass.

Kentucky bluegrass holds the inside track for many homeowners. It best fits the average lawn".

From the Mansfield, Ohio, NEWS-JOURNAL: "There's a reason for the mixture in the box. Kentucky bluegrass, probably the most popular lawn greenery in this area, might serve the purpose alone under the right conditions - - often contain red fescues which are tolerant to shade and poor soil". Much of this pickup seems to stem directly from the Institute kit. The final conclusion is a good one: "That's why it is never good economy to start a new lawn with cheap seed".

COMPREHENSIVE LAWN ARTICLE IN SEPTEMBER POPULAR GARDENING

Lawn Institute writings for Popular Gardening may have had some influence in the preparation of a staff item this September, "Good Lawns Are Sown In Fall". The article opens: "The Kentucky bluegrasses, or mixtures of grasses in which bluegrasses predominate, are first choice for lawns over most of the country. Good to look at, bluegrass lawns are durable and long-lived." A map is used, similar to that developed for many Institute publications. The northern zone, roughly north of the Ohio and Missouri rivers, mentions bluegrass as the basic grass, with a more southerly mid-section zone as using the same grasses with more care. Popular Gardening mentions for the South the following, bolstering our current interest in wintergrass seeding there: "Heat and dry weather kill bluegrass lawns in this zone during the summer, but make luxuriant winter lawns, sown annually each fall."

INSTITUTE REPRINT REVIEWED IN NEW YORK NEWS

Fine coverage was achieved in the "By Holly Lane" column in the New York NEWS, circulation 3.2 million. The columnist devoted the entire column to the review of "The Grass In Your Life", originally presented to the Ohio parks people. The effect is even better than a by-line article. The column begins: "Dr. Robert W. Schery, of the Better Lawn & Turf Institute, provides the intimate details of the case history - -". The story deals with errors of omission, as well as commission. The story concludes: "Kentucky bluegrass and red fescue are the foundation for good lawns in this area - -". The column finally reviews Kentucky bluegrass, fine fescues (giving the Oregon varieties by name) and bentgrass, in terms of their needs.

This reflects the value of including reprints in press kit distribution. "The Grass In Your Life" has been distributed in press kits, as well as on other occasions.

BLUEGRASS RECOMMENDED IN DENVER, COLORADO

For a number of years we have been in touch with Herbert C. Gundell, Denver County Agricultural Agent, who several years ago invited Dr. Schery to help judge the "best lawn in Denver" contest. Mr. Gundell had a full page on lawns in the Sunday DENVER POST. Gundell comments: "It is generally agreed by lawn experts that the most satisfactory turf for the surrounding of a beautiful home is one of bluegrass. Common Kentucky bluegrass, which has been in use for half a century or more, is still greatly appreciated as a good, solid grass in this area".

LOCAL EXPERTS SUPPORT INSTITUTE POSITION

Support for the autumn press kit position of autumn seeding is repeatedly stated by local experts, such as Frederick Blau in the Bristol, Pennsylvania, COURIER and the Levittown, Pennsylvania, TIMES: " - - recommends the use of a high quality grass seed - - inexpensive grass seed mixtures contain a high percentage of filler grasses that will not produce thick, rich turf. For sunny locations Blau suggests the use of Merion, Newport or Kentucky bluegrass, and for shade spots the fine-leaf fescues such as Pennlawn fescue or Chewings red fescue. A good general mixture contains 60% bluegrass 30% fine-leaf fescue - -".

Raymond Battle, in the Vineland, New Jersey, TIMES JOURNAL, says: "The type of lawn seed mixture used in making your new lawn may be the difference between success and failure.

Using the wrong type of mixture is a major reason for failure in establishing a new lawn.

Avoid the bargain type mixture. - -".

Jo Ann Pierce in the Madisonville, Kentucky, MESSENGER, states: "We recommend sowing a high grade Kentucky bluegrass seed on the lawn each September - -".

AUTUMN PRESS KIT INCLUDES LAWN I.Q. ITEM

The Muscatine, Iowa, JOURNAL carried the press kit article "How's Your Lawn I.Q.?" This was a series of questions and answers: "Northern Lawns (those of bluegrass-fine fescue, or Highland bentgrass) benefit especially from autumn fertilization?"

CHICAGO INSTITUTE MENTION

Art Kozelka in the Chicago, SUNDAY TRIBUNE, circulation over 1 million, uses an Institute photograph and mentions the Institute by name: "According to the Lawn Institute, autumn seeding gives an edge to grasses whether it is to give an established turf a 'shot in the arm', or to start a new lawn".

"WHAT THEY ARE SAYING ABOUT THE INSTITUTE"

"This is in the nature of a 'progress report' on the search for a better species than Agrostis alba for my root hair studies. I've studied several, but have concluded that A. a. is by far the best. - - I am looking forward to attempting to determine the instantaneous effects of auxins upon cytoplasmic properties and organelles.

I hope that the next time you are in the Dartmouth region you will pay us a visit. We are in the final stages of planning a new biology building which will permit a greatly expanded program in plant physiology. - -".

Dr. William T. Jackson, Professor of Botany
Dartmouth College, Hanover, New Hampshire

"Thank you for your letter of September 24 and especially for your very excellent contributions to our Lawn and Turf Conference. I have and am still receiving favorable compliments on the program of the recent conference and I want to pass this on to those of you who made the program a success."

Dr. Delbert D. Hemphill, Professor of Horticulture
University of Missouri, Columbia, Mo.

"Thanks for the extra copies of your very attractive and interesting booklets '10 Frequent Lawn Problems' and 'Selecting Lawn Grasses'.

R. O. Geuther, Advertising Manager
H. D. Hudson Manufacturing Company
Chicago, Illinois

"I'd like to say again that I certainly appreciate the time you have taken from your busy schedule to help us with this sedge problem. As you know, we have our fair share of lawn problems - - and then some, here in St. Louis. If you should ever have occasion to visit in St. Louis, we would like very much for you to consider the University Extension Center as your base of operation".

Charles M. Sacamano, Extension Horticultural
Agent, University of Missouri, Clayton, Mo.

"We certainly appreciate the rather complete information which you forwarded with respect to the soil conditions and seed possibilities for the New Jersey soils. We are most appreciative.

John G. Navarra, Professor of Science
Jersey City State College, Jersey City, N. J.

"Thanks so much for the frequent offerings of informational material. For no more funds than you have to operate with your press coverage is excellent".

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

"We genuinely appreciate the prompt delivery of the photographs and publicity materials which you sent recently. - - We plan to schedule a series of stories in The Atlanta Newspapers - - and we will of course utilize the valuable information you have supplied.- -"

Jack Thrift
Kirkland, White & Schell Inc., Atlanta, Georgia

"Just wanted to take a moment to thank you for your cordial cooperation on the Review and Preview section. I read you statement with great interest and found it admirable. I feel sure that it will be most helpful".

Larston D. Farrar
Washington Correspondent, Flower and Garden
Merchandiser

NOVEMBER ENDS WITH GRATIFYING CLIPPING PICKUP

The final press clipping envelope of 22 items for late November was quite gratifying, with 8 of the clips being direct quotation of Lawn Institute release with credit. Our mat "Instituting A Better Lawn" was even accorded AP Newsfeature status in the Somerset, Pennsylvania AMERICAN.

Equally interesting was a widely syndicated item developed by George Creed appearing in eight important papers from Boston to Ohio. Perhaps the oft-repeated Institute position that the erect Kentucky bluegrasses and fine fescue are not likely to have much of a thatch problem has been convincing. At least this widely syndicated story begins: "Kentucky bluegrass lawns and those planted with other grasses that do not grow too closely together are not bothered by thatch".

Three of the clippings also reflected the latest George Abraham column. Abraham explains away nursegrasses: " - - until the more permanent grasses (such as Kentucky bluegrass or fescues) can take hold".

GLEANINGS FROM INSTITUTE PRESS RELEASES

"- - the right thing at the right time, say the Lawn Institute". EXAMINER, Independence, Missouri

"Kentucky bluegrass, fine fescues and Highland bentgrass perform best during cooler weather while the weeds don't". MORNING GLOBE, Boston

"But don't lose sight of the grass and its needs, thinking only of the lawnman. Some grasses such as Kentucky bluegrass and fine fescues, favorites in the North, should be mowed rather tall, usually around 2 inches. See that your mower can do it well. Other grasses, such as exquisite Highland bent, are seldom mowed much above an inch - -". TIMES, Verona, New Jersey

"Best chance for a good bluegrass-red fescue lawn is from autumn seeding. That is the contention of the Lawn Institute - -". NEWS, Lima, Ohio

"New Fall Lawn? Bluegrass seed mixtures can be successfully sown in spring, but autumn results are even better. There are many advantages to autumn, paramount being that Kentucky bluegrass, fine fescues and Highland bentgrass perform best during cooler weather while the weeds don't". HERALD EXAMINER, Los Angeles

"With all these advantages, autumn lawn making is rather easy, encourages expert Dr. Robert W. Schery". Adela Kollar, STAR-LEDGER, Newark

"Use high quality mixtures containing Kentucky bluegrass and fine fescues - - lawn mixtures should consist of Kentucky bluegrass and red fescue. - - The Lawn Institute suggests that a fine fescue-bluegrass turf survives with little watering - some of the finer grasses are: Kentucky bluegrass, Oregon red fescue (Chewings, Illahee, Pennlawn, Rainier), Highland bentgrass - - with the average bluegrass-fine fescue lawn the Lawn Institute feels that clippings will settle into the upright grass, eventually decompose and contribute to fertility. - - It takes no expert to detect lawns started in autumn. They are the ones in which the bluegrasses, fescues and bentgrasses have filled thickly enough so that spring weeds are rare. - - A quality seed mixture based upon Kentucky bluegrass and the Oregon fine fescues needs no help from nursegrass in autumn. There is no more rewarding time to start a bluegrass-fine fescue or Highland bent lawn than in autumn". The Lawn Institute is quoted on several other occasions in the article. Robert Ruizzo, Camden County, New Jersey Agricultural Agent.

"The proven lawngrasses - Kentucky bluegrass and varieties of red fescue such as come from Oregon - have never had chance to sparkle more brilliantly - -". SUNDAY NEWS, Lancaster, Pennsylvania

"The Lawn Institute suggests autumn seeding with high quality mixtures containing Kentucky bluegrass and improved fine fescue varieties". INQUIRER NEWS, Battle Creek, Michigan

"What is the best grass to use on a lawn is a question asked over and over by readers. The answer comes from Dr. Robert W. Schery, Director of the Lawn Institute. Dr. Schery says no one can say just what is the single 'best' grass. No two years or no two lawns are identical - -". Cora A. Harris, NEWS, Charlotte, North Carolina

"Lawn Institute, a national organization which aids lawn owners". STAR, Kansas City

PRESS QUOTES

"Buy the best Kentucky bluegrass seed available. Plain old Kentucky blue still produces the best Nebraska lawns. In most cases a nurse crop such as rye is not recommended". JOURNAL STAR, Lincoln, Nebraska

"Fortunately Kentucky bluegrass, lawn fescue - even Highland bentgrass - are pretty stalwart lawn citizens". DISPATCH, Gladstone, Missouri

"In this area, Creeping red fescue and bluegrass are your best bet for a shade area". COMMERCIAL APPEAL, Danville, Virginia

"A mixture of Kentucky bluegrass and red fescue is good for shade. Never use ryegrass with fescue or bluegrass; they grow during the same season and the ryegrass will choke out the fescue and bluegrass". NEWS HERALD, Morgantown, North Carolina

"Kentucky bluegrass - - is by far the best all-around grass seed to use under a wide set of conditions. - - It can be mixed - - with fescue (tall fescue excluded) - - 60% Kentucky and 40% Creeping fescue - - of these selected strains of Kentucky bluegrass, Delta is far better (than Merion) in central Indiana. However, a Delta lawn takes six times the work that a Kentucky bluegrass lawn does". Gordon Milne, STAR, Muncie, Indiana

"Kentucky bluegrass is still the best grass for this area". Tobbio Martino, NEWS, Buffalo, New York

"There is probably nothing better for lawns in this area than Kentucky bluegrass. Where there is some shade the addition of Creeping red fescue - - is advisable". J. Morton Franklin, NEWS, Washington

"Kentucky bluegrass is the most dependable seed for most parts of Idaho - - Chewings fescue is recommended for shady areas". POST-REGISTER, Idaho Falls, Idaho

"In northern Illinois Kentucky bluegrass or its variety Merion blue is probably the best adapted grass for lawns. If the lawn is quite shady it may be necessary to sow a mixture containing 25% fine-leaf fescue and 75% bluegrass". James Fizzell, Farm Advisor, Chicago

"Grass seed is generally sold in mixtures of select grass species. These grasses are compatible and augment each other in a lawn. Each grass species has certain growth characteristics; Kentucky bluegrass grows upright in full sun and red fescue - - fills in the spaces between the upright bluegrass plants. These two species are often used together to give a compact, complete turf carpet".
Dr. Harold E. Mosher, UNION, Springfield, Massachusetts

"When buying grass, read the label carefully and select - - the grass mixture suited to your lawn - -". TRANSCRIPT TELEGRAM, Holyoke, Massachusetts

"Bluegrasses and fescues are the primary lawngrasses used in the Northeast. Often the two are blended into mixtures and are sown for all-purpose lawns. A good mixture should have at least 75% Kentucky bluegrass and red fescue". Joan Faust, TIMES, New York

" - - a mixture of Kentucky bluegrass (some red fescue where shade occurs)".
MORNING GLOBE, Boston

"In the Piedmont and western part of the state, Creeping red fescue and bluegrass is your best bet - -". NEWS ARGUS, Goldsboro, North Carolina

"Kentucky bluegrass, fescues or bentgrasses are perfectly hardy and you don't have to worry about winter cold ruining them". George Abraham's syndicated column

"Kentucky bluegrass and improved strains of this species are available and preferred for sunny lawns. Red fescue is preferred in shady and dry areas. Lawn seed mixtures that are mostly Kentucky bluegrass and red fescue are excellent - -".
Garden Morrison, FREE PRESS, Detroit

"The time to begin - - is now - - most favorable for germination and development of Kentucky bluegrass and Creeping red fescue". Bill Haven, GAZETTE, Cedar Rapids, Iowa

"As for varieties - the standby in most situations is still Kentucky bluegrass. But if you are on sandy soils or have a shade problem add some fescue, but not rough fescue - -". John Buchholz, Wisconsin

"fine-leaf fescues, Chewings fescue and Creeping red fescue, have a fine shade tolerance - - widely used in lawngrass mixtures. As a general rule, the lawngrass mixtures that are basically Kentucky bluegrass will include these two fine-leaf fescues along with other grasses". Elbridge Freeborn, Atlanta

"Thin lawns with some Kentucky bluegrass and fescue can be thickened by adding fertilizer - - never use cheap temporary seed mixtures on a permanent lawn".
R. E. Kline, Warren County, New York Extension Service News

"The fescues that should not be used are Kentucky-31 tall fescue and Alta fescue".
Tobbio Martino, NEWS, Buffalo, New York

"In the North, cool-season grasses such as Kentucky bluegrass and fine fescue combinations have it over southern types - -". PRESS, Pontiac, Michigan

"Grasses suited for making a first-class lawn include Kentucky bluegrass, Chewings or red fescue and bentgrasses - -". Bess Hardy, NEWS, Kayton

"Do not be misled about Kentucky-31, it is not related to Kentucky bluegrass - - the front lawn deserves - - a bluegrass mixture. - - red rescues are used with bluegrass - - be sure to read the fine print as to the grass used in mixtures. There should be no annual grasses. They will carry a heavy percentage of Kentucky bluegrass and small quantities of red fescue, preferably Pennlawn - -". Daisy Jones, POST & TIMES STAR, Cincinnati

"Kentucky bluegrass, fine-leaf fescue, and bents are suited to northern Illinois. Zoysia, centipede grass or bermuda are not well suited except for special uses". James Fizzell, Farm Advisor, Chicago

"Kentucky bluegrass and red fescue are the best permanent lawngresses for Union County lawns". Eric Peterson, COURIER-NEWS, Plainfield, New Jersey

"Most people prefer the looks and easy care of a bluegrass-fescue lawn. But there are some who might want an exquisite Highland bentgrass. - - a good seed mixture presents differing candidate grasses. At least one should be at home under the variable conditions found in every lawn. Although Kentucky bluegrass would ordinarily fill the bill, the addition of Oregon fine-leaf red fescues extends the suitability of the mixture - -. Moreover, the red fescue varieties substitute nicely for quick sprouting but impermanent nursegrass. Good bluegrass must fight nursegrass the same as weeds to get established". Eleanor Rhubottom, POST JOURNAL, Jamestown, New York

"The best lawn seed mixture for Litchfield County - - is one containing Kentucky bluegrass and Creeping red fescue". West Frankfort, Illinois

"Although there are several good grass seed mixtures, Kentucky bluegrass is still the most dependable lawngress for this area". NEWS DISPATCH, North Kansas City, Missouri

"Just close your eyes to the color picture on the label and read the fine print. The label is required by law. Look for a mixture that contains at least 75% of the permanent lawngresses - Kentucky bluegrass or Merion Kentucky bluegrass and red fescue". SUNDAY NEWS, Ridgewood, New Jersey

"Cool-season grasses such as Kentucky bluegrass and fescue are the ones being seeded in the early fall". SENTINEL, McPherson, Kansas

"In your patch-up operation, try to match the kind of grass already in your lawn, probably Kentucky bluegrass and red fescue - -". TRANSCRIPT, Freehold, New Jersey

"Kentucky bluegrass has been a standard lawngress for many years and produces very good lawns under maintenance practices". GAZETTE, Kalamazoo

"Kentucky bluegrass is still the most suitable grass for most Missouri lawns". VINDICATOR, Bloomfield, Missouri

"September is the ideal time to sow bluegrass seed here in our area. Kentucky bluegrass with some Creeping fescue or Merion Kentucky with this fescue is quite satisfactory". STAR, Kansas City

"Bentgrass can produce a satisfactory type lawn when proper attention and time is devoted to its care". Milton Cowan, County Agent, HOME NEWS, New Brunswick, New Jersey

"Further acreage increases for Merion did not look as opportune as an increase in common Kentucky bluegrass, - - Yields of common bluegrass are greater than for most Merion fields and present prices are more than half as much as for Merion". Ray H. Teal, UNION BULLETIN, Walla Walla, Washington; GAZETTE TIMES, Corvallis, Oregon; TRIBUNE, Medford, Oregon

"Experience has shown that seed mixtures of 60% Kentucky bluegrass and 40% red fescue make the best lawn in Iowa - -". COURIER, Ottumwa, Iowa; EVENING JOURNAL, Sioux City, Iowa

"It is poor policy to buy bargain or cheap seed mixtures. The mixture that cost the least by the pound is commonly the most expensive over the years". PRESS, Asbury Park, New Jersey

"He'll be safe if he stays with the highly recommended common Kentucky bluegrasses or one of its strains - Merion, Park, etc.". JOURNAL, Milwaukee

" - - sow seed at the rate of 3-4 lbs. per thousand square feet. Use a good mixture having predominately Kentucky bluegrass and Creeping fescue". PRESS, Atlantic City

"There are many seed mixtures available, but Kentucky bluegrass and Creeping red fescue are the best mixtures for this area". BULLETIN, Norwich, Connecticut

" - - Creeping fescue or Chewings fescue is the grass. Perhaps six parts of bluegrass and four of fescue is your mix". Vernon Peroutky, Oshkosh, Wisconsin

"Oregon bentgrass and improved strains of Creeping red fescue or Chewings fescue are recommended for western Oregon lawns, with Merion bluegrass for the Willamette Valley only - -". Evelyn Yates, OREGONIAN, Portland

"Clumps of tall fescue stand out like a sore thumb when combined with finer bluegrasses and fescues - - common Kentucky bluegrass and the improved, related varieties - - will be the dominate seed choice here. - - bargain grass seed is the top quality mix from the reliable dealer - not the low price, big box". Irma Bartell, PLAIN DEALER, Cleveland

"The most important printing on a seed package is a label, required by law, that states the contents of the mixture. - - to judge quality, add the percentages of Kentucky bluegrass and red fescues. If they total 75% or more, the mixture is a good one". Eric Peterson, COURIER-NEWS, Plainfield, New Jersey

"Mixtures with a small percentage of Kentucky bluegrass should be avoided unless one has patience - - in time - - the permanent grasses (Kentucky bluegrass and Chewings fescue) have crowded out the others". John Voight, Superintendent, Milwaukee Parks, Milwaukee

" - - natural Kentucky bluegrass, harvested from fields generations old, is itself a mixture of 'natural varieties', widely flexible and adaptable. Similar is Park bluegrass, widely recognized as a fast sprouter, giving vigorous seedlings". HERALD & NEWS, Klamath Falls, Oregon

INSTITUTE BY-PLAY

Some of the interesting "side-light activities" the Institute becomes involved in, are indicated in a letter received from Henry Kornhauser of Kastor, Hilton, Chesley, Clifford & Atherton Inc.

"Your name has been given to us by the New York Botanical Gardens in connection with the problem we have presented to them.

We are very interested in the possible value that vitamins might have in building better lawns and turfs. If you have information in connection with this such as: a. Do vitamins add to the growth of better lawns? b. If so, which vitamin would be most suitable? c. How do they work? d. Are there present products available in this connection?

Your help with this will be most appreciated and can be of a great deal of use to us.

Thank you for any light you may be able to shed on this topic".

"SELECTING LAWN GRASSES" PURCHASES

Firms which have purchases from one to 300 copies of the "Selecting Lawn Grasses" booklet since mention of it was made in the ASTA Bulletin include: Joseph Harris Co., Inc. Moreton Farm, Rochester, New York; Western Farmers Association, Seattle; J. W. Jung Seed Co., Randolph, Wisconsin; Druid Hill Park Seed Corp., Baltimore; Mayr's Seed & Feed, Horicon, Wisconsin; The Arrow Seed Co., Broken Bow, Nebraska; Eastern States Farmers' Exchange, Inc., West Springfield, Massachusetts; Oak Ridge Atom Industries, Incorporated, Oak Ridge, Tennessee; The Garden Store, Dayton, Ohio; Kahn Bros. Co., Chicago; Beachley-Hardy Seed Co., Camp Hill, Pennsylvania; Otto Pick & Sons Seeds Ltd., Richmond Hill, Ontario; Earl May Seed & Nursery Co., Shenandoah, Iowa; H. J. Hoenig Seed Co., Blissfield, Michigan; The Bowman Seed Co., Concordia, Kansas; American Seed Corp, Detroit; Ferry Morse Seed Co., Mountain View, California; Northrup, King & Co., Lima, Ohio; Fred Vetting, Jr., Arvada, Colorado; Walter S. Schell, Inc., Harrisburg, Pennsylvania; I. J. Breber, Andalusia, Pennsylvania; A. E. McKenzie Co. Ltd., Brandon, Manitoba; Steele Robertson Limited, Edmonton, Alberta; Germain's, Los Angeles

INSTITUTE MOVIE PLAYINGS

Modern Talking Picture Service does so thorough a job on showing the Institute movie, "Bluegrass Beauty", that a cutback had to be ordered to reduce costs. Of recent months showings have been fewer, but of excellent quality. Within this quarter, for example, television showings have been carried on KLIX, Twin Falls, Idaho; KVTO, Ottumwa, Iowa; WBNS, Columbus, Ohio; WISH, Indianapolis; WLBC, Muncie, Indiana; WOSU, Columbus, Ohio; WOAY, Oak Hill, West Virginia; WLTV, Bowling Green, Kentucky; WJZ, Coose Bay, Oregon.

MODULAR HOUSING RESEARCH

An organization in Carbondale, Illinois, possibly having something to do with Southern Illinois University, sent a letter asking how Institute activities might

relate to improved mass housing throughout the world. The Modular Housing Research organization says it is "an institution dedicated to improve the living conditions of all people everywhere", obviously a large order.

The Institute might help, where bluegrass, fine fescue and bentgrass grow. We have sent a little literature to prove the point. But it's doubtful the Lawn Institute can give much help with the request "that you be a representative and help us in the design of a living unit which can be used universally". The universe is just too big.

AUTUMN PRESS KIT FILLERS SUCCESSFUL

Wide use has been made of the short statements in autumn press kit, concerning the Lawn Institute, and the grasses it represents. A number of the fillers which have received heavy usage are:

"A quality seed mixture based on Kentucky bluegrass and the Oregon fine fescues needs no help from nursegrass in autumn, the Lawn Institute points out:"

"There are many reasons favoring autumn lawn seeding, the Lawn Institute points out. Soils prepare a seedbed better, cooler weather helps bluegrass and fescue establish, and weeds will be relatively absent through winter."

"A good lawn fertilizer for Kentucky bluegrass, fine fescue and bentgrass has about twice as much nitrogen as either phosphorus or potassium."

"For luxurious bentgrass lawns, Highland bentgrass is usually sowed by itself, the Lawn Institute advises."

"There is no more rewarding time to start a bluegrass-fescue or Highland bent lawn than in autumn, says the Lawn Institute. Soils cultivate easily then, weeds are on the ebb, weather is good and time usually available."

"Tests at the Lawn Institute show that fertilizer applied to frozen ground even in midwinter has just about as much beneficial influence as if delayed until April."

"Park bluegrass and Oregon fine fescues sprout about as rapidly as so-called nursegrasses in Lawn Institute tests."

"A fine fescue-bluegrass turf survives with little watering, Lawn Institute tests prove, while some shallow-rooted and annual species may kill out if drought is prolonged."

"New Kentucky bluegrass lawns not started in autumn could be seeded in winter, according to the Lawn Institute. The seed will sprout when spring warms."

"Spring seedings have a good chance of success, tests at the Lawn Institute show, if made early enough to establish the bluegrasses, fine fescues and Highland bentgrass before hot weather."

"Generous feeding in autumn thickens a Kentucky bluegrass fine fescue sod without increasing mowing problems, according to the Lawn Institute."

"It takes no expert to detect lawns started in autumn according to the Lawn Institute. They are the ones in which the bluegrasses, fescues and bentgrasses have filled thickly enough so that spring weeds are rare."

"Have patience with early spring lawn seedings. Tests at the Lawn Institute show that Kentucky bluegrass seed kept below 50 degrees, takes about eight or nine weeks to show green fuzz."

"Best lawn seeding time according to the Lawn Institute, ranges from late August in the more northerly states, through September towards the southern limits of the bluegrass belt."

"The lawn year starts when sumac changes color in late summer, the Lawn Institute advises. Plump bluegrass seed and warm soil normally yield a permanent green carpet most easily in autumn."

"Autumn lawn feeding is one of the best ways to thicken bluegrass sod for holding down crabgrass the next year, the Lawn Institute says."

"With the average bluegrass-fine fescue lawn the Lawn Institute feels that clippings will settle into the upright grass, eventually decompose and contribute to fertility."

Among the newspapers in which these have appeared, in some occasions repeatedly, are: Cincinnati ENQUIRER; Lancaster, Pennsylvania SUNDAY NEWS; Owensboro, Kentucky MESSENGER INQUIRER; Pomona, California PROGRESS-BULLETIN; Two Rivers, Wisconsin REPORTER; Peekskill, New York STAR; Tarrytown, New York NEWS; Klamath Falls HERALD & NEWS; Sioux City, Iowa JOURNAL; Stockton, California RECORD; Pawtucket, Rhode Island TIMES; Fresno BEE; Binghamton, New York PRESS; Sacramento BEE; Manitowoc HERALD TIMES; South Bend, Indiana TRIBUNE; Erie, Pennsylvania TIMES; North Kansas City PRESS DISPATCH; White Plains, New York REPORTER DISPATCH; Albany TIMES-UNION; Boston EVENING GLOBE; Kansas City STAR; Newark NEWS