

# BETTER LAWN

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BETTER LAWN & TURF INSTITUTE—



*Harvests*

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## ANNUAL MEETING ISSUE

### NEW INSTITUTE OFFICERS ELECTED

At the Lawn Institute annual meeting, May 12th, the newly elected Board installed as its officers for the 1962-63 fiscal year, the following slate: Edward F. Mangelsdorf, Saint Louis, Missouri, President; Thomas Ruckman, Imbler, Oregon, Vice-President; Roy Edwards, Jr., Kansas City, Missouri, Secretary-Treasurer. Elected to the Board for the year were these members: Amos Funrue, Silverton, Oregon; Ray Glatt, Woodburn, Oregon; Fred Hottinger, Stayton, Oregon; Kenneth Kiburz, Afton, Iowa; Gustav Kveen, Roseau, Minnesota; William Ouren, Council Bluffs, Iowa; Colonel Edward Spears, Paris, Kentucky.

### BOARD HOLDS TWO SEATS VACANT

A year ago, amendment of the Lawn Institute by-laws, permitted increasing Board membership to 11. Four seats are automatically filled by representatives from the Oregon Fine Fescue Commission, the Highland Bentgrass Commission, and the Northern Minnesota Bluegrass Growers Association. Of the remaining seats, the Nominating Committee offered candidates for five only, suggesting that the other two positions be held vacant for possible filling during the fiscal year by new participants and members in the Institute.

### RETIRING OFFICERS HONORED

In a suitable ceremony during the May 12th annual meeting, retiring President William Gassner, and retiring Vice-President Edward Spears, were honored with eulogy and thanks for years of unselfish service. Colonel Spears did not get away scot-free, however, being re-elected as a Board member and "Co-Vice-Chairman". President Gassner, in addition to receiving the sincere appreciation of all for his unstinting efforts during the preceding four years, was awarded a gift certificate to make him the "best dressed ex-Prexy north of Independence". The Lawn Institute could not have survived through its growing years, without the dedicated efforts of these gentlemen, as well as the Secretary-Treasurer who continues in office.

## LAWN INSTITUTE PASSES ON MATTERS OF INTEREST TO THE TRADE

Among various items considered at the annual meeting in Kansas City, were the following: Reaffirmation of *Poa annua* as a troublesome weed, especially in the Midwest; consideration of Marketing Orders affecting various grass seeds; review of the continuing interest in accumulating advertising fund for the "Seal of Approval"; a restudy of "Bluegrass Beauty" showings, to lessen wear and tear; realignment of activities by the Kansas City office, to give more opportunity for creative press kit efforts; provision of seed samples for research purposes; and review of a possible radio series emphasizing quality lawn seed.

## REPORTS FOR THE YEAR

Following are several reports given to the Board of Directors or the annual meeting gathering in Kansas City. Director Schery's is the most lengthy, reflecting activities and accomplishments of the whole Institute for the year. A shorter report by Mr. Mura presents the backing given by the Kansas City office. We are grateful to Mr. Tom Ruckman for his typed-up copy reflecting Oregon Fine Fescue Commission activities and interest. Mr. Fred Hottinger of the Highland Bentgrass Commission, and Mr. Gustav Kveen of the Northern Minnesota Bluegrass Growers Association, kindly presented verbal reports reflecting their respective organization's interest, the highlights of which are part of the minutes of the meeting.

## REPORT OF THE DIRECTOR, THE LAWN INSTITUTE ANNUAL MEETING, MAY 12, 1962, KANSAS CITY, MISSOURI

With five rather voluminous issues of "Harvests" during the fiscal year, totaling over 120 pages, it would seem that little need be added by the Director. Nevertheless, this is an annual chance to review and compare activities, one year with another, and one activity with another, to better orient the Institute program in the months ahead.

We were fortunate this year in being able to welcome into the fraternity of lawn seed interests, the Highland Bentgrass Commission and the Northern Minnesota Bluegrass Growers Association, both with Board representation. We are also happy to welcome Clyde Kilpatrick as a full member, and J. & L. Adikes, Inc., F. W. Bolgiano & Company and King Seed Company as Associate members.

The year has been a strange mixture of success and frustration. No comment is needed on the pathetic price structure afflicting quality seed production. But I hope this will not cloud too much your pride and satisfaction in the accomplishments of your sponsored offspring, the Lawn Institute. The whole turfgrass industry has gained from your long-range interest in its future. In a way we are like the operatic performer who is quite an artistic success, but whose patrons find family fortunes diminishing as taxes and expenses mount.

If I may philosophize for a moment, it does seem as though the troubles of the industry are largely internal. Perhaps a Lawn Institute, an industry attempt at

self help and public service, did not start soon enough to embrace all interests and present a powerful image that might have prevented some of the ills and problems of regulation.

However that may be, I feel that turfgrass interest in general is in a healthy state of growth, receiving ever increasing attention and enhanced promotion. Increasingly this comes from well-financed chemical corporations now viewing the home garden market as something worth going after. The increased competitiveness and turmoil within the market are evident, although perhaps little different from influences reshaping economies throughout the world under present political conditions. I suppose that the shake-outs and mergers and other accoutrement of change have not run their course as yet, and that in the years ahead we may witness a profoundly altered lawn seed industry.

It is hoped that the future will bring reward to those who have unselfishly backed the Institute and its objectives. In the meanwhile there may be some satisfaction in that you provide a service much needed, to judge by the fine response the Lawn Institute has had. I report upon another successful year as a whole, with especially gratifying results in several specific areas. Feeling that a program carried this far with this much success has a real meaning for the lawn seed industry, one finds the courage to push ahead despite the financial discouragement that comes with relatively profitless years.

The Lawn Institute, and the grasses it represents, have continued to receive excellent public exposure. I am almost tempted to believe we have swayed the nation's outlook in a number of ways. I am amazed that we can report year-after-year such gratifying receptiveness of our program in spite of the limited staff and budget the Lawn Institute has. We seem to make as much "noise" as some trade associations with many times our resources.

1. The Press - Only two kits a year now go to our selected mailing list. The names on it have been slightly increased. There are unproductive kits, in the sense that they go to members and advisors "internally", for their information. But enough reach newspapers and editors so that in spite of reduced mailings we have achieved about the same lineage as last year. Perhaps we are learning a little better how to present the material, and to cull the mailing list? The statistics comparing recent years on column-inches of text picked up by our clipping service are:

Column Inches Noted By Clipping Service

	<u>Institute Placed</u>	<u>General Use</u>
1958-59	1, 137	7, 712
1959-60	2, 508	11, 710
1960-61	2, 796	17, 161
1961-62	2, 816	17, 718

You will note that we still are responsible for a sizable share of lineage issued on lawns. Even more impressive, were you to scan the clippings as I regularly do, would be witnessing our thoughts, even our very words, under the by-line and in the text of others. It looks as though the stuff we put out is respected enough that it finds its way into the files of would-be authorities, even for verbatim quote by them. In short, we have achieved some reputation for putting out the "true gospel" on lawns.

"Harvests" has carried some quotations taken from newspapers. We repeatedly see such quotes as these:

- from the Evansville, Courier-Press, April 1: "There is quite a distinction between good lawn seed and just grass seed --. There are two chief ingredients for lawn seed mixtures -- Kentucky bluegrass, and the fine or red fescues --. Park is an especially fast-sprouting variety --. Red fescue varieties include such well-known names as Chewings, Illahee, Pennlawn and Rainier. High quality clean seed of all of these is produced in Oregon --."

- or from the Boston Morning Globe, April 15: "Cheap seed mixtures of coarse haygrasses can be by-passed in favor of famed Kentucky bluegrass, bolstered with Oregon red fescues. Even elegant Highland bentgrass is within the capabilities of the average home. --"

This fescue business may be a little confusing. The fescues of lawn royalty, the peers of Kentucky bluegrass, are only of the red fescue species. They may have such variety names as Chewings, Illahee, Pennlawn and Rainier".

- or from the Milwaukee Sentinel, March 31: "Put in not one, but several varieties of Kentucky bluegrass (or Highland-type bentgrass for a specialty turf). -- Kentucky blended with Park or Arboretum is a good mixture."

We have even received wire service attention, as in:

"LET'S FACE IT -- CRABGRASS IS HERE TO STAY" by Earl Aronson AP Newsfeatures: "Director Robert W. Schery of the Lawn Institute, Marysville, Ohio, said he 'hated to be the one to stomp on joyous speculation, but nature is not so easily conquered.'

- Crabgrass need not be much of a problem, he added, what with excellent pre-emergent and post-emergence control, improved grass seed and more sophistication in lawn tending. He expects it will be a lesser problem than control of some of the perennial invaders...we are planting in cheap seed mixtures for which there is no good control at the moment other than hand-plucking or completely sterilizing the soil before replanting the lawn."

This, I think, gives you a glimpse of our continuing success in the press.

2. Visuals - The movie, "Bluegrass Beauty", continues to be very popular. It has played to 14, 041, 000 television viewers, and 115, 845 private viewings, an increase of 5, 000, 000 TV viewers during the fiscal year, and 46, 500 private viewers. Because the original copies of the movie are wearing the Institute is now confronted with restricting showings.

The colored slide set, "Have A Top Notch Lawn", still receives use. The co-operative television cartoons with Encyclopedia Britannica have been terminated, although still in station's hands, for the sake of economy and because the approach has been rather thoroughly worked over now.

3. Magazines and Booklets - Stories appearing in magazines under Lawn Institute aegis have again far exceeded expectations. This suggests a hunger for good lawn information, and a reflection of confidence in and respect for the Institute. Here are some of the special stories developed for magazines and magazine sections of newspapers during the fiscal year, with approximate circulations.

<u>TITLE</u>	<u>PUBLICATION</u>	<u>CIRCULATION OR COMMENT</u>
Are You Ready for Lawn Seeding? Power Mowers	American Rose - 8-61 BBDO Release - U.S. Steel - 5-62	16,384
You Can Grow Grass in the Shade, Too!	Better Homes & Gardens, 8-61	5,493,236
New Trends in Power Mowers	Building Maintenance & Modernization - 4-62	52,757
Autumn Lawn Care	Building Maintenance & Modernization - 9-61	52,757
Seed A Better Institutional Lawn	Catholic Property Administration - 5-6-61	26,196
Fertilizing Lawns in Winter	Concept - 1-61	5,000
Fall Ideal for Lawn Preparation	Farm Store Merchandising, 8-61	31,406
Lawn Symposium	Flower Grower	402,402
Autumn Lawn Seed Sales: Yours For the Promoting	Home & Garden Supply Merchandiser -8-61	27,112
Controlling Lawn Weeds	Horticulture - 7-62	90,000
Spring Bluegrass in Good Shape	Kansas City Star - 2-62	241,420
Lawn Institute Seal of Approval to 15 Grass Seed Producers	Lawn/Garden/Outdoor Living - 3-62	30,000
Velvety Carpet --	Newspaper Enterprises - Spring-Summer 1962	Association Distribution
Large Area Seeding	Park Maintenance - 4-62	15,159
10 Spring Lawn Problems	Popular Gardening - 3-61	316,289

<u>TITLE</u>	<u>PUBLICATION</u>	<u>CIRCULATION OR COMMENT</u>
Up-to-date Report on Winter Feeding of Lawns	Popular Gardening - 2-62	316,289
Livable Lawns	Popular Gardening - 7-62	316,289
Autumn Lawn Seeding is Best	Seed World - 8-61	5,605
What's New for Starting Turf?	Seed World - 9-61	5,605
Fall is the Time to Plant a Lawn	Seed World - 10-61	5,605
Grass Greets the Guest	Tourist Court Journal - 2-61	25,478
Big Bargains in Turf	The American Cemetery - 8-61	4,865
Fescues Find Favor	The American Cemetery - 3-62	4,865
Autumn - The Season For Lawn Survival	The American Nurseryman, 8-61	
The Lawn, 1962 Model	The Family Handyman - 4-62	259,225
Lawngrass or Weed - Choice Is Yours	The Gardener - Summer, 1961	(publication Men's Garden Club)
Grass Seeds for Lawn & Turf	1961 Agricultural Yearbook on Seeds	Government Distribution
10 Frequent Lawn Problems	T.F.H. Publications - 1962	
Selecting Lawn Grasses	T.F.H. Publications - in press	
Species of Grass to be Used for Various Turf Conditions	International Minerals - in press	
Anemia in the Garden	Geigy Chemical Company	
Using Good Seed Properly		
Secret of Beautiful Lawn	Sioux City (Morning) Journal - 4-62	72,000
Lawns Accent Landscaping	Muncie Star - 4-62	30,000
Turf is Big Business	Wisconsin Turfgrass Conference Proceedings	
Selecting the Right Grass	Wisconsin Turfgrass Conference Proceedings	
Steps in New Lawn Construction	25th Midwest Regional Turf Conference - Purdue	
The Latest in Turf Management	Chicago Park Superintendents Meeting	

In addition we have supplied background information for stories developed by others, such as for Skardon's Saturday Evening Post article. Then, too, a half dozen stories based upon presentations at various turfgrass conferences have been written up for the Proceedings of these conferences. The Director has been instrumental in developing behind-the-scenes material, such as an advertising

department booklet extolling lawns, for Holt, Rinehart and Winston, Inc. International Minerals lawn book by guest experts was completed during the year, although I believe it is not yet officially released; we were responsible for the chapter entitled "Species of Grass to be Used for Various Turf Conditions". Two hard-bound booklets of over 30 pages have been prepared for T.F.H. Publications, due to be sold nationally from bookracks. Sample copies of "10 Frequent Lawn Problems" are being circulated, and "Selecting Lawn Grasses" will be ready shortly.

All-in-all the Lawn Institute influence through gardening publications would seem the equivalent of many hundreds of thousands of dollars of paid advertising. As a matter of fact, considering also the releases of former years, "The Lawn Book", and authorship of lawn chapters in some of the best known gardening encyclopedias, we have been eminently successful in making bluegrass and fine fescues, at least, household words throughout America.

4. Personal Appearances and Visits of the Director - The fiscal year has been marked by several excellent opportunities to appear before influential audiences, as well as to keep up personal relations with many researchers (and Institute advisors) at centers throughout the country. You know from Harvests that we have excellent working relationships with the extension services in several states, in which our releases are officially distributed to county agents of urban counties.

Attendance at conventions included the Agronomy Society, the Weed Society of America, the ASTA Lawn and Turfgrass Division - Atlantic Seedsmen meeting, Western Seedsmen Convention, American Institute of Biological Science, the Ohio Roadside Development Short Course, and others; technical conferences included Purdue University (Midwest Regional Turfgrass Conference), the University of Wisconsin Turfgrass Conference, the Northern Minnesota Bluegrass Growers Association invitational meeting at Roseau, the Pennsylvania Nurserymen's annual convention, Longwood Gardens (DuPont) lawn program, the Kingwood Center invitational presentation, the In-Service Training program of the Chicago Park District, the Eastern Oregon Fine Fescue Supper discussion, and others, at all of which your Director was speaker. Personal visits were paid to several New York publishing houses, to the Toro Lawn Mower Research Center in Minneapolis; the Institute was discussed with Dow Chemical Company in Midland, as well as with several other commercial connections. Not infrequently representatives of major corporations drop by the Marysville office for visits. Personal visits were paid the University of New Mexico, the University of Arizona, the University of California, Oregon State University, Colorado State University, Kansas State University, the University of Missouri, Iowa State University, University of Wyoming, and Mississippi State University (where a guest appearance was made before Dean Wise's turfgrass class.)

5. Official Relations - The Lawn Institute has tried to supply its members with information and releases relating to regulatory agencies and trade operations. Principal matters of interest and discussion during the year have been concerned with a possible Marketing Order and tariff proposals, both originated by the Fine

Fescue Commission in Oregon; and the question of whether *Poa annua* should legitimately be declared a noxious weed in Lawn seed mixtures. There was final windup of arrangements that led to acceptance of the Uniform Blowing Method for bluegrass, for which Mr. Edward Mangelsdorf lent his talents as chairman of the committee.

6. Experimental - The Lawn Institute grounds continue as testing area for the products of various firms, for development of data enabling the Lawn Institute to meet researchers on a common ground, and for firsthand general information and source of photographs so necessary these days for articles. An enlarged planting program enabled demonstration plots of Highland bentgrass and various Oregon fine fescues in combination with varieties of bluegrass. There is not room to detail all findings here, nor list all products received for cooperative testing. Reports have appeared in "Harvests" on Paygro mulching of "scorched earth" fine grass plantings; of use of zytron for nimblewill control, and similar items of keen public interest.

7. Seal of Approval - Reasonable progress seems to have been made during the year with the Seal of Approval. Lawn/Garden/Outdoor Living gave the seal a nice kickoff in its initial issue, featuring the Lawn Institute seal and picturing packages of those firms supporting the program.

The seal has continued to receive recognition, such as is evidenced by this quotation from the May issue of Flower & Garden. Elvin McDonald advises: " - - Look for the Lawn Institute's Seal of Approval when you buy lawn grass seed, - - " You perhaps noticed that the Seaboard box, featured in a full page Life Magazine advertisement, clearly showed the Seal of Approval on the upper left-hand corner.

As a result of these and other promotional activities, the Seal of Approval has attracted wide interest. Quite a few inquiries have come to the Marysville office, asking permission for the seal's use. Unfortunately, when it is pointed out that users must be Associate members of the Lawn Institute, and that a royalty is being charged on the seal, ardent requests cool off hurriedly. If this seal were independently supported and without membership requirements, I am confident it would find widespread employment.

During the year the Lawn Institute revised some of its own standards for granting the seal on "straights". Action by the Board was reported on page 2 of the December "Harvests".

Firms receiving formula approval for use of the seal include:

F. W. Bolgiano & Co., Washington, D. C.  
Corneli Seed Co., St. Louis, Missouri  
Ferry Morse Seed Co., Mountain View, California  
Germain's, Inc., Los Angeles, California  
King Seed Co., Battle Creek, Michigan



Chas. H. Lilly Co., Seattle, Washington  
Northrup-King & Co., Minneapolis, Minnesota  
Ed. F. Mangelsdorf & Bro., St. Louis, Missouri  
Oliger Seed Co., Akron, Ohio  
Ouren Seed Co., Council Bluffs, Iowa  
Portland Seed Co., Portland, Oregon  
Sawan, Atlanta, Georgia  
Seaboard Seed Co., Philadelphia, Pennsylvania  
L. Teweles Seed Co., Milwaukee, Wisconsin  
United Seeds, Inc., Omaha, Nebraska  
Whitney Seed Co., Buffalo, New York

Royalties collected are set aside for cooperative advertising featuring the seal. Nice response was received to the seal mats offered members, for newspaper advertising.

8. Miscellaneous Cooperative and Service Activities - Another volume of "Harvests" would be necessary to list correspondence and cooperative efforts of consequence through the year. Most of the outstanding events are reported in "Harvests". These have included preparation of two articles for United States Steel, to be used in their Product of the Month campaign. You may recall that this release was sent out by BBDO to over 1,500 daily and 2,000 weekly newspapers. In addition the Bureau of Advertising of the American Newspaper Publishers Association mailed it to their members. I deem it an honor for the Institute to be sought out by one of the nation's biggest advertisers and advertising firms, to provide the authoritative article for this release. An idea of the magnitude of the campaign is gained from the supplemental advertising; full-page full color ad in Life Magazine (reaching more than 28,000,000 readers); commercials on the U. S. Steel Hour (to a television audience of more than 14,000,000); merchandising kits to retailers containing display material, window banners, etc.; full-page newspaper ads in 40 major markets; an average of 50,000 retailers contacted each month by direct mail and trade ads; plus personal calls to distributors and retailers to explain in-store participation.

The Lawn Institute continues as a source of information for market analysts interested in the lawn and garden field. One of the more serious studies is by the Stanford Research Institute, which is sending John McKelvey from California to visit the Lawn Institute later this month. Almost weekly there are inquiries by telephone and letter, largely from New York City.

"The Lawn Book", "The USDA Yearbook on Seeds", and other authoritative releases have heightened interest in the Institute.

Efforts to supply radio and TV coverage have continued. A preliminary series of radio scripts will be played shortly. Visuals and interviews have been supplied to radio and television stations when possible, such as to KMOX in Saint Louis.

The Lawn Institute has continued to cooperate within the limits of its financial capability, in shows and displays. The backdrop supplied for a booth manned by the Illinois Turfgrass Foundation at the Chicago World Flower Show, is on display here today. "Bluegrass Beauty" received regular showings at that show. We have been working closely with the Massachusetts Department of Agriculture on a turfgrass display for the Brockton Fair this summer, at which Lawn Institute reprints will be given out, "Seal" banners and emblems will be displayed, and "Have A Top Notch Lawn" will probably be recorded for playback. "Bluegrass Beauty" will likely be shown at regular intervals.

Seed sample distribution has continued, of regional selections of natural Kentucky bluegrass, Park and Arboretum varieties, and through the Oregon Fine Fescue Commission and the Highland Bentgrass Commission supplies of those grasses. Major new plantings were initiated this year in Kansas and New Hampshire; Mississippi did some fine work on "wintergrass" seeding; a report on regional sources of bluegrass supplied to the University of Vermont will be the basis of a paper at the Agronomy meetings this summer; etc. Giving of seed to qualified researchers seems excellent public relations as well as an aid to the research activities of these people.

Especial efforts have been made this past year to offer educational talks to commercial gatherings. At the request of Bob Pommer, Corneli, a presentation was given in the Gardening Department of Famous-Barr in Saint Louis; a similar presentation was given at the request of Teweles Seed Company, to a Coast-to-Coast sales meeting in Minneapolis.

The Institute continues to help students, teachers and authors, by supplying references; and constructive criticism. The lawn chapter of George Abraham's new gardening book, Prentice-Hall 1962, was reviewed for him, as was Sunset Magazine's Lawn Book, Better Homes & Gardens Manual, House Beautiful's Practical Gardener, and others of previous years. An item especially prepared for the Geigy Chemical Company on trace element deficiencies in garden soils makes mention of lawns and quality turfgrasses.

Correspondence has continued to places as distant as Europe and Australia; reprints are regularly mailed, or included as stuffers in other correspondence; photos are supplied experiment stations and authors for their lawn booklets, and to books; newspapers and trade publications with credit; evaluation of equipment and products sent the Lawn Institute by various manufacturers continues; within reason we attempt to answer inquiries, etc.

All of this adds up to considerable routine effort that is quite time-consuming. Again, I wonder if associations many times as large as ours are able to carry on such a wealth of activities in behalf of their industry. It becomes especially gratifying when we receive letters or notes of appreciation, such as this from Mr. Sherman L. Johnson of the Muncie Trade School: "I -- wish to express my sincere gratitude for your -- assistance in helping me develop a new and broader course of study for my students.

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

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

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

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Reciting details of these multifarious activities would take most of the morning. If there are special items concerning you which you have questions, I will be happy to try to answer questions, either this morning, or in correspondence if information is needed from the files,

Although the year has not been a pleasant one profit-wise, the Lawn Institute seems to continue a wanted and worth-while service. Its supporters can take pride that they have built soundly and wisely, under the guidance of an understanding president, to create an organization of worth that should stand the industry in good stead long-range. The group assembled here have shown the way to the seed industry; we can but hope that other responsible seed producers and houses will back your Institute, and help it evolve into an even more potent force.

In summary I can do no better than quote Hirschfield again: "The manufacturer has a responsibility to the industry as a whole. He must help promote the use of gardening merchandise and create as many new gardeners as possible. - - the best consumer advertisements are those that make people 'gardening conscious'. The manufacturer must realize that the industry as a whole and he in particular can best prosper with a growing market - - ."

REPORT OF THE KANSAS CITY OFFICE, MR. TONY MURA, BOZELL & JACOBS

The Director's report includes a comprehensive summary of the public relations efforts of the Lawn Institute -- so that details of the various activities need not be elaborated upon.

I would like to say, however, that, in view of the limited size of the Institute's public relations budget we are securing tremendous mileage for every dollar.

You'll recall the listing from the Director's report of publications which carried Lawn Institute-originated or inspired material -- and the sizable total circulation of those publications. The impressions constitute quite a hefty amount of exposure for the money expended.

This extra mileage per dollar results from a combination of elements. First of all, Dr. Schery's unquestioned technical ability and his gift for preparing volumes of informative and expert material -- in a clear and appealing form that is easily understood and interesting to homeowners and to everyone concerned with developing better lawns.

The Lawn Institute's professional relationships with trade and consumer publications have expanded to the point that in most cases, those publications are ready, willing and eager to publish material prepared by Dr. Schery of the Lawn Institute.

The second element that has stretched the Lawn Institute's public relations dollars is the planning and development of the mailing lists of those newspapers, writers and selected publications who receive the periodic Institute press kit. The content and approach of these kits are what we in Kansas City have as primary responsibility.

These lists have been screened and embellished to include the most likely users of Institute writings -- thereby getting the stories of Kentucky bluegrass, Oregon fine fescues, Highland bentgrass and Park bluegrass before the greatest number of people. There are at this time nearly one-thousand names on the Institute mailing list -- and these names influence a tremendous number of prospective lawn seed purchasers.

As many of you know, Bozell & Jacobs maintains offices in thirteen major marketing cities across the country. We represent some 50 firms, corporations and associations -- and handle the advertising efforts for 300 national, regional and local organizations. We now spend for our clients some \$20,000,000 a year.

So you see, we're experts at spending money! -- And we're experts at spending it wisely!

I think you will all agree that the combination of the Institute's Marysville and Kansas City offices -- working under Bill Gassner's "studied eye" and direction -- has resulted in an effective public relations program -- on a minimum of money.

There is a lot more that can be done, however -- and we are standing by -- ready to implement an expanded public relations program as soon as the Lawn Institute gives the signal.

#### REPORT FOR THE FINE FESCUE COMMISSION, BY TOM RUCKMAN

##### REPORT OF THE ACTIVITIES OF THE CHEWINGS FESCUE AND CREEPING RED FESCUE COMMISSION CONCERNING TARIFF AND OTHER INDUSTRY PROBLEMS

#### 1. Tariff Problems

The fine fescue growers testified before the Tariff Commission in Washington, D.C. that imports were destroying the domestic market. To back up their claims

they showed that at present the fine fescue market could consume 13-1/2 million pounds and still return a fair price to the grower. They also testified that Canada in particular, was over supplying the market. In the past year Canada shipped in 17-1/2 million pounds, produced from approximately 55 thousand acres. Counting both foreign and domestic production plus carryover, there will be on hand approximately 40 million pounds to satisfy the 13-1/2 million pound market. The domestic producers offered Canadians half of the market, or 6-1/2 million pounds. During the testimony the Canadians testified to the effect that they had driven the Netherlands and Denmark out of production and that these two countries were turning to bluegrass. This should be on the market in volume by this coming crop year. The Tariff Commission seemed favorable to our testimony (ed. the petition was subsequently rejected in a divided 3-2 vote by the Tariff Commission).

## 2. Subsidy of Canadian Production Disclosed

Following the Hearing, information from Canadians indicated that most fescue seed was being purchased from producers at a price of 12 cents per pound. This was net to the grower and the Canadian Wheat Pool was obligating itself for all other costs. Considering the price of cleaning, shipping, duty and all other involved costs, seed from Canada could hardly be placed on our market at less than 19 cents per pound. This means that Canadian producers are being subsidized from 5 to 9 cents per pound. At the present time the Commerce Department and the USDA are gathering data to support this claim. If it is proven, the amount of subsidy paid the Canadian growers will automatically, under our trade laws, increase the duty the amount of the subsidy.

## 3. Marketing Order

The fine fescue growers have completed their Marketing Order and have requested the Secretary of Agriculture to hold hearings and election to have this Marketing Order put into effect in the fescue marketing areas. The net result would be to curtail some of our marketing in the event relief is given by the Tariff Commission, to establish a uniform purity and germination for all fescues, both domestic and foreign produced, to study unfair marketing practices and increase marketing activities of the fine fescue growers. The main problem, of course, is the import situation. It might be noteworthy that fescue production is being curtailed rapidly in the fescue producing areas and the public may well end up short of the finest quality domestic seed.

### REVIEW OF "CONTROL OF CRABGRASS AND OTHER WEEDS IN TURF", BY J. R. AHRENS, R. J. LUKENS AND A. R. OLSON OF THE CONNECTICUT AGRICULTURAL EXPERIMENT STATION

The Lawn Institute has cooperated closely with Dr. Ahrens of the Connecticut Agricultural Experiment Station, and recently supplied illustrations of crabgrass for the forthcoming lawn booklet. Some comments from "Control of Crabgrass", issued in April, 1962 may thus be of interest. The findings support Lawn Institute experience.

Say the authors: "On an established lawn, no single practice is more important in controlling crabgrass than the proper adjustment of mowing height. Not only do bluegrass and fescue grasses respond better at higher cutting heights, but crabgrass is shaded out to a large extent. This has been demonstrated in experiments and in practice -- raising the mowing height from 1 to 2 inches reduced stands of crabgrass from 33 to 12 plants per square foot."

Pre-emergence crabgrass chemicals rated about as reported all over the country, with Dacthal and Zytron being generally the most effective among established products. It was interesting that even with these performance was improved when mowing was high, compared to lower mowing. The bulletin also cautions not to rake the lawn after application of the pre-emergence herbicide, because this will cause disturbance and reduced effectiveness.

It is interesting to note this parallel to Institute thinking: "The use of clean, high quality grass seed eliminates many of the annual and perennial weed problems in turf. Alta (or Kentucky-31) fescue, a desirable back yard grass, is often thoughtlessly sown in places where a fine-textured lawn is desired."

The booklet goes on to discuss the control of various weeds, listing those particularly susceptible to the 2,4-D family of herbicides, and those resistant. Suggested measures against the resistant types are given.

With weed control in lawns more complicated every day, due to the development of additional selective chemicals, clearly written instructions such as are advanced in Bulletin 649 of the Connecticut Agricultural Experiment Station should prove quite useful. In its 18 pages, this booklet rather thoroughly reviews the field, concentrating on research findings of the Connecticut people, but relating these to findings elsewhere as well. The result is a well-rounded, authoritative summary, useful for interested amateurs as well as professionals. Institute members having herbicides in their product line may wish to secure a copy of "Control of Crabgrass and Other Weeds in Turf" as a handy reference in the files.

#### STANFORD RESEARCH INSTITUTE MARKET MAN VISITS INSTITUTE HEAD-QUARTERS

On May 23rd, Mr. John McKelvey, the Stanford Research Institute, Palo Alto, California, dropped by for a visit. On behalf of a number of interested clients, most of them national chemical concerns, Stanford Research Institute is now making a survey of the lawn and turfgrass field, and its potentialities. Mr. McKelvey was interested in discussing his preliminary findings with us, and in receiving added suggestions.

Some points of interest are these. More than one-quarter of the new housing starts at present are duplex or multi-family, an unusually high percentage. The swing back to single-family dwellings is expected to pick up momentum after 1965, as will all housing as the "war baby" population begins serious family formation.

The then older segment of the population will be from the "depression era", and will constitute the smallest segment numerically and in political influence. This is expected (for a while) to diminish emphasis on non-maintained dwellings such as apartments. But Mr. McKelvey finds that with the increasing emphasis on landscaping and presentable plantings as a status symbol, even multiple-family dwellings and small urban properties require expenditures and attention commensurate with that spent on suburban properties only a few years ago.

All in all the evidence points to continued growth in the "outdoor living" field, increasing from the 4-5 billion lawn-related annual expenditure now commonly accepted by the analysts. Whether the growth potentiality has been overexaggerated remains to be seen, but in apparently all facets heavy competitiveness has made business relatively unprofitable for the time being. One of the prime indicators of growth is whether or not there is increasing publication copy covering the field. In this respect the Lawn Institute clipping lineage, movie showings, etc. support the contention that interest is still rising.

Mr. McKelvey's interest so far has centered on the housing and dwelling trends, but it will be interesting to be in touch with him as further studies are made more specifically concerning lawn and garden activities.

#### DIRECTOR SCHERY ON FORD GARDEN FORUM PROGRAM

Dr. Schery was a participant in the First Annual Clara B. Ford Garden Forum, May 23-25, held at the Henry Ford Museum and Greenfield Village in Dearborn, Michigan. Dr. Schery was responsible for the Thursday night lecture, "Lawns: Their Making and Keeping", and for moderating the tea-time panel discussion Friday afternoon.

This first annual garden forum was organized somewhat in imitation of those held yearly at Williamsburg, Virginia, and from time to time by the Longwood (DuPont) Gardens at Kennett Square, Pennsylvania, on both of which Dr. Schery has previously appeared. Such programs are designed to tie in gardening with the general public activities of the sponsoring institution, and are not meant to "pay their way" in terms of attendance or registration. Thus, unlike ordinary conventions, there are rather elaborate programs, banquets, teas, and so on, of general social interest.

The first Clara B. Ford Garden Forum opened on a presentation of "Historic Gardens", followed by a lecture on "The Heritage of the Rose" by Richard Thomson, Past President of the American Rose Society. There were garden visits, and an evening lecture of time lapse movies by John Ott the first day.

A nature walk in the early morning opened the second day, followed by morning lectures including Donald Watson, Professor of Horticulture at Michigan State University, and Dr. P. P. Pirone, Senior Plant Pathologist of the New York Botanical Gardens. That evening came the lawn lecture.

On the final day "Garden Flowers" and "Vegetable Gardening" were lectures given by State University professors, with "Herb Gardening" and "Lawns" the subject of the afternoon panels. The reception and banquet wound up with a presentation on "Mount Vernon: Its History, Antiques and Gardens".

The Lawn Institute contributed for distribution some 200 reprints, as well as display materials for the "library collection" opened each day in the foyer in front of the auditorium. The program was well rounded, elaborately planned, and effectively carried out. Attendance might have been somewhat disappointing to the museum, but this was to be expected in the first attempt at a forum, especially at a time when publicity was hampered by the Detroit newspaper strike.

BROOKLYN BOTANIC GARDEN LISTS INSTITUTE REPRINT IN "THE YEAR'S HIGHLIGHTS IN GARDENING AND HORTICULTURE"

Listed under the "Worth Reading" Section of annual horticultural story review by Plants and Gardens (Brooklyn Botanic Garden), was Dr. Schery's "Making and Maintaining a Lawn" from the April, 1961 issue of the American Horticultural Magazine. The article was cited as "A practical approach for the owners of both new and old lawns."

U. S. STEEL "OUTDOOR FURNITURE" PROMOTION INCLUDES LAWN INSTITUTE ITEM

A condensation of Dr. Schery's article, entitled "Smiling Through", appeared in U. S. Steel's June issue of "Product of the Month" newspaper service. U. S. Steel's campaign includes massive advertising in many media. The Product-of-the Month newspaper service goes to 1,500 daily and 2,000 weekly papers. The item reads, in part: "Quality, low-maintenance and durability are the watchwords for furnishing the family's outdoor living quarters, says Dr. Robert W. Schery, Director of the Lawn Institute. -- Keeps its good looks year after year, as does a lawn of Kentucky bluegrass and fine fescue."

"THE AMERICAN CEMETERY" CARRIES INSTITUTE ARTICLE

"Fescues Find Favor" appeared in March issue of The American Cemetery. The article stresses use of fine fescues with Kentucky bluegrass, and points out the distinctiveness of the Oregon varieties. Fescue mixtures are especially useful for large grounds where intensive management is not possible. Five thousand reprints of this article have been received, for distribution through the Fine Fescue Commission and the Institute. Please request supplies if they may aid your sales program.

INSTITUTE REPRINT TO BE DISTRIBUTED THROUGH "WELCOME WAGON"

"The Red, White and Blue of Beauty", reprinted from the American Rose Magazine, is to be distributed through Welcome Wagon service in Pennsylvania. Snipes Nursery, Morrisville, Pennsylvania has arranged for this reprint to be offered in



conjunction with the Rose Festival. You may recall the article mentioning: " - - the red and the white of the rose needs a backdrop of bluegrass beauty - -. - - roses and bluegrass fit together nicely in a practical gradening sense. Seasons when roses need more attention the bluegrasses and the lawn fescues can largely take care of themselves; when things are slack in the rose beds, these sturdy grasses build reserves - -. "

#### BEMIS BROS. REQUESTS INFORMATION

Dr. Schery has received an inquiry from Bemis Bag, Minneapolis, on market potentialities in various facets of the lawn field. Bemis is considering extending the Eroisonet line to include some sort of seed mat, if prospects and costs lend merit.

#### DR. SCHERY TO ADDRESS CANADIAN ASSOCIATION OF NURSERYMEN

Dr. Schery will speak before the Canadian Association of Nurserymen's national convention in Montreal on July 9th. The subject: "Lawns: Fast-growing Adjunct to the Nursery Business". Slides are being shown, and reprints distributed.

#### "POPULAR MECHANICS" USES INSTITUTE PHOTO

Page 1345 of "Illustrated Home Handyman Encyclopedia & Guide" carries a Lawn Institute photo with credit line. Already inquiries have come in as a result.

#### DOW GRANT RECEIVED

Two hundred dollars has been granted by Dow Chemical Company, in support of Institute research activities.

#### INSTITUTE DIRECTOR TO SERVE ON INDUSTRIAL AGRONOMISTS COMMITTEE

Dr. Schery has received an invitation from Dr. Glenn W. Burton, President, American Society of Agronomy to serve on the News Canvassing Committee for Agronomy News and Crops and Soils.

#### AGRICULTURAL YEARBOOK KEEPS INSTITUTE NAME BEFORE PUBLIC

Dr. Schery's "Grass Seeds for Lawns and Turf", in the 1961 Yearbook of Agriculture, brings inquiry such as this:

"The 1961 Yearbook of Agriculture contains your article on lawns and I was wondering what you would recommend for my front yard, which is sunny, and my back yard, which has some shade."

INSTITUTE TO APPEAR IN DIRECTORY OF NATIONAL NON-PROFIT ASSOCIATIONS

The Institute received a request from the U. S. Department of Commerce to check a listing for the Better Lawn & Turf Institute, to appear in the "Directory of National Non-Profit Associations".

Among the tributes given to Trade Associations in the mailing were these:

"The well-run Trade Association is the best friend the small businessman has. It represents his foremost hope of survival in a Sea of Bigness."

Emanuel Cellar  
Chairman of the House Judiciary Committee

"What better means does the small businessman have to raise the stature of his relationship than through the medium of a Trade Association."

Former FTC Commissioner Albert Carretta

" - - increasing realization by businessmen of the practical value of cooperative, work-together efforts."

U. S. Department of Commerce

National trade associations have increased from 1,350 in 1940, to 2,000 in 1961.

"FLOWER AND GARDEN" MENTIONS SEAL OF APPROVAL.

Elvin McDonald in his article, "A Lawn Is What You Make It", May, Flower and Garden, writes: "Look for the Lawn Institute Seal of Approval when you buy lawn grass seed." McDonald is on the editorial staff of Flower and Garden, circulation 500,000.

HOW FAST DOES GRASS WEAR?

Dr. Youngner, Institute advisor at the University of California, Los Angeles, concludes in his article in the May-June issue of the Agronomy Journal, "Wear Resistance of Cool-Season Turfgrasses", that there is a significant relationship of height of mowing with the wearability of the grass. All grasses, alone and in combination, resisted wear from the "wear machine" (two types, scuffing feet and spike rollers) much better at a 2-inch height than at 1/2 inch.

"10 FREQUENT LAWN PROBLEMS" BOOKLET OUT, WELL RECEIVED

This attractive 32-page booklet has been circulated to the Institute membership and advisors, with quantities offered through the Institute at reduced prices. Printing of a firm's sales message on inside covers could be provided with orders

of 10,000 copies. The book will be sold nationally from bookracks by T.F.H. Publications. Sample quotes: "Long lived perennial grasses, represented by the enlarged Kentucky bluegrass seeds in the inset, will sprout with reasonable rapidity into husky seedlings, which live on indefinitely. For lasting stands, choose seed mixtures containing perennial species such as Kentucky bluegrass and red fescues, rather than transients, such as annual ryegrass." "Many so-called inexpensive lawn seed mixtures are bulked (composed of fast-sprouting annual grasses rather than the long-lasting favorites such as Kentucky bluegrass, fine fescues from Oregon, or Highland bentgrass)" - - "Actually Kentucky bluegrass, the Park variety especially, and all of the fine fescues are reasonably fast sprouters, not much behind ryegrass." - - "For northern regions the two featured grasses in quality lawn seed mixtures are the fine-leaf fescues and Kentucky bluegrass."

#### "THE LAWN BOOK" REVIEWED IN SATURDAY REVIEW

"Robert W. Schery's The Lawn Book (Macmillan) is also for the reference shelf, for it provides not only step-by-step directions that should lead to a better lawn, but dispels lots of misconceptions about maintenance and makes the know-how seem within the average homeowner's reach."

#### INSTITUTE FURNISHES MATERIALS FOR MASSACHUSETTS FAIR

Through cooperative efforts with the State Department of Agriculture, Boston, display materials and visuals have been supplied for the turf booth and exhibit at the fair in Brockton, July 8-14.

"Bluegrass Beauty" will be shown repeatedly, as well as the slide sequence "Have A Top Notch Lawn", with recorded voice. Seal stickers are to be utilized, with the Seal of Approval Statements and banners on exhibit. The following reprints have been supplied for handing out: "Quality Turf Grass" brochure, "Lawn Time Coming Up!", "Modern Power Mowers", "Let the Lawngrass Do Your Weeding", "Quality Lawn Seed", "What You Should Know About Buying Grass Seed", totaling about 15,000.

Mr. Carpe reports: "The exhibit seems to be coming along in great shape and we truly anticipate a most interesting and educational show. We would be pleased to have you pay us a visit if you happen to be in this vicinity at that time."

#### "SEED TRADE NEWS" REVIEWS INSTITUTE ANNUAL MEETING

The May 23rd Seed Trade News reviewed the Lawn Institute annual meeting in a by-lined article entitled "Lawn Institute Elects New Officers".

#### DR. SCHERY ATTENDS ANNUAL MEETING OF AMERICAN ASSOCIATION OF BOTANICAL GARDENS AND ARBORETUMS

At the invitation of Dr. R. C. Allen, Director of Kingwood Center, Dr. Schery was invited to participate in the annual meeting of the American Association of

Botanical Gardens and Arboretums. Presentations were mostly in the evening, with daytime visits to the arboreta at the Ohio Agricultural Experiment Station in Wooster, the Dawes Arboretum near Newark, Kingwood Center in Mansfield and Holden Arboretum near Cleveland. Attendance was national, ranging from directors and personnel of botanical gardens in California to those of Long Island and New England.

OPINIONS REVERSED THIS YEAR, ON TURF PLOTS AT OHIO  
AGRICULTURAL EXPERIMENT STATION

During attendance with the American Association of Botanical Gardens and Arboretums, Dr. Schery had opportunity to visit with Dr. R. R. Davis, in charge of turfgrass work in Ohio, and Associate Head of Agronomy at the Ohio Agricultural Experiment Station. The turfgrass work was on display for the visiting botanical garden people. The unusual spring weather this year, dry and with a string of above-ninety days in May, has reversed performance of grasses (and opinions) advanced previous years at the Ohio Agricultural Experiment Station.

At present plots of Merion receiving high fertility, and to a lesser extent natural Kentucky bluegrass with high fertility, looks poorer than that under low fertility. Anything that received two pounds of nitrogen in the spring application tended to die out during the hot weather. This is not unfamiliar with those having grown bluegrass in slightly hotter climates, such as Saint Louis or Cincinnati, but was "news" at Wooster.

Other years Merion had been outstanding at Wooster, but under present conditions is performing more poorly than natural Kentucky bluegrass, which seems able to "take it" under the adverse conditions prevailing this year.

The Wooster station has been one of the prime advocates in regarding bentgrass as a "weed" in lawn seed mixtures. This winter and spring bentgrass has been severely repressed, much of it having died out during the winter. It is not very much in evidence, much less a pest, at the present time.

Another switch-around from the usual, is the persistence of redtop as a perennial, coarse-textured grass, quite unsightly in mixtures. Presumably redtop passes out after a year or two, but at Wooster it seems to be gaining ground, rather than losing, at present. Dr. Davis would certainly consider it as "coarse", and as a "weed" in lawn seed blends.

Another interesting development shows fine fescues crowding out Kentucky bluegrass, even under the higher levels of fertilization. This is contrary to the usual expectation in "bluegrass country", and is more like the extreme western slopes in Oregon.

*Poa annua* has proved quite troublesome in the creeping bentgrass (golf green) test plots. It has become especially troublesome where there was a vertical mowing (thinning) of the turf last autumn. Toronto bentgrass seems the most resistant to *Poa annua* (and other weed) invasion, but does get a lot of dollar spot.

Striped smut has been rather severe on Merion; no cure or prevention known for it at this time.

The Newport or C-1 strains of bluegrass seem little different either in performance or appearance compared to natural Kentucky bluegrass.

It is rather interesting to follow the differing changes that come with differing weather conditions one year compared to another. It is equally interesting to witness the required change in attitude that this entails on the part of the researchers. At present it would seem as though Dr. Davis is viewing much more highly "ordinary" grass varieties such as natural Kentucky bluegrass, maintained on an "average" basis. He is convinced that the more intensive the management and the more highly pampered the grass, the more the cost and trouble to keep it, and the more the risk of something going wrong.

PRESS QUOTES

"A seedbed so started this spring will be ready for the final planting of permanent bluegrass or fescue seed in the fall."

NEWS, New York, New York, "Holly Lane" Column

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"Cost Is Moderate - Dr. Robert W. Schery, director of the Lawn Institute, points out that it's no great task to have luxuriant outdoor carpeting, - - . The proven lawn grasses - Kentucky bluegrass and varieties of red fescue such as come from Oregon - have never had chance to sparkle more brilliantly than under this regimen of modern quick care. - - Insist upon attractive texture, from like-growing, thin-bladed grasses." TRIBUNE, Hastings, Nebraska

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"A Kentucky bluegrass mixture was chosen for easy upkeep and to take hard usage." POST-TRIBUNE, Gary, Indiana

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"For making a new lawn or repatching an established one, Dr. Robert W. Schery gives us down-to-earth suggestions, gleaned from his position as director of the Lawn Institute, a non-profit institution - - . - - Cheap seed mixtures encumbered with ryegrasses and coarse field fescue should be avoided in favor of bluegrass red fescue combination. - - And Park, the latter an especially fast-sprouting variety developed by the University of Minnesota."

\* \* \* \* \*

"Coarse grasses of low price can simply waste all the work you have done so far. Lawn seed usually comes in mixtures, and the quality of a mixture can be judged by its percentage of Kentucky bluegrass - - ." NEWS, Ludington, Michigan

"Green concrete is a poor substitute for soft luxurious grass - -. - - Bentgrass is much more susceptible to drought damage than is Kentucky bluegrass and red fescue, but it has survived and vigorously increased for the past 11 (and probably many more) seasons - -." CHRONICLE-TELEGRAM, Elyria, Ohio

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"Cheap seed mixtures of coarse haygrasses can be by-passed in favor of famed Kentucky bluegrass bolstered with Oregon red fescues. Even elegant Highland bentgrass is within the capabilities of the average home." NEWS, Chicago, Illinois (Cir.: 540,000)

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"Later mowings should be at a two-inch height for Kentucky bluegrass and red fescue which are the popular lawn grasses in this region." GAZETTE, Houghton, Michigan

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"Seed labels help you select the mixtures of Kentucky bluegrasses and fine red fescues which are the only two species of grass recommended for Vermont home lawns. - - Avoid buying any mixture containing more than 20 per cent ryegrass or grasses other than Kentucky bluegrass or red fescue. In fact, a mixture containing no cheap temporary species is usually a better choice." FREE PRESS, Burlington, Vermont

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"Avoid lawn mixtures which contain hay-type grasses. Suggested for the Baltimore area: Kentucky bluegrass and red fescue." EVENING SUN, Baltimore, Maryland

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"Lawns in New England and the Northwest are lusher if bentgrass is used. Kentucky bluegrass favors Midwest areas." EAGLE-TRIBUNE, Lawrence, Mass.

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"Provide a well prepared seedbed and seed your lawn with a high quality mixture containing at least 75 per cent Kentucky bluegrass and red fescue and you are off to a good start toward an enjoyable lawn." HOME NEWS, New Brunswick, New Jersey

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"Keep in mind that there is a difference between lawn seed and grass seed. Read the label carefully before buying to make sure of getting what you want." GAZETTE, Cedar Rapids, Iowa

"Lawn grasses: Confused about what makes a good lawn? I could boil the grasses down to two: Kentucky bluegrass and the red fescues. - - Red fescue species are for lawns, and the seed you buy may have variety names such as Chewings, Illahee, Pennlawn and Rainier. Now, there's a 'hay' fescue - -. The person who named a fescue grass 'Kentucky' ought to have his head examined because it's too close to Kentucky bluegrass."

STANDARD TIMES, New Bedford, Massachusetts, (George Abraham)

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"A lawn is neither a hay field nor crop land. Coarse grasses and high yielders are not wanted. - - There are two chief ingredients for lawn seed mixtures north from Tennessee, that satisfy the quality requirements - -. These are Kentucky bluegrass, and the fine or red fescues. A really good seed mixture should be predominately of these two basic species. - - Some of the names you may see listed - - are Arboretum, Park, Merion and Newport. Park is an especially fast sprouting variety - -." HERALD STATESMAN, Yonkers, New York

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"Select a lawn seed mixture which contains at least 75 per cent permanent fine-textured grasses such as - - Kentucky bluegrass and red fescue. Kentucky bluegrass and red fescue are the basic ingredients of recommended lawn seed mixtures." NEWS, Perth Amboy, New Jersey

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"There are many grass species but only a few basic lawn grasses are adapted to meet the requirements of lawn turf in New England. Kentucky bluegrass and the red fescue varieties are recommended - -." TRAVELER, Boston, Massachusetts

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" - - For a good lawn hereabouts, Kentucky bluegrass is kingpin in a quality lawn seed mixture. Good companions for it are red fescue - -, which stand shady places rather nicely, and perhaps a bit of bentgrass." PRESS, Grand Rapids, Michigan

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" - - but make sure Kentucky bluegrass is the backbone of your grass seed mixture." DEMOCRAT & CHRONICLE, Rochester, New York; REPORT DISPATCH, White Plains, New York; MORNING SUN, Baltimore, Maryland

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" - - Park is an especially fast sprouting variety - -. The red fescue varieties include such well-known names as Chewings, Illahee, Pennlawn and Rainier.

- - Be sure that Kentucky bluegrass or red fescue varieties predominate - -." TRIBUNE, La Crosse, Wisconsin

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"The fescues of lawn royalty, peers of Kentucky bluegrass, are only the red fescue species; - -." TIMES, Hartford, Connecticut

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"Here in the Northeast a good mixture is made up of Kentucky bluegrass, Creeping Red or Chewings fescue, Colonial bent and a small amount of domestic rye." SUNDAY HERALD, Boston, Massachusetts

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HEADLINES GIVEN INSTITUTE BY-LINE STORIES FROM SPRING PRESS KIT

"FOR A SUPERIOR LAWN, GIVE RESEEDING A TRY" -- Reporter Dispatch, White Plains, New York

"GOOD LAWNS CAN NOW BE EASY TO KEEP" -- News, Tarrytown, New York

"USE KENTUCKY BLUEGRASS AND AVOID CHEAP SEEDS" -- Herald Statesman, Yonkers, New York

"GOOD SEED CAN ASSURE GOOD LAWN" -- Independent, Wilkes-Barre, Pennsylvania

"KENTUCKY BLUEGRASS BEST CHOICE FOR RESEEDING LAWN" -- Herald American, Syracuse, New York

"BLUEGRASS AND RED FESCUE BEST SEEDS FOR YOUR LAWN" -- Free Press, Burlington, Vermont

"KENTUCKY BLUEGRASS, RED FESCUES YIELD BEST TURF" -- Post-Crescent, Appleton, Wisconsin

The story text in each instance was used verbatim from the kit, with credit. All stories in this year's kit stressed use of quality grasses, - Kentucky bluegrass, fine fescues from Oregon, Highland bentgrass and improved varieties such as Park.



WHAT THE AUDIENCES ARE SAYING ABOUT "BLUEGRASS BEAUTY",  
INSTITUTE MOVIE

"A well-presented story of grasses we all use but know so little about."	Mt. Rainier Ordnance Depot Tacoma 4, Washington
"An excellent film for use with home improvement projects."	Vocational Agricultural Department Kenton High School Lee's Creek, Ohio
"It was interesting to learn how to care for bluegrass properly. We enjoyed the beautiful scenery."	Van Cleve High School Melbourne, Iowa
"Shows effectively the advantages of sowing bluegrass for a good lawn."	Australian News and Information Bureau New York 20, New York
"Shown to a group of project engineers all of whom are interested in better lawns! Instructive, worth-while film."	Research and Engineering Revere Corporation of America Wallingford, Connecticut
"A wonderful picture for our Garden Club. All people present learned a good lesson. They all thank you."	Program Department Bashford Methodist Church Madison 4, Wisconsin
"Viewers thought this film was full of good information. They liked it."	Personnel Department Lawson Machine and Tool Co. Malden, Massachusetts
"Interesting! Women thought it was educational."	Home Agent County Extension Palmyra, Missouri
"Very interesting - -. Information given confirmed our speaker's talk on growing fine lawns."	Book and Film Department Community Garden Club Carthage, Illinois

CLIPPINGS & GLEANINGS FROM LAWN INSTITUTE CORRESPONDENCE

"There are a lot of fescue lawns in my neighborhood, but your article cautioned that some fescues are hay grasses."

Mrs. R. A. Reed  
Atlanta, Georgia

"We sincerely appreciate your forwarding us a copy of Park Maintenance.

- - Your article was indeed a very good one. In fact, it is one of the best I have seen on this line in many a year."

The Finn Equipment Company  
Cincinnati, Ohio

" - - In addition to the information on the sprayer, I am most grateful for the reprints on care, making and keep of lawns.

It is something I have been looking for - - and clears up many points about lawn care - -."

Col. W. P. O'Brien  
Tappahannock, Virginia

"Thank you very sincerely - - letter on crabgrass.

Your comments provide a very specific answer to the rather general requests that we received and I appreciate your comments as well as the facts you have provided. - -"

James F. Bell, Research Manager  
Sunset  
Lane Magazine Company  
Menlo Park, California

" - - my company is actively engaged in seeding by the pulp mulch method in southern Ontario - -. From the companies supplying us with seed, I have heard glowing reports of the articles which you publish from time to time, of great interest to grass growers. I would appreciate being put on your mailing list - -."

J. M. Cairnie  
Aqua Mulch Seeding Company  
Thorold, Ontario

"I was particularly interested in your report on Norlea. In my tests - - Norlea was vastly superior as to winter hardiness. - - We had a lot of winterkilling this year - -."

I have been reading your fine book on lawns - -. You were kind enough to supply seed of northern and southern bluegrasses in 1959. I hope to report on their performance at the Agronomy meetings this summer. Surprisingly enough the southern lot from Kentucky was - - superior to the northern lot from the Dakotas.

In my tests Illahee and Pennlawn have rated high, although Rainier came through the winter better and has superior color as of now. - - Chewings showed evidence

of winter injury, particularly when cut close."

Dr. Glen M. Wood (Institute Advisor)  
University of Vermont  
Burlington, Vermont

"We thought you would be interested to know that the 1962 Chicago World, Flower and Garden Show had a most successful run and that the Garden Theatre was a very popular feature. We received many comments and requests for your film and suggested that they contact you.

The loan of your film aided considerably in our endeavor to make the horticultural section of the Show the most interesting and educational to date.

We would like to take this opportunity to express our appreciation for your cooperation and look forward to working with you again in 1963."

CHICAGO HORTICULTURAL SOCIETY  
Chicago, Illinois

" - - I have been digesting the wealth of information you have sent us. Your articles are gems. - -"

Paul Kosche  
The Chas. H. Lilly Company  
Seattle, Washington