

# BETTER LAWN

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BETTER LAWN & TURF INSTITUTE—



## Harvests

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### LAWN INSTITUTE ANNUAL MEETING AND ELECTION

The annual meeting of the Lawn Institute was held Saturday, May 25, 9 A.M., at the Kansas City Club in Kansas City, Missouri, following a Board meeting the night of May 24. Report of the Director, and a resume of Board action appear elsewhere in this issue.

Officers and Board members elected for the 1963-64 fiscal year were:

President - Edward F. Mangelsdorf, St. Louis, Missouri  
Vice President - Amos Furue, Silverton, Oregon  
Vice President - Fred Hottinger, Stayton, Oregon  
Secretary-Treasurer - Roy Edwards, Jr., Kansas City, Missouri

Kenneth Kiburz, Afton, Iowa  
Gustav Kveen, Roseau, Minnesota  
William Ouren, Council Bluffs, Iowa  
Tom Ruckman, Imbler, Oregon  
Colonel Edward Spears, Paris, Kentucky

### DIRECTOR'S REPORT TO THE ANNUAL MEETING

Because the Lawn Institute activities are so extensive, it is impossible for the Director to summarize the entire year's activities even at a lengthy annual meeting. This year Dr. Schery concentrated chiefly on the design and composition of a single story (done for Weeds and Turf Pest Control Magazine), as exemplifying the thought and special intent entering into the development of the many stories released through the Lawn Institute yearly. He also reviewed the highly successful press kits, and mentioned more briefly other Institute activities. A somewhat abridged version of Dr. Schery's remarks to the annual meeting follow, constituting an annual review of the Institute operations. Additional details can be gleaned from Harvests appearing during the fiscal year.

Dr. Schery opened with the acknowledgement that details requiring more than 100 pages in Harvests could not possibly be covered; nor could the membership be efficiently apprised of Institute happenings without the helpful efforts of Mr. Richard Kushner and Mr. Fred Jans, who respectively inform members of the Oregon Fine Fescue and Highland Bentgrass Commissions. He noted that lawn products have become "big business," complex and difficult for a single individual to even keep up with the now voluminous literature. There is promise of further expansion ahead, with lawn-related expenditures due to about double the present 4 billion dollars in the next decade.

"As I think you will see, from thumbing through Harvests, or reviewing with me such highlights as I have time to cover this morning, that the Lawn Institute continues to be a professional success, appreciated by the public, resoundingly useful in the purposes for which it was created. I think that we can safely conclude that it has provided leadership in a broad and general way, sufficient in many cases to actually guide the national thinking about lawns and lawn products. I feel certain that we have been very instrumental in putting the words 'fine fescue' or 'Oregon fescue' into the working vocabulary of writers and advisors on turfgrass matters. 'Kentucky bluegrass' and 'fine fescue' go together these days like ham and eggs," said Schery.

Press clippings were cited from major newspapers, pointing up that the press kits, even with only two seasonal issues, are very effective. This is proven by the column inches of pickup:

	<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
1962-63	5,648	21,019

"Perhaps this sounds like a heady brew of success. Indeed, it is, considering our budget and manpower limitations: moreover, it promised even bigger opportunities for the future. In helping with the Stanford Research Institute Report 141, 'Outdoor Living,' I have had chance to review national thinking by an outstanding organization on market evaluation. Almost assuredly moneys devoted to lawn-related markets will about double in a decade."

Dr. Schery then expressed some puzzlement that though the Institute seems highly appreciated publicly, the trade itself makes relatively little effort towards creating a favorable industry-wide public image: "We stand in danger because of heeding not the maxim 'united we stand, divided we fall.'" Excerpts were read from a recent American Society of Association Executives' discussion of "The Ideal Association." Not all comments apply to an association as small as the Lawn Institute, with its limited budget, but there may be guidance, viz: "The task requires the efforts of directors and committees, not the executive staff alone - - use all of the known tools of modern management to advance legally his industry or profession. - -Activities that are motivated by many members, after intensive discussion, are much more likely to last and be valuable than those initiated by one or a few people - -the activities are both extensive and intensive, ranging from advertising and promotion through business management, education, governmental relations, research, sales training and statistics. - -Unless in concert they develop new machines, new products and services, and new systems, they will be left behind in the business race. - - Only in this way can the industry survive and grow - - the Board realizes that if only the staff did the work, far less would be accomplished. By utilizing the talents of members and their employees, the association is able to get far more accomplished than if it were simply a staff performing organization. - - Those industries and professions which will survive, will be the groups that adjust themselves to rapid change. Such changes will take place at an ever increasing pace, because of constant technological improvement - - the industry - - that wishes to live and flourish, will engage in intensive educational work to accelerate the correspondence between the way members see the world and its reality." (Remarks from Samuel B. Shapiro, President, ASAE, 1962-63.)

Dr. Schery continued: "But on to some of the Lawn Institute accomplishments, that the efforts of you here today have generated for the industry. We can only briefly give you a resume in some of the areas of especial interest. The investigation and incipient promotion of winterseeding with Institute grasses in the South has been a new and exciting activity. The seasonal press kits continue to be extremely well received. Magazines continue to utilize Institute stories, promoting the Institute cause in a fashion that thousands of dollars of paid advertising could not. The Lawn Institute stands ever more as an authority, the champion of sound thought well expressed. The movie continues fantastically successfully. We are called upon for personal presentations to the extent possible. We cooperate with many, correspond with many, and do such investigative and demonstration work as a limited budget and haphazard labor allowance permit."

Noting that Milt Stephan of Bozell & Jacobs was going to discuss the press kits further, Schery then turned his attention to the other major Institute activity, the placing of educational stories in magazines, and the distribution of reprints thereof. He noted that in differing years, differing tacks are taken; this year the trade and merchandising magazines were "bombarded." Following are some of the stories which have appeared during the year, and the magazines carrying them.

Your Outdoor Carpet  
Control Lawn Weeds  
Selecting Lawn Grasses  
Velvety Lawn: Fence-to-Fence Carpet  
of Grass  
Sprigs and Plugs  
Remake Your Lawn In Autumn  
Turf Research and Information Must Be  
Sold At A Profit  
Drench Customers: Advice, Not Price  
Improves Lawn Sales

A Common Sense Approach to Sales of  
Lawn Care Products  
Autumn Lawn Seeding Is Best

Renovation of Old Lawns  
Lawn Care

For Repeat Sales: Advice, Not Price,  
Improves Lawn Sales

Answer Questions: Advice, Not Price,  
Improves Lawn Sales

The Beckoning Green  
Anemia In Your Garden  
Put "Spring" In Your Lawn

Gobs Of Good Grass  
Spring Cleanup  
Seeding In The South  
Planting Trafficked Areas

Popular Gardening, July 1962  
Horticulture, July 1962  
T.F.H. publication

NEA Special Services, Spring-Summer 1962  
Horticulture, September 1962  
The Family Handyman, October 1962

Seed Trade News, October 1962

Flower & Garden Merchandiser, November  
1962

Lawn/Garden/Outdoor Living, December 1962  
Catholic Building & Maintenance,  
September-October 1962  
Ottawa, Ontario JOURNAL  
Buildings, November 1962 (reprinted  
from Tourist Court Journal reprint)

Flower & Garden Merchandiser,  
December 1962

Flower & Garden Merchandiser, February  
1963

Tourist Court Journal, February 1963  
Flower & Garden, March 1963  
Building Maintenance & Modernization  
March 1963

American Cemetery, March 1963  
American Rose Magazine, April 1963  
Bugs Barringer, Rocky Mount, N.C.  
Buildings, May 1963



Articles in press:

Why Lawns, and Wherefore  
Who's Who - In Your Lawn  
Fine Northern Turfs Go South for  
Winter

Summer Yard Care  
Beat The Bugs, Plan For Pleasure  
New Opportunities Through Lawn  
Seeding  
Kentucky Bluegrass Who's Who  
Bentgrass Evaluation

Farm Store Merchandising  
The Cemeterian

Crops and Soils (American Society of  
Agronomy  
NEA Special Service  
American Rose Magazine  
Weeds & Turf Pest Control  
Horticulture  
Chris Eisele, Darmstadt, Germany

Dr. Schery pointed out that the placement of these articles and their composition is by no means accidental. To illustrate the point, he chose an article in press ("New Opportunities Through Lawn Seeding"). First of all, an opportunity is solicited, often followed by invitation to author an article (now that the Institute has become well recognized).

"An attempt is made to interest the particular readership of the magazine, and 'sell them' on what the article advocates. In this instance, the objective was to interest a professional group in extending their activities to seeding with good seed. This is attempted by pointing out opportunities, profits, natural tie-ins. With spraymen there is an appeal, viz: 'Seeding of quality grass - - is a creative, positive act; it may blunt and even overshadow the distasteful negativism that 'protection' implies. Might not a customer respond to suggestions for making his a first-rate Kentucky bluegrass-fine fescue lawn better than to warnings for defensive action against pests? - - Isn't this also automatic entree for keeping it fertilized, weed-free and bugless?'

One tries to tie-in new procedures, new equipment and research of high interest: 'And in the South, dull turf can be winterseeded to emerald cover of attractive texture. Indeed, Kentucky bluegrass. Oregon fine fescues and Highland bentgrass are already substituting for ryegrass - -.' New chemicals are mentioned for the 'quick knockdown' technique, and new equipment (mostly built for de-thatching) that makes seedbed preparation simple, a 'natural' for contract operators. Photos are secured on the Lawn Institute grounds, and eventually reprints are secured, distributed through the Lawn Institute, and by the various makers of the equipment or products discussed in the article."

Dr. Schery pointed out the excellent working relationship with the state extension services in several states. A half-dozen states distribute Institute kits to county agents in metropolitan areas. Typical of the appreciation is the comment by Harold E. Mosher, Extension Horticulturist, State of Massachusetts: " - - I certainly appreciate receiving these kits for the county agents in Massachusetts. The county agents in turn make use of the material in their news releases to the newspapers, radio, and in answering specific questions - - it helps me keep county agents alert with timely information in the field of ornamental horticulture, of which lawns make up a considerable part. - - Would' strongly recommend other extension services in other states make use of the same material."

Movie showings indicate fantastic acceptance of "Bluegrass Beauty," with over 16 million TV viewers, and more than 138,000 private showings now certified.



Books and authoritative articles by the Lawn Institute have become "bibles" for others. The New York World Telegram & Sun writes: "--whose book ('The Lawn Book') I swear by. - - I'm your best bet for your mailing list. I not only read them, but keep them." "The Lawn Book," the Stanford Research Institute Report 141, and a forthcoming soft-cover "Householder's Guide To Outdoor Beauty" with Pocket Books all add to Institute prestige.

The winterseeding program, partly financed separately by the Oregon Commissions, is well known, and has been discussed previously in Harvests (it was also a separate topic of presentation at the annual meeting).

Schery continues to make appearances in behalf of the Institute, such as:

- "Lawns, Their Making And Keeping" - First Annual Clara B. Ford Garden Forum
- "Lawns - Fast Growing Adjunct To The Nursery Industry" - Canadian Association of Nurserymen
- "Establishing and Maintaining Turf On Highway Right-Of-Ways" - 3rd Annual University of Missouri Turf Conference
- "The Seed Business" - 3rd Annual University of Missouri Turf Conference
- "Lawnglass Varieties And Mixtures" - Maine Turfgrass Short Course
- "The Grass For The Job" - Michigan 33rd Annual Turfgrass Conference
- "Good Lawns & Rose Splendor" - American Rose Society National Convention

A magazine as important as the Reader's Digest has sent reporters to Marysville. Dr. Schery prepared a lengthy draft of proposed topic coverage, but senior editors ruled that the subject of lawns had been only recently treated in the magazine. Editor Hard writes, however: "The reason we have postponed an article about lawns and turfgrass is simply that we had one a year ago and feel it is too soon to treat the subject again. When the time comes, we will certainly want to be in touch with you."

Dr. Schery reported that another extensive activity of the year has been the behind-the-scenes perfection of the mailing list by Mrs. Mona Payne, Marysville secretary and editor of Harvests. Time-consuming and diligent sorting of all cards (the complete file having been mailed to Marysville from Kansas City) was undertaken by Mrs. Payne, and duplicate sets organized and made to jibe exactly so that Kansas City and Marysville names and addresses would be identical.

Correspondence on lawns is regular fare for the Institute, as is sending out of seed, publishing Harvests, cooperating with the ASTA, serving in committee work (Ohio Roadside Short Course; Seed Technology; etc.).

Contacts and activities for which time did not allow discussion include:

REPRINTS: Institute reprints have been furnished the following (in addition to distributions to all conferences and conventions attended, and the numerous individuals and organization who request literature):

- Welcome Wagon Service in Pennsylvania
- University of Rhode Island Turfgrass Class
- Harry C. Lund, County Extension Director, Midland County, Michigan
- Ontario Landscape Contractors Association
- Informational Pamphlet Distributors, Inc., New York
- Royal Canadian Air Force, Ottawa, Ontario, Canada
- Farm Bureau Association, Columbus, Ohio
- Massachusetts State Fair

Florida Turfgrass Show, Miami Beach, Florida  
University of Delhi, India  
Frank Lessiter, Department of Information Services, Michigan  
State University  
Virginia Truck Experiment Station, Norfolk, Virginia  
Pennsylvania Nurserymen's Association  
Muncie Trade School, Muncie, Indiana  
University of Vermont  
Men's Garden Club, Narbeth, Penna.

24 M Institute reprints were distributed in the last year. Reprints and other literature are mailed to Institute members (including the major seed buyers and packagers of the country). Appearance of Institute articles in the press resulted in numerous inquiries, the answering of which provided opportunity to include reprint literature.

ADVISOR MAILINGS: A fall mailing was made to the Institute's Board of Advisors. This spring another mailing was made to bring the advisors up to date with Institute activities and literature.

WINTERGRASS PROGRAM: An extensive investigation was undertaken the past winter concerning expanded use of quality northern grasses (fine fescues, Kentucky bluegrass and Highland bentgrass) for winterseeding in the Southeast and Southwest. Two reports were prepared on these investigations and summarized in Harvests (a 10-page report on winterseeding potentialities in Florida and Georgia; a 10-page report on winterseeding potentialities in Arizona, Texas, Louisiana and Mississippi).

SEAL OF APPROVAL: 11 Associate members utilize the Lawn Institute "Seal of Approval." Royalties on the seal have been accumulated and will eventually be used for advertising.

INSTITUTE PHOTOGRAPHS: 2 M photos have been distributed through press kits, magazine articles, TV packets, special mailings and etc.

#### PARTICIPATION:

First Annual Clara B. Ford Garden Forum, Dearborn, Michigan  
American Association of Botanical Gardens & Arboreta Annual Meeting,  
Wooster, Ohio  
Canadian Association of Nurseryman's Convention, Montreal, Canada  
21st Annual Educational Conference of the Midwest Institute of Park  
Executives  
Agronomy meetings, Cornell University  
25th Midwest Regional Turf Conference, Purdue University  
3rd Annual Lawn and Turf Conference, University of Missouri  
21st Short Course on Roadside Development, Ohio  
Lawn and Turfgrass Division meetings of ASTA  
Pennsylvania Nurserymen's Association  
Wisconsin Turfgrass Conference, University of Wisconsin  
First Maine Turfgrass Conference, Orono, Maine  
33rd Annual Michigan Turfgrass Conference, East Lansing, Michigan  
American Rose Society National Convention

VISITATIONS OF UNIVERSITIES AND RESEARCH CENTERS:

Ohio Agricultural Experiment Station, Wooster, Ohio  
Kingwood Center, Mansfield, Ohio  
University of Rhode Island  
Kansas State University  
Denver Botanic Garden  
University of Arizona  
University of New Mexico  
University of Texas  
Texas A & M College  
University of Houston, Texas  
Plantation Experiment Station, Fort Lauderdale, Florida  
International Minerals Laboratory, Mulberry-Lakeland, Florida  
University of Florida  
Costal Plains Experiment Station, Tifton, Georgia  
Experimental grounds, Sea Island, Georgia  
Mississippi State College  
Iowa State College - lectured turfgrass class  
Michigan State University  
University of Maine  
University of Wisconsin  
Alfred L. Boerner Botanical Gardens, Milwaukee, Wisconsin

COMMITTEE WORK:

Industrial Agronomists Committee of the American Society of Agronomy  
Seed Technology Committee of ASTA  
Research & Development Committee, Lawn & Turfgrass Division, ASTA  
Roadside Development Committee, Lawn & Turfgrass Division, ASTA  
GIRD consultant on turfgrass  
New Varieties Committee

COOPERATION WITH FIRMS AND ORGANIZATIONS:

Stanford Research Institute Long Range Planning Service "Outdoor Living" report  
Garden Institute of Research and Development  
Wildrick & Miller, Inc. (Geigy Chemical)  
National Plant Food Institute (assisted with NPFI movie on lawns and TV packets)  
Home & Garden Supply Merchandiser annual Green Book Buying Guide  
Newspaper Enterprise Service  
BBDO - U. S. Steel's "Product of the Month" campaign  
Pest Control Magazine  
Ohio Department Of Highways  
Dr. William T. Jackson, Dartmouth College  
University of Maine - Bulletin 495, "Lawns and Their Care"  
Flower & Garden Merchandiser dealer series  
Somers Committee of ASTA (Poa annua)  
Dr. J. F. Ahrens, Connecticut Agricultural Experiment Station  
University of Missouri closed-circuit TV program  
Massachusetts State Department of Agriculture  
The Agricultural Department, Lincoln, Alabama  
University of Kentucky - experimental seed  
Ontario Landscape Contractors Association



Alfred L. Boerner Botanical Gardens, Milwaukee  
University of Vermont  
American Rose Society  
The Garden Center of Greater Cincinnati  
City of Columbus, Ohio, Division of Parks & Forestry  
American Society of Agronomy  
Chris Eisele - Darmstadt, Germany  
Henry Ford Museum & Greenfield Village  
Missouri Botanical Garden  
Columbus Rose Club  
New York Department of Agriculture  
International Minerals  
Jersey City State College, Jersey City, New York  
Naugatuck Chemical (Division of U. S. Rubber, Dr. Zukel, Bethany, Connecticut;  
Dave Benson, Orlando, Florida)  
The American Agricultural Chemical Co.  
Sewerage Commission of the City of Milwaukee, Wisconsin  
National Agricultural Chemicals Association  
National Association of Gardeners  
Chemical Specialties Manufacturers Association  
Ansul Chemical Co.  
Bemis Bro. Bag Co.  
DuPont  
Dow Chemical Company  
Olin Chemicals Division  
Alco Chemical Corporation  
Wermen & Schorr, Inc., New York  
DATA (International Assistance Corps in California), Palo Alto, California  
International Paper  
American Cyanamid Company  
Anchor Fence Division  
Aqua Mulch Seeding Co. Ltd.  
Bowie Machine Works (winterseeding program)  
Alco Chemical Corporation  
Velsicol Chemicals Corp.  
Toro Manufacturing Corporation  
Henderson Manufacturing Co.  
Parker Sweeper Co.  
Modular Housing Research  
Amchem Products, Inc.  
Walcott Steele Inc.  
Turfiber Applicators of London, Ontario  
Canada Department of Agriculture  
D. B. Smith & Company, Inc.  
Stauffer Chemical Co.  
Elmer E. Plasterer, Inc.  
John Jacobson Associates  
Kirkland, White & Schell, Inc.  
N. S. Koos & Son Co.  
Eli Lilly & Company  
Mead Packaging Co.  
O. E. Linck Co.  
Ludlow Textile Co.  
Colloidal Products Corp.  
The Finn Equipment Company

Steven J. R. Frohlich  
H. D. Hudson Manufacturing Co.  
Altra Corporation  
Baker Grass Industries  
H. G. Hastings Co.

EXPERIMENTAL SEED (NOT PERTAINING TO WINTERGRASS PROGRAM):

Dr. Glen M. Wood, University of Vermont  
Dr. J. K. Underwood, University of Tennessee  
Dr. Leroy J. Higgins, University of New Hampshire  
Dr. Robert H. Ruf, University of Nevada  
Dr. Eliot Roberts, Iowa State College  
Dr. A. C. Hildreth, Denver Botanic Garden  
Dr. Robert Buckner, University of Kentucky

WINTERSEEDING EXPERIMENTAL SEED SENT:

Dr. Joseph Folkner, University of Arizona  
Dr. R. W. Prevatt, International Minerals & Chemical Corporation  
Dr. Evert O. Burt, Old Plantation Field Laboratory, Fort Lauderdale, Florida  
Dr. G. C. Horn, University of Florida, Gainesville, Florida  
Dr. H. D. Wells, Georgia Coastal Plain Experiment Station, Tifton, Georgia  
Mr. Warren A. Meadows, Louisiana State University & A & M College, Baton Rouge, Louisiana  
Dr. W. R. Thompson, Mississippi State College  
Dr. Wayne W. Huffine, Oklahoma A & M College, Stillwater, Oklahoma  
Dr. Ethan Holt, Texas A & M, College Station, Texas  
Mr. Kenneth Flanders, Supt., Brae-Burn Country Club, Bellaire, Texas  
Mr. Tom Leonard, Supt., River Oaks Country Club, Houston, Texas

HIGHWAY MAILING: Since year-end production figures indicated a probable short supply of tall fescue for roadside seeding, the Lawn Institute issued a mailing to all highway departments and selected names and addresses interested in highway seeding. The information was also made available for announcement through the Highway Research Board. Perhaps 1963 may prove a year in which it is possible to re-establish for highway seeding, a greater proportion of finer-textured grasses such as Kentucky bluegrass and fine fescue.

MISCELLANEOUS: The Institute has continued to work closely with the Oregon Commissions and the Northern Minnesota Bluegrass Growers Association.

The Institute maintains approximately three acres of experimental grounds for research and demonstration and as a locus for photograph taking.

Four volumes of Harvests were assembled, to keep Institute members abreast of Institute activities.

REPORT OF THE KANSAS CITY OFFICE, MILTON STEPHAN, BOZELL & JACOBS

At the Annual Meeting on May 25 Milt Stephan, Vice President of Bozell & Jacobs Advertising & Public Relations, pointed out the following:

BL&T has been most successful in gaining a good deal of ground on a very limited budget. Much of our success has been due to an unusual amount of acceptance by the press of materials from our Press Kits. This being in complete evidence by virtue of the amount of articles from so many papers on display at the Meeting. There can be no question that we have generated good interest because newspapers are not particularly famous for giving away free space.

Having gained this ground at so little cost, it is most important that the Lawn Institute does not let up or lose any of it. If it were possible from a budget standpoint, the agency suggested that added to the Press Kits should be an educational cartoon feature because of the general willingness of newspapers to use items so constructed.

Further, and using Asgrow as an example, the possibility of a syndicated type column by Dr. Schery would have great appeal to newspapers not having Garden Editors.

Also moving forward with the promise of success in promoting winter seeding, the agency has enlisted the help of its offices located in the South to compile a list of publications which would be most helpful to us in our winter seeding progress. This mailing list is currently being compiled.

ACTION OF LAWN INSTITUTE BOARD

At a Board meeting May 24, preceding the annual meeting, the following matters were dealt with. Attending were President Mangelsdorf, Secretary-Treasurer Edwards, and members Hottinger, Funrue, Kveen, Ouren, Kiburz and Spears.

1. Continued investigations of winterseeding in the South with quality northern grasses was looked upon with favor, and its continuation urged. Oregon representatives were especially enthusiastic, and Mr. Funrue pointed out that certain moneys had been designed specifically to encourage this activity in the forthcoming year.
2. Financial balances on hand are not as great as in the past, and the Board urged efforts be made to induce major contributors to associate with or more fully support the Institute.
3. Associate membership fees were retained at the present level, but it was suggested that major houses might feel able to contribute in keeping with their size and stature.
4. Contract with Bozell & Jacobs in Kansas City was renewed on the same basis as in the year past, unless officers find reason for revision in later discussions.



5. The Movie, "Bluegrass Beauty," was regretfully withdrawn from television casting before the end of the year, for budgetary reasons.
6. Seal of Approval users were to be polled, to determine current attitudes on dispensation of royalty moneys so far collected (these are felt insufficient for a national advertising program at present). Additional adoptions of the seal were urged.
7. Four additional Associate members were welcomed, and the fine efforts by Associate Membership Committee Chairman Alan Mock were acknowledged.
8. A fiscal year budget essentially as that of the past year was accepted. The Highland Bentgrass Commission notified intent of doubling its contribution, and the Fine Fescue Commission of continuing its contribution at recent levels.
9. Special publications were considered, with intent to avoid anything suggesting minimum standards.
10. A "middle of the road" policy was adopted concerning recent declaration of *Poa annua* as a noxious weed, abiding by the past Institute position of recognizing *Poa annua* as a serious weed, but seeing no advantage in aggressively publicizing the point.
11. Satisfaction was expressed with the seasonal press kits, and ideas for future kits were discussed; a report from Mr. Funrue was received on the European situation; incoming officers and the Director were authorized to work out other matters that might need attention, along past policy lines.

#### FIRST UNIVERSITY OF MAINE TURF SHORT COURSE PROCEEDINGS ISSUED

Vaughn Holyoke, of the Cooperative Extension Service, University of Maine, has compiled the presentations of speakers at the First Maine Short Course last March. This has been issued as a Proceedings under date of April 25.

The presentation given by Dr. Schery, under the title of "Lawgrass Varieties and Mixtures" is contained. Among other items of discussion, Schery advised: "But don't write off the old favorites, such as mixtures of natural Kentucky bluegrass and fine fescue varieties, or the erect bentgrass such as Highland, for climate such as Maine."

#### FLORIDA TURFGRASS ASSOCIATION TRADE SHOW

Word from Florida indicates that the 2nd Annual Florida Turfgrass Trade Show exhibited a surprising attendance, double that of the first. Members will remember that the Lawn Institute, with the help of the Oregon Fine Fescue Commission and the Highland Bentgrass Commission, sponsored a booth and exhibit. The Florida Turfgrass Association sent us the list of registrants, totaling 274.

#### LAWN INSTITUTE APPEARS IN DIRECTORY

We have had notice from the Home & Garden Supply Merchandiser that their Green Book will again carry the Lawn Institute name (Better Lawn & Turf Institute), in a directory of associations or garden trade groups.

#### ATTRACTIVE NEW LEAFLET

The Highland Bentgrass Commission recently issued a three-color leaflet entitled "It's Quite A Step." It is amply illustrated, and contains fertilization and mowing information as well as a resume of Highland Colonial bentgrass. We are gratified that the Lawn Institute is quoted, too. The leaflet is designed for a special envelope, that carries a distinctive black-green insignia of high quality design and appearance.

#### COLORFUL BOOKLETS ISSUED BY U. S. RUBBER

Some of the most attractive booklets we have seen, "alive" with beautifully reproduced color throughout, have been issued by United States Rubber, in behalf of its MH-30 growth retardant. The smaller of the booklets is entitled "Control Trees Without Trimming," and the more complete (20 pages) "Control Grass Without Mowing." The former has an exquisite wrap-around cover of trees towering over blooming azaleas, the latter close-up of what seems to be a bluegrass turf from a bug's-eye view. The grass booklet uses ingenious models to show cell division, and to delimit geographical zones according to preferred spray date. The artwork alone in these booklets is enough to impress any viewer. The white golf ball on mowed bluegrass turf, page 18 of the "Control Grass Without Mowing" booklet seems to jump right out at the viewer. MH-30 may prove useful for inducing early dormancy in southern bermudagrass, prior to winterseeding with a bluegrass-fescue-bent mixture.

#### INSTITUTE AIDS HOUSE ORGAN

Jack Currier, of Commercial Motor Freight, visited the Marysville office to develop lawn and seed information for an article in "Commercial Comments."

In addition to supplying background literature and specific information, the Institute gave Commercial three photographs to be used with credit. Such help to allied industries appears an excellent way to further knowledge of and interest in quality seed.

#### CYCLONE SEEDER DISTRIBUTES INSTITUTE REPRINTS

Nearly 1000 copies of "For Repeat Sales: Advice, Not Price, Improve Lawn Sales" was purchased by Cyclone Seeder Company, for distribution by that concern.

#### ECONOMICS OF BLUEGRASS FERTILIZATION STUDIED

Walker, Pesek and Heady, Iowa, studied the economics of producing bluegrass forage in the northeastern part of the state. Their results were reported in the April, 1963 Agronomy Journal.

Conclusions are complicated, relating to markets of the moment. For example, "when the cost of N is 14¢ per pound, it becomes profitable to use N as a fertilizer when the price of bluegrass exceeds \$11.84 per ton. Similarly, when the cost of P is 21¢ per pound, it becomes profitable to use P as a fertilizer when the price of bluegrass exceeds \$6.34 per ton."

There is no general conclusion about extra beef gain from fertilized bluegrass pastures in northeastern Iowa, location of this study.

#### 1962 TURF FUNGICIDE TRIALS REPORTED IN PARK MAINTENANCE

Extensive trials at Rutgers University, reported by Drs. Stephan Bachelder and Ralph Engel, are discussed in the April, 1963 issue of Park Maintenance. Many fungicides were utilized, checked for controlling four different diseases on Seaside bentgrass. Most of these were quite effective against dollar-spot, the chief disease showing up.

Although the data is extensive, not a great deal is pertinent to lawn-type turf. However, one conclusion may be of interest: "It should be further noted that the wettable powder sprays out-performed the granular dry materials - -." It is sometimes difficult to get good coverage with granulars compared to sprays.

#### READER'S DIGEST CONSIDERS LAWN ARTICLE

Institute members may recall that last year Assistant Managing Editor, William Hard, had his Roving Editor, Don Wharton, call on the Institute offices, with the idea in mind of developing a Reader's Digest item on lawns. Dr. Schery prepared some extensive background materials, but at "top level" it was decided that a lawn article in the spring of 1963 followed too closely upon similar materials.

The Reader's Digest was urged to carry such an item in autumn. The reply from Bill Hard offers no hope of immediate appearance of the proposed article, but definite hope that it will one day appear: "The reason we postponed an article about lawns and turfgrass is simply that we had one a year ago and feel it is too soon to treat the subject again. When the time comes, we will certainly want to be in touch with you."



#### NITROGEN LEACHING FROM TURFGRASS FERTILIZERS

Bredakis and Steckel, of the University of Massachusetts, report in the April Agronomy Journal on experiments relating to leachable nitrogen from several fertilizers used for turfgrass. As would be expected, leaching was greatest from soluble chemical forms such as ammonium sulphate and urea, less from natural organics (such as castor pomace and Milorganite), and even less from synthetic organics (such as ureaforms).

However, the differences were not so great as might have been expected. After 15 weeks, the termination of the tests, 65% of the nitrogen had been leached from the urea formaldehyde treatments, compared to 75% from natural organics, and 90% from the soluble types.

There was less difference when the pH was raised (acid soil made more neutral). Under the more alkaline conditions, a higher percentage of the ureaforms became leachable, and the natural organics leached just about as much as the solubles after 15 weeks.

The study does support the advantages of slow-release nitrogen, but also suggests a level of diminishing returns within three weeks. It becomes a matter of personal opinion whether the differences between the more expensive ureaforms and the solubles justify the higher cost of the slow-release compounds.

#### INADEQUACY IN MEASURING PLANT TEMPERATURES

Dr. C. B. Tanner, of Wisconsin, reports in the April Agronomy Journal on the striking difference between actual temperature within plants, and that measured conventionally in the air. In early afternoon there is a marked increase in plant temperature, possible associated with a slowing down of transpiration (which has a cooling influence). Temperatures in grass plants themselves were often ten degrees more than the measured air temperature, and a measurement of hay showed a difference of approximately 18 degrees (higher on the hay).

#### HIGH FERTILITY INCREASES INSECT DAMAGE

It is generally recognized that a high level of nitrogen makes turfgrass more susceptible to disease, especially in hot weather. The same sort of relationship may exist with some insects. Even the kind of fertilizer (rather than quantity) had an influence in Florida tests.

In a similar vein, were results reported in the April issue of the Agronomy Journal, by Okigbo, on work done at Cornell University. Discussing damage to wheat by Hessian fly, Okigbo concludes: "The highest losses were observed at the highest levels of nitrogen while the lowest ones were observed where no nitrogen was applied." Wheat being a grass, it may be reasonable to expect that this pertains widely in the grass family.

#### PARKER SWEEPER DEVELOPS DE-THATCHING MACHINE

Richard Parker, President of Parker Sweeper Company, Springfield, Ohio, invited Dr. Schery to visit the Parker factory and his home for demonstration of a new de-thatching machine developed by the Parker Company. Unlike many of the turf thinners or "vertical mowers," the Parker machine has flexible tines which comb the thatch out from deep in the sod, rather than acting like buzz saws cutting ridges into the turf.

So that the Lawn Institute might experiment with this device, under diverse lawn management procedures, Parker Sweeper supplied not only the de-thatching machine, but a powered sweeper to collect the thatch after it is removed from the lawn.

There would seem to be mutuality of interest between the Lawn Institute and Parker Sweeper. The more intensively that lawns are maintained, the more likely is thatch to be an irritant. The tide certainly is running in the direction of better-kept lawns; especially with grasses prone to thatch (such as bentgrass) there would seem considerable interest in powered raking that may help prevent or cure thatch.

#### EARLY SPRING INTEREST IN LAWNS

To judge by clipping pickup, mid-March marks the real onset of interest in lawns, especially in middle latitudes. The Institute clipping envelope for the few days near mid-March contained nearly 60 clippings.

In total lineage nothing receives greater coverage than an Associated Press Newsfeature release. Institute members may remember that in the autumn kit Earl Aronson quoted the Lawn Institute directly, mentioning it in his column by name. In a similar release for March, preventive crabgrass treatment is discussed, and Aronson mentions: "Fine grasses, such as Kentucky blue and lawn fescues, will not be injured by crabgrass controls applied at the proper rate." We like to feel that Aronson's frequent mention of these grasses by name results from a consistent attention to our releases and press kit.

Although the clippings were dominated by the Associated Press Newsfeature, still about 25% of the clippings were direct quotation from the Institute's spring press kit, many of them with photographs or by-lines. The landscaping story was much used, viz.: "Kentucky bluegrass combined with fine fescues usually yield the best all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland bentgrass is excellent for moist or watered areas."

A few clippings carried local advice. Our friend, George Abraham, syndicated columnist in New York, advised: "Use Kentucky bluegrass and some fescue seed to fill in the bare spots. If the situation is shady, or soil is poor and dry, the fescue will do better than the bluegrass. There are advantages of mixing varieties within a species. - Merion Kentucky bluegrass makes a dense sod and flourished where fertility is high, but regular or natural Kentucky bluegrass and varieties such as Park or Arboretum persist better under limited soil fertility." Shades of Institute release material.

In Wisconsin newspapers, University of Wisconsin landscape people are quoted as advising: "On loam, clay-loam or clay soils, use a seed mixture containing 70% of one of the Kentucky bluegrasses. On lighter, sandier soils one of the red fescues is recommended." Further advice parallels that released through Institute kits and literature.

#### COMPLIMENTS FROM MASSACHUSETTS

It is pleasing to have compliments from recipients of the press kits. Dr. Harold E. Mcsher, Extension Horticulturist for the State of Massachusetts, writes: " - I certainly appreciate receiving these kits for the county agents in Massachusetts. The county agents in turn make use of the material in their news releases to the newspapers, radio, and in answering specific questions - -it helps me keep the county agents alert with timely information in the field of ornamental horticulture, of which lawns make up a considerable part. - -Would strongly recommend other extension services in other states make use of the same materials."

#### THE "TOUGH" WINTER OF 62-63

We may hear how bad last winter was in the East for years to come. This word from our advisor at Rhode Island, Dick Skogley: "This past winter was one of our worst for winter injury to turf and other ornamentals. The seed industry should have a good year if much of the rest of the country was hit like the Northeast."

#### LOSS OF FERTILIZER NITROGEN

Tests have repeatedly accounted for as little as half of the nitrogen applied as fertilizer in the vegetation (crop). What happens to the "lost" nitrogen?

Recent research reported in April-May Crops and Soils accounts for from 85 to 95% either in soil or crop, leading to the supposition that 8 to 15% was lost as gas. Radioactive nitrogen was used as the tracer.

Possibly in turf such loss would be minimized, because of the dense vegetation and duff which constitutes an active biological system compared to bare soil with row crops.

#### NEW MOVIE, "BEAUTIFUL LAWNS," AVAILABLE

The National Plant Food Institute, 1700 K Street, N.W., Washington 6, D. C., has now released its new color movie, "Beautiful Lawns." Film running time is about 20 minutes, and distribution is handled through NPFI.

Members may recall that the Lawn Institute had a hand in the design and script of this film. We are very gratified that the National Plant Food Institute sees fit to retain most of the suggestions offered, including a fine sequence urging the use of quality seed mixtures (and naming natural Kentucky



bluegrass and its varieties, as well as "fine" or "lawn" fescues by name). All in all, we feel this is an excellent film, and a valuable complement to the Lawn Institute's now over-worked "Bluegrass Beauty." Members will no doubt want to urge garden clubs and similar audiences to request "Beautiful Lawns" for local showing.

The film opens with a typical sequence of human interest shots - child skipping rope, croquet, relaxing in the shade, kids riding tricycle across lawn, kids and grandma enjoying nice surroundings, etc. Then an excellent sequence emphasizes desirability of reading the label on a seed box, to be certain that quality ingredients are contained. There is a neighborly consultation, reviewing steps to a good lawn.

The "how to" phase opens with admonition that autumn is the ideal lawn seeding time. Fertilizing and rotary tilling of the seedbed are portrayed. Then comes an excellent sequence in which a map is played on the screen, depicting the zones where Kentucky bluegrass and fine fescues are well adapted. The names of these grasses, including certain varieties, are spelled out on the screen, and then all the letters run together into a jumble which turns out to spell "quality seed mixtures." Meanwhile the commentator advises that good mixtures contain Kentucky bluegrass and fine fescues as the basic grasses for almost all lawns.

There follows another admonition to read the labels (with a close-up of a seed package), then instructions for seeding, sodding, mulching, etc. The viewer is advised to consult his garden supplier or county agent for additional information, and a "shade mixture" containing lawn fescues is advised for a spot seeding sequence in a shaded location.

The next phase offers a review of five essentials for making and keeping a good lawn. Liming and feeding, proper mowing, watering as the lawn needs it, weed control, and insect and disease control are each discussed separately.

The final sequence takes pains to point out that there is no magic in all of this, that it is neither troublesome nor expensive considering modern products. The viewer is advised to follow the sequence of steps just depicted, and to "use quality seed" as one of them.

All-in-all, this seems a very useful film that will do much to help all phases of lawn product sales. As seems inevitable in film making from an answer print, the colors seem a little faded, especially for the green in most lawns. But a few minor flaws in no way obscure the general, sincere message of the film, encouraging people to use quality ingredients intelligently, and really enjoy having a beautiful lawn.

#### ENTHUSIASTIC COMMENT

In checking correctness of addresses, we were pleased to have enthusiastic comment back from Barbara Black, of the NEW YORK WORLD TELEGRAM & SUN. She would like to use Lawn Institute photos with her column, giving credit.

#### BENTGRASS INQUIRY RECEIVED FROM GERMANY

A short time ago Christoph Eisele of Hessische Saaten GmbH, Darmstadt, Germany asked the Institute to cooperate in evaluating the status of *Agrostis* (bentgrass). We pointed out that just about as much confusion exists in this country as in Germany, with few books agreeing upon exact specific and varietal definition. Mr. Eisele is gathering opinion on the subject from several different parts of the world, and promises to send a resume of all as soon as it is ready.

Apparently classification of bentgrass is confused and difficult everywhere. But it may be of especial interest in Germany, since Mr. Eisele reports that tax paid depends upon classification (he terms this German "bureaucrazy"). Eisele concludes: "We think it will be necessary - to start discussing this subject - -in Germany. - -we have to pay turnover taxes of 4%. For agricultural seeds this is reduced to 1%. *A. alba* is regarded as agricultural seed whereas - *A. tenuis* is not suited for agriculture and we therefore have to pay 4% - -."

It will be interesting to have Mr. Eisele's world-wide summarization of bentgrass classification problems.

#### U. S. RUBBER CONSIDERS WINTERSEEDING BOOKLET

Having received copies of the beautifully done Naugatuck Chemical booklets on use of MH-30 for roadside seeding and general horticultural spraying, Dr. Zukel was approached with the idea of maybe issuing something similar on MH-30 for winterseeding in the South. This is his reply:

"Thanks for your comments - we are interested in preparing any literature which would extend usage of MH-30.

We will review (acceptance of MH for use in the Southeast) to see if a publication is justified. The booklets are quite expensive - - and a certain amount of sales are necessary to justify them. I will let you know - -."

#### CONSERVANCY DISTRICT USES INSTITUTE ADVICE

For a number of years the Miami Conservancy District in Ohio has telephoned the Lawn Institute office before seeding levies, drainage areas and other acreages under the Conservancy's jurisdiction. The most recent problem was soil holding on a large levy that could not be seeded until mid-June, generally not an ideal time for seeding the conventional bluegrass-fescue mixture suggested. Nor did the Conservancy wish an aggressive temporary cover that would make seeding a quality mixture difficult in September. Dr. Schery suggested Korean lespedeza as a temporary summer cover, which would not interfere with establishment of bluegrass later. Because this waterway

will be fairly conspicuous, yet not mowed, the advantages of using Oregon fine fescues instead of tall fescue, as a companion to Kentucky bluegrass, were pointed out.

#### GRASSES RELATIVELY RESISTANT TO RADIATION

The June issue of Scientific American discussed "The Ecological Effects of Radiation," in which controlled tests with a central source of gamma radiation was tried upon forest, field and other situations. Surprisingly, at radiation levels sufficient to be bothersome to mankind, many plants were bothered even more. This was especially true of forest-type vegetation, with pines more susceptible to damage than deciduous trees (oaks, maples, etc.).

Knowing how durable grasses and lawn weeds are, it is not surprising that radiation has lesser adverse effect on "old field" vegetation. Where all plant life was killed in the forest, crabgrass and groundsel survived in the "old field" at the same intensity of radiation. Panicum grass was not far behind.

There are several reasons why grass and its cohorts appear more resistant to radiation. Genetically, they are polyploids (doubling up of chromosomes), a factor that often seems to lead to greater vigor and resistance. Also, the active growing parts of grass and low vegetation are relatively protected, the tissues fast growing.

#### FURTHER EVIDENCE OF A ROUGH WINTER

Advisor L. J. Higgins, of New Hampshire, reported that the severe 1962-63 winter had its effect on New England turf. " - -we suffered considerable winterkilling - -some damage - -due to an overflow from a culvert plugged with ice. - -Sherwood Moore - -in charge of a 36 green golf course - -experienced great amount of winterkilling - -he was ready to give 30 greens to anybody who would take them. The other six were not damaged quite so much."

#### FLOWER GROWER ADVISES ON LAWNS

In a staff article in the April issue, Flower Grower has this to say about sowing "Lawns the Way You Want Them." - "Don't expect all types of grass to cover the same given area. Perennial ryegrass may be less expensive per pound than Kentucky bluegrass, but its seed is bigger than that of its more costly cousin and you'll need more of it to do the job."



#### INSTITUTE PRESS KIT PHOTO IS COVER PICTURE

Institute members may have noticed that the February 22 issue of Seed World carried the Lawn Institute press kit photograph (showing a hand patch seeding with Park Kentucky bluegrass) as its cover photograph.

#### ANOTHER DIFFICULTY FROM TOO MUCH NITROGEN

It is well recognized that excessive nitrogen on lawn turfs during hot, muggy weather can result in decimation usually blamed upon "disease." It is interesting to note from an item in "Weeds and Turf Pest Control," that the same seems true of chinchbugs. The article states: "Workers in Florida suggest that heavy nitrogen fertilization may be held up until fall to discourage chinchbug population explosions."

In tests at the University of Arizona, bermudagrass fertilized with ammonium nitrate had more Eriophid mite damage than unfertilized plots.

#### PHOTOS APPRECIATED

"Thanks for the photos - -for a lawn story, as soon as I can get to it (the strike jammed up things quite a bit) - -when I run this, I'll send a clipping along."

Barbara Black, NEW YORK WORLD-TELEGRAM

#### INSTITUTE ADVISOR QUOTED

Dr. W. H. Daniel, Institute advisor, was quoted in a question-and-answer article on lawns in the April issue of Flower and Garden Magazine. We are pleased with Bill's answer to the question "What's the best grass seed for me? I'm a complete beginner."

Answer. "Get a medium-priced mixture of species with more than 25% bluegrass (you can tell by reading the label). Avoid mixes containing coarse leaf fescues (Alta, K-31); and avoid bargain mixtures because they usually contain little if any bluegrass."

#### NEW CRABGRASS CONTROL

Dr. R. D. Ilnicki, of Rutgers University, recently reviewed new weed killers, in Crops and Soils. It was interesting to note that still another crabgrass killer is spoken of highly, Disan, an involved sulfonamide containing thiophosphoryl groupings. The product was formerly known by the code designation R-4461, and is said to control crabgrass in established turf and Dichondra.

#### GOOD GRASS EXTOLLED

The April issue of Popular Gardening appropriately carried a spring lawn article. We are gratified that author Lawrence adopted much the same line of reasoning as the Institute does, viz. - " - -read the label before buying grass seed - -lawn grief begins with poor grass selection. - -The most common mistake of all is to buy inferior seed - at least it makes an inferior lawn. - -Northern gardeners should look for mixtures containing Kentucky bluegrass, or one of its selected varieties, and the creeping red fescues. - -No quality lawn seed mixture should contain more than a trace of temporary grasses, such as annual ryegrass - -." The article then discusses the differing lawngresses and their attributes. In conclusion the reader is reminded: "Almost any seed mixture should have a generous proportion of Kentucky bluegrass and a fair amount of red fescue - -do not buy seed mixtures that have a large proportion of ryegrass. If you want a fine-textured lawn, avoid tall fescues, which are coarse and broad. Kentucky bluegrass, thick and healthy, is a guard against weeds - especially if you don't cut it too short.- -" And, finally "when you buy grass seed, demand at least 80% fine-textured, permanent perennial grasses in the mixture." The latter sounds almost like Seal of Approval standards.

#### INSTITUTE QUOTED IN LAWN/GARDEN/OUTDOOR LIVING

The May issue of Lawn/Garden/Outdoor Living carried on page 2, an article adapted from the remarks made by Dr. Schery at the First Maine Turfgrass Conference. Under the banner of "Homeowner Wants Minimum Maintenance Turf, Dr. Schery Says," the article summarized highlights of the Maine presentation. "The choice and performance of a grass variety depends more upon the user than on the inherent characteristics of the grass, Dr. Schery says. He pointed out that Kentucky bluegrass makes a fine cover with a minimum of attention where soils are at all good, while fine fescues do well where soils are thin and dry. Highland bentgrass makes a good cover in misty higher Maine elevations or where ample watering is possible."

#### GROWTH RETARDATION FROM RESIDUES

The American Society of Agronomy special publication, "Food For Peace," mentions in one of its articles that stubble mulch left from wheat has retarded later stands of other crops. Corn germination, for example, was inhibited under a wheat straw mulch. This parallels the findings of Dr. Underwood and others with ryegrass, that subsequent seedings of other grasses may be inhibited by the rye. A number of studies have shown extractable substances from certain species to have influence on establishment of others.

#### NEW TRADE MAGAZINE

Weeds and Turf Pest Control, published by Trade Magazines, Inc. of Cleveland, Charles D. Webb, Editor, is a relatively new influence in turfgrass circles. We asked Editor Webb to define the audience this magazine is meant to serve. This is his reply:

" - - Weeds and Turf is really the vertical magazine of turf management in all of its phases. While many of our readers are contract spraymen, we also reach nurserymen, turf supervisors for state highway departments, certain members of the golf course superintendent profession, and other people who are concerned with the maintenance of fine turf, whether in home lawns, industrial parks, or other areas."

#### SCHOOL SYSTEM REQUESTS LITERATURE

"I understand your Institute does a great deal of research pertaining to the establishment and care of lawns and grassy areas. I would appreciate receiving publications pertaining to lawn care to place in our library for use of students doing research in this area." Paul Seaton, Superintendent, Antioch District Schools, Overland Park, Kansas

A complete assortment of Institute reprints and booklets was sent to Mr. Seaton.

#### INSTITUTE EDUCATIONAL INTEREST MATERIALIZING IN S. CALIFORNIA

As much as eight years ago the Lawn Institute advocated relating lawn handling and experimentation to educational efforts. In Plant Science Bulletin, Dr. Schery published an article entitled "Doorstep Botany" in July 1956. Now we are pleased to note that southern California turfgrass interests are stressing similar youth educational programs. California Turfgrass Culture carries an item on this, by Wayne Morgan, of Los Angeles County. Two programs have been activated.

One involves the 4-H, and covers a four year period. Studies include basic work with soils, water and nutrition, as well as actual handling of turfgrass. Youngsters must maintain and improve an existing lawn, conduct an experiment demonstrating the effects of fertilization and mowing height, and measure the amount of water applied from irrigation. The Southern California Turfgrass Council has established an educational trust fund, that gives \$50 to each youth successfully completing the first year's project, \$100 for the second year, \$150 for the third, and \$200 for the fourth. This money is set aside for college purposes; it is possible for a 4-H youth to gain \$500 assistance for advanced education.

Another activity is conducted through the Los Angeles city schools. As part of the teaching program plots have been established in 11 Los Angeles



junior and senior high schools, where turgrasses are studied, and the students learn about propagation, fertilization, mowing and irrigation. This has encouraged several youths to consider turfgrass studies as a career, and lends itself to successful summer employment. Groups interested in southern California turf believe that these two moves will encourage a good supply of qualified candidates for advance schooling in the field.

#### INTERNATIONAL FLAVOR

In spite of having chiefly domestic interest, the Lawn Institute does receive foreign inquiry. Previous Harvests have reported upon communications with Europe, India and elsewhere. This spring the Extension Service at Rio Piedras, Puerto Rico inquired of us, as did Mr. P. F. Coates of Wright, Stephenson & Co. Ltd., Melbourne, Australia. Mr. Coates writes, under date of June 5: "Thank you very much for your - -periodicals - -I find them very interesting. I have ordered your book through one of our book shops - - if we are able to be of any assistance to your Institute, it will be a great pleasure."

#### INSTITUTE PHOTOS REQUESTED

Mr. Joseph A. Owens, preparing an article for Columbia, said to be the largest Catholic magazine in the United States, requested Institute photographs to illustrate his story. The article points out the increasing interest in lawns by homeowners, with expanding markets for power mowers, fertilizers and so on. Owens indicates that his article "details the growth of the family lawn, its rises and importance."

#### BLUEGRASS SUCCESS IN TENNESSEE

In the enthusiasm of checking annual winterseeding, we sometimes lose sight of the fact that in some southern locations the desire is for a permanent combination of cool-weather and warm-weather (bermuda) grass. This word was received from Institute advisor, Dr. J. K. Underwood, at the University of Tennessee: "About the overseedings, last year's report can be amended by stating that the bluegrass on all bermudagrass sods has thickened up to the point that one might mistake them to be pure bluegrass. I am highly pleased. On zoysia grasses, the picture has not changed - not worth the attempt. - - It apparently takes two seasons for a bluegrass sod to take hold on bermudagrass." J.K. adds that bentgrass and fine fescues have not done as well as bluegrass in holding their own with bermuda in the Knoxville area.

#### SEED TRADE NEWS CARRIES INSTITUTE RESUME

The April 17 issue of the Seed Trade News epitomized Dr. Schery's presentation to the Michigan Turfgrass Conference, under the heading "About Lawn Seed Merchandising."

#### FISON REPRESENTATIVE VISITS INSTITUTE

Fisons Horticultural House, one of the major supply firms in England, recently purchased Doggett-Pfeil in New Jersey, in order to gain entry into the American market. The new subsidiary is known as Doggett-Fison, Springfield, New Jersey. Mr. R. D. V. Lang, Marketing Manager, called upon the Lawn Institute in late April.

Fisons have come up with an ingenious new type of spreader, in which the ejection mechanism is a polyurethane foam roller operating in a cast aluminum housing. A prototype left with the Lawn Institute has proven of excellent design, easy to handle, store and operate. There is no "on-off" lever and no hopper with perforations for emission of product. Instead a "free-wheeling" lever lets the spreader be moved without agitation of the foam-plastic roller, which (because of a differential) is not activated until both wheels are moving forward. There is thus no danger of a surge of product at start-up or turn-around. The machine would seem able to accurately dispense a wide variety of products regardless of particle size.

#### RYEGRASS DEFICIENCIES ADD UP

In checking the increasing dissatisfaction with ryegrass for winterseeding in the South, it is interesting to note the incidental objections as well as major deficiencies such as competitiveness at spring transition, rampant growth (necessitating extra mowing), lack of good texture, and so on. Dr. George Butler of the University of Arizona, Department of Entomology, finds that ryegrass encourages the Eriophyde mite on bermudagrass (an increasing problem in Arizona). In Report 203 on turfgrass research, under the heading of "Effectiveness of Overseeding" he notes: "Lawns which have been overseeded with winter rye appear to green up slower and have more mite damage - - as far into the summer as July 25, seven plots continued to show mite injury in the portions that had been overseeded."

#### BLUEGRASS AND FESCUES RATE HIGHLY

In the 1961 overseeding trials at the University of Arizona, Dr. Folkner compared for density and color 13 different varieties of bluegrass, fine fescue, bentgrass and ryegrass. In the December 31 ratings, Seaside bent, Pennlawn fescue, Chewings fescue, Illahee fescue and Kentucky bluegrass (Park) all had top rating. Marion, Delta and Newport bluegrass ranked medium to low.

#### OHIO TURFGRASS PROGRAM PROGRESSES

Dr. Kenneth Bader has under development at Ohio State University, in Columbus a fairly extensive turfgrass program. Roughly half of Dr. Bader's time is assigned research the other half teaching. One graduate student is already working on a master's problem, and a number of undergraduates are taking turfgrass course work. Formerly turfgrass work was almost exclusively at the Wooster Experiment Station, Dr. R. R. Davis in charge.

In its early stages Dr. Bader's work follows conventional channels, developing background on familiar turfgrass problems. Studies are under way on the ecology of grasses (interaction of different species), and a wide selection of plantings have even been made or are contemplated for autumn, involving major turfgrass types. At a "sub-station" at Ripley along the Ohio River, other plantings are being made, including warm-season grasses (bermuda, zoysia).

The second revision of "Caring For Your Lawn" (Agricultural Extension Bulletin 271, by Davis, Caldwell and Gist) is contemplated. There has been excellent demand for this publication. Members may remember that the Lawn Institute cooperated in its development, supplying many of the photographs (for which credit is given in the booklet). The bulletin is a good plea for quality turfgrasses, and begins "Given proper cutting on good soil with adequate fertilization, bluegrass is nearly indestructible - -." It goes on to speak about bluegrass-fine fescue mixtures, and treats bentgrass as a separate heading. An amusing series of cartoons entitled "Four Sure Ways To Wreck Your Lawn" appear on the back cover, courtesy of Oliger Seed Company, among which "Using poor seed" is one of the ways cited.

#### BLUEGRASS TASTY

The Journal of Dairy Science, Champaign, Illinois, carried a report by Ridley et al, on the "Relationship of Animal Preference to Botanical Composition of Irrigated Pastures". Heifers operated for "windows" in the digestive system were observed for the forage they selected when given free grazing opportunity, and for the usage they made of consumed grass. Conclusions were that Kentucky bluegrass was much preferred to tall fescue, and bluegrass stands (even if of limited extent) were sought out amidst surroundings of tall fescue.

#### NORLEA RYEGRASS SURVIVES WELL

In a previous Harvests (Vol. 8 No. 9), performance of Norlea ryegrass on the Institute grounds was reviewed. It had both advantages and disadvantages, depending upon season. But its superior performance in winter hardiness had seemed of little consequence, since with "normal" winters common perennial ryegrass had not killed out.



However, in the 1962-63 unusually severe winter, common perennial ryegrass was harder hit than was Norlea. By green-up time at the end of March, stands of Norlea were much more attractive, brighter green and with less winter damage, than the contrasting plots of common perennial ryegrass. This is the first winter since tests were undertaken on the Institute grounds where superior winter hardiness of Norlea was much of a consequence.

#### CONTINUING LAWN ADVICE IN NEWARK NEWSPAPERS

A tear page sent by the Kansas City office shows additional excellent coverage in the Newark SUNDAY STAR LEDGER. Perhaps the New York newspaper strike spurred Newark into expanded gardening coverage this spring.

In a five-column item we are pleased to see an evaluation of lawn seed mixtures, with the advice: "Notice that word 'permanent.' This means you should look for generous quantities of 1. fine red fescues, 2. Kentucky bluegrass and 3. excellent bentgrass." We know that Alice Dustan, garden columnist has also used Lawn Institute materials in this newspaper repeatedly, and feel the press releases give additional pay-off in unsigned articles of this type.

The article goes on to outline the habits and needs of the various grasses, and mentions Park bluegrass along with Merion as useful varieties of Kentucky bluegrass. Red fescue varieties named include Pennlawn and Chewings, and pains are taken to point out the inadvisability of seeding Alta or Kentucky-31 fescue.

#### ADVISOR APPRECIATES INSTITUTE RELEASES

Lawn Institute advisor, J. C. Lowery, Alabama, writes: "I am enjoying your material - -. In fact, I am taking a few facts for my letter to county extension workers. - - interest in turfgrass is growing rapidly in Alabama. Our circulars have been in great demand - -. We have had quite a few turfgrass schools in the county. We are promoting turfgrasses for many uses - - we have a set of color slides in stock for loan to counties. - -"

#### EARLY SPRING PRESS CLIPPINGS

There was an unusually large pickup of press clippings about lawns in late March. The Luce envelope contained 103 clips, and of these 21 were either direct quotation of Lawn Institute items or photographs.

Stress given quality turfgrasses was gratifying. Syndicated columnists, whose releases account for a good many of the clippings in such a collection, continue to name good grasses by name. Viz., this from Earl Aronson of AP Newsfeatures: "Fine grasses, such as Kentucky blue and lawn fescues, will not be injured - -." And Allen Swenson, of Newspaper Enterprise Association:

"Use Kentucky or Merion bluegrass for sunny spots. Use Pennlawn, Chewings or other red fescue for shady spots. Or use a seed mixture containing these varieties - -."

Local experts, too, continue to offer sound advice. In New Jersey Milton Cowan writes: "Don't waste your time with cheap seed mixtures. Invest in a seed mixture that contains a high percentage of Kentucky bluegrass or Merion Kentucky bluegrass and red fescue." Francis Rackemann, writing for the Baltimore Evening Sun states: "Good quality seeds will produce good results. Kentucky bluegrass or a mixture with Chewings or Creeping red fescues, are the most widely used grasses in Maryland. - - Chewings fescue is one of the best - -."

In many of these instances, the Lawn Institute stories afford background for the columnist. Often times the stories are used verbatim, without credit or by-line. Sometimes the press kit photograph and caption appear without a story, though usually with credit (viz., caption in the Jamestown, New York POST JOURNAL, with an Eleanor Rhubottom article: " - - bolster lawn with a light scattering of Kentucky bluegrass-fine fescue seed blend - Better Lawn & Turf Institute photo.").

The landscaping story continued to be one of the favorites. It may be recalled that this story began "The yard doesn't look like much without a lawn." Later it advises: "Kentucky bluegrass combined with the fine fescues usually yield the best all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland bentgrass is excellent for moist or watered areas." This item appeared in the Boston GLOBE, the Woburn, Massachusetts TIMES, the Pittsfield, Massachusetts BERKSHIRE-EAGLE, and the Lancaster, Pennsylvania SUNDAY NEWS, among others.

The Indianapolis STAR, in the Sunday, March 24, issue carried the Institute photo contrast of fine fescue and tall fescue. The caption reads: "The peacock and the vulture! The delicate fescue plant to the left is of the red fescue group, component of quality lawn seed mixtures; the coarse grass to the right is also a fescue, but of the taller Kentucky-31 group. Check fescue listings on the seed box to be sure red fescue varieties are contained, such as Chewings, Illahee, Pennlawn and Rainier."

The Albany, New York TIMES-UNION ran the "Ravages of Winter" story. In part this reads: "Kentucky bluegrass-fine fescue lawns thrive on cooler weather. They come back from hidden crowns no matter how rugged the winter. If lesser grasses have thinned, now is the time to upgrade, overseeding with a bluegrass-fine fescue mixture. Bluegrass is especially good for weaving tight sod; the fine fescues are at their hardy best for shade and dry soil. Highland bent is excellent for well-kept lawns in moist environments."

Curtis Schick changed only a few words in utilizing an Institute story for the Newark, New Jersey NEWS, under his by-line. We welcome a local by-line just so long as the conclusion is: "In this area Kentucky bluegrass blended with red fescue varieties will provide the grasses needed for sun as well as shade."

The Lima, Ohio CITIZEN used eight of the spring press kit shorts in its March 24 issue. These shorts have been well received generally. Among other papers printing them in late March are the Kansas City STAR, and Pittsburgh POST-GAZETTE AND SUN TELEGRAPH, the Akron, Ohio BEACON-JOURNAL. In each of the shorts the Lawn Institute is mentioned by name, as are the grasses for which it speaks.

Sunday, March 24, seems to have been the big day for garden supplements. The Rockford, Illinois MORNING STAR used 28 Institute shorts and stories. On the front page there were four separate shorts mentioning the Lawn Institute by name, picked up from the press kit list of shorts. Page 2 had the Lawn Institute mentioned twice, page 3 and 4 each had it mentioned three times, four more times on page 7, with two shorts and a full article and photographs on page 8 (incidentally, retaining our caption for the photo: "To improve bluegrass-fescue or bentgrass lawns, start early - -"), six shorts and one full Lawn Institute item on page 9, two more Lawn Institute references on page 11. Moreover, the staff-written lawn articles in this same issue were colored to a greater or lesser degree by Institute information.

The Portland, Oregon OREGONIAN carried a full-page spread adapted from an Institute press kit article. Three Institute photographs were prominently displayed. The article reads in part: "Bentgrass should be mowed close, about 3/4 to 1 inch. - - Fescue and bluegrass should be mowed at 2 inches. - - One pound of lawn seed (if a quality mixture) will cover about 400 square feet when used for reseeding a winter-damaged lawn."

#### CRESCENDO OF PRESS PICKUP IN EARLY APRIL

The April 18 envelope contained nearly 120 clippings, 38 items direct quotation from the Institute press kit, and innumerable others evidently influenced by Institute literature.

Among the larger city newspapers utilizing Institute materials, mostly with by-line credit, were the Boston, Massachusetts MORNING GLOBE, the Cincinnati, Ohio ENQUIRER, Syracuse, New York HERALD JOURNAL, Buffalo, New York COURIER EXPRESS, Albany, New York TIMES UNION, Duluth, Minnesota NEWS-TRIBUNE, Champaign, Illinois NEWS GAZETTE, Pittsburgh, Pennsylvania POST GAZETTE & SUN TELEGRAPH, Colorado Springs, Colorado GAZETTE-TELEGRAPH, and many smaller newspapers.

#### THE INSTITUTE QUOTED

Following are some of the clipping pickups of Institute stories or comments placed through the press kit.



Muscatine, Iowa JOURNAL (utilizing the "Instituting A Better Lawn" mat heading). "Kentucky bluegrass-fine fescue lawns thrive on cooler weather - - if lesser grasses have thinned, you can upgrade, overseeding with a bluegrass-fine fescue mixture. Bluegrass is especially good for weaving tight sod; the fine fescues are at their hardy best for shade and dry soils. Highland bent is excellent for well-kept lawns in moist environments." This same story appeared in the Salina, Kansas JOURNAL, the Boston, Massachusetts MORNING GLOBE, Bangor, Maine NEWS, Buffalo, New York COURIER EXPRESS (utilizing the Institute photo, too), and others.

The landscaping story, containing such passages as: "A sweep of deep green aristocratic bluegrass is a thing of beauty - - Kentucky bluegrass combined with fine fescues usually yield the best all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland is excellent for moist or watered areas.", appeared in the Bangor, Maine NEWS, the Coatesville, Pennsylvania RECORD, the Maynard, Massachusetts ENTERPRISE, the Sudbury, Massachusetts ENTERPRISE, among others.

The "research" story, containing such passages as: "Lawn Institute tests show that new seed must actually be in contact with soil - - lawn bentgrasses like Highland, need more nitrogen than bluegrass and fescue - - among the fine-textured varieties are Kentucky bluegrass (including varieties like Park, Merion and Arboretum), fine fescues (Chewings, Illahee and Pennlawn) and the bentgrasses (both creeping and lawn varieties such as Highland). - - Natural Kentucky bluegrass and varieties such as Park or Arboretum persist better under limited fertility.", appeared in the Cincinnati ENQUIRER, the Owensboro, Kentucky MESSENGER-ENQUIRER, the Champaign, Illinois NEWS GAZETTE and the Coatesville, Pennsylvania RECORD.

The power mower item from some time ago was featured in the Carlisle, Pennsylvania SENTINEL, viz: "Some grasses such as Kentucky bluegrass and fine fescues, favorites in the North, should be mowed rather tall, generally around two inches. - - Other grasses, such as exquisite Highland bent, are seldom mowed much above an inch, - -."

The insect story found space in the Syracuse, New York HERALD JOURNAL, and the Bangor, Maine NEWS, viz: "A side-advantage to reduction of the bother, according to Dr. Robert W. Schery, Lawn Institute Director, is that the elite lawngrasses will prosper when the bug population is reduced. - - Fortunately, quality northern grasses such as Kentucky bluegrass, fine fescues and Highland bentgrass are reasonably free of bug problems, Dr. Schery states."

The Brownsville, Pennsylvania TELEGRAPH carried review of grass types under the headline "Many Types of Kentucky Bluegrasses." Park and Arboretum bluegrasses are mentioned, as well as Oregon varieties.

Institute advisor, Chuck Drage, in Colorado, gave the Lawn Institute Seal of Approval story some good publicity, in a series of releases credited to county agents. These appeared in the LaJunta, Colorado TRIBUNE-DEMOCRAT, the Colorado Springs GAZETTE-TELEGRAPH and the Rocky Ford, Colorado GAZETTE

among others. Drage reminds: "Selecting lawn seed is easier than it used to be - - a package that bears the Lawn Institute 'Seal of Approval' guarantees minimum standards." The story goes on to describe what the Seal of Approval stands for.

The Cincinnati, Ohio ENQUIRER, in the Sunday, April 7, issue (circulation nearly 290,000) utilized several Institute shorts, italicized in the garden section. Viz: "The better lawngrasses are immigrants, says the Lawn Institute. Native American prairie grasses turn brown in winter, but favorite lawn species such as Kentucky bluegrass and fine fescues - - remain green during the colder months." And again: "The Lawn Institute reports that a measured bluegrass sod contains 864 live shoots per square foot in October, 1328 the next spring, an increase of over 50%.", and "Modern lawn tending is made easy, notes the Lawn Institute - - mowers - - that adjust height of cut easily. Kentucky bluegrass and fine fescues benefit from higher mowing, Highland bent from lower mowing about one inch tall."

Among the short comments are items such as these: "Modern weed killers won't injure stalwart lawngrasses such as Kentucky bluegrass.", Providence, Rhode Island JOURNAL; "For berms and distant views fine fescues and Kentucky bluegrass can be left unmowed - -.", Lima, Ohio CITIZEN; "Good seed spreaders are most worth-while, says the Lawn Institute - - Kentucky bluegrass-fine fescue mixtures, or straight Highland bentgrass, reach so far that just a few pounds of seed are sufficient to bolster a whole lawn - or to distribute uniformly by hand at that light rate.", from the Quakerstown, Pennsylvania FREE PRESS, and the Providence, Rhode Island JOURNAL; "Good Lawns are master-minded, reminds the Lawn Institute. The master of the lawn must mind seeding, feeding and regular mowing.", from the Albany, New York TIMES UNION.

The Syracuse, New York HERALD JOURNAL, and the Pittsburgh, Pennsylvania POST GAZETTE & SUN TELEGRAPH repeat the "lawn blessing" short, "A lawn is a blessing not a burden, points out the Lawn Institute. The lawn adds value, points up landscaping, keeps grime from the door, affords play space and summer 'air conditioning.' A few pounds of bluegrass seed blend and occasional mowing is small price to pay for all this." The same newspapers also carry shorts on crabgrass control, spring lawn bonus, and lawn seed, under such titles as; "Bluegrass Speedy," "Lawn Seed Improved" and "Lawn Adds Value."

The Colorado Springs, Colorado GAZETTE-TELEGRAPH utilized the short: "Park Kentucky bluegrass is a synthetic variety, says the Lawn Institute. Park, noted for its seedling vigor, is derived - -." The Council Bluffs, Iowa NONPAREIL states: "A hundred million dollars for county beautification! The Lawn Institute notes that Los Angeles county spends more than this to tend its lawns each year." The Quakerstown, Pennsylvania FREE PRESS utilized the same short.

The Duluth, Minnesota NEWS TRIBUNE used the patience-in-seeding item, which reads in part: "Tests indicate that Kentucky bluegrass seed, kept below 50°, takes about eight or nine weeks to show green fuzz. With average bluegrass-fine fescue lawns clippings will settle - -." The Bangor, Maine NEWS recites: "Don't plant weeds in the lawn, says the Lawn Institute. Choose lawn seed of high quality, under reliable brand. Quality seed mixtures will not only have

cleaner, weed-free seed, but include only grasses that are fine-textured, such as Kentucky bluegrass, fine fescues or bentgrass." The Colorado Springs GAZETTE-TELEGRAPH recites: "Crabgrass needs hot weather according to the Lawn Institute. If Kentucky bluegrass and fine fescues are urged to thick full growth in the cool of spring - - crabgrass won't stand much of a chance." The Buffalo, New York COURIER EXPRESS states: "Best lawn seeding time according to the Lawn Institute - -."

#### GOOD GRASS INFORMATION CATCHING

The following quotations from press clippings picked up certainly reflect Institute thinking, if not direct inspiration from its press kit.

The Zanesville, Ohio TIMES RECORDER headlines "Bluegrass Gives Best Results, Says Expert." The article in question appeared in innumerable Ohio newspapers, under the aegis of Ohio State University extension people. The final paragraph summarizes: "For the average home lawn which has some shade, a 50-50 mixture of Kentucky bluegrass - - and red fescue is one of the best mixtures - - Mixtures with timothy, redbud, orchardgrass, tall fescue, bromegrass would normally be undesirable for home lawns."

The Trenton, New Jersey TIMES quoted Rutgers University experts, viz: "Invite you to estimate if your lawn contains at least a third of the desirable permanent grasses such as Kentucky bluegrass and red fescue. If it does you can turn your lawn into one you'll be proud of in a year or so."

Minnesota newspapers, including the Bemidji PIONEER, quote the University of Minnesota: "Kentucky bluegrass is best for sunny lawns with heavy soil - - the seed mixture for sunny lawns should contain 60 to 80 percent Kentucky bluegrass and 20 to 40 percent Creeping red fescue. The Park variety of bluegrass will germinate more quickly and provide a turf cover sooner - -."

The University of Maryland is acknowledged in the Baltimore EVENING SUN, "The University of Maryland recommended seed mixture of 80% Kentucky or Merion bluegrass and 20% Chewings or Creeping red fescues."

Way up in Fargo, North Dakota, the MORNING FORUM advises: "Best lawns are obtained with a mixture containing mostly Kentucky bluegrass (Park bluegrass is a fairly new strain which also has given satisfactory results. The mixture may include some Creeping red fescue, which resists drought and will stand shade." This advice is attributed to the North Dakota State University Extension Service.

The Omaha, Nebraska MORNING WORLD HERALD quotes Consulting Forester, Charles W. Warren, who has received Institute press kits. "Beautiful permanent lawns may be had by planting fine, permanent species of grass. A mixture of red fescue and Kentucky bluegrass is well suited to our climate."



The Meadville, Pennsylvania TRIBUNE asks: "What is meant by a good lawn mixture - - one with a large proportion of perennial grasses, particularly Kentucky bluegrass and fescue, which are the grasses that look well, resist wear and endure indefinitely. You will find this information printed on the carton and it is worth remembering that seeds of the desirable grasses are smaller than those of the cheaper kinds, so that you get far more of them to the pound. That's why so-called cheap seeds can really be expensive." This item placed by Asgrow Seed Company.

The Greenville, Ohio TIMES quotes the extension agronomist, viz: "Common Kentucky bluegrass is the most widely, and generally best adapted grass for Ohio lawns." This appeared under the headline "Kentucky Bluegrass Recommended As Satisfactory For Ohio Lawns."

In Connecticut, from the Waterbury REPUBLICAN, we find: "In Connecticut a combination of Kentucky bluegrass and Creeping red fescue is recommended. - -"

Elizabeth Keiper, writing for the Rochester, New York TIMES UNION has this to say: "It is all important to buy the right seed for your lawn. Kentucky bluegrass is the basic grass for a sunny lawn in this region and should comprise at least 55% of the seed mixture. - - Fescues are recommended for shady areas and also are valuable in a general-purpose lawn mixture - - fescues tolerate drought - - good varieties include Pennlawn, Chewings, Creeping red - - a good seed mixture that is suited to your particular needs is your best investment in lawn making."

The Lima, Ohio CITIZEN attributed to Associate Agent Richard Stahl, the advice in the State University lawn bulletin, viz: "Bluegrass is nearly indestructible by anything short of continued trampling when it is cut properly and given adequate amounts of fertilizer."

The Cincinnati, Ohio ENQUIRER in a six column lawn article entitled "What's The Right Grass To Make Ideal Lawn?", has this to say: "The first requirement is a fine permanent species of grass such as a generous quantity of fine red fescues, Kentucky bluegrass or excellent bentgrass."

Way down in southern Missouri, the Monette TIMES states: "Kentucky bluegrass has long been the most desirable grass for this area of the country - -."

In Peoria, Illinois, the EVENING JOURNAL STAR columnist, G. D. Perisho, adds: "The bargain seed prices do not always indicate a bargain - - you can find lawn seed priced at practically any price - - Kentucky bluegrass is probably the most common. - - It will make a very attractive lawn - - Chewings fescue and Creeping red fescue - - will make a tough, serviceable lawn."

And finally, Alfred Putz writes for the New York City Area, in the New York HERALD TRIBUNE: "Try to match the grass blend with that originally used for starting the lawn or, better still, select the most expensive mixture you can obtain which will likely contain nothing but Kentucky bluegrass, Merion

Kentucky bluegrass and a good fescue grass such as Pennlawn fescue. Stay away from mixtures containing annual or perennial ryegrass. Expensive as the mixture may appear to be, in the end it will prove actually the cheapest where the gardener is interested in a good lawn."

#### MAY SAYINGS FROM THE CLIPPING ENVELOPE

The Rockford, Illinois REGISTER REPUBLIC adopts Institute philosophy: "Many experts prefer a mixture - - one will do well in a certain soil - - survive a given plant disease which kills a second variety. If you have a budget problem, a lesser amount of quality seed is better than a lot of 'cheap' seed."

The Grand Rapids, Michigan PRESS sent the photographer out to snap an unsightly tall fescue plant in bluegrass. The caption with the photo reads: "Beware of 'bargain' grass seed - poor lawns are frequently a result of initial plantings of undesirable grasses. Here is a coarse grass, tall fescue, seed of which was present in economy mixture - -. Be sure to read the label on packages of grass seed carefully. The best seed for lawns is Kentucky bluegrass and its special strains such as Merion, Park, and Delta; fine-leaf fescues and Colonial bentgrass." (looks as though the Institute releases have been effective!)

From the rural areas, the Claremont, New Hampshire EAGLE advises: "Avoid certain lawn seed mixtures." The story admonishes against mixtures containing tall fescue, ryegrass, etc. "Kentucky bluegrass and fine red fescues are your best bet. They are so well adapted to this area that you should never consider buying any mixture showing less than 90% of them on the seed tag - -."

The Green Bay, Wisconsin FRIEND REPORTER quotes the county agent as saying: "Common Kentucky bluegrass is the best for lawns - if you don't pay any more attention to the lawn than you have to - - Almost always a little red fescue is included - a mixture of the two makes a nice thick, heavy turf. - - We recommend a grass seed mixture with about 70% Kentucky bluegrass - or one of its strains - and some red fescue."

Ralph Eggert, in his Muskegon, Michigan CHRONICLE column, advises: "Most lawns in this area are of Kentucky bluegrass for sunny areas, or Chewings fescue for shade - or a mixture of both."

#### MICHIGAN FETES OREGON

Oregon members of the Lawn Institute will be delighted by the pickup of this item from the Institute press kit, as it appeared in the Ann Arbor, Michigan NEWS May 9: "Best fescue grass seed comes from Oregon. The fine fescues such as Chewings, Illahee and Pennlawn are grown as a crop in Oregon. They're carefully cleaned and marketed according to high standards of certification."

#### GLEANINGS OF LATE MAY CLIPPINGS

Late May showed spring press kit still having influence, as evidenced by direct printing of Institute material in North Tonawanda, New York NEWS (three items); Buffalo, New York COURIER EXPRESS (by-line article with photo); Albany, New York TIMES-UNION; Natick, Massachusetts SUBURBAN FREE PRESS; Phoenixville, Pennsylvania REPUBLICAN (with by-line credit); Ann Arbor, Michigan NEWS (five items); Grand Rapids, Michigan PRESS; Sheboygan, Wisconsin PRESS; Cincinnati, Ohio ENQUIRER (two items); Muscatine, Iowa JOURNAL; Council Bluffs, Iowa NONPAREIL (two items).

Some of the key phrases about Institute grasses include: "Kentucky bluegrass combined with fine fescues yields good all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland bentgrass is excellent for moist or watered areas." "Kentucky bluegrass-fine fescue lawns thrive on cooler weather - - Highland bent is excellent for well-kept lawns in moist environments." "A weed is merely a plant out of place, notes the Lawn Institute. So don't let a haygrass such as tall fescue become a weed by planting it in the lawn. Tall fescue is not to be confused with the fine fescues from Oregon (Chewings, Illahee and Pennlawn)." "Best for areas in North are Kentucky bluegrass and the fine or red fescues. A good seed mixture should be predominately of these two basic species. Some of the names you may see listed as varieties of Kentucky bluegrass are Arboretum, Park, Merion and Newport. Park is an especially fast sprouting variety. The red fescue varieties include such well-known names as Chewings, Illahee, Pennlawn and Rainier. High quality seed of all of these is produced in Oregon."

"Seldom can hand sowing be precise enough to allow the light rates of seeding possible with a spreader. Kentucky bluegrass-fine fescue mixtures, or straight Highland bentgrass, reach so far that just a few pounds of seed are sufficient to bolster a whole lawn - -." "Kentucky bluegrass and fine fescue benefit from high mowing." "Modern weed killers won't injure stalwart lawngrasses such as Kentucky bluegrass." "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. Pennlawn and Illahee have performed particularly well on the Lawn Institute grounds in Ohio." "Fortunately, quality northern grasses such as Kentucky bluegrass, fine fescues and Highland bentgrass are reasonably free of bug problems, Dr. Schery states." "Kentucky bluegrass is one of man's more durable plantings, notes the Lawn Institute."

"Lawn seed is a better value than ever before, says the Lawn Institute. Kentucky bluegrass, fine fescues and Highland bentgrass are harvested and cleaned by modern equipment, to sprout more surely and have fewer weeds." "Mow Kentucky bluegrass and fine-leaf fescues at a 2-inch height - -."

#### INTEREST IN LAWNS UNABATED

The April 11 clipping envelope contained 121 clips, many of them direct quotes from the Lawn Institute releases. It is especially gratifying that the constant plugging of quality turfgrass names - Kentucky bluegrass, fine fescues and



Highland bentgrass - is receiving such widespread reception. Whether or not an article is a direct adaptation of Institute materials, thoughts the Institute has placed widely seem established in the repertoire of lawn advisories.

#### EXTENSION RELEASES OUTSTANDING

Two states stand out in effective extension release of sound lawn information, to judge by spring clipping pickup. These are Iowa, and New Jersey.

In Iowa Ed Cott and his associates have issued widely used spring releases to most daily newspapers. The stories may be attributed to county agents, or to state college researchers. The Lawn Institute supplies Iowa with press kits for county agents in metropolitan areas. Typical of advice in the releases: "- - for sunny areas a mixture of 75% Kentucky bluegrass and 25% creeping red fescue - - it isn't necessary to use a nursegrass, such as annual ryegrass - - for shady situations plant a 50% Kentucky bluegrass and 50% creeping red fescue mixture - -."

New Jersey has been outstanding for its extension program reaching the press. In the relatively sophisticated dissemination of information, advice such as this certainly meets Institute standards: "Seeding your well prepared seedbed with a high quality seed mixture containing at least 75% Kentucky bluegrass and red fescue gets you off to a good start." Or "Kentucky bluegrass and red fescue are the basic ingredients of recommended lawn seed mixtures."

Frequently a New Jersey paper will scream a lawn headline, such as "Low Quality Grass Seed Is No Bargain For Lawns - Cheap Mixtures Lack Best Ingredients; Check Label To Be Sure." That is from the Hackensack RECORD, under the by-line of the agricultural agent. Major articles of this sort have appeared in the Atlantic City PRESS, the Newark NEWS, and many other New Jersey papers. Even minor adaptations help the good lawn cause, by naming the grasses, viz: "After seeding the good lawn mixture of Kentucky bluegrass and fescue, mulching is advisable."

#### BIG PAPERS, TOO, USE INSTITUTE MATERIAL

We like to feel that Lawn Institute releases are not only for the medium-size cities and newspapers. It is gratifying when the clipping envelope shows direct quotation or adaptations by newspapers in some of the bigger cities.

The Rochester, New York DEMOCRAT & CHRONICLE quoted verbatim an item entitled "Fine Leaf Grasses Approved By Institute," and of course cited the Lawn Institute by name: "The Lawn Institute grants the Seal of Approval to grasses - - better mixtures - - combine Kentucky bluegrass and fine fescues, according to Institute Director Robert W. Schery. Natural Kentucky bluegrass is harvested from age-old fields in Kentucky and the Midwest, is widely adapted and time proven. It gets along well with little care. Park and Arboretum bluegrasses are very similiar - - Park was developed in Minnesota from a dozen selections - - fine fescues include - - improved varieties such as Chewings, Illahee, Pennlawn

and Rainier, grown chiefly in Oregon - - Highland is a Colonial bentgrass grown in the high country of western Oregon - -."

The Boston EVENING GLOBE has been generous in use of Institute materials. Having their own garden editors, the GLOBE generally rewrites material. A March 29 five-column spread was entitled "Lawn Failures Begin With Wrong Grass Selections." It read in part: "The first requirement is fine permanent species of grass such as generous quantities of 1. fine red fescue, 2. Kentucky bluegrass, 3. excellent bentgrass. These are the tried and true lawngrasses." Later in the article each of these grasses is described in detail, with this caution about tall fescue: "All fescues except Kentucky-31 and Alta are valuable to a lawn mixture."

The Chicago SUN TIMES offered basically sound information under columnist by-line: "For lawns there are several formulas on the market. Many contain cheap seed that does little more than give a green cover for one year. The best lawn seed will contain high percentages of the desirable permanent grasses. These are the bluegrasses for sunny lawns (Kentucky blue and Merion blue), and the creeping fescues for shade - - most lawn seed mixtures for shady places also contain some bluegrass. This is so the mixture will serve for heavy shade and light shade."

Curtis Schick, in the Newark, New Jersey NEWS, advised thusly: "Sow 2 to 3 lbs. of a top quality lawn mixture high in Kentucky bluegrass if the area is sunny. If shade predominates, reduce the amount of bluegrass in the mixture and increase the amount of red fescue. Nursegrasses should not be included in the seeding."

The Bloomington PANTAGRAPH carries this advice by Gene Mosbacher: "Kentucky bluegrass is the old standby for most lawns. Kentucky blue is also the most common lawngrass in Illinois. - - The fescues, Chewings fescue and Creeping red, make up another group - - will grow well in droughty soil in either sun or shade."

#### CIRCULATION OF LAWN INFORMATION IN OHIO IMPROVES

It is pleasant to see many medium-size towns in Ohio using Institute releases, and some of the bigger cities developing stories about lawns. A newly launched turfgrass program at the state university in Columbus has been helpful. County agents of the extension system advise this in the Circleville HERALD: "Common Kentucky bluegrass is the most widely and generally best adapted grass for Ohio lawns - - if too much shade is your problem, red fescue may be the answer. - - Tall fescue, also known as Alta and Kentucky-31, is not a good lawngrass. - - For the average home lawn which has some shade, a 50-50 mixture of Kentucky bluegrass - - and red fescue is one of the best mixtures. A complicated mixture is not needed."

Essentially the same story has been carried in the Fostoria REVIEW TIMES, and the Marietta TIMES, among other papers. Cincinnati papers have made heavy use of Lawn Institute "shorts" recently. One of these they even headlined

"Plant Fescues." It reads: "Fine fescue is good for shade. Fine fescues make excellent companions for Kentucky bluegrass in lawn seed mixtures, because they are able to survive well on dry soils in the shade."

The Lima, Ohio NEWS frequently uses the Institute mat "Instituting a Better Lawn." The March 31 issue carried the press kit story relating to insects, a portion of which reads: "Fortunately, quality northern grasses such as Kentucky bluegrass, fine fescues and Highland bentgrass are reasonably free of bug problems."

The Willoughby, Ohio NEWS HERALD also employs Institute stories. March 29 the item concerning research was used. Part of that story, you may recall, refers to the scheme being advanced whereby lawngrasses are labeled on the box as either fine-textured or coarse kinds. "The most attractive lawns are those seeded with 'fine-textured' grasses. Among the fine-textured varieties are Kentucky bluegrass (including varieties like Park, Merion, and Arboretum), fine fescues Chewings, Illahee and Pennlawn) and the bentgrass (both creeping and lawn varieties such as Highland)."

#### COMMENTS FROM THE CLIPS

The clipping service picks up many items both Institute-inspired and of independent origin. The clips give a rough cross section of what is being said about turfgrass, and may be of interest to members.

From the Mays Landing, New Jersey RECORD: "It is not recommended to incorporate Alta or Kentucky-31 fescue with the finer types of Kentucky bluegrass or red fescue."

From the Sudbury, Massachusetts ENTERPRISE: "A poor lawn is no attraction as a feature or a backdrop. Good turf must be adapted to the climate and to the attention it can be given. Kentucky bluegrass combined with the fine fescues usually yield the best all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland bentgrass is excellent for moist or watered areas." (obviously from Institute press kit).

LaJunta, Colorado TRIBUNE-DEMOCRAT: "- - for average conditions in home lawns Kentucky bluegrass is best - - red fescue grass is a good grass with Kentucky blue. - - It is similar enough to Kentucky bluegrass that it will not give the lawn a patchy look."

From the Grand Rapids, Michigan PRESS (the headline "Promotes Bluegrass - It's 'Hard To Beat' Lawngrass Here"): "Robert W. Schery insists it is hard to beat good old Kentucky bluegrass for lawns in the Midwest states. - - Schery was here to address the 33rd annual Michigan Turfgrass Conference - - Schery's advice on grasses is widely heeded by knowing turfmen. - - Better lawn seed mixtures for northern climates generally combine Kentucky bluegrass and fine fescues. Natural Kentucky bluegrass - - gets along well with little care. Park and Arboretum bluegrasses are very similar - - Fine fescues include the parent Creeping red type, and improved varieties such as Chewings, Illahee,



Pennlawn and Rainier, grown chiefly in Oregon. - - Highland is a colorful bentgrass grown in the high country of western Oregon."

The Springfield, Missouri LEADER AND PRESS picks up an AP Newsfeature: "Fine grasses, such as Kentucky blue and lawn fescues, will not be injured by the proper controls applied at the proper rate." (speaking of crabgrass prevention).

#### JEFFERSON CITY PAPERS MAKE WIDE USE OF INSTITUTE RELEASES

The garden section of the Jefferson City, Missouri CAPITAL NEWS featured a Lawn Institute article ("The Lawn Accents Your Landscaping"), and four shorter items mentioning the Lawn Institute (such as under the banner of "Noted For Seedling Vigor" - "Park Kentucky bluegrass is a 'synthetic variety,' says the Lawn Institute. Park, noted for its seedling vigor, is derived by planting together a dozen Kentucky bluegrass strains selected by the University of Minnesota."; and "Better Value" - "Lawn seed is a better value than ever before, says the Lawn Institute. Kentucky bluegrass, fine fescues and Highland bentgrass are harvested and cleaned by modern equipment, to sprout more surely and have fewer weeds.") The companion POST-TRIBUNE also carried the feature story March 28, and several of the shorter items.

#### INSTITUTE MATERIALS USED IN IOWA

March 26 the Muscatine JOURNAL carried the Institute mat identification "Instituting a Better Lawn," with the story on the importance of a good lawn to landscaping. In addition the Council Bluffs NONPAREIL utilized five of the Lawn Institute shorts, including one that always attracts attention by referring to seed number ("There are about 7 million seeds to the pound of Highland bentgrass, notes the Lawn Institute, the most among good lawn-grasses. Kentucky bluegrass has over 2 million seeds to the pound.")

#### ATLANTA CONSTITUTION CARRIES EXCELLENT INSTITUTE STORY

The Institute is grateful to Sawan and its public relations firm in Atlanta, for the top-flight coverage achieved in the Atlanta CONSTITUTION. An April 1 story appeared under the heading "Lawn Institute Says Good Seed Saves Money." The text utilizes Institute releases, such as: "Cheap seed mixtures of coarse haygrasses can be bypassed in favor of famed Kentucky bluegrass bolstered with Oregon red fescues. Even elegant Highland bentgrass is within the capabilities of the average home. The bluegrass-red fescue combination needs no pampering or special upkeep." Then about fescues: "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. - - Kentucky bluegrass and the red fescues should be mainstays of worth-while lawn seed blends for the region north from Atlanta."

With the illustration appeared this caption: "One of 15 seed processors in the U. S. whose blends have qualified and are eligible to show the Lawn

Institute 'Seal of Approval' is Sawan, Inc. Seed blends bearing the seal must meet quality standards set by the Institute, must be thin-bladed, perennial, sod-forming."

#### INSTITUTE RELEASES QUOTED

A sampling of Institute release material picked up from the spring press kit indicates coverage spread:

From the Champaign, Illinois NEWS GAZETTE, March 31 - "Kentucky bluegrass combined with fine fescues usually yield the best all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland bentgrass is excellent for moist or watered areas." The Ann Arbor, Michigan NEWS, March 28 carried the same story.

The Monroe, Michigan NEWS, March 30 - "Director Robert W. Schery of the Lawn Institute, Marysville, Ohio, said - -." The Wausau, Wisconsin RECORD HERALD, April 2 - "The worst lawn weed? The Lawn Institute says it depends where you live - -." The Albany, New York TIMES UNION, March 31 - "Spring Lawn Bonus! The Lawn Institute reports that a measured bluegrass sod contains 864 live shoots per square foot in October and 1328 the next spring, an increase of over 50%." The Syracuse, New York HERALD JOURNAL, March 29 - "Fine perennial lawns seldom ruined by ravages of winter.", and "Kentucky bluegrass-fine fescue lawns thrive on cooler weather - - bluegrass is especially good for weaving tight sod; the fine fescues are at their hardy best for shade and dry soil. Highland bent is excellent for well-kept lawns in moist environments. - - Basic strength is built into a lawn through good seed and fertilizer early in the lawn growth cycle."

From the Cincinnati, Ohio POST-TIMES STAR, March 29 - "Kentucky bluegrass-fine fescue mixtures, or straight Highland bentgrass, reach so far that just a few pounds of seed are sufficient to bolster a whole lawn - -." And "Modern weed killers won't injure stalwart lawngrasses such as Kentucky bluegrass.", and "Crabgrass needs hot weather. If Kentucky bluegrass and fine fescues are urged to thick full growth in the cool of early spring (when these good grasses flourish), - - crabgrass won't stand much chance."

#### PRESS KIT PICKUP

The April 25 envelope of press clippings contained the following direct quotation of Lawn Institute kit material: Waltham, Massachusetts TRIBUNE; Pawtucket, Rhode Island TIMES; Champaign, Illinois NEWS-GAZETTE (two items); Janesville, Wisconsin GAZETTE; Ann Arbor, Michigan NEWS (three items); Saginaw, Michigan NEWS; Quakerstown, Pennsylvania FREE PRESS (three items); Pittsburgh, Pennsylvania POST GAZETTE & SUN TELEGRAPH (two items); Philadelphia, Pennsylvania ENQUIRER; South Bend, Indiana TRIBUNE; Gary, Indiana POST TRIBUNE; Cincinnati, Ohio ENQUIRER; Muscatine, Iowa JOURNAL (two items).

The Muscatine, Iowa JOURNAL continues to use the "Instituting A Better Lawn" headline mat, with authorship and Lawn Institute credit. Stories are used verbatim, we have excellent mention of Institute grasses, viz: "Using seed mixtures broadens the range of lawn conditions under which grasses will survive. Kentucky bluegrass is an excellent ground cover in favorable locations. But fine fescues help out in the shade, on dry soil or in poor soil spots - - natural Kentucky bluegrass, and varieties such as Park or Arboretum, persist under limited fertility."

The Gary, Indiana item used the kit photograph, as well as by-line credit. Excerpts: "Lawn bentgrasses, like Highland, need more nitrogen than bluegrass and fescue." "More informative labeling is being used - - among the fine-textured varieties are bluegrass (including varieties like Park, Merion and Arboretum) fine fescues (Chewings, Illahee and Pennlawn) and the bentgrasses (both creeping and lawn varieties such as Highland)."

#### APRIL PRESS INTEREST

Harvests readers may be interested in a few quotations from the press, at least some of which are believed to be Institute inspired. In many Massachusetts newspapers this news, Institute advisor Harold Mosher: "Seed - - with a good grass seed containing a high percentage of Kentucky or Merion bluegrass and red fescue. These grasses are best adapted to Massachusetts - -."

Connecticut Agricultural Experiment Station experts, in the New Haven REGISTER: "Generally speaking, a mixture of Merion and Kentucky bluegrass, along with Chewings and creeping red fescues makes a desirable lawn."

Widely placed in Iowa by Ed Cott, Institute advisor (who receives multiple press kits for his county agents): "For sunny areas a mixture of 75% Kentucky bluegrass and 25% creeping red fescue - -."

From the Boston HERALD frequent user of Institute materials: "A high quality mixture. This is one containing 75% or more of such permanent grasses as Colonial bentgrass, creeping red fescue or Kentucky bluegrass."

Indiana sounds like Colorado, in the Huntington NEWS: "The modern trend in sunny areas is to use a combination of several different bluegrass strains - - when conditions don't agree with one strain, the others may mask the trouble. This gives you a better-looking lawn all year."

From McCook, Nebraska, we have this advice quoting Lawn Institute advisor Charles Drage: "Selecting lawn seed this spring is easier than it used to be. A package that bears the Lawn Institute 'Seal of Approval' guarantees minimum standards. At least 75% of the seed is normally perennial or long-lasting in the climate where the seed is marketed. It is fine textured. This means it has narrow leaf blades. And the grass is sod-forming, rather than bunchgrass types."



Tom Stevenson, writing for the Baltimore, Maryland NEWS POST says: "Bluegrass is nearly indestructible if given enough fertilizer, lime, mowed at the proper height, - -."

The Troy, New York RECORD quotes Rensselaer experts: "Labels indicate the seed mixture. The basis lawngrasses are Kentucky bluegrass and red fescues. These two basic grasses should make up at least 80% of the mixture."

The Altoona, Pennsylvania MIRROR quotes Allen Swenson, NEA: "Use Kentucky or Merion bluegrass for sunny spots. Use Pennlawn, Chewings or other red fescues for shady spots."

New Jersey likes to quote its county agent experts. From the Camden COURIER POST: "Kentucky bluegrass and red fescues are recommended for a typical home lawn in New Jersey. - - The desirable red fescues include Creeping red, Pennlawn, Illahee and Chewings. Fescues such as Kentucky-31 and Alta fescue are not recommended for lawngrasses. When buying lawn seed make sure to read the fine print on the package. At least 75% of the mixture should contain Kentucky bluegrass or Merion bluegrass and red fescues." And from the Palmyra NEWS: "Don't waste your time with cheap seed mixtures. - - rather, invest in a seed mixture that contains a high percentage of Kentucky bluegrass or Merion Kentucky bluegrass and red fescue." The New Brunswick HOME NEWS says: "Don't plant Kentucky-31 tall fescue if you want a fine-textured lawn. The fescue is coarse and produces a clumpy growth when it thins out. - If you want a fine-textured lawn with good sod-producing qualities, sow a seed mixture of Kentucky or Merion Kentucky bluegrass and red fescue. Read the label on the package or bag of seed to make sure you do not buy Kentucky-31 tall fescue - -."

In Illinois Farm Advisor R. W. Burnett advises: "Kentucky or Merion bluegrass, Creeping red fescues and bentgrass are suitable perennial grasses for most Illinois lawns."

Other advice from Illinois, widely placed, invites: "Cut Kentucky bluegrass and the fescues with a mower set at 2 inches."

Ohio quotes extension men widely, in a number of papers: "Common Kentucky bluegrass is the most widely and generally adapted grass for Ohio lawns." Or, again: "In the Fremont area, the grass most planted is Kentucky bluegrass - - in fact, it is widely used both in mixtures and alone throughout the entire cool, humid region and elsewhere when water is available. It is long lived, perennial, sod-forming - - spreads by underground root stocks. - - of a pleasing brilliant color."

#### LATE APRIL CLIPPINGS

Well over a hundred clips were picked up the last several days of April, by Luce. The following were direct use of Lawn Institute kit material:

Parkville, Missouri DISPATCH (three items); North Kansas City, Missouri PRESS DISPATCH (two items); Gladstone, Missouri DISPATCH (three items); Ann Arbor, Michigan NEWS (two items); Flint, Michigan JOURNAL; Buffalo, New York COURIER EXPRESS; Syracuse, New York HERALD JOURNAL; Syracuse, New York POST STANDARD (three items); Pawtucket, Rhode Island TIMES; Iowa City, Iowa PRESS CITIZEN; Muscatine, Iowa JOURNAL; San Jose, California MERCURY; Gloucester, Massachusetts TIMES; Colorado Springs, Colorado GAZETTE-TELEGRAPH (three items); Hartford, Connecticut TIMES (five items); Greenwich, Connecticut MAINTENANCE; Quakerstown, Pennsylvania FREE PRESS (four items); Philadelphia, Pennsylvania ENQUIRER; Pittsburgh Pennsylvania PRESS (three items).

Harvests has from time to time mentioned the effective way key reference to the Lawn Institute and its grasses is picked up. For example, "Lawn research has developed many ways to make bluegrass better, fine fescues finer, and bentgrass brighter - - Tests by the Lawn Institute, Kansas City - -."; or "At a Lawn Institute clinic in the Midwest, folks were invited to submit samples. Two out of three proved to be tall fescue - - when buying lawn seed, choose fine-leaf spreading grasses such as Kentucky bluegrass and fine fescues."; or "Highland or Colonial bentgrass is easier to care for than creeping bentgrasses, says the Lawn Institute - -."; or "But the wisely-tended lawns of Kentucky bluegrass and fine-leaf fescues are within anyone's capability. Even aristocratic Highland bentgrass is not beyond the scope - -."; or "Better lawn seed mixtures for northern climates generally combine Kentucky bluegrass and fine fescues according to Institute Director Robert W. Schery. Natural Kentucky bluegrass - - is widely adapted and time proven. It gets along well with little care. Park and Arboretum bluegrass are very similar - - Park was developed in Minnesota - -."; or "Kentucky bluegrass is one of man's more durable plantings."; or "Lawn seed is a better value than ever before, says the Lawn Institute. Kentucky bluegrass, fine fescues and Highland bentgrass - -."; or "Kentucky bluegrass is modest in its requirements, says the Lawn Institute. Natural Kentucky bluegrass, and varieties such as Park and Arboretum are able to get along with only modest fertilization - -. The fine-textured quality grasses include the bluegrasses, fine fescues, bentgrasses - -."; or "A lawn seed is one of the world's biggest bargains, notes the Lawn Institute."; or "Nursegrass is old fashioned, suggest the Lawn Institute. With fine fescue so economical and readily available - -."; or "Tall fescue - - is not to be confused with the fine fescues from Oregon (Chewings, Illahee and Pennlawn), the Lawn Institute says."

The foregoing quotes are picked up at random from the clippings mentioned above.

#### PRESS GLEANINGS LATE APRIL

The subtle influence of Lawn Institute releases seems to show up repeatedly. It is doubtful that the Janesville, Wisconsin GAZETTE would have named these varieties specifically, if the Institute releases had not been read: "Sow - - Kentucky bluegrass and red fescue (Chewings, Illahee, Pennlawn, Rainier) as early in spring as possible," Or, from the Maritowoc, Wisconsin HERALD TIMES:

"Common Kentucky bluegrass is the best grass for lawns, if you don't want to pay more attention to the lawn than you have to - - almost always a little red fescue is included and a mixture of the two makes a nice thick, heavy turf."

From the Erwin, Tennessee RECORD: "One of the best grasses for lawns in our section is common Kentucky bluegrass. Another good one is Creeping or red fescue." The Pella, Iowa CHRONICLE notes: "Inexpensive grass seed is not a bargain. They usually contain little, if any, Kentucky bluegrass and will not give you a high quality, attractive lawn. It isn't necessary to use nursegrass, such as annual ryegrass."

The Roseburg, Oregon NEWS REVIEW notes: "Cheap lawngrass mixtures make the poorest and most expensive lawns to keep. Containing coarse annual grasses, unfit for permanent lawns, they contain large seeds, quick to start, of coarse and tufted growth to crowd out the fine permanent lawn or turfgrasses. Kentucky blue and lawn fescue grasses make most satisfactory fine lawns - -." The New Haven, Connecticut JOURNAL COURIER advises: "Homeowners should not look for bargains when buying lawn seed - -."

The Passaic, New Jersey HERALD-NEWS distinguishes fescues: "Kentucky-31 tall fescue is not recommended for a fine-textured lawn - - For a fine-textured lawn a grass seed mixture of Kentucky or Merion Kentucky bluegrass and red fescue is recommended." The Schenectady, New York GAZETTE states: "Basically there are only two grasses that should be considered - red fescue and Kentucky bluegrass."

The Ironwood, Michigan GLOBE plugs for Park: "Then seed patches that are in full sun with Kentucky bluegrass or the quicker-germinating Park bluegrass. For a shady lawn, use a mixture of Kentucky bluegrass and one of the red fescues - -." The Cincinnati ENQUIRER in a full-page garden feature, mentions: " - - better still, select the most expensive mixture you can obtain which will likely contain nothing but Kentucky bluegrass, Merion Kentucky bluegrass and a good fescue grass such as Pennlawn fescue."

A number of Minnesota papers referred to Park production: "Park Kentucky bluegrass is returning nearly half a million dollars annually to the 150 farms producing it - -." That from the Mankato, Minnesota FREE PRESS.

The Columbia, Missouri MISSOURIAN advises: " - - sow evenly on the prepared surface 1-2 pounds of a grass seed mixture of five parts Kentucky bluegrass to one or two parts of red (Creeping) fescue. Chewings, Illahee, Pennlawn and Rainier are varieties of red fescue."

#### LAWN INTEREST PEAKS EARLY MAY

To judge by the number of clippings received, greatest attention in the nation's press to lawn advisories is in late April and early May. By mid-May quantity of pickups tapers off.

Although the Institute press kit is mailed in March, it is gratifying to note continuing usage of kit material well into May. In the May 16 envelope,



Institute stories were printed verbatim in: Marion, Indiana CHRONICLE; Philadelphia, Pennsylvania ENQUIRER; Pasco, Washington COLUMBIA BASIN NEWS; Salem, Oregon STATESMAN; Providence, Rhode Island JOURNAL (two items); Wausau, Wisconsin HERALD; North Tonawanda, New York NEWS; Parkville, Missouri DISPATCH; Syracuse, New York HERALD JOURNAL (two items); Midland, Michigan NEWS.

Among these the Pasco, Washington paper used the "Instituting A Better Lawn" column mat, with direct credit; and the Philadelphia, Pennsylvania ENQUIRER gave by-line credit with a photograph. It was interesting to note in the Wausau, Wisconsin RECORD HERALD, use of the Seal of Approval item, viz. "The Lawn Institute grants its Seal of Approval to better lawn seed mixtures, the grasses of which are perennial, fine-leaved and capable of spreading. A minor percentage of nursegrass is tolerated, but not persistent clumpy haygrasses such as tall fescue. Better lawn seed mixtures for northern climates generally combine Kentucky bluegrass and fine fescues according to Institute Director Robert W. Schery." The article goes on with specific references to Park bluegrass, the Oregon fine fescues (Chewings, Illahee, Pennlawn and Rainier), and Highland bentgrass.

#### LOCAL LAWN ADVISORIES

The Lewiston, Maine SUN, possibly following the turfgrass conference for which Dr. Schery was banquet speaker, carried a several-column item on lawns. One section was entitled "Use Bluegrass." "For the most part Kentucky bluegrass is utilized in this area and is strongly recommended - - also considered as a fine companion for the bluegrass are the fine fescues. They survive well in dry soils and in the shade." (Looks as though there is some pickup from the press kit).

Dr. R. A. Phillips at the University of Minnesota is quoted in the St. Paul, Minnesota PIONEER PRESS: "The permanent ones are the Kentucky bluegrasses, the fescues and the bentgrasses. - - Kentucky bluegrasses are the most popular and perhaps the best adapted grasses for lawns in general in this region. - - Park is a University of Minnesota variety that germinates more quickly than most."

The Waterbury, Connecticut REPUBLICAN reveals: "Rake in a good lawn seed, such as Creeping red fescue and Kentucky bluegrass." The Levittown, Pennsylvania TIMES advises: "The best all-purpose grass for Lower Bucks is considered to be a mixture of Kentucky bluegrass and one or more of the fescues such as Illahee or Creeping red."

#### PRESS CLIPPINGS

The early May clipping envelope contained direct quotes of Lawn Institute kit material from the Hartford, Connecticut TIMES; Kansas City, Missouri NEWS DISPATCH; Pittsburgh, Pennsylvania POST GAZETTE & SUN TELEGRAPH (two articles); Quakerstown, Pennsylvania FREE PRESS; Racine, Wisconsin JOURNAL TIMES; Mansfield, Ohio NEWS JOURNAL; Kenton, Ohio REPOSITORY; Newburyport, Massachusetts

NEWS; Ann Arbor, Michigan NEWS; Lansing, Michigan STATE JOURNAL; Washington, Missouri MISSOURIAN; North Kansas City, Missouri PRESS DISPATCH; Midland, Michigan NEWS (two items); Ann Arbor, Michigan NEWS; North Tonawanda, New York NEWS (three items); Muscatine, Iowa JOURNAL; Chicago, Illinois SUBURBANITE-ECONOMIST; Wausau, Wisconsin RECORD HERALD.

The short items using the Lawn Institute name were repeatedly used. Other articles did not give the Institute by-line, but used the materials verbatim, viz. "Kentucky bluegrass-fine fescue lawns thrive on cooler weather - - if lesser grasses have thinned, now is the time to upgrade, overseeding with bluegrass-fine fescue mixture."

The Mansfield NEWS-JOURNAL gave both by-line and photo embellishment: "A sweep of deep-green aristocratic bluegrass is a thing of beauty. This beauty does double duty: it points up other landscaping and clashes with nothing - - Kentucky bluegrass combined with fine fescues usually yield the best all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland bentgrass is excellent for moist or watered areas."

The Pittsburgh POST GAZETTE & SUN TELEGRAPH adapted the articles to interview-style reporting: " - - according to Dr. Robert W. Schery, Lawn Institute Director, is that elite lawngrasses will prosper."

#### INSTITUTE EFFORTS CATCHING ON

We like to think that much of the lawn information issued these days in the press, attributed to various authors or staff writers, stems from ideas planted by the Lawn Institute press kits. Here are some representative quotes picked up from clippings in the early May envelope, that at least reflect the positions with which we can agree.

From the Monroe, Michigan NEWS: "By all means stay away from cheap grass mixtures. It is no economy to put in an inferior grass seed - - the predominate grass in this area is bluegrass - - use a mixture of Park bluegrass and part fescue."

From the Grand Rapids, Michigan PRESS: " - - the best lawns include such desirable grasses as Highland and Colonial bentgrass, Kentucky bluegrass - - and the variously named red fescues like Chewings, Illahee and Pennlawn."

A number of Wisconsin newspapers picked up what seems to be a syndicated article, reading in part: "Kentucky bluegrass, the old standard, is basic for most Wisconsin lawns that get plenty of sun. - - Chewings or Creeping red fescue are good in extreme shade or on poor soil."

The NEA Service placed an Allen Swenson write-up in many papers. Advises: "Use Kentucky or Merion bluegrass for sunny spots. Use Pennlawn, Chewings, or other red fescues for shady spots. Or use a seed mixture containing these varieties."

Aronson's syndicated column continues to appear in a number of papers, such as the Elmira, New York SUNDAY TELEGRAM: "Fine grasses such as Kentucky blue and lawn fescues, will not be injured by crabgrass control - -."

George Abraham's syndicated column, "The Green Thumb," appears in a number of New York and other eastern papers. We have always had good press from Abraham: "Then scatter some grass seed (we like Kentucky bluegrass plus fescue)."

Milwaukee continues to admire testing results at Whitnall Park. The Milwaukee SENTINEL, and the Milwaukee JOURNAL admiringly state: " - - have continually shown that Kentucky blue and Merion bluegrass are the best for this area. Tests show that fescues take exceptionally dry conditions and poor soil.", and again: "In the Milwaukee area, the two standout lawngresses are Common Kentucky bluegrass and Merion Kentucky bluegrass. Kentucky bluegrass - - is likely to fare better with less maintenance. - - Fescues will tolerate poorer soils, less moisture and more shade than bluegrass."

The Alliance, Ohio REVIEW headlines its story "Kentucky Bluegrass Usually Best For Lawns." The article points out: "If too much shade is your problem, red fescue or creeping fescue may be the answer."

#### NOTED IN THE PRESS

Bluegrass and the state of Kentucky came in for some attention in the press, in late April. A number of Kentucky newspapers carried word from Dr. Robert Buckner, at the University of Kentucky, concerning his investigations on Kentucky bluegrass. Buckner found natural Kentucky bluegrass from the area the equal of any "improved" strains in disease resistance, and superior to most. One composite group of seed - gathered by blending together the seed from nine selections of old established Kentucky bluegrass plots - had 'consistently better disease resistance and competed better with crabgrass than the named varieties, the European selections, or even locally available common lots.' - - Named varieties of bluegrass - - when tried in Kentucky have not performed as well as the local commons, Buckner said, from the disease-resistant standpoint, etc. However, the commons produced by other states (Missouri, Iowa, etc.) perform just as well as the Kentucky commons."

It is indicated that Buckner may be contemplating a synthetic variety similar to Park from Kentucky selections.

Another item showed a 4-H delegation from Kentucky having special privileges to visit bluegrass at the White House lawn. "Representative John C. Watts - - member of the House Ways and Means Committee, came down early this morning, met with the delegation, and personally showed them the Kentucky bluegrass. It was the only state group permitted to leave the line during the tour."



#### THATCH REMOVAL RECEIVES INCREASING INTEREST

Although with natural Kentucky bluegrass, Park, Arboretum, and the fine fescues, thatching is not much of a problem in a lawn. Still this subject receives increasing attention, and a number of equipment manufacturers are now busy developing and marketing special machines to de-thatch and power sweep lawns. Dr. Cornman has recently indicated initiating studies not heretofore necessary on thatching, because of widespread planting of Merion in Long Island, which does thatch appreciably under the high level of maintenance it requires.

Perhaps the Milwaukee, Wisconsin JOURNAL is ahead of the times in discussing this and other matters, under the banner "Lawn Maintenance Need Not Be Chore." The Institute has consistently followed this theme. A paragraph from the article reads: "When the lawn begins to grow, the thatch (dead, matted grass) should be removed with a vertically cutting lawn renovator. Lawns planted with Merion Kentucky bluegrass especially need this treatment because of the thick mat that forms. Renovators are available for rent from some garden supply stores."

The article continues discussing the needs and cares of Kentucky bluegrass.

#### MINNESOTA EXTENSION HELPFUL

The Agricultural Extension Service of the University of Minnesota placed a mid-April release widely, advising on lawns. It read in part: "Kentucky bluegrass is best for sunny lawns - - to be used as a play area, the addition of fescue grasses will improve the wearability. The seed mixture for sunny lawns should contain 60-80% Kentucky bluegrass and 20-40% Creeping red fescue. The Park variety of bluegrass will germinate more quickly - -." Occasionally a county agent adapted this release to his own conditions, viz. in the Edgerton, Minnesota ENTERPRISE: "For a shady lawn or one that tends to be a little droughty, use a mixture containing 60-70% Creeping red fescue, and 30-40% Kentucky bluegrass."

#### GARY, INDIANA SATELLITE NEWSPAPERS EXTOL INSTITUTE GRASSES

A Lawrence Hoyle column appeared in a series of Gary, Indiana local papers April 11. "Spring-seeded lawns have a real struggle with weeds and hot weather. Kentucky or Merion bluegrass, Creeping red fescue, and bentgrass are suitable perennial grasses in Lake County. Or a mixture of these species may give a better result than a single species." Hoyle continued with instructions for planting.

#### INSTITUTE RECEIVES EXCELLENT PRESS IN MIDLAND, MICHIGAN

Midland, Michigan, home of Dow Chemical, gave widespread coverage to Lawn Institute stories in late April. As might be expected, one story was headlined "Chemicals Are Doing The Job." This involved direct use of a Lawn Institute story, mentioning the Institute by name, viz. "Lawn Institute tests show that new seed

must actually be in contact with soil - -. The most attractive lawns are those seeded with 'fine-textured' grasses. Among the fine-textured varieties are Kentucky bluegrass (including - - Park, Merion and Arboretum), fine fescues (Chewings, Illahee and Pennlawn) and the bentgrasses (both creeping and the lawn varieties such as Highland)."

The other story "The Lawn Accents Landscaping" retains its Institute title, and refers to the Institute several times in the text. "The Lawn Institute reports - - bluegrass obviously is not inactive through winter.

Highland or Colonial bentgrass is easier to care for than creeping bentgrasses, says the Lawn Institute. The more erect growth of Highland keeps it from building up thatch so quickly, lessens the need for thinning and special pampering."

#### OF INTEREST FROM THE WEST

Mailings to advisors and editors in the West may have been partly responsible for the number of favorable lawn stories from that section. From the Ogden, Utah STANDARD-EXAMINER: "It pays to compare the labels when a person buys lawn seed, - - by careful reading of the label, it is easy to tell whether the product is a bargain or not. - - Two grasses that do well in Weber County are Kentucky bluegrass or Merion - -."

The Boise, Idaho MORNING STATESMAN gives the woman's viewpoint by Marguerite Lewis: "The ravages of winter may knockdown, but seldom knockout, fine perennial lawns (lifted from Institute story?). Our lawns had never looked as bad as they did early this spring. The winter seemed to have really damaged them. However, the rainy spell brought them back to health and vigor and though early fertilizing had some effect, still the Kentucky bluegrass has proved again that it can take a lot of abuse. The hidden crowns have sent up new velvety green shoots despite the rugged winter. If lesser grasses have thinned in your lawn, now is the time to upgrade them by overseeding with good Kentucky bluegrass seed. Bluegrass is especially good for weaving tight sod. If your lawn is in shade and conditions are on the dry side, then use fine fescues - -. Never buy bargain grass mixtures, they are too expensive at any price."

In Colorado the thorough publicizing of lawn stories by the Extension Service is outstanding. Dr. Drage, Institute advisor, concludes in the story widely quoted throughout Colorado: "Now the trend of the seed companies is to mix seeds of these strains which make up the seed that is essentially straight Kentucky bluegrass." Drage refers to the fact that the current trend is to blending bluegrass varieties in seed mixtures, essentially what natural Kentucky bluegrass was originally.

Colorado also prides itself on its excellent bluegrass lawns, and argues about the best maintenance techniques. College experts reported: "In every instance except one during the three year tests with both types of bluegrass, the plots that received fertilizer, had the clippings removed, and were cut high ( $2\frac{1}{4}$  inches) scored best in appearance. - - Each explained, however, that during

the three years of test, no detrimental effects have been noted on plots where clippings were not removed. The only effect has been occasional lowering of the appearance score by the presence of dried clippings."

In Wisconsin the county agents advise: "Seed about 2-2½ pounds of a grass mixture of about 70% Kentucky bluegrass."

#### PRESS GLEANINGS FROM THE EAST

New Jersey publicizes extension recommendations on lawns widely, and also uses many Institute items from time to time. Quoting Rutgers, the Belmar, New Jersey COAST ADVERTISER advises: "If your lawn contains at least a third of the desirable permanent grasses such as Kentucky bluegrass and red fescue - - you can turn your lawn into one you'll be proud of in a year or so."

Considering chemical treatment, as for crabgrass, the Lyndhurst, New Jersey COMMERCIAL LEADER states: "They offer little hazard to the user. They rarely injure Kentucky bluegrass but sometimes discolor bentgrass and thin out fescue - - either should give satisfactory results on lawns that are all or mostly Kentucky bluegrass."

The Hartford Connecticut COURANT, in the column Gardening Guide, quotes Douglas Fellows (apparently one-time recipient of our seed packages): "I recall one demonstration provided by the Lawn Institute. One packet contained enough grass to cover 10 square feet, the other packet contained a coarse ryegrass - - the size and weight of the later was ten times the first - - I do know that a certain means of being certain that the seed is good is to purchase it at some reliable dealer."

#### PRESS QUOTES

"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." Council Bluffs, Iowa NONPAREIL

"As to spring seeding - whether we are bolstering a thin sod or establishing a new lawn - we received these valuable tips from the Lawn Institute:

Even though autumn is recognized as an especially desirable season for seeding, spring starting of a standard lawn mixture offers a good chance of success. The secret in our climate is to sow early enough to establish the bluegrasses and fescues before hot weather. - -" Alice L. Dustan, Newark, New Jersey  
STAR LEDGER

"A quality seed mixture based upon Kentucky bluegrass and the Oregon fine fescues needs no help from nursegrass in autumn, the Lawn Institute points out." Pawtucket, Rhode Island TIMES



"Spring seedings have a good chance of success, tests at the Lawn Institute show, if made early enough to establish the bluegrasses and fine fescue before hot weather." Kansas City, Missouri STAR

"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." Pawtucket, Rhode Island TIMES

"According to the Lawn Institute, a good lawn fertilizer for Kentucky bluegrass, fine fescue and bentgrass has about twice as much nitrogen as either phosphorus or potassium." Abilene, Texas MORNING REPORTER-NEWS

#### WHAT THEY ARE SAYING ABOUT THE INSTITUTE

"Thank you for the reprints. Also, I will look forward to seeing a copy of 'The Householder's Guide To Outdoor Beauty' when they are ready."

C. R. Skogley  
University of Rhode Island

"We would like to say a heartfelt 'thank you' for your part in helping to make the 2nd Annual Florida Turfgrass Trade Show a success."

Walter D. Anderson  
Executive Secretary

"I certainly thank you for your copies of the releases which you have sent me, and have personally found them very helpful. In my last TV program on April 23, I made use of a couple of your pictures. - - we are nearer establishing a turf and perhaps a seed course than we have ever been before. Kindest regards, and thank you."

Leroy J. Higgins, Associate Agronomist  
University of New Hampshire

"I'd like to take this opportunity to express my sincere appreciation for your part in our turf conference. - - Without the support of people like yourself - - it would have been impossible for us to have made this first venture a successful one."

Vaughn H. Holyoke  
University of Maine

"We indeed appreciate the opportunity of running this feature article and I hope we have a similar opportunity again in the future. - - Thank you again for preparing the article for our magazine."

Kenneth E. Sharp, Managing Editor  
Buildings Magazine

"I just now got around to reading your reprint 'Anemia In Your Garden.' This is an excellent article for two main reasons. It explains in simple language the rather involved and complex subject of iron deficiency and it reflects your broad knowledge of regional conditions throughout the U. S. Could you please send me 10 copies for distribution to some turf experts in South Florida?"

Evert O. Burt, Assistant Turf Technologist  
Old Plantation Field Laboratory  
Fort Lauderdale, Florida

"Thank you very much for your excellent comments in response to my questions - - Thank you also for the group of articles on turf maintenance."

C. A. Livesey  
Jacobson Manufacturing Company

"We are really impressed with your letter of April 26 and the very fine article which accompanied it. - - the detailed information which you have presented - - will be of tremendous value to our readers. - - We really do appreciate the efforts you have put forth on behalf of the 10 M monthly readers of Weeds and Turf who represent key influences in the turf management industry. - - assure you that your endeavors will be well received. We look forward to hearing from you again."

Charles D. Webb, Editor  
Weeds and Turf Pest Control Magazine