

# BETTER LAWN

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BETTER LAWN & TURF INSTITUTE



# Harvests

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## OFFICERS ELECTED

At the annual meeting in Kansas City May 22, the Board of Directors elected as its officers for the fiscal year ahead Mr. Edward Mangelsdorf, Ed. F. Mangelsdorf & Bro., St. Louis, Missouri, President; Mr. Roy Edwards, Jr., Rudy-Patrick Seed Co., Kansas City, Missouri, Secretary-Treasurer; Mr. Creston Shaw (representing the Oregon Fine Fescue Commission) and Mr. Fred Hottinger (representing the Highland Bentgrass Commission), Vice Presidents. Mr. Edward Spears, Woodford Spears & Sons, Paris, Kentucky, elected to the Executive Committee, rounded out the administrative group.

## NEW BOARD SELECTED AT ANNUAL MEETING

Ten Board seats were filled at the annual meeting in Kansas City May 22, and one was retained vacant for possible occupancy should an additional group become affiliated with the Lawn Institute. Several Board seats are automatically filled by sponsoring organizations. Thus the Oregon Fine Fescue Commission provides two directors, currently Messrs. Creston Shaw and Fenn Emerson; the Oregon Highland Bentgrass Commission one seat, currently Mr. Fred Hottinger; the Northern Minnesota Bluegrass Growers Association one seat, Mr. Gustav Kveen; and the Merion Bluegrass Growers Association one seat, Mr. Arden Jacklin. The other Board seats have traditionally been filled at the annual meeting, and this year the Nominating Committee, under the chairmanship of Carl Farris, offered these candidates: Mr. Mangelsdorf, Mr. Edwards and Mr. Spears; Mr. William Ouren, Ouren Seed Company, Council Bluffs, Iowa; Mr. Joseph Peppard, Peppard Seeds, Kansas City, Missouri. There being no additional nominations from the floor, this slate was accepted by acclamation.

## ANNUAL MEETING

Because of the changing complexion of the quality lawn seed industry, and the distances involved for travel by members, President Mangelsdorf called for a single meeting this year, rather than separate Board and annual meetings. In effect the annual meeting was an enlarged Board meeting, attended by several members who did not vote, as well as a full Board complement. Members of the Board attending were President Edward Mangelsdorf, St. Louis; Secretary-Treasurer Roy Edwards, Jr., Kansas City; Vice Presidents Creston Shaw and Fred Hottinger, Oregon; Gustav Kveen, Minnesota; Arden Jacklin, Washington; William Ouren, Iowa; Edward Spears, Kentucky; and Mr. Richard Kuehner (representing Mr. Fenn Emerson), Oregon. Mr. Gordon Newton, Northrup, King, Minneapolis attended in behalf of the packager group. Also present were George Valentine, Heritage House; Louis Huston,

Gateway Seed Co.; former president William Gassner; Ross Eldridge, Rudy-Patrick; Carl Farris, Mitchelhill; and Nev Innes, Ouren Seed.

The meeting opened with a resume by President Mangelsdorf, stressing worthwhile-ness of the program and needs ahead. He drew attention to (1) performance and (2) finances, giving cognizance to the comparative diminishing importance of midwestern lawn seed production, in the face of rising western acreage and heavy imports. He stressed that the effectiveness of the Institute program could be maintained only if support once derived from the Midwest is now compensated for from elsewhere. He was enthusiastic and optimistic that something could be done, although subsequent discussion indicated little confidence in cooperativeness of the European producers now sending large quantities of Kentucky bluegrass seed to the United States.

Board members representing the various sponsoring organizations indicated continuing enthusiasm and support for the Lawn Institute as a unifying quality lawn seed organization. It was hoped that the burgeoning but still unorganized bluegrass industry in the Pacific-Northwest might soon come into the fold. Non-voting members expressed interest in this concerted approach, and in having available such consumer-oriented services as the Institute Seal of Approval and reprint releases. Several procedural suggestions to strengthen the financial and operational phases of the Institute were offered by the Highland Bentgrass Commission, seconded by the Fine Fescue representatives. These were gratefully acknowledged, and accepted by the Board for its guidance.

Operational details of the year past, and the current situation, were reviewed at length by Executive Director Schery. These remarks are reported in toto in a subsequent item. Visuals and exhibits were offered, exemplifying many of the activities. Informative discussion developed in several areas of interest, including southern winterseeding, Harvests production, special informational kits, re-alignment of Kansas City activities, and budget accommodations.

The Lawn Institute is very grateful for the time and expense devoted by Board and other members to attend this annual meeting. Their guidance and counsel is invaluable. Executive Director Schery expressed appreciation for this display of confidence and encouragement.

#### THE LENGTH OF HARVESTS

At the annual meeting there was a question whether Harvests issues were so lengthy as to limit reading. The Board felt Harvests should be continued as in the past. Above all, Harvests is a record of Institute activities, the only ready documentation. A reader can scan quite superficially sections chiefly "for the record," such as that on clippings pickup, yet feel he has a documented indication of how his pet grass fares in the national press.

It is in the interest of economy to not burden Harvests unnecessarily. This "annual report" issue is customarily the most voluminous of the year. Not only is there the report of and to the annual meeting, but the issue follows a season for which clippings service is retained. Since it is impossible to circulate the scrapbook of clippings among the membership, or even carry it by air so far as the annual meeting, we do think it rounds out members' understanding of their

Institute to quote specific instances of press story appearances. Getting mention of Institute grasses is one of the prime Institute objectives, and though recitation of clippings may seem repetitious, it is tangible evidence of return for money and effort spent.

Since clipping service stops June 1, subsequent Harvests promise to be considerably leaner. As a matter of policy it should be possible to have one fat "annual issue," the other quarterly issues considerably more streamlined.

#### EXECUTIVE DIRECTOR'S REPORT TO ANNUAL MEETING

##### WHAT IS UNIQUE ABOUT THE LAWN INSTITUTE

It is customary and fitting that the Board of Directors hear each year from the Executive Director, details on performance of the Lawn Institute for the year ending. In a moment I will summarize your Institute's accomplishments, with which you are already familiar to some degree through reading the quarterly issues of Harvests. But this may also be the occasion to offer a "bird's-eye view" of the Institute, examining how its services fit the needs of the times, noting what among its talents best equip it to carry out the assigned task of acquainting the public with quality lawn seed.

Though it may seem immodest, I continue to be amazed at the reception accorded the Lawn Institute, operating as it does without staff or budget for activities generally considered de rigueur for trade associations. What is there unique about the Lawn Institute, such that it corrals thousands of column inches of newspaper lineage from two inexpensive seasonal press kits; has a score or more stories accepted by magazines and publications each year, in the interest of quality lawn seed; and is consulted by sources so nationally important as Newsweek, Reader's Digest, McCall's Magazine, GIRD, and major houses interested in the lawn products field?

I think there are several features in Institute design that contribute to this wide and gratifying acceptance. They might be summarized as: technical competency, flexibility or "fluidity of approach," and not least the foresight of the Board in permitting an honest effort which breeds confidence.

As to technical competency, it speaks highly of the wisdom of the Institute founders, that they decided this Institute should be more than just a public relations venture. In seeking a technically trained person to head the Institute, the Board provided uniqueness that results in the opportunity for acceptance in technical circles, and for behind-the-scene knowhow in judging what is significant from what is not. Many organizations, without technical guidance, even under the aegis of top-flight PR men, flounder; they fritter effort in the search for information (about which they are never sure themselves), and they wage costly campaigns without discernment. Your Lawn Institute is equally at home at a scientific meeting, on the college campus, before a sales group, or informing a popular audience. Few informational organizations can boast this versatility.

The "fluidity of approach" almost logically follows. Because of the aforementioned flexibility, the Institute is able to be of service to a wide array

of informational outlets. We can answer individual correspondence from homeowners intelligently, and with ample supply of reprint literature. We can equally well cooperate with Extension Services (you will recall that several states regularly utilize and distribute Institute materials); we distribute over 25 M reprints annually ourselves, mostly through the good offices of our members and associates; at the drop of the hat we provide popular stories for our newspaper friends; we're equally ready to design a technical article for a scientific or trade journal; we have a battery of photographs, which are loaned for everything from newspapers and gardening magazines to state lawn bulletins designed by the experiment stations; we can inform the Manufacturers Hanover Trust Company concerning business trends, or equally well present the case for good lawngrass at a garden center sales training session; we distribute an Eli Lilly movie ("NFFI One"), offer a slide set (much in demand by county agents), sell or distribute books furthering the quality lawn seed image ("The Householder's Guide To Outdoor Beauty"); we meet with representatives of major firms and industries, hoping to learn from them and enlist their help; we provide a Seal of Approval for lawn seed mixtures, and "keep books" on its financing.

Indeed, almost every day brings challenges and opportunities. In handling these opportunities we are most grateful to the fine cooperation from our member Commissions, whose executive heads (Mr. Richard Kuehner for the fescue people, Mr. Fred Jans for the Highland bentgrass people) have been most helpful. As you are well aware, we don't even let climate restrict us, having jumped into the South with the winterseeding promotion. To some degree we're even international, what with European intercommunications, and occasional inquiry from so far away as Australia.

But so vast an activity range under conditions of such limited resources would not be possible at all, were it not for the confidence that the Lawn Institute has engendered. Only thus are others glad to aid its cause. This, of course, traces back to the Board. Its Directors have from the start been broad-minded about the industry, and have permitted activities and competence in fields not always of primary concern. In so setting policy for the Institute, the Board of Directors has made it an authoritative source of information, and one upon which its contacts rely. Such an image of confidence and quality is necessary if the Institute is to represent quality in the products it espouses.

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Now for a few facts and figures on the year's activities. Not everything can be detailed, and I won't repeat many of the information items or press quotes which are regular ingredients of Harvests. Nor can I more than mention with gratitude the continuous flow of correspondence with the officers, having to do with the day-to-day operations of the Institute.

1. Press Kits - All of you receive sample envelopes just as these are mailed to editors and writers. Nearly a thousand selected names are on our mailing list, of which some are very productive, others perhaps yielding little. If there were more staff for the job, a constructive effort would be to repeatedly cull and check the mailing list, to see which kits are achieving maximum publicity, which little or none. Some wastage is simply for internal public relations; sample kits are mailed to all members, though it is doubtful these are often passed on to local publications (preferably in which the member might advertise) with a suggestion that the material might be of use.

These kits have been employed for a number of years now, and have become recognized as a welcome seasonal advent by many recipients. We think we have a pretty good idea what the editors find attractive; and if imitation is the sincerest form of flattery, we are flattered to find others following the Institute lead. Experience has proven that shorter articles are more in demand than longer ones, and that supporting documentation pays dividends in getting many stories used (even though the Institute does not always receive by-line credit). In glancing through the clippings our press service collects seasonally, we feel that we read Institute-inspired thought in just about as much lineage as is directly quoted from our releases, - doubling the effectiveness of our effort.

Production expenses on the kits run to a little over \$1 each, not counting the overhead of my time and general office expenses in Marysville and Kansas City. Costs of this bread-and-butter operation could possibly be reduced slightly, if an adequate budget could be counted upon so that work might be laid out months in advance. But we don't want to compromise recognition accorded the distinctive green folder, nor a reputation built up through the years for providing seasonally pertinent stories, usable by newspapers and garden columnists without fear of inaccuracy.

The effectiveness of a press kit can only be measured by the usage it receives. Previous annual reports have given comparative column-inch lineage, representing that portion "caught" by our clipping service, based upon the same key words through the years. As you will note, results have been quite encouraging, representing an increase in usage of Institute materials year after year. Unfortunately, the stringencies of budget this year caused cancellation of year-around clipping service. Thus we have no check on what use the press makes of our materials for roughly three-quarters of the year, although we still engage the service for the months of April and May, and for September.

I am sure there is some clipping pickup loss due to seasonal start-up of service, which requires the alerting of readers not immediately familiar with our content or where to scan for it. I anticipate failure this year to catch many items previously watched for in early April. Indeed, it is evident from clippings sent us by our own members, or by various contacts, and never duplicated by the clipping service, that this tends to be true. Nevertheless, we are gratified by the column-inch results tabulated below:

	<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
1963-64 (Clipping Service Operative only part of year.)	3,143	19,102

To judge better current effectiveness, Mrs. Payne has measured column inches for the April 1 - May 10 period in both 1962 and 1964 (1963 not possible, since those clippings were apparently sent to Europe with the display materials offered at the November meeting). These show:

	<u>Institute</u>	<u>Other</u>	<u>Total Caught By Clipping Service</u>
1962	876	5,754	6,630
1964	1,698	2,690	4,388

Two years ago we were responsible for about 13% of the clippings reported to us; this year for about 39%. If it is fair to presume total lineage accorded laws in the press is no less now than two years ago (it seems greater), and that the decrease in volume of clippings we receive is merely a reflection of our financial cut-back to the service, then actually lineage attributable to the Institute should be increased proportionally about 50%.

Column inches for the 40 days in spring would then be nearer 2,580 on a tally basis comparable to former years. The year's total would more nearly approach 1962-63, an unusually "lucky" year because of an AP pickup.

Were every press kit accorded the intensity of usage given our most-used mailings, lineage would be truly phenomenal. A few specific examples may be interesting. A single press kit mailed to a single man in northwest Missouri last autumn, resulted in at least 105 column inches of story coverage in the Dispatch chain. A press kit to the Elmira, New York Telegram gained a record pickup of 28 items in the April Sunday issues. The following papers each used the number of press kit items indicated, during April and early May:

Muncie, Indiana STAR	35
Ann Arbor, Michigan NEWS	32
Cincinnati, Ohio ENQUIRER	30
Jefferson City, Missouri CAPITAL NEWS	30
Pittsburgh, Pennsylvania PRESS	28
Albany, New York TIMES-UNION	19
Boston, Massachusetts GLOBE	17
New Brunswick, New Jersey HOME NEWS	16
Baltimore, Maryland MORNING SUN	12
Springfield, Massachusetts REPUBLICAN	10

In terms of text quantity, the North Kansas City Missouri Dispatch papers employed 235 column inches of Institute text; the Willoughby, Ohio News Herald utilized 150 column inches.

Adding in the numerous papers not read by the clipping service, to those of which we have a record, it is apparent that penetration of Institute information has been most extensive. With 38 states represented in our clippings scrapbook, it is fair to estimate that the whole country is well blanketed by our less-than-1000 press kit mailings.

I think that you will agree this is a rather amazing record of effectiveness for a relatively moderate expense, lending credence to the generalizations offered earlier.

2. Magazine Stories And Articles - Most of the major articles placed through the year are reprinted and offered for distribution to members, as well as being utilized by the Institute office itself. So you are acquainted generally with these. The USDA National Agricultural Library has also requested all of

our literature as published, as does Park Maintenance for its yearly Turf Annual review.

It's hard to estimate how many millions of readers see these Institute releases, but certainly circulation is ample. Below are titles which have appeared in magazines this year, or which were custom-written for the newspaper "magazine" sections and other special publications (such as the American Rose Annual). One might add text prepared collaboratively for other publications (notably lawn and soils chapters for the new Gardening Encyclopedia of McCall's Magazine). Combine the column inches of space here, with that for newspapers, and it is apparent that a sizable "impression" is being made nationally.

ARTICLES WHICH HAVE APPEARED:

What Lawn To Plant Where	American Nurseryman, April 1964
Good Lawns And Rose Splendor	American Rose Annual
Beat The Bugs, Plan For Pleasure	American Rose Magazine, Aug. 1963
Plant For Profit	Buildings, May 1963
Seeding In The South	Bugs Barringer
How To Start A Good New Lawn	Counselor Magazine (GIRD)
Ways To Control Lawn Weeds	Counselor Magazine
Spring Lawn Cleanup	Counselor Magazine
Photos and captions (for staff article)	The Family Handyman
A Sturdy Attractive Plant Lawn - - (maps)	Factory, April 1964
Solutions To Better Lawns	Fertilizer Solutions, Mar-Apr '64
Live With Your Lawn And Like It	Flower Grower, September 1963
Turf Tips	Flower Grower, April 1964
The Grass Is Always Greener	Golf Business, January 1964
The Curious Case Of Highland Bentgrass	The Garden Journal, Sept-Oct 1963
The Saga Of Kentucky Bluegrass	Home and Garden News (Long Island, New York)
Mr. Dealer: Be Prepared To Provide Lawn Advice	Home & Garden Supply Merchandiser, September 1963
The Many Varieties Of Kentucky Bluegrass	Horticulture, November 1963
Lawn Conscious Prospect Needs Turf Care	Lawn/Garden/Outdoor Living, Oct '63
Advantages Of Highland Bent	Lawn/Garden/Outdoor Living, Aug '63
Do You Goof Off Wisely With Your Lawn	Muncie Star Garden Section, Apr '64
Summer Yard Care	NEA
Lawn Making Made Easy (photos)	Popular Gardening, March 1964
Lawn Care (two monthly stories)	Resort Management, Mar & Apr '64
Traffic, Climate, Area, Variety Decide Best Type Of Lawn (maps)	School Board, April 1964
New Look For Winter Turf	Seedsmen's Digest, August 1963
The Importance Of Quality Seed	Seed World, February 1964
Kentucky Bluegrass, Fine Fescue & Thatch	Seed World, April 1964
Business Opportunities In Turf Reseeding	Weeds & Turf, September 1963
How To Select The Right Turfgrass	Weeds & Turf, April 1964
The Seed Industry (photos)	Commercial Comments, July 1963
Winterseeding; Why Thatch; Quality Cultivars	4th Annual Lawn & Turfgrass Proceedings, University of Mo.
New Trend In Overseeding	Louisiana Turfgrass Bulletin

ARTICLES IN PRESS:

Lawn Thatch	Flower & Garden
Lawns	McCall's
Soils And Fertilizer	McCall's
What Every Dealer Should Know About Lawns	Modern Garden Center
Good-Buy Grass-Seed	Park Maintenance
Florida's Lawngrass Mix	Tampa Tribune Magazine Section
Lawngrass Portraits, No. 1 Kentucky Bluegrass	Weeds & Turf
Lawngrass Portraits, No. 2 Fine Fescues	Weeds & Turf

With most of these stories reprinted, publication does double duty, serving as handout literature, as an envelope-stuffer, as a give-away at conventions, as a token for members and extension staffs, and so on. Reprints arranged for and distributed through the Marysville office this year run over 50 M copies. In addition there is reprinting of certain items by outside groups, some of which we hear of and others done without notification. The Oregon Fine Fescue Commission reprinted on its own 10 M copies of "Business Opportunities In Turf Reseeding" and "New Look For Winter Turf," mailing these to a broad range of southern seedsmen. Heritage House asked permission to reprint 50 M of "Turf Tips," for inclusion in HH promulgation. Two thousand copies of "Answer Questions; Advice, Not Price, Improves Sales" were ordered for Lloyd Mansfield Company, Buffalo, New York. The Louisiana Turfgrass Association asked permission to reprint our Seedsmen's Digest winterseeding story. And so on.

Naturally, we are very pleased with this economical means for dispersing Institute information. This amount of printing undertaken privately would exceed our total operating budget! Nor would we have the advantage of the magazine or special interest circulation. Note, too, that the Institute can be stimulus to activity by others; with the Institute mailing "winterseeding" stories widely in the South, Mississippi decided it time to report on the excellent research done there. The result - mailings to over 100 Mississippi papers and magazines, with extensive pickup (as confirmed by our clipping service).

In summary, there appeared during the year some 30 or more magazine items, embracing nearly 2 M column inches of text and figures, viewed by a readership running into the millions. Also of significance is repeat usage of materials from prior years, of which the grass zone maps, for example, have been adopted widely in a great many magazine articles.

3. Books - The value of a book or larger pamphlet compared to a magazine article is its comparative permanence as a reference. I am gratified that "The Lawn Book" continues to be many a gardener's "bible" about lawn matters, and a good reference to which inquiries can be directed. We understand that it is being utilized in several universities as a "text" for college turfgrass courses. Obviously, the influence of this publication lives on, adding to the prestige of the Institute.

We were gratified during the year to have had published "The Householder's Guide To Outdoor Beauty," an inexpensive paperback, which fills a niche in available literature. This book is inexpensive enough that it can be given away to friends and contacts, as indeed some of our members have done.



I am informed that several garden centers similarly provide copies for their better accounts. Yet the book is "popular" enough to be of interest to the public, and inclusive enough to be a reference volume for sales personnel. At the Sales Training Sessions this book was used as the "teaching text."

The value of such a book can't, of course, be measured in column inches. Containing as it does nearly 340 pages, column inches for this alone would be on a par with that for all magazine articles. I am especially grateful to one of our members, Asgrow Seed Company, for underwriting the costs of Edward Brundage's services in supplying the voluminous illustrations for this attractive Pocket Book. We expect it to be increasingly useful and influential in encouraging good lawns and use of good lawn seed, and urge Institute members to recommend it to their customers (or for resale by dealers).

4. Supplementary Activities - Only the barest mention can be made of "secondary" activities - secondary not in importance, but only in the time and budget we have to devote to them. Leafing through past Harvests will provide additional details. Incidentally, Harvests of itself is an internal undertaking of some consequence - 159 pages during the year sent to all members.

One of the most time-consuming activities these days, it mere keeping up with the literature. Untold hours are spent at the office and home, merely checking what has been published, remaining conversant with this burgeoning field. Selected items of interest from the technical journals are reported from time to time in Harvests. Keeping up with the printed word has become almost a full-time activity in the field of turfgrass.

Of course we add our bit to this wealth of printed material. I'm especially proud that several state Extension Services see fit to use our materials, both for the briefing of county agents, and for county agent distribution. Press kits and printed materials are regularly sent head Extension men for redistribution in Massachusetts, Colorado, Maryland and Iowa; and directly to individuals in Oklahoma, Ohio, Connecticut, California, West Virginia, Utah, New Mexico, New Jersey, Wyoming, Alabama, Georgia, Maine, Nebraska, New Hampshire, Oregon, Wisconsin, Virginia and South Carolina. Inquiry also comes to us from many county agents (viz. the Jackson County, Missouri Extension Service purchased the "Have A Top Notch Lawn" slide sequence). The Greater Cleveland Garden Center uses Institute stories for its educational "Lawn Clinic."

In a somewhat similar vein, during this year I was requested by Murray Franklin, President of the Garden Institute of Research and Development, to direct the technical portions of sales training sessions at his regional sales training schools. Besides the mid-winter conference in Florida, sessions were conducted in Columbus, Ohio; New York City; and Chicago. Helpful contacts are made at such gatherings, with influential people. As a result several garden center owners have written in for slide sequences, reprints and books. Some have placed our press kits directly in the hands of local newspapers, (in which they advertise), and been so kind as to mail tear sheets back to us showing that this material has been used.

To the extent convenient, technical turfgrass conferences are attended. Often these are the launching point for prepared speeches, such as "Winterseeding," "Why Thatch" and "Quality Cultivars" which appeared in the Proceedings of

the 4th Annual Missouri Lawn & Turfgrass Conference last autumn, and "Weeds In Lawn Seed" prepared for the Rutgers University Mid-winter Short Course.

Very similar is continued liaison with technical groups, such as the Ohio Short Course on roadside landscaping. Through the good offices of Mr. Garmhausen, Lawn Institute reprints have been distributed to the Highway Research Board nationally, and are handed out to participants on the Short Course tour (embracing attendees from 35 or more states; the national gathering place for highway landscape architects). Of course we continue to serve the trade press, supplying occasional stories or news items and photos for Seed World, Seed Trade News, Southern Seedsmen's Digest, the "merchandisers" and others.

As opportunity permits, personal visits are paid research establishments, to keep abreast of expert thinking. Not only are university and experiment station research centers visited, but those of member firms having significant research interests. In visiting with technical people, advantage is taken of publicizing Lawn Institute activity. An example of this sort was the taping of a radio show with Gil Whitton, Pinellas County agent, Florida.

Attempt is made to attend major conventions, such as the Agronomy meetings held this year at Denver. A declining budget combined with costliness of modern travel has kept us from doing all we should in this regard. We are indeed grateful for a special allowance by the Fine Fescue Commission, to make possible inspection visits to the South this year, in the interest of encouraging winterseeding with quality northern grasses.

It should be noted that the Institute furnished about 1600 lbs. of seed this last year, for winterseeding experimentation in the South and border states. The Milwaukee Sewerage Commission kindly engineered wide distribution of the "Lawn Institute mix" (combination of two bluegrasses, two fescues, and Highland bentgrass) in their agronomist-supervised national testing. Especially fine results were obtained in Florida as a result of this joint activity. Additionally, Highland bentgrass seed was sent several research institutions.

We have continued to sponsor showings of the Institute movie, "Bluegrass Beauty," for which there seems continuing demand. Again, in the interest of economy, we have had to withdraw the movie from all television casting, and asked Modern to restrict private showings to unsolicited requests (i.e. no advertising of availability by Modern). As of the latest report, viewings of this movie stand at 145,627 viewers in private showings, and 16,694,300 estimated television audience.

The Institute is now recognized as a source of lawn photos. Our photos have made the covers of a number of magazines, and were specifically requested for that by Garden Supply Merchandiser, Seed World, etc. Similar requests come occasionally from newspapers (viz. New York World-Telegram, Boston Globe), experiment stations (viz. Ohio State and Connecticut) and gardening magazines (viz. Popular Gardening, Flower and Garden).

Correspondence is a consequential part of almost any day's activity. Mostly it deals with routine matters of mailings, business matters (reprints, appearances, travel, etc.), and the dispensing of information upon inquiry. Not uncommonly there will be several distance calls received on an afternoon,

to which we try to reply by mail (as an economy measure) in completing the follow-up.

Some semblance of research and demonstration activity is attempted, on the Lawn Institute grounds. The only way to be knowledgeable about procedures, is to have tried them yourself. We attempt to keep plantings of all Institute grasses, subjected to various maintenance techniques, always ready for photographing and our own instruction. Much of the raw material for stories and releases originates through firsthand experience on the Institute grounds.

The budget for this is almost shamefully limited, involving chiefly a few hours labor each week during the growing season, by Mr. McAllister working at the close of his regular working day. Many of the materials and much of the mechanical equipment has been donated by chemical, fertilizer and equipment companies; and the Institute is charged nothing for use of fairly extensive grounds or storage facilities. Soome cooperators even furnish small gratuities for photos, etc.

A Salute To The President - Although I feel that the industry is getting quite a bargain in the Lawn Institute, considering the breadth of coverage for the moneys expended, it is only fair to point out that it is getting an even greater bargain in the services of its elected President. It is fitting that my present-ation end with a tribute to Mr. Edward Mangelsdorf, whose encouragement has been indispensable to the continued functioning of this organization. Perhaps no better way presents itself, to show how much time and attention the President devotes without glory or recompense, than to list a typical week's flow of carbons and correspondence from the Marysville office to the President. We spare the President carbons on routine business matters - such things as the ordering of reprints, placing of stories, answering consumer inquiry, etc. But we do try to send carbons of most things reflecting upon Institute policy; I am amazed that Mr. Mangelsdorf seems able to glance at it all, while continuing to run his own business. Here is what Mr. Mangelsdorf may have looked over critically during a typical week (chosen at random from the files):

<u>Communication To:</u>	<u>No. of Pages</u>	<u>Subject Matter</u>
Board members & Commissions	8 pages	Winterseeding report on Southeast.
Dr. Jos. Folkner, Univ. of Arizona	2 pages	Winterseeding photos.
Hector Turf & Garden Supply, Miami	1 page	Mailing 500 copies of "Business Opportunities In Turf Reseeding."
Florida Feed & Seed	1 page	Acquainting them with The Lawn Institute and its activities and releases.
Farm & Garden Supply, Florida	1 page	" " "
Dr. W. R. Thompson, Jr., Mississippi State University	1 page	Winterseeding.

Norman Rothwell, Hogg & Lytle	1½ pages	Seal of Approval.
Alan Mock, Mock Seed	2 pages	Information on Highland bentgrass.
Lee Patten Seed	1 page	Mailing copies of Thatch item.
Luce Clipping Service	1 page	Clipping pickup reduction.
Luce Clipping Service	1 page	" " "
Memo to Mangelsdorf	½ page	Milorganite's "Evaluation Of Cool-Season Grasses For Overseeding Of Southern Golf Greens."
Robert Lucas, Ansul Chemical	1 page	Membership; report on Ansul products tested on Institute grounds.
Ontario Landscape Contractors Assoc.	1 page	Mailing reprints.
Pioneer Advertising Agency, Oregon	½ page	Photos.
Dr. Leland Burkhardt, Univ. of Arizona	2 pages	Summarization of recent developments in turf culture & new varieties.
R. C. Kuehner, Oregon Fescue Comm.	1 page	Travel for winterseeding.
R. C. Kuehner, Oregon Fescue Comm.	1½ pages	Information on Garden Writers Association.
R. C. Kuehner, Oregon Fescue Comm.	½ page	"The Terrible Transition Zone" from Golf Business.
Fred Jans, Highland Bentgrass Comm.	½ page	Bentgrass newsletter.
Fred Jans, Highland Bentgrass Comm.	1 page	Photos.
Roy Edwards, Jr.	½ page	Month-end statement.

Respectfully submitted,

Robert W. Schery  
Executive Director

REPRINTS OF SECOND QUARTER

Within the last few months reprinting has been run on several articles prepared for or taken from national magazines. Prominent are "How To Select The Right

Turfgrass," reprinted from Weeds and Turf; "What Lawn To Plant Where," from the American Nurseryman; and "A Special Report On Kentucky Bluegrass Turf," from Western Landscaping News (Institute advisor, Youngner). With all of these, sample copies were circulated in May, additional copies offered upon request.

#### OHIO EXPERIMENT STATION VISIT

Dr. Schery enjoyed a visit with Dr. R. R. Davis, inspecting the research work at the Ohio Agricultural Experiment Station. A brief summary of current opinion or findings there follows.

Work with herbicides continues. Quackgrass is becoming an increasing problem, and a search is under way for some selective means of eliminating this in bluegrass. One possibility, based upon a report from Canada, is that strong rates of Dicamba may be more severe on the quackgrass than on the bluegrass. Treatments have been made, but results are not yet known.

In the autumn of 1963 a series of chemical knockdown treatments were tried, prior to reseeding (without soil cultivation). This spring every single treatment has resulted in inferior turf compared to untreated check sections. The chemical burning-back released weeds so thickly, that they interfered with and prevented establishment of the new bluegrass stand, even though the plots were amply irrigated through autumn. Included were granular cacodylic acid, Paraquat, Amitrol, and other knockdown chemicals.

In the bluegrass variety comparisons, results continue much as in the past. There is little or no detectable difference between origins of natural Kentucky bluegrass, or most of the named varieties. Merion breeder seed still looks rather poor, and is rather heavily infected with striped smut. The only really superior looking strain is Penn State K-5. Altra C-1 is perhaps poorest of all.

All fine fescues look good at this time of year, with little or no detectable difference between varieties.

Redtop planted years ago in seed mixtures continues to persist, and is almost as coarse as quackgrass. Davis strongly recommends no redtop in seed mixtures. He is finding that under current conditions, that fine fescues in seed mixture tend to dominate, with the exception of Merion (which seems to come back in a few years if fertilized generously).

Benefits to Merion still show, from insecticide treatment five or more years ago. The cause is hard to pinpoint, and the only difference that the entomologists seem able to find are fewer billbugs in the once-treated area.

Striped smut is becoming an increasing problem, and is especially prevalent on the Merion stands at the Experiment Station. Davis is worried that this may be getting out of hand, although it seems to only temporarily disfigure, not kill, the Merion. On the fertilizer trial grounds it seemed more severe on the more heavily fertilized plots, especially replicates receiving organic fertilization!

As to the fertilizer trials, ureaform is still performing poorly. It seems to require twice as much ureaform nitrogen for equivalent effect as other sources of nitrogen. And this is on reasonably acid soils.

Other studies include measurement of thatch build-up under differing treatments of care. The old seed mixture areas are to be replanted to new tests beginning this autumn, including the Highland bentgrass seed furnished last year (being held in cold storage until the new planting can be made).

#### KENTUCKY RESEARCH

Dr. Schery visited Dr. Robert Buckner, plant breeder at the University of Kentucky, in May. Dr. Buckner has extensive plantings of Kentucky bluegrass selections, as well as a major interest in pasture breeding (involving chiefly tall fescue).

Many fine-leafed selections picked up throughout the South are performing excellently in the test plots. Buckner's experience with Merion, Newport, and other named varieties has not been outstanding. Among his own selections are several that withstand disease and summer trouble better than most conventional varieties or sources of seed.

Buckner has devised a bluegrass composite of his own, utilizing eight selections which have proven especially good for him. Seed has been distributed for test. Unfortunately, one selection is very aggressive in the seedling stage. Buckner has now come to the conclusion that this should be left out, because it tends to "shut out" the other selections while not being too good by itself in later stages. Buckner now contemplates seven, rather than eight, selections in the composite.

As a side development in his tall fescue breeding work, Buckner has come up with a comparatively fine-leaf, low-growing tall fescue that seems not to clump unduly. He suggests that this might be suitable for difficult sites where bluegrass cannot survive. Buckner has had poor luck with fine fescues, these tending to die back appreciably in summer.

Evidence from Buckner's plots indicates disadvantage to imported seed. Both bluegrasses and forage species (such as orchardgrass) have not held up well after the first year compared to domestic selections.

The Kentucky agriculturists will soon move into a fine new "Agricultural Plant Science" building. Also, it has been decided to hire a turfgrass research specialist at the university. All in all, things are looking up for university turfgrass research.

#### PLANTING DENSITY

A group of Cornell researchers reported in Ecology on the "Alteration Of Plant Growth And Microclimate By Crowding." It was found that the density of planting had an influence upon microclimate conditions, which in turn presumably influenced growth. Contrary to what might be expected, crowded plants grew more than did sparsely planted plants. Dense stands had an influence

upon relative humidity, soil temperature, wind speed, and so on, which presumably influenced growth.

Research was done chiefly with crucifers. But the authors conclude " - - the survival of timothy seedlings was greater during dry weather where they grew fairly densely. Studies of microclimate conditions in dense stands of timothy revealed that the cover lowered evaporation from the top layer of soil and tended to prevent extreme temperature humidity conditions." "It is evident that the young plants in dense stands grew more rapidly than in the sparse or dispersed stands; the reasons for this behavior are, however, still in doubt."

This research may be construed as something of an argument for fairly heavy seeding rates for new lawns. However, it is well known that beyond a certain optimum, initial crowding (though it gives a quicker, better cover) results eventually in competitiveness that causes partial kill of the turf.

#### INFORMATION INTEREST HIGH

The Institute continues to receive requests for information about lawn products, especially from firms eyeing the market. It doesn't hurt to supply a battery of literature which may "condition" prospective entrants in favor of quality lawn seed. One of the more recent requests for such literature is from Winius-Brandon, St. Louis, in behalf of an unspecified client.

#### ARIZONA REPORT RECEIVED

The Turfgrass Research Report for 1963, from the University of Arizona (No. 219), was received in May. Studies reported pertained chiefly to bermudagrass, with most of the interest centered on control of the Eriophyid mite, a newly serious pest in the state. Some of the conclusions include: About a pound of nitrogen/M each four or five weeks produces good bermuda growth regardless of variety; subsurface or surface irrigation seemed to make little difference in water use or quality of turf; Diazinon continues the best insecticide for Eriophyid mite control, when used in combination with fertilizer (neither fertilizer nor insecticide alone did as well); the Diazinon seems to be systemic as well as having fumigation and contact effect; and two weevils introduced from Sicily seem to have become established, in an attempt at biological control of puncturevine.

#### MORE INTEREST IN GROWTH REGULATORS

Henry Larzelere of Merck & Co. telephoned the Lawn Institute, seeking information about potential markets for lawngrass growth regulators. While we had to be somewhat dubious about broad-scale usage of any technique that restrains continuous grass fill (but not necessarily weeds or other growth), this nonetheless indicates interest of an additional large drug firm in an increasingly important facet of the gardening market. The more tangential interest in lawns, the more opportunity to "talk up" good lawngrasses.

#### GRASS EXTRACTS AFFECT LEGUMES

Hoveland, reporting in Crop Science, March-April 1964, showed that extracts from five familiar grasses in the Southeast have varying but generally repressive influence upon several legumes (viz. clover, vetch, alfalfa).

Hoveland concludes: "Johnsongrass and sorghum alnum extracts caused the most severe reduction in germination and seedling vigor. Bermudagrass was the next most toxic grass followed by dallisgrass and bahiagrass, with tall fescue having little or no effect."

That the sole northern grass had the least influence, suggests that finer northern species such as bluegrass, fine fescue and bentgrass would have limited or no toxicity. It is encouraging to seedsmen advocating bahiagrass seed mixtures in the South, that this grass showed little toxicity.

#### LOW TEMPERATURE BENEFITS FOR GRASS

Beevers and Cooper, reporting in Crop Science, tell of ryegrass grown under differing controlled temperature regimens. They conclude: "The accumulation of soluble carbohydrate (occurs, and) - - growth in the cool regime is probably restricted by the retardation of respiration. The carbohydrate reduced during photosynthesis appears to be degraded only slowly and thus the production of other cellular components is limited." This study supports what has long been stated, that high temperatures for cool-season grass step up metabolic rates without comparable step-up in photosynthetic accumulation.

#### VICE-PRESIDENT SPEARS AND DIRECTOR SCHERY CONFER

When visiting the University of Kentucky, Dr. Schery also called upon Vice-President Spears, Paris, Kentucky. Colonel Spears gave several hours towards discussing background matters concerning the Lawn Institute, with suggestions for the forthcoming annual meeting.

#### HERBICIDE MOVEMENT IN SOIL

In leaching tests, Wiese and Davis reported (Weed, April 1964) that chemicals of the Banvel type leached deeper more quickly than did the 2,4-D group (including 2,4,5-T). This supports one of the fears in the use of Banvel (Dicamba), that there could be injury to ornamentals through the soil.

#### CONSUMER WANTS

A Kiplinger survey reporting upon what women want in a house when contemplating purchase, included quite emphatically greater attention to landscaping. Also a patio or terrace, said to be as popular these days as is a modern kitchen. Both good landscaping, and pleasant living on the patio, demand attractive lawns. Lawn product promotion should find a ready audience these days among the ladies, with the "heft" to back up their desires at the home purchasing level.



NEWS FROM NEW HAMPSHIRE ADVISOR

Dr. Leroy Higgins, Institute advisor in New Hampshire, reports that Agronomy and Horticulture are being merged at the university, to become the Department of Plant Science. With this change in process, not a great deal of turf work has been completed lately, but Dr. Higgins has high hopes for the future.

As to the Institute, he notes: "I've appreciated your releases and wish to acknowledge the same. I personally will be pleased to receive more in the future. - - let this letter serve to let you know that we are not wholly snowed under."

MEMBER'S ALMANAC

It is a delight to have received from The Lafkins, their "Spring Almanac and Catalog." It carries the image of dignity and quality, yet is full of spritely information judiciously chosen to convey confidence.

The "Blades of Grass" insert talks about the important needs of turfgrass. Fertilization and its spreading is well covered. Then comes good publicity about lawn seed, with a review of the new labeling system entitled "What's In The Bag Is On The Tag."

Lafkins conclude: "Henceforth anyone who buys lawn seed throughout the northeastern states will have only himself to blame if he purchases mixtures incapable of producing a fine-textured lawn - - many people know the fine and beautiful fescues, such as Chewings, Illahee or Pennlawn Creeping Red as most desirable lawngrasses. But how many have mistakenly assumed that Kentucky-31 tall fescue was fine textured. Actually, it is a worse weed grass in lawns than crabgrass, because it is perennial and difficult to eradicate selectively."

OKLAHOMA TURF

Oklahoma State University, reporting upon turfgrass research for 1963, joins several other states in providing statistical estimates for turfgrass within the state. Oklahoma is estimated to have nearly a million acres in turf, costing 72 million dollars to maintain, with a replacement value of 875 million.

These figures are exclusive of military installations and industrial lawns. First in acreage by far, and second in maintenance cost, is roadside turf. Home lawn turf ranks first in annual maintenance cost, at about 36 million dollars.

MORE REPRINTS USED

We were delighted that the Lloyd Mansfield Company of Buffalo, New York has wished to initiate a publicity program in behalf of quality lawn seed, by utilizing "Answer Questions: Advice, Not Price, Improves Sales," originally appearing in Flower and Garden Merchandiser. Two thousand copies have been

reprinted and forwarded to Lloyd Mansfield Company, for use in the kick-off mailing. Follow-up efforts utilizing additional reprints are anticipated.

#### LOUISIANA INTEREST IN WINTERSEEDING

Warren Meadows, Institute advisor for Louisiana, telephoned, asking if Dr. Schery could present a paper on winterseeding, for the Louisiana Turfgrass Conference in mid-May. Because of difficulty in arranging air travel connections, and the imminence of the Lawn Institute annual meeting, a personal appearance at the time planned was impossible. However, information and literature supporting winterseeding were offered to Dr. Meadows.

#### INFORMATION REQUESTS FROM NATIONAL NEWS MEDIA

Ainslie Dinwiddie of Newsweek magazine telephoned from New York, inquiring for statistical information on lawns and lawnkeeping. Newsweek was about to publish a resume of the importance of the lawn products industry and how it has "taken hold" of the country. Stanford Research Institute had suggested to Newsweek that the Lawn Institute be contacted.

It seems as if there is continuing interest in the business aspect of lawn products, as evidenced by inquiry to the Marysville office. Another recent inquiry was from Manufacturers Hanover Trust Company, studying trends and pricing in lawn products.

#### GREEN THUMB OFFERS TO HELP

George Abraham, widely syndicated columnist for "The Green Thumb" column (80 newspapers, combined circulation 5 million) has offered to help boost Lawn Institute publicity. Writes George:

"Bob, I thought of an idea that might appeal to you. Would you care to have me plug the Lawn Institute through your leaflets? I could offer them to our readers, who'd send me a self-addressed, stamped envelope, and we'd stuff them here, mail out same."

The Initial step with this program was taken with two reprints, "Turf Tips" and "What Lawn To Plant Where."

#### BANVEL AND RESEEDING

Not long ago we had occasion to suggest Banvel for freeing a football field of knotweed. The question arose, how long after Banvel (Dicamba) spray before new turf can be seeded. Lloyd Stitt, of Velsicol, has this to say.

At the 1 lb./A active ingredient rate, usually recommended for broadleaf weed control, it should be possible to reseed without injury after 7-10 days if the soil has been adequately moist. Without ample moisture, twice this waiting period (or longer) might be necessary. It is usually suggested that knotweed be controlled in summer prior to autumn reseeding.

Incidentally, Dr. Stitt states that an 8 lb. rate (eight times what is generally considered normal) will thin bluegrass, and 30 lbs. has killed Kentucky bluegrass. This with reference to reports out of Canada that a high rate of Banvel (upwards from 25 lbs.) might take quackgrass out of bluegrass. Considering Stitt's information, that hope seems rather forlorn.

#### USDA TESTS ON IMPORTED LAWN SEED

Most members are already acquainted with "Turf Quality Of Imported Kentucky Bluegrass And Red Fescue Seed," research by Hanson and Juska of the USDA, reported in the May 1964 issue of Park Maintenance. Samples from numerous lots of imported bluegrass and fine fescue were compared with a domestic check and named domestic varieties. With bluegrass, in most respects there was no significant difference. With the fine fescues, domestic sources had significantly greater density (and less leaf spot disease). In Kentucky bluegrass a serious contaminant with imported seed was *Poa trivialis*.

Conclusions of the researchers are worth repeating: "Caution should be exercised in substituting foreign grown seed lots for domestic seed, because of the lack of information on the adaptive value of this seed in areas where the disease complex and environmental conditions differ from those at Beltsville. Furthermore, *Poa trivialis* could be an objectionable contaminant in many lots of imported Kentucky bluegrass seed. Sources tested contain less than 5% *Poa trivialis* and would have been labeled and sold as Kentucky bluegrass."

#### OHIO STATE UNIVERSITY REQUESTS ILLUSTRATIONS

Dr. Kenneth Bader, acting Assistant Dean and Secretary, Ohio State University, wrote asking: "Dear Bob - - I am writing this to request from you some help in providing - - photos for a new edition of our lawn bulletin to be published in the near future." A selection of photos was sent Dr. Bader, and we hope will be helpful in the development of an attractive and useful publication on lawns. Such a bulletin is much in demand in Ohio.

#### SOUND ADVICE FROM CALIFORNIA

Writing in Western Landscaping News, Dr. Victor B. Youngner, Institute advisor, has this to say in an article devoted to bermudagrass: "There is no good reason to grow the bermudagrasses unless you are in a climatic area to which they are well adapted. If other good turfgrasses such as Kentucky bluegrass or red fescue grow well and are permanent, they should be chosen, not bermuda." Sound advice.

#### ROOTS PROVIDE OXYGEN

It is customary to blame poor grass root growth in compacted soil on lack of oxygen. Research with labeled oxygen by a University of California group, showed that seedling corn roots themselves release oxygen to the soil in portions sealed off with paraffin. The researchers conclude: " - - oxygen release

from roots may be a factor in sustaining - - abundant microbial activity often observed on the surface of plant roots in soil." Maybe we haven't given grass enough credit for being able to sustain itself in compacted soils!

#### ANNUAL BLUEGRASS

The White Plains, New York Reporter-Dispatch and other New York papers carried a lengthy item from the agricultural Extension Services entitled "Annual Bluegrass Is Showing Up." This well-written article noted how pestiferous *Poa annua* can be, and the impossibility of controlling it easily. It stressed that the seed is almost invariably in the soil, and only very infrequently a contaminant of purchased lawn seed: "In the overwhelming number of cases where *Poa annua* shows up in the newly seeded lawn, the fault lies in the presence of the seed in the soil and not in the seed bag."

With *Poa annua* having been declared noxious in New York, and this kind of publicity bombarding the public, there would seem a merchandising opportunity for lawn seed purveyors who utilize domestic seed free of *Poa annua*. The public should become increasingly aware of what annual bluegrass is, and its weed-like qualities.

#### KANSAS STATE ADVICE

We always enjoy Institute advisor Dr. Ray Keen's information sheets from the Central Plains Turfgrass Foundation. Ray finds the northern grass varieties trials quite interesting this year, in the marginal Kansas climate. He finds the few weeks in August and September critical for performance. " - - spring seeded grass is almost a year behind August seeded grass in production of good turf." Of course in Kansas there is generally considerable summer loss of temperate climate grass.

#### EXTENSION BULLETIN FOR LAWNS

The Rockland County Extension Service, New City (Long Island), New York, devoted its March 1964 issue of "Home and Garden News" to lawn care. The rather impressive 16 page booklet carried several articles, plus some advertising.

The lead article was entitled "Home Lawn Fertilization." Kentucky bluegrass was extolled as the "plant of the month." Cornell experts talked about crabgrass control and lawn diseases. Other articles were by outside experts, discussing such topics as "Watering Lawns."

The Lawn Institute participated through Dr. Schery's summary of the history of Kentucky bluegrass, as it appeared in "The Lawn Book." Editor Ira Caplan had asked for permission to reproduce this section, and we are gratified to see it in its entirety beginning on page 3. A drawing of bluegrass is also figured there.

INSTITUTE REPRINTS TO HIGHWAY RESEARCH BOARD

Wilbur Garmhausen, Chief Landscape Architect for the Ohio Department of Highways, has asked for a supply of certain reprints (including "The Importance Of Quality Seed") for distribution through the Highway Research Board Clearing House. This means that this information will go to the top highway people concerned with landscaping throughout the country.

REPORT ON IMPORTED BLUEGRASS AND FESCUE

Seed World, in the March 27 issue, carried an article by Hanson and Juska, "Imported Kentucky Bluegrass And Red Fescue Seed Performance." The findings in Beltsville were that no great differences in adaptation seemed to show, comparing domestic with imported seed, but that the imported seed (bluegrass) frequently contained significant quantities of unwanted *Poa trivialis*. The research also mentioned the work of Dr. Buckner, at the University of Kentucky, which we have reported to Institute members before: " - - imported bluegrass sources tested for forage production at Lexington, Kentucky, have been definitely poorer than domestic in disease susceptibility, persistence, and yield."

Hanson and Juska go on to say: "Caution should be exercised in substituting foreign-grown seed lots for domestic seed, because of the lack of information on the adaptive value of this seed in areas where the disease complex and environmental conditions differ from those at Beltsville. Furthermore, *Poa trivialis* could be an objectionable contaminant in many lots of imported Kentucky bluegrass seed."

LAWN STORY FOR RESORT INDUSTRY

We were pleased to have a story done for Resort Management magazine, appear in two sections (the March and April issues) of that attractive publication. The story as it appeared in both issues has been recombined to make a reprint, circulated to the members.

One unfortunate result of splitting a story, such as done by the Resort Management editor, is that it becomes necessary to rearrange at least a few paragraphs. Thus the final summarization to the story was used to finish the first part, confusing certain headings.

But the stories do give excellent publicity to quality lawngrasses, evidenced by frequent mention of Kentucky bluegrass, the Oregon fine fescues, and the numerous varieties of both of these (such as Park and Merion). Highland bentgrass is not slighted, either, for especially luxurious turf.

CHANGING ROADSIDE SEEDING ATTITUDE?

Stephen Wolfe, landscape architect with the Ohio Highway Department, stopped by the Institute office recently. It was interesting to learn of his growing dissatisfaction with tall fescue as the main roadside seeding ingredient. He is especially distressed that this is still in the specifications as a

component for seeding roadsides in semi-urban or habitated areas. This is very much in keeping with the Lawn Institute position through the years.

Wolfe has not only made astute personal observations, but has suggested improved seed mixtures to the department. Unfortunately, progress is slow, since highway departments are dominated by engineering talent rather than agricultural people. The only time improved seeding mixtures can be used (i.e. different from the general specifications) is when the landscape architect has time to make a special recommendation for a particular purpose. Obviously, not all highway can be covered in this fashion.

Wolfe would have substituted fine fescue for tall fescue, in the seeding mixture for the area being examined (on the outskirts of town). As a matter of fact, he would prefer that the department abandon tall fescue for many of its present uses, and would go to a Kentucky bluegrass-fine fescue combination (with perhaps a little clover and redbud as well) for all seedings on level ground and in relatively inhabited areas. Tall fescue would be retained only for seeding slopes, and even here Wolfe expresses the opinion that Kentucky bluegrass does a better job of binding the soil than does tall fescue.

These are some points worth thinking about, and worth helping to publicize among highway department hierarchy. Recent correspondence concerning the future of the Roadside Development Committee within ASTA has brought home the excellent opportunity afforded by working cooperatively with the annual Ohio Short Course (attended by the leading highway landscape architects from all over the country).

#### NEW FERTILIZER

Smith-Douglass has recently announced a new lawn fertilizer, seeming to have much competitive advantage. The analysis is 35-5-10, a really concentrated source of nutrients in a ratio generally well suited to turf. A new extrusion method of manufacture apparently makes it possible to offer this higher nutrient content at a poundage price competitive with lower analyses. Hartl Lucks, Smith-Douglass Regional Manager, telephoned the Marysville office, mentioning that the manufacturer was unable to keep up with demand, so general has been the acceptance of this new formulation. Mr. Lucks indicated that the nitrogen component is water soluble, but nonetheless has long-lasting qualities because of fixation on soil particles and colloids. The product is blue in color, said to be easily visible where applied, and especially suitable for application with a Cyclone-type spreader. A trial supply is to be sent the Lawn Institute.

#### HIGHLAND BENT GREENS EARLY

It was noted in the Lawn Institute test plots, that the Highland bentgrass planting greened attractively somewhat ahead of Penncross creeping bent in spring. Highland was almost as early as Kentucky bluegrass and fine fescues. A short warm spell in middle-late March brought out the attractive dark green of the Highland. Both bentgrasses had suffered from snow mold in late winter.

INSTITUTE PICTURE ON COVER

The March 27 issue of Seed World, carried a Lawn Institute photo as cover picture. The photo has been used in press kits, a hand containing Kentucky bluegrass (Park) with part of the bag showing, patching a bare spot in the lawn.

INSTITUTE REPRINT FINDS BIG USE

Bill Connolly of Heritage House telephoned, asking for permission to reproduce and distribute through Heritage House channels, the story appearing in Flower Grower entitled "Turf Tips." It was contemplated that perhaps 50 M additional reprints would be run, in addition to those originally scheduled by the Lawn Institute. This is one of the more massive usages of Lawn Institute material, and we are very pleased to see such effective dispersal of Lawn Institute information and name.

ALABAMA ADVISOR QUOTED

Dr. D. G. Sturkie of the Auburn Agricultural Experiment Station was quoted this spring to the effect that past lawn fertilization practices have resulted in generous accumulation of phosphorus in Alabama, and that the need now may be mainly for nitrogen, not phosphorus. He suggests that some instances of winterkill and poor growth may be the result of fertility imbalances built up through the years. The Experiment Station is suggesting in most instances these days, a ratio such as 2-1-1, 2-1-2, or 4-1-2, rather than equal percentage of all major nutrients. This follows Purdue University's lead of several years ago.

LAWN ADVICE BY BUILDINGS MAGAZINE

Last year a fairly extensive article on lawns and lawnkeeping was prepared for Buildings Magazine. The editor of this real estate management journal sent a complimentary marked copy of the February issue, pointing out an item "Grass Roots Grounds Rules." The magazine is staff written, with no authorship indicated. But it seems that some of the information given in the article is derived from manuscript sent last year, and perhaps not completely utilized.

WHY NOT MORE RESEEDING?

A research study reported by a group of Beltsville agriculturists on stand longevity (of legumes), might be instructive for lawngrass stands as well. As time passed stands declined, diseases became more prevalent, a fact generally recognized with pure stands of turfgrass, too. It was stated: "Many workers believe that reseeding rather than persistence of the original plants accounts for most of the population in old stands." By interpolation, perhaps there is merit in the now largely discontinued practice of regular bolster seeding of lawns. While it may be hard to argue that new seed added to old turf stands much of a chance in becoming established, there is a lot of evidence that new grass

(in its first and even second year) is comparatively less bothered by disease and troubles which strike old turf.

#### DEER LIKE FERTILIZED BLUEGRASS

A report in the April Agronomy Journal by South Dakota scientists, concerning old pasture once planted to crested wheatgrass but generously invaded since by Kentucky bluegrass, indicates that the deer were found to prefer fertilized grass. " - - 39 to 45 days after fertilizer was applied, grazing of the fertilized grasses increased materially - - deer use of the fertilized meadow was seven times greater than use of the adjacent unfertilized meadow." The statistics show that as nitrogen increased, so did phosphorus, potassium and calcium content of the grass.

#### UNIVERSITY OF MINNESOTA ADVOCATES

This from the University of Minnesota Garden Store Operators' Short Course: "Most satisfaction with the least care will be derived from planting 60% Kentucky bluegrass and 40% red fescue in sunny areas, and 40% Kentucky bluegrass and 60% creeping red fescue in shady places."

#### A BLUEGRASS DICTIONARY

We were pleased to see the Cincinnati Enquirer take three columns to detail the press kit account of bluegrasses, under the heading "There's More Than One Kind Of Kentucky Bluegrass Lawn." Members may recall that this item evaluated the parent bluegrass, and some of the named introductions, much along the lines of the story prepared last autumn for Horticulture Magazine. Sample quotes:

"Natural Kentucky Bluegrass - This is the parent bluegrass, legendary 'name' grass of quality seed blends. - -

#### MORE REPRINT USE

" - - for instance, we have one titled "Answer Questions; Advice, Not Price, Improves Sales" from the Flower and Garden Merchandiser. We would like to use it with your permission. - -" - John H. Mansfield, Secretary, Lloyd Mansfield Company, Inc., Buffalo, New York

#### INSTITUTE ADVISOR SPEAKS

Winston Way, University of Vermont, is Institute advisor and regular recipient of press kit materials. We are pleased to see him "getting the story across," as evidenced by his "Two Kinds Of Lawngrass Best" in the Burlington Free Press.

Sample quotes: "Buying lawn seed need not be complicated. Only two kinds are recommended for general home use - - Kentucky bluegrass and fine fescues - - Kentucky bluegrass, or its varieties, is the most desirable species for home



lawns. - - Natural Kentucky bluegrass is a mixture of genetic types which helps insure success under varying environments. If you wish to have a more sophisticated lawn, you may want to try one or more of the new selections such as Merion or Park. - - Fine red fescues do well where bluegrass is apt to falter - - can tolerate lower fertility and the dryness of sandy soil. - - Fine fescues do surprisingly well in partial shade - - Look for the named varieties Penmlawn, Illahee and Chewings."

#### OKLAHOMA GRASSLAND SIMILAR TO AFRICA

A report in Ecology indicated that plant succession on abandoned fields in central Oklahoma parallels very closely those in the African Transvaal highveld. Stages in the progression were similar, starting with ruderal weeds for two or three years, then annual grasses for several years, then perennial bunchgrasses, and finally true prairie conditions.

#### GRASS ROOT SYSTEM

An interesting statistic was developed about grass (wheat) indicating that a plant actually drew upon only 0.1% of the soil volume available to it, for the nutrients it absorbed. The proportion should be about the same for a lawngrass plant. This shows how important is the top inch or so of soil, in which the fertility content and the microbiological conditions are of overriding importance.

#### STORY ON LAWN SEED

The April 10 issue of Seed World carried the story from the spring press kit entitled "Weeds In Lawn Seed." Members will recall that this article points out that if care is taken not to pick the cheapest seed on the shelf, and if the required "fine-textured" or "coarse kind" listing is scrutinized, there's almost no chance of introducing really troublesome weeds.

Fine-textured quality grasses such as Kentucky bluegrass, fine fescues and bentgrass are essentially trouble-free of the troublesome weeds: "Kentucky Bluegrass - 43% no weeds at all, and only 4% as much as  $\frac{1}{2}\%$ . - - Fine Fescues - half of the samples contained no weeds whatsoever, and only 3% had as much as  $\frac{1}{2}\%$ . - - Bentgrass - 56% contained no weeds, and only 5% as much as  $\frac{1}{2}\%$ . - -"

#### LONGEVITY OF CRABGRASS HERBICIDES

An interesting paper by Juska and Hanson appeared in the April issue of Weeds, concerned with the residual effect of pre-emergence crabgrass preventers on later seedings. A dearth of experimental information has been reported on this phase of crabgrass preventer usage.

The authors confirm that when everything is favorable, there is apt to be little influence of crabgrass preventers upon the permanent turf. But when the grass is growing under stress, then stand and vigor suffer appreciably from treatments.

The residual effect of crabgrass preventers applied for three years, on new seedings, showed the lighter rates of treatment only slightly inhibitory but heavier rates causing a significant diminution in vigor. An arsenic complex (Pax?) seemed to have the most serious influence, Chlordane the least. Dacthal repressed bluegrass and fescue less than did Zytron.

Any of the more effective crabgrass preventers had residual effects on new seeding for at least three months. Lead arsenate and calcium arsenate bothered germination least, with greenhouse seedings made from 1 to 93 days following application. Diphenatrilte seemed not to bother fine fescue, but Chlordane (at herbicidal rates) decreased germination of bluegrass for at least two months.

### BLUEGRASS FOR PASTURES

Following is an excerpt from a reprint widely circulated by the National Fertilizer Solutions Association, sent the Lawn Institute by Mr. Waldron:

#### GRASSES FOR NORTHEAST PASTURES

A number of grasses can be profitably grown in the soils and climate common to the Northeast. Here are some of the more common kinds along with fertilization recommendations:

Bluegrass. This is often a good choice with which to start your pasture improvement program because most farms already have good stands. Highly palatable and nutritious. An early starter, it reaches its maximum growth period in May, tails off somewhat in mid-summer and reaches another production peak in fall. Recommended fertilizer application is 60 lbs. of nitrogen per acre in late fall, 500 lbs. of 9-9-9 or equivalent fertilizer according to soil test after first cutting, and 60 lbs. of nitrogen in late summer to stimulate fall growth."

### SOIL OXYGEN AND ROOT GROWTH

An earlier item mentioned work by southern California researchers, relating depth and adequacy of rooting to soil oxygen. This same research, reprinted from Golf Course Reporter, appeared in the April 1964 "California Turfgrass Culture." Special techniques were developed for measuring oxygen, and regulated quantities were introduced within a closed system near the surface. As would be anticipated, root growth was best where oxygen was ample. Interestingly, grass clipped at 2 inches had a potentiality for making better use of its oxygen than did grass clipped at 1 inch. Moreover, with adequate oxygen, total uptake of useful nutrients was better. And, as reported previously, golf greens on which troubles have developed due to soil compaction and poor air diffusion to the deeper levels, responded well to the process of drilling holes ten inches deep.

### GIRD ACTIVITIES

The Lawn Institute has cooperated with Murray Franklin's GIRD organization (an assemblage of prominent garden centers), in offering technical advice

on lawn seed and lawn products. It was felt that this liaison would amplify Lawn Institute efforts in behalf of the seed industry. The GIRD seed mixture ("Counselor" brand) carried the Lawn Institute Seal of Approval.

Mr. Franklin has recently informed the Institute that a franchising arrangement has now been developed, whereby affiliates subscribe for a complete gamut of counseling and merchandising services. The "package" includes in-store consultation, training sessions, and promotional help for the affiliate. The new scheme is being undertaken in an effort to sift garden center affiliates only mildly interested from those seriously attempting a modern, integrated, business-like approach to the merchandising of quality garden products.

#### REPRINTS DISTRIBUTED

There was gratifying activity on requests for and distribution of Institute reprints during the quarter. Not considering several routine requests from members for quantities of less-than-100, these significant distributions were undertaken.

Outstanding was the offer from George Abraham (Green Thumb syndicated column), to offer more than 6000 reprints to his readers, the mailing and stuffing to be of no cost to the Institute. 2000 items are being utilized by the Lloyd Mansfield Company of Buffalo, in behalf of Whitney Seed. Kellogg Seed, Milwaukee, utilized 1000 reprints for a week-long gardening festivity, while Hogg & Lytle mailed 800 to Canadian dealers. Rudy-Patrick of Kansas City has requested an additional 500 of one item, for its distribution. And Mr. Kuehner, of the Oregon Fine Fescue Commission, tells us that quite frequently they merely reprint the reprints in Oregon, for additional "mileage" in the West.

#### FERTILIZER TESTS ON BLUEGRASS AND FESCUE

A group of Massachusetts researchers, reporting in the March-April 1964 Agronomy Journal, compared fish-by-product fertilizers with other types, on natural Kentucky bluegrass, Merion bluegrass, and fine fescue. The fish fertilizer proved the equal of others, but perhaps of more interest generally is some of the data accumulated concerning such things as percentage of nutrient in clippings. On a percentage of N-K-P basis, a ratio approximating 8-1-4 was found consistently, indicative of removal of these nutrients and the approximate efficient ratio in a turf fertilizer. About half of the nitrogen applied was recovered in the clippings, but only a fifth or less of the phosphorus, and (on the average; wide variability) most of the potassium.

#### PARKER SWEEPER FURNISHES NEW THATCH-O-MATIC

Richard Parker, President of Parker Sweeper, telephoned recently, wanting the Lawn Institute to have one of the latest production-line models of the Thatch-O-Matic (power rake). One of the earlier models, almost a prototype, had been furnished by Parker last year. It has been effectively used in the research program on the Lawn Institute grounds, and is certainly a well-designed machine. However, more recent models have had several

improvements incorporated, and we did want to show in any pictures which might be taken (for gardening articles), the appearance of the machine exactly as it would be in the dealer's store. We are grateful to Parker Sweeper for sending this new model up to Marysville, and for cooperating in maintaining both this and the power sweeper in top condition. Much information is still needed on the interactions between de-thatching, fertilization, and kinds of quality grass planted.

#### CAUGHT IN CLIPPINGS

##### FIRST CLIPPING OF THE SEASON

We have from the Cincinnati Enquirer direct use of our press kit story on reseeding, viz.: "Of course the only good-looking grass you would want in your front lawn are the fine-textured kinds - Kentucky bluegrass, the fine fescues, bentgrasses of the Highland type, and a few others. - -"

Might it not be economical to regularly bolster such areas with additional seed, the same as with fertilizing, watering, and so on? - -"

##### FROM THE JEFFERSON CITY, MISSOURI CAPITAL NEWS

Good Names In Lawngrass. "Not everyone can remember - - varieties - - notes the Lawn Institute, but it is easy to insist upon - - Kentucky bluegrass represented by such well-known varieties as Park, Arboretum, and Merion, while the fine or red fescue species include Chewings, Illahee, Pennlawn varieties. Highland is the bentgrass most used for lawns."

"Kentucky bluegrass and its fine fescue companions of better lawn mixtures may stay green until after Christmas, says the Lawn Institute - -."

"Highland Bent For Specialty. - The Lawn Institute points out increasing emphasis on more erect, seeded bentgrasses rather than the creeping sorts - - Highland should not need the pampering - -."

##### BOSTON PICKUP GOOD

The Boston, Massachusetts Morning Globe, circulation nearly a quarter-million, makes good use of Institute kit shorts. April 19 and April 26 there appeared such items as "Park Bluegrass," " - - top-flight northern grasses such as Kentucky bluegrass, fine fescues and Highland bentgrass, - -" and "A recent survey by the Lawn Institute of Highland bentgrass seed showed almost no weed content."

##### AROUND THE CLIPPING CIRCUIT

Here are a few more Institute-inspired stories picked up from the newspapers.

The Aurora, Illinois Beacon-News - The thatch story, mentioning Park bluegrass, fescue varieties, and Highland bentgrass by name.

The Saginaw, Michigan News - Two stories talking about fertilization of Kentucky bluegrass, fine fescues and Highland bentgrass; and "Merion Kentucky bluegrass, says the Lawn Institute, proved once and for all - -."

The New Brunswick, New Jersey Home News - Three stories in the Sunday, April 19 and April 26 issues, of course mentioning bluegrass, fescue and bentgrass by name. Also, "Park Kentucky bluegrass, a quick-sprouting variety, is a 'synthetic' compounded from a dozen vigorous natural Kentucky bluegrass 'races' selected by the University of Minnesota, notes the Lawn Institute." And again, " - - top-flight northern grasses such as Kentucky bluegrass, fine fescues, and Highland bentgrass, - -."

The Baltimore Morning Sun, circulation over 300,000 - "Fine fescue establishes quickly in moderate percentage, does not repress Kentucky bluegrass." And, "Fine Fescue Is Good For Shade. Fine fescues make excellent companions for Kentucky bluegrass in lawn seed mixtures - -." Also, "Bugged At Your Picnic? - - a side advantage to reduction of the bother, according to Dr. Robert W. Schery, Lawn Institute Director, is that 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." Again, "The most prevalent lawn weed? At a Lawn Institute Clinic in the Midwest - - 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." Finally, "- - spreaders - - says the Lawn Institute allow light seeding. Kentucky bluegrass-fine fescue mixtures, or straight Highland bentgrass, reach so far that just a few pounds of seed are sufficient - -."

The Bethlehem, Pennsylvania Globe-Times - The thatch story "The better lawn-grasses, old favorite Kentucky bluegrasses and fine fescues such as Chewings, Illahee and Pennlawn, have made many lawns sparkle before thatch became so 'recognized'."

The Ravenna, Ohio Record & Courier-Tribune - Mention that natural Kentucky bluegrass is best where extensive turf plantings can receive only minimum maintenance.

The Davenport, Iowa Morning Democrat - An extensive Sunday story, patterned after the Popular Gardening report distributed previously.

#### WISCONSIN HELP

Two lengthy Lawn Institute stories, with by-line credit, appeared in the La Crosse, Wisconsin Tribune on Sunday, April 19. Sample extractions: "Good-looking grasses - - for your front lawn - - Kentucky bluegrass, the fine fescues, bentgrasses of the Highland type and a few others. Kentucky bluegrass and the fine fescues are renowned - -."

The second story was the Kentucky bluegrass recitation, featuring discussions of natural Kentucky bluegrass, Park, Merion, and others.

SAYS APPLETON, WISCONSIN

With by-line credit to Dr. Robert W. Schery and the Lawn Institute, the Appleton Wisconsin Post-Crescent offered "Here's A List Of Various Types Of Bluegrass." The "dictionary" explained natural Kentucky bluegrass and its varieties such as Merion, Park, and so on.

Merion - The first and most widely acclaimed special selection - -.

Park - A synthetic variety noted for quick sprouting and seedling vigor, resulting from interplanting of a dozen University of Minnesota selections - -."

PITTSBURGH HEARS MORE

We have indicated previously how much used are the Lawn Institute press kits by the Pittsburgh, Pennsylvania Press, circulation over  $\frac{1}{2}$  million. An additional two stories appeared on Sunday, April 19, and three more on Sunday, April 26. Sample headlines: "Bluegrass, fescues thrive under care.", "Fine fescues tops for good lawns.", "For quick sprouting (Park variety of Kentucky bluegrass)."

INSTITUTE INFLUENCE

Advisors and editors receive the Lawn Institute press kits from coast to coast. We like to think this is useful to the Extension Service when we hear county agents in Maine saying: "Kentucky or Merion Kentucky bluegrass are best suited to sunny areas, while the red fescues are best for shade. Red fescues include Pennlawn, Illahee, Creeping Red and Chewings." Or this headline from Colorado "Drage Says Kentucky Bluegrass Is Best For Colorado Lawns."

JEFFERSON CITY, MISSOURI STORY

"Mixed Up About Bluegrass? Could Be Seed Is Mixed." reads a Post-Tribune headline. "If you are mixed up about bluegrasses, it may be because seedsmen these days mix up bluegrasses. - - Among the bluegrass varieties often included in quality seed mixtures are Park, Merion, Arboretum - -. If you are contemplating seeding a lawn, a blend of bluegrasses has the advantage that almost certainly some component will fit your specific needs. - -"

SPRING CLIPPINGS CONTINUE IMPRESSIVE

Mid-May returns continue to delight us, with acceptance of spring press kit materials. Earl Aronson's Associated Press story quoting the Lawn Institute and Dr. Schery by name continues its wide acceptance, some 28 additional pickups.

The Mansfield, Ohio News-Journal gives by-line credit, and the Cleveland Plain Dealer and the Steubenville Herald-Star mention "In a recent report by Dr. Robert W. Schery, Director of The Lawn Institute - -." Pennsylvania papers picked up stories from an older kit, the "Ravages of winter - -" item. The

Madison, Wisconsin State Journal states " - - two compatible grasses are the Kentucky bluegrasses and fine fescues. The fescue supplies candidate grass for poor soil and dry shady spots, while the Kentucky bluegrass weaves a firm sod and adds luster. The fescue also sprouts quickly, holding the soil until the bluegrass can develop." The Worthington, Minnesota Globe begins "Fescues are excellent all-around lawngresses but generally better sod results when Kentucky bluegrass is included with the fine fescue."

The Lorain, Ohio Journal used four Institute stories in the May 1 issue, two others April 24 (such titles as "Know Your Fescues," "Bluegrass For Sod," "High Standard - - Park Kentucky Bluegrass - -," and "Good Lawns Imperative Around American Homes"). Says the Lorain Journal "An outstanding feature of both Kentucky bluegrasses and fine fescues is their ability to revive after enduring drought so severe as to brown the turf completely, says the Lawn Institute."

The Chicago Sun-Times plugs for Highland bentgrass, utilizing the press kit story which reads in part "Highland bentgrass would be more appropriate (for low-clipped turf)." It concludes "Fescues are excellent all-around lawngresses but generally a better sod results when Kentucky bluegrass is included with the fine fescues." The same day in another story it adds "Kentucky bluegrass and fine fescues such as Chewings, Illahee, Pennlawn and Rainier spread by underground runners."

Boston, New Brunswick and Pittsburgh continue to hear Lawn Institute information. The Boston Globe carried two of the bluegrass items, the New Brunswick, New Jersey Home News shorts naming bluegrass and its varieties (as well as the Lawn Institute), and the Pittsburgh Press gave further information credited to the Lawn Institute (viz. "Newer bluegrasses good with fescues," and "Better lawn seed - a lawn mixture of good quality will contain seeds of several sizes, on the average smaller than with inexpensive haygrass mixtures, says the Lawn Institute.")

The Tonawanda, New York News, in three stories carried May 1, points out how to "Know Your Fescues," "Park Bluegrass," and a longer story with by-line credit to the Institute reciting how to fight crabgrass with quality species. The Elmira, New York Sunday Telegram quotes the Lawn Institute on Merion and other varieties, in two pickups used April 15. The Albany, New York Times-Union says "Bluegrass Beneficial," citing the Lawn Institute as authority for seed mixture recommendations.

The Aurora, Illinois Beacon-News, May 2, gives Dr. Schery and the Lawn Institute by-line credit in "New Uses Found For Fescue Varieties." The story is that discussing fine fescue varieties and where they are useful. The Bethlehem, Pennsylvania Globe Times advises "Frequent seedings improve lawn," the Institute story advocating bolster seeding with quality mixtures.

FROM THE BALTIMORE MORNING SUN

"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."

FROM THE ROCHESTER, NEW YORK TIMES-UNION

"For normal sunny lawns in this region the mainstay is Kentucky bluegrass, including varieties such as Merion bluegrass. - - red fescues are recommended for dry soil in either sun or shade - -. Named varieties include: Illahee, - - Chewings, Penn State and Creeping Red."

IN CHICAGO

The Chicago Sun-Times supports Institute information: "Grasses that make their best growth in cool weather are recommended - - bluegrasses and the fescues - -. Kentucky bluegrass is the commonest lawngrass here. It is a hardy, long-lasting grass that will grow with little attention, but that is excellent with care - - Merion bluegrass is an improved strain of the Kentucky. - - There are several (fescues) - - Creeping Red, Chewings and Pennlawn. - - Bent used in lawn seed mixture is the Highland or Astoria strain - -."

FROM THE ZANESVILLE, OHIO TIMES-RECORDER

Press kit material was used by the Times-Recorder, under the banner "Now Is Time To Brighten Lawns Damaged By Winter." The item begins "A sure sign of spring is the eager shoots of Kentucky bluegrass, poking anew - - here are a few tricks to brighten the lawn, offered by Dr. Robert W. Schery, Director of The Lawn Institute."

In another issue: "The Lawn Institute frequently receives inquiry whether it is harmful to apply fertilizer at the same time the lawn seed is seeded - -. Good quality lawn seed is almost indestructible - -. Ordinarily it is quicker to apply the fertilizer and the seed each by itself - - moreover, seed mixtures are carefully blended by the packager, so that the proportion of Kentucky bluegrass and fine fescue - - is maintained."

ADVICE IN MICHIGAN

Ethel Mullison, columnist, suggests in the Saginaw, Michigan News: "If you plan to take really good care of your lawn, use Merion Bluegrass seed. If not, use Kentucky bluegrass; in fact, a mixture of Kentucky and a good fescue would be even better." This item also appeared in other Michigan papers, including the Ann Arbor News.

FROM THE JEFFERSON CITY POST-TRIBUNE

These many items appeared separately this spring.

"Bluegrass Mixtures Best. While versatile lawn seed mixtures contain fine fescues as well as Kentucky bluegrass, it is the vaunted ability of bluegrass to spread by rhizomes that makes (it) - - especially useful, notes the Lawn Institute."



"There is a difference between 'grass' seed and 'lawn' seed, indicates the Lawn Institute. Lawn seed is never a bargain if it contains coarse or impermanent grasses instead of quality - - Kentucky bluegrass and fine fescues."

"Park Bluegrass Highly Rated. The Lawn Institute points out that Park bluegrass is marketed only under high standards - -."

"Highland Bent For Specialty. - - Highland should not need the pampering that the creeping bents demand."

"Better lawn seed mixtures containing fast-sprouting grasses such as Oregon fine fescues and Park Kentucky bluegrass - - little call for nursegrass."

"Good Names In Lawngrass - Kentucky bluegrass is represented by such well-known varieties as Park, Arboretum and Merion, while the fine or red fescue species include Chewings, Illahee, Pennlawn varieties. Highland is the bentgrass most used for lawns."

"Lawn seed containing fine fescues, such as Chewings, Illahee and Pennlawn varieties, are excellent for dry, shady situations, notes the Lawn Institute."

"The Lawn Institute indicates that the plump seed of Park Kentucky bluegrass makes it one of the quick-to-sprout varieties."

"The Lawn Institute notes that without a first-class lawn such as comes from planting good bluegrass seed mixtures, neither foundation planting nor rose and shrub beds look their best."

"The fine fescues in quality lawn seed mixtures are fast-sprouting, notes the Lawn Institute - -."

"Bluegrass, fine fescue and bentgrass run little chance of burning when fertilized during cool weather - - notes the Lawn Institute."

#### IN WISCONSIN

The Milwaukee Journal advises: "Early care of lawns can prevent trouble." It is suggested grass be reseeded early, using a mixture that matches as closely as possible the existing grasses of the area. Fertilization and weed control are of course advocated.

#### JACKPOT

The clipping envelope for the first week of May contained 156 pickups. Half or more of these were direct usage of the Institute press kit, often with credit or author identification.

Something of a record must have been established for use of Lawn Institute material, by the Elmira, New York Sunday Telegram of April 19. The clipping service found 26 Lawn Institute items in that issue (and we don't know how many more escaped attention). Almost invariably the Lawn Institute was

mentioned by name. The headings themselves were "good reading," viz.: "Seed Mixtures Need Bluegrass," "Bluegrass For Sod," "Merion Bluegrass Proves A Point," "Illahee Fescue Used In South," "Pennlawn Variety Of Red Fescue," "Park Bluegrass Sprouts Quickly," "Bluegrass Companion (Chewings fine fescue - - highquality comes from Oregon)," "Natural Bluegrass Immigrant To U. S.," "Highland Bent Best Cut Short," "Kentucky Grass Tops Around Here," "New Bluegrasses For Quality Turf (Arboretum, Merion and Park)," "Natural Bluegrass One Century Old," "Top Bluegrass Survives Drought," etc.

#### ASSOCIATED PRESS HELP

There's nothing like help from the AP, such as the spring press kit received from Earl Aronson, AP Newsfeatures. You may remember the story: "The popular Kentucky bluegrass - - Dr. Robert W. Schery, Director of the Lawn Institute suggests: - - use a good quality lawn seed mixture of fine-textured grasses - - Kentucky bluegrass and fine fescues such as Chewings, Illahee, Pennlawn and Rainier - -. A close-clipped lawn - - Highland bentgrass would be more appropriate - - Highland should be mowed frequently - - the Highland or Colonial type is easier to care for. - - Highland should be fertilized regularly - - fescues are excellent all-around lawngrasses - - Kentucky bluegrass is included with the fine fescues - - the fescues do well in sunny locations - -." etc.

This story, giving repeated authorship mention and Lawn Institute identification, was picked up 35 times out of 156 clippings in the May 6 envelope.

Some of the newspapers carrying this story are: "Chicago News; Albany, New York Knickerbocker News; Rock Island, Illinois Argus; Champagne-Urbana, Illinois Courier; Cumberland, Maryland Times; White Plains, New York Reporter-Dispatch; Durham, North Carolina Herald; Rockford, Illinois Star; Monroe, Louisiana World; Perth Amboy, New Jersey News; Troy, New York Times-Record; Greenfield, Massachusetts Recorder-Gazette; Florence, Alabama Times; Youngstown, Ohio Vindicator; Greenwich, Connecticut Times; Hamilton, Ohio Journal News; and the Wichita Falls, Texas Times.

In addition to those papers mentioned, the story appeared in four other prominent Ohio papers, four other Pennsylvania papers, two other New York papers, two other Wisconsin papers, two Tennessee papers, and one additional each in Texas, Virginia, Illinois and Connecticut.

#### MORE HELP BY THE CINCINNATI ENQUIRER

The Sunday, April 26, Enquirer carried an additional five Institute stories, offering such comment as: "Park Kentucky bluegrass, a quick-sprouting variety.", "Know your fescues." "The Lawn Institute states that top seed mixtures containing adaptable grasses such as fine fescues (Chewings, Illahee, Pennlawn varieties) and Kentucky bluegrass can survive in shade.", etc.

#### FROM THE WILLOUGHBY, OHIO NEWS-HERALD

"The Highland or Colonial type of bentgrass is easier to care for than creeping bentgrass," from the Institute kit story.

SEED WORLD USES STORY

The April 24 issue of Seed World carried the Lawn Institute item "Kentucky Bluegrass, Fine Fescue and Thatch." The item gave by-line credit to Dr. Schery and the Lawn Institute.

IN MICHIGAN

The Kalamazoo, Michigan Gazette says that Jim Beard, Institute advisor, advises: "Permanent grasses such as bluegrass and red fescue should make up the major portion of a lawn seed mixture." - - "Cheap, quick-growing lawn mixtures are not necessarily the best buy because they may contain large quantities of temporary and weedy perennial grasses which are unsuited for a beautiful lawn."

IN THE WILLIAMSPORT, PENNSYLVANIA SUN-GAZETTE

"Lawn seed is in the limelight in planting lawns - - unless a seed mixture is chosen wisely, to contain top-flight ingredients such as Kentucky bluegrass and fine fescues - - the lawn is not likely to be a permanent success."

THE PRESS KIT SHORTS

We continue to be amazed by the wide usage of the Lawn Institute press kit shorts. For example, in a single envelope of April 29, containing around 90 clippings 15 or more were the "interest catchers" from the long list of shorts in the spring press kit. The New Brunswick, New Jersey Home News used two on one occasion, another a week apart. The Boston, Massachusetts Morning Globe utilized two on successive dates in mid-April. The Jefferson City, Missouri Post-Tribune continued its heavy usage. Both the Evansville Press and the Evansville Courier carried shorts April 17. The Muncie, Indiana Star continued making heavy use. The Pittsburgh, Pennsylvania Press carried two separate shorts April 19. The Albany, New York Times-Union, likewise. The Mt. Vernon Argus a single short April 15.

Reflected in all of this is frequent mention of Institute grasses. Headlines for the shorts include such as these: "Bluegrass For Sod," "Quality Bluegrass," "Know Your Fescues," "Kentucky Bluegrass," etc.

One Boston Globe heading was "Naturals," the item itself reading "Kentucky bluegrass and fine fescue are naturals in lawn seed mixtures, says the Lawn Institute." A Pittsburgh headline "Lawngresses Survive" explains "An outstanding feature of both Kentucky bluegrasses and fine fescues is their ability to revive - -." The Muncie Star talks of shade mixtures "Lawn seed containing fine fescues, such as Chewings, Illahee and Pennlawn varieties are excellent for dry-shady situations, notes the Lawn Institute."

The Albany, New York Times-Union headlines "Lawn Mixtures Benefit Turf," commenting that the Lawn Institute says "Seed mixtures containing Kentucky bluegrass and fine fescue - or Highland bentgrass - provide fine-textured turf that thickens and is permanent."

We truly think a lot of mileage has been gained from the shorts, now a regular feature of Lawn Institute press kits.

FROM THE INDIANAPOLIS STAR

A lengthy article appeared in the Indianapolis Star, March 22, discussing much of the advice offered in the Institute spring press kit. An old photograph showing Dr. Schery loading a spreader appeared with this caption "Always load a fertilizer spreader on a surface other than your lawn area - - it will avoid a possible damaged spot." The text indicated "For bluegrass and fescue, a minimum of 6 lbs. of actual nitrogen per thousand square feet per year is required." (The Star has doubled our rates).

FROM THE MUNCIE, INDIANA STAR

C. G. Milne, writing for the Muncie Star mixed a lot of lawn information into a nearly four-page spread. Included were several photographs from the Heritage House releases, as well as information from the Lawn Institute. Two Lawn Institute photos were featured. Mention of products, weed killing, grasses and whatnot were so interspersed, that in spite of attractive illustrations the page appeared somewhat garbled.

ADVISORY ON SEED SELECTION IN CONNECTICUT

The Waterbury, Connecticut Republican made good use of the Institute spring press kit, to advise on the new system of labeling seed mixtures. Categorization according to "fine-textured" or "coarse kinds" is given. The article continues: "Grasses allowed this top ranking on the seed box have long been favorites in quality lawn seed mixtures. There is Kentucky bluegrass, with its now numerous varieties such as Park or Merion; the fine or red fescues, in such varieties as Chewings and Pennlawn - -. Lawn seed mixtures containing mostly coarse kinds of grasses may be cheaper by the pound. But it is never a bargain to plant haygrass in a lawn, no matter how inexpensive the seed."

FROM THE MARION, INDIANA CHRONICLE

"Use Kentucky or Merion bluegrass for sunny spots. Use Pennlawn, Chewings or other red fescues for shady spots - - a seed mixture containing these varieties."  
"There are some 2 million seeds in a pound of natural Kentucky bluegrass. Park and Merion varieties have about the same number too."

INSTITUTE "SHORTS" USED REPEATEDLY IN NEW JERSEY

These from the Asbury Park Press: " - - fertilizers have benefited lawngrass - - not only on top-flight northern grasses such as Kentucky bluegrass, fine fescues and Highland bentgrass, but with various southern turfs in Florida."

"Natural Kentucky bluegrass, so called because it has naturalized widely throughout the Midwest, is still mainstay of quality lawn seed mixtures."

"Merion Kentucky bluegrass should be nominated to a lawngrass 'hall of fame'."

"Park Kentucky bluegrass is a quick-sprouting variety - -."

FROM THE CINCINNATI, OHIO ENQUIRER, THESE SEVERAL ITEMS

"The Lawn Institute suggests that when scuffs or bare spots need reseeding, see that Kentucky bluegrass-fine fescue mixtures are not encumbered with much annual ryegrass - -."

" - - notes the Lawn Institute - - (a mulch) - - helps keep bluegrass, fescue and bentgrass seed damp until sprouted."

"While versatile lawn seed mixtures contain fine fescues as well as Kentucky bluegrass, it is the vaunted ability of bluegrass to spread by rhizomes that makes bluegrass seed mixtures especially useful, notes the Lawn Institute."

FROM THE SPRINGFIELD, MASSACHUSETTS REPUBLICAN

The Republican gives the Lawn Institute a by-line, in a story entitled "Fine Fescue Grass." - "A relatively unfamiliar name compared to their Kentucky bluegrass companion in the better lawn seed mixtures, the fine fescues are nonetheless excellent all-around lawngrasses. Better sod is usually produced when Kentucky bluegrass is included with fine fescue, but Chewings, Illahee, Pennlawn and Rainier fescues have their own particular merits." The article goes on to detail in what respects the fine fescues excel.

MORE FROM NEW JERSEY

The Passaic Herald News quotes the county agent as advocating: "Kentucky or Merion Kentucky bluegrass are best suited to sunny areas, while the red fescues are best for shade. Red fescues include Pennlawn, Illahee, common Creeping Red and Chewings. - - Shy away from mixtures that contain Kentucky-31 fescue, Alta or Meadow fescue; timothy or high percentages of ryegrass."

FROM THE JAMAICA, NEW YORK LONG ISLAND PRESS

A local professor is authority for: "He agrees with the Extension Service recommendation of a mixture entirely made of Creeping Red fescue and Kentucky bluegrass." Part of a five-column advisory April 1.

FROM THE PITTSBURGH PRESS

"Illahoe Fescue Widely Planted - Illahee fine fescue, a well-known Oregon variety, has found considerable use south of what is ordinarily considered good fescue country, notes the Lawn Institute."

"Lawns need fertilizer high in nitrogen and the Merion variety needs more feeding than natural Kentucky bluegrass."

"With better lawn seed mixtures containing fast-sprouting grasses such as fine fescues and Kentucky bluegrass, there is little call for interfering nursegrass."

"Natural Kentucky bluegrass - - still a mainstay of quality lawn seed mixtures, comes from some sods which have been in existence nearly a century."

"Chewings Fescue. Chewings is a variety of fine fescue, well-known companion of Kentucky bluegrass in lawn mixtures. - - today's seed of high quality comes from Oregon."

FROM THE NEWARK, NEW JERSEY NEWS

"Keep nursegrasses at a minimum in quality Kentucky bluegrass-fine fescue lawn seed mixtures."

"Highland Bentgrass - For turfs that must be mowed very short, Highland bentgrass is an attractive substitute for Kentucky bluegrass and fine fescue."

THE GRAND RAPIDS, MICHIGAN PRESS ADAPTS INSTITUTE STORY

Beginning "The new shoots of Kentucky bluegrass in the lawn - -," the story advises on early spring care of the lawn.

FROM IOWA

The Waterloo, Iowa Courier quotes Paul Barger as advocating: "Kentucky bluegrass is best for overseeding in sunny areas and Creeping Red fescue for shady spots or for sandy soil. For sunny areas a mixture of 75% Kentucky bluegrass and 25% Creeping Red fescue, sown at the rate of 2 lbs. per thousand square feet is satisfactory. - - Don't get tall fescue mixed with the lawngrasses."

FROM EVANSVILLE

The Evansville Courier picks up an old story for replay, built about the lawn mower. Sample quote: "But don't lose sight of the grass and its needs, thinking only of the lawnsman. Some grasses such as Kentucky bluegrass and the fine fescues, favorites of the North, should be mowed rather tall - - other grasses, such as exquisite Highland bent, are seldom mowed much above an inch." This also appeared in the Evansville Press April 17.

FROM THE RACINE, WISCONSIN JOURNAL-TIMES

Reflecting Lawn Institute information, "If a lawn is to be mowed at  $\frac{1}{2}$  inch, there's not much chance for the traditional Kentucky bluegrasses and fine fescues to do a good job. In such instances, perhaps Highland bentgrass should be chosen."

FROM THE GRAND RAPIDS, MICHIGAN PRESS

"The choice seeds of Kentucky bluegrass and fine fescues are small - - permanent satisfaction - - comes from the lawn made from longer-lasting, fine-bladed turfgrasses." This a pickup from the Institute kit.

ADVISES THE ROCKFORD, ILLINOIS STAR

"Starting a new lawn is not complicated - - sow only a high-quality seed mixture - coarse or impermanent grasses are not a bargain at any price. Kentucky bluegrass and fine fescues are mainstay for northern mixtures. Park is a fast-sprouting bluegrass, and Merion a variety noted for low, thick growth."

All from the Institute information kit.

MORE FROM EVANSVILLE

The Evansville, Indiana Press has made good use of Institute releases. Under the headline "Use Care In Choosing Your Outdoor Carpet," we read, in part: "The proven lawngrasses - Kentucky bluegrass and varieties of red fescue such as come from Oregon - have never had chance to sparkle more brilliantly than under this regimen of modern quick care - - This fescue business may be a little confusing. The fescues of lawn royalty, peers of Kentucky bluegrass, are only of the red fescue species; they may be graced with such names as Chewings, Illahee, Pennlawn and Rainier. - - don't let hay fescue varieties called Kentucky-31 or Alta confuse you. Even Kentucky bluegrass con't choke them into modesty. Kentucky bluegrass and red fescue should be the mainstays - -." This also appeared in the Evansville Courier April 17.

FROM THE SEATTLE, WASHINGTON POST-INTELLIGENCER

In the "Better Gardening" column, Mary Palmer uses a synthesis of Institute press stories, and the photograph of a Highland bentgrass plug supplied with the press kit. The caption reads: "What does a beautiful lawn look like up close? This is well tended Highland bent, but Kentucky bluegrass-fine fescue sod would show similar closely packed, erect-growing grass plants."

FROM THE BOSTON EVENING GLOBE

"Kentucky bluegrass-fine fescue turfs mowed 2 inches high keep weeds out of the lawn many times more effectively than the same grasses mowed half this high, says the Lawn Institute."

"(crabgrass preventers) - - are safe for use on established Kentucky bluegrass-fine fescue turfs. - -"

FROM THE PEORIA EVENING JOURNAL STAR

In the Down On The Farm column we read: "- - bargain grass seed is not always the best - - you will find that it germinates rapidly and fades out nearly

as fast. Recommended varieties include Merion bluegrass and Creeping Red fescue - -."

MORE ON BLUEGRASS IN THE ANTARCTIC

Press clippings have picked up repeatedly the release noted in the last Harvests, relevant to Ohio State scientists planting Kentucky bluegrass below the Antarctic Circle. It will be recalled that the grass survived, but was destroyed when the scientists left in order to prevent any possibility of it spreading to confuse later botanists.

FROM THE TRAVERSE CITY, MICHIGAN RECORD-EAGLE

The Record-Eagle was one of many papers making good use of the Lawn Institute's investigation of weeds in lawn seed. Quotes: "- - if care is taken not to pick the cheapest seed on the shelf, and if the - - 'fine-textured' or 'coarse kinds' listing is scrutinized, there is almost no chance of introducing really troublesome weeds."

"Only the three major grasses of quality lawn seed mixtures are reported - - Kentucky Bluegrass - 43% no weeds at all - - Fine Fescues - half the samples contained no weeds - -. The improved varieties from Oregon (Chewings, Illahee, Pennlawn or Rainier) were especially free of weeds. - - Bentgrass - 56% no weeds - -. An attestation of the high quality of Oregon bentgrass - -."

FROM THE NEW BRUNSWICK, NEW JERSEY HOME NEWS

"Merion Bluegrass Tops - Merion Kentucky bluegrass, says the Lawn Institute, should be nominated to a lawngrass 'hall of fame' - - once Merion proved the point, plant breeders quickly set about developing other fine bluegrass varieties, such as Park."

NEW YORK ADVICE

The Staten Island, New York Advance makes good use of press kit materials. Seeding without delay was advocated, and the use of a good spreader. As to fertilization: "Kentucky bluegrass and Merion bluegrass lawns require - - a balanced diet."

QUOTED IN NEW JERSEY

The Hackensack Record advises: "A mixture that will produce an attractive, long-lasting lawn contains high percentage of one or more Kentucky bluegrasses and one or more of the red fescues."

FROM THE BUFFALO, NEW YORK NEWS

"The savor of the barbecue seems greater, notes the Lawn Institute, if the lawn about the patio is first-class. Seed mixtures containing Kentucky



bluegrass and fine fescues provide fine-textured turf that thickens and is permanent."

FROM THE LORAIN, OHIO JOURNAL

"There are some 2 million seeds in a pound of natural Kentucky bluegrass, says the Lawn Institute. Park and Merion varieties have about the same number too."

"- - a recent survey by the Lawn Institute of Highland bentgrass seed showed almost no weed content." Also, "Crabgrass preventers should be applied to Kentucky bluegrass-fine fescue lawns just ahead of warm spring weather, notes the Lawn Institute. They will not injure established bluegrass, fescue or Highland bentgrass."

A PLUG FOR HIGHLAND

The Traverse City, Michigan Record-Eagle gave the Lawn Institute a by-line, under the heading "Highland Bent For Close-Clipped Turf." The press kit story was used without change, beginning "Some homeowners just can't believe that a lawn mowed higher than an inch looks as attractive and will not need any more frequent mowing than one mowed less than an inch." The story goes on to state that this height is a little low for Kentucky bluegrasses and fine fescues, and that "perhaps Highland bentgrass should be chosen." Advice on Highland care is given, and the story terminates: "The Highland or Colonial type of bentgrass is easier to care for than the creeping bentgrasses - - Appearance of well cared-for bentgrass is tops."

FESCUE EASY ON FERTILIZER

This is the headline from a Cincinnati Enquirer story based upon Institute release. The story goes on to say; "The best lawn seed mixtures generally contain one or more of the fine fescues, such as Chewings, Illahee, or Pennlawn - - one reason why fine fescues often end up forming most of the turf under trees, where the soil tends to be less rich and drier because of tree root competition."

FROM THE PASSAIC, NEW JERSEY HERALD-NEWS

"- - be sure to provide a properly prepared seedbed and plant a high quality seed mixture containing at least 75% Kentucky bluegrass and red fescue."

FROM THE NORTH TONAWANDA, NEW YORK NEWS

"Low-growing grasses save on maintenance, suggests the Lawn Institute. For berms and distant views fine fescues and Kentucky bluegrass can be left unmowed until mid-summer, while taller haygrasses have to be mowed frequently."

FROM THE WALLA WALLA UNION-BULLETIN

"In Pacific-Northwest soils, a mixture of Kentucky bluegrasses and fine-leaved fescues is especially effective."

SIDE BENEFITS

Although releases are generally aimed at a certain point of interest, sometimes the information is utilized in ways unforeseen. Some Institute information built around "thatch" as a subject, seems to have been captured for commercial interest in a Danville, Illinois "Commercial News," under the heading "Four Billion Spent Each Year For Lawn Care."

"Thatch is worse with some types of grass than with others - - the finest lawngrasses - the Kentucky bluegrasses and fine fescues - are seldom bothered with thatch - - Merion Kentucky bluegrass which needs heavy fertilization may thatch more than other bluegrass varieties such as Arboretum or Park. None of the improved fine fescues from Oregon (Chewings, Illahee, Pennlawn, etc.) are great thatchers. - - For lawns the more erect bentgrasses, such as Highland, thatch less - -." The story goes on, obviously following the press kit release.

WHAT GRASS SEED FOR NEW YORK CITY?

That is the gist of the headline in the Nyack Journal News. Says the News: "The Agricultural Department recommends that if you use a mixture of lawn seed, you should use one that consists mainly of Kentucky bluegrasses and the red fescues. If you have a sunny, well fertilized lawn, use nearly all Kentucky bluegrass or the improved Merion Kentucky bluegrass."

INDIANA TRIBUTE TO FESCUES

The Gary, Indiana Post-Tribune headlines an Institute by-lined story "Fine Fescues Flourish In Shadiest Locations." The story, of course, is that carried in the press kit mentioning the especial features that fine fescues have for lawn seed mixtures.

FROM THE SPRINGFIELD, MASSACHUSETTS REPUBLICAN

"Progress moves so rapidly in the quality lawn seed industry - - Here is a dictionary of Kentucky bluegrasses which have attained significant - - stature - natural Kentucky bluegrass, Merion, Park, Arboretum, etc."

FROM THE MT. KISCO, NEW YORK PATENT TRADER

"This is a good argument for having fine fescues along with other top-flight lawngrasses such as Kentucky bluegrass in a seed mixture - there's something to fit every need."

FROM THE MUNCIE, INDIANA STAR

"The Lawn Institute points out that with better lawn seed mixtures containing fast-sprouting grasses such as the Oregon fine fescues and Park Kentucky bluegrass, there's little call for interfering nursegrasses."

FROM THE MARION, INDIANA CHRONICLE

"There are some two million seeds in a pound of natural Kentucky bluegrass. Park and Merion varieties have about the same number, too."

"Kentucky Bluegrass - 43% no weeds at all; Fine Fescues - half the samples no weeds; Bentgrass - 56% no weeds."

THE NEWS GETS AROUND

From the Warrensburg, New York News, we see such sound admonitions as these: "Kentucky bluegrass grows well in the sun, - - Merion - is resistant to leaf spot - - red fescue - will grow in sun or shade - some of the better varieties are Pennlawn, Illahee and Rainier - - Kentucky bluegrass and red fescue should make up 85% of the mixture. - - Avoid any mixture that contains - - Alta and Kentucky (31) fescue and haygrasses such as timothy." Institute information is amplified where stories such as this are developed.

FROM THE BUFFALO, NEW YORK COURIER-EXPRESS

"Coarse or impermanent grasses are not a bargain at any price. Kentucky bluegrass and fine fescues are mainstay for northern mixtures. Park is a fast-sprouting bluegrass, and Merion a variety noted for low thick growth."

FROM THE NEWARK, NEW JERSEY NEWS

"Both Kentucky bluegrasses and fine fescues spread by underground runners, grow gracefully erect above ground."

FROM THE JERSEY CITY, NEW JERSEY JOURNAL

"Merion Kentucky bluegrass, says the Lawn Institute, should be nominated to a lawngrass hall of fame. This improved variety of Kentucky bluegrass proved - - the point, plant breeders quickly set about developing other fine bluegrass varieties such as Park."

FROM THE DENVER, COLORADO POST

"Grasses allowed this top ranking on the seed package have long been favorites in quality seed mixtures - - they include Kentucky bluegrasses, fine or red fescues, and the bentgrasses."

FROM THE TRAVERSE CITY, MICHIGAN RECORD-EAGLE

"Relatively unfamiliar - compared to Kentucky bluegrass, - fine fescues are excellent all-around lawngrasses - Chewings, Illahee, Pennlawn and Rainier. Fescues have their own particular merits."

FROM THE HARTFORD, CONNECTICUT TIMES

"There is Kentucky bluegrass, with its now numerous varieties such as Park or Merion; the fine or red fescues, in such varieties as Chewings and Pennlawn; the bentgrasses, such as Highland."

FESCUES FOR CINCINNATI

The Cincinnati Enquirer headlines an Institute press kit story "Fescues Can Prevail Where Bluegrass Fails." The opening paragraph reads; "A relatively unfamiliar name compared to their Kentucky bluegrass companion in the better lawn seed mixtures, the fine fescues are nonetheless excellent all-around lawngrasses. Better sod is usually produced when Kentucky bluegrass is included with fine fescue, but Chewings, Illahee, Pennlawn and Rainier fescues have their own particular merits." The story goes on to detail fescue advantages, in seed size, shade tolerance, easy care, excellent color, delicate foliage, and ability to survive drought.

FROM THE ALBANY, NEW YORK TIMES-UNION

"The fine fescues in quality lawn seed mixtures are fast-sprouting, notes the Lawn Institute."; "The difference between the fine or lawn fescues and the tall or hay-type fescues is critical in lawn-making, notes the Lawn Institute."

FROM THE BALTIMORE, MARYLAND MORNING-SUN

"Kentucky bluegrass leaves grow upward first, then arch back. If the mower is set high - sufficient green blade remains to nurture the sod."

IN THE SPRINGFIELD, MASSACHUSETTS REPUBLICAN

A press kit story appeared April 12, stating such conclusions as where there's close clipping, and the recognized Kentucky bluegrass and fine fescues can't do a good job, Highland bentgrass should be chosen. "(mowing) twice a week if often suggested for a Highland bent lawn - - appearance of well cared-for bentgrass is tops."

STATES THE CLEVELAND PRESS

Polly Young, garden writer for the Cleveland Press, utilized a Lawn Institute photo, and offered some sound advice, in the April 11 issue. "The best seed is the cheapest in the long run. Don't fall for bargain price seed. You get

just what you pay for. - - The amount of high quality seed needed for a given area is so much less than the cheap grades that total price differences are substantially reduced."

#### IN THE SYRACUSE HERALD-AMERICAN

Press kit stories were combined under the by-line of Harvey D. Sanderson, in the Syracuse, New York Herald-American. "According to Dr. Robert W. Schery, Director of the Lawn Institute, the tempo of growth steps up - - Choose only a good quality lawn seed, in this area Kentucky blue or Merion blue should furnish the bulk - - in addition to getting more seeds for the money in each pound of a good bluegrass-fine fescue mixture, the purchaser also gains grasses that are permanently satisfying. - - The seeds of quality species average smaller than those of inexpensive haygrasses. Although they contain all the hereditary stuff for fine turf performance, they don't contain so much initial energy as is packed into a larger seed. Thus a good lawn shows substantial growth more slowly than some of the quick-come quick-go plantings."

#### GOOD GRASS "DOWN ON THE FARM"

George Perisho, in the Peoria, Illinois Journal Star, advises in his column Down On The Farm: "Again I would like to say that bargain grass seed is not always the best. - - fades out - fast - - recommended varieties include Merion bluegrass and Creeping Red fescue."

#### MICHIGAN ADVISORY

Ethel Mullison is widely syndicated in small Michigan newspapers. She's a regular recipient of Institute press kits. We are happy to have her column carry such advice as "In Michigan bluegrass and fescues are considered to be the best grasses for lawns. - - The two bluegrasses most widely used are Merion and Kentucky - - in fact a mixture of Kentucky and a good fescue would be even better."

#### MULTIPLE USE OF INSTITUTE STORIES

The clipping envelope of April 22 contained over 100 clips, most of them reflecting usage of Institute stories, either directly attributed or "borrowed." It is interesting to note the fine reception being given the numerous shorter stories included in this spring's press kit. Here are several instances of side-by-side usage in the same paper within a day or two's time, as revealed through the clipping service.

The Willoughby, Ohio (Cleveland area) News Herald - four feature stories on April 3, under such headlines as "Haygrass, No - Bluegrass, Fine" and "For Fairway Front Yard Use Highland Bentgrass." Even the items about lawn thatching, turf tips, and grass "dictionary" were used verbatim from the press kit, although without credit to the Institute.

Both the Cincinnati Enquirer and the Columbus Citizen Journal used numerous items on or about the week of April 9. The Lawn Institute, Park bluegrass and Merion bluegrass were all featured names.

It's hard to keep up with all of the Institute material utilized by the Jefferson City, Missouri Capital News. April 3 alone there was a featured story under the banner "Mixed Up About Bluegrass? Could Be Seed Is Mixed," and nine short all mentioning the Lawn Institute, and the grasses it represents by name. For example: "The Lawn Institute indicates that the plump seed of Park Kentucky bluegrass makes it one of the quick-to-sprout varieties." And "The Lawn Institute points out that Park bluegrass is marketed only under high standards of purity and germination." "If bluegrass and fine fescue seeds aren't at hand, surely there will be weeds instead." "Lawn seed is never a bargain if it contains coarse or impermanent grasses, instead of quality seed types such as Kentucky bluegrass and fine fescues." "Lawn seed containing fine fescues such as Chewings, Illahee and Pennlawn varieties are excellent for dry, shady situations, notes the Lawn Institute.", etc.

The Albany, New York Times-Union carried multiple items in a single issue. So did the Mt. Kisco, New York Patent Trader (sample headlines: "Use Fertilizer Carefully, Lawn Institute Advises"; "Best Seed Mixes Contain Fescues"; "Lawn Seeds Classified On Labels").

The Pittsburgh, Pennsylvania Press carried at least four Institute stories in the April 12 issue, viz.: "The Lawn Institute advises not to confuse annual bluegrass with perennial Kentucky bluegrass, a long-lasting lawn favorite."; "Keep nursegrasses at a minimum in quality Kentucky bluegrass-fine fescue lawn seed mixtures."; "Kentucky is still an important producing state for Kentucky bluegrass, points out the Lawn Institute. Perhaps the richest hereditary pool for Kentucky bluegrass types is in Kentucky.", "The Lawn Institute indicates that the heavy plump seed of Park Kentucky bluegrass makes it one of the quickest-to-sprout varieties."

The Boston, Massachusetts Morning Globe carried similar multiple items with Lawn Institute credit. And out Indiana way, the Marion, Indiana Chronicle had five Lawn Institute items, four of them on April 5; the Muncie, Indiana Star four items (sample: "Good Names In Lawngrass - Not everyone can remember the names of appropriate varieties - - notes the Lawn Institute - - insist upon Kentucky bluegrass - - such well-known varieties as Park, Arboretum and Merion, while the fine or red fescue species include Chewings, Illahee and Pennlawn varieties. Highland is the bentgrass most used for lawns."

#### MORE FROM NEW YORK

The Jamestown Post Journal carried a "Good Grass Makes Appearance Slowly" article, by Eleanor Rhubottom, regular recipient of Institute press kits as a member of the Garden Writers Association. We are happy to see a almost verbatim use of the material: "Good lawns are an increasing 'must' around American homes today. Nothing else quite so completely satisfies the landscaping needs - - bargain grass seed - is never really a bargain. Good grass seed is made up of grasses such as - bluegrass-fine fescue blends and is

permanently satisfying, while cheap grass mixtures or haygrasses that sprout quickly and then die. - - Good grasses such as Kentucky bluegrass and fine fescues are renowned as perennials."

FROM THE COLUMBUS, OHIO CITIZEN JOURNAL

"Park Kentucky bluegrass, a quick-sprouting variety, is a synthetic compounded from a dozen vigorous natural Kentucky bluegrass races - - notes the Lawn Institute."

FROM THE WILLOUGHBY, OHIO NEWS HERALD

"Both Kentucky bluegrass and the fine fescues spread by underground runners, grow gracefully erect above ground. - - Even among bentgrasses the more erect varieties such as Highland develop thatch more slowly than do fast-growing creepers."

FROM THE PAWTUCKET, RHODE ISLAND TIMES

A headline by-lined "Dr. Robert W. Schery, The Lawn Institute," to discussions for upgrading a lawn, mentioning "Weeds and coarse bunchgrasses are struck down, the bluegrass and fine fescues introduced - - without even plowing the seedbed."

IN THE GLOUCESTER, MASSACHUSETTS TIMES

The Times picks up the press kit cue, states: "Seeds of the coarse grasses which are not suitable for fine display lawns, such as Alta tall fescue, Kentucky -31 tall fescue and - - ryegrass - - lower price - - is not the deciding factor. In an ounce of - - bluegrass there are 135,000 seeds. In an ounce of - - tall fescue - on 14,000 seeds."

ASSOCIATED PRESS HELPS OUT AGAIN

Earl Aronson, writing for AP Newsfeatures, lists in his column "Dr. Robert W. Schery, Director of The Lawn Institute, suggests." Extensive coverage is then given press kit stories, including such mention as: "Kentucky bluegrass and fine fescues such as Chewings, Illahee, Penmlawn and Rainier spread by underground runners - - (for golf fairway) Highland bentgrass would be more appropriate - - Highland should be mowed frequently. - - Fescues are excellent all-around lawngrasses but generally a better sod results when Kentucky bluegrass is included with the fine fescues."

FROM THE SHEBOYGAN, WISCONSIN PRESS

"However, Kentucky or Merion bluegrass and red fescue are good perennial grasses for this area."

FROM THE CINCINNATI, OHIO ENQUIRER

This headline "Highland Bent - A Grass For Close Cropping." The story is direct pickup of the Institute kit material.

Also, the Enquirer quoted verbatim the press kit story built around thatch.

FROM THE BOSTON, MASSACHUSETTS MORNING GLOBE

This headline "Highland Bentgrass For Close Mowing," and the press kit story which followed.

IN THE CHICAGO TRIBUNE

The Lawn Institute's fine working relationship with Art Kozelka, Garden Editor for the Chicago Tribune continues. We appreciate mention and use of press kit materials in his Sunday gardening column. Writes Mr. Kozelka: "You can get a jump of several weeks on the season, according to the Lawn Institute, by beginning to spruce up your lawn, - -."

FROM THE COLUMBUS, OHIO DISPATCH

"There's a difference between 'grass' seed and 'lawn' seed, says the Lawn Institute. Bargain seed is never a bargain if it contains coarse or impermanent grasses, instead of quality seed types such as Kentucky bluegrass and fine fescues."

INSPIRED BY PRESS KIT?

This Associated Press newsfeature was picked up by the clipping service. Sounds as though it may have been inspired from the Institute press kit? "Fine grasses, such as Kentucky blue and lawn fescues, will not be injured by crabgrass controls applied at the proper date. - - If your good lawngrasses are thick and full in the cool spring, fertilized adequately and mowed high, crabgrass will have a struggle to come through."

FROM THE CINCINNATI ENQUIRER

"Bluegrass is the basic lawngrass - - several of its selected varieties - - produce first-rate turf. Kentucky bluegrass - - stands dry weather well because it becomes semi-dormant - -. For soils low in fertility, Creeping Red fescue does better - -. The reason for mixtures is to provide good quality turf over a wider range of growing conditions than could be met by a single grass."



IN THE ZANESVILLE, OHIO TIMES-RECORDER

Credit is given the Lawn Institute, for use of the Institute story on renovating old lawns.

IN THE CHICAGO TRIBUNE

Art Kozelka, garden editor, and recipient of Institute kits, has this to say: "The wise homeowner will choose only a good quality lawn seed mixture containing fine-textured grasses suitable for Chicagoland - - these include Kentucky bluegrass and its numerous varieties such as Merion, Windsor or Park and the fine fescues such as Chewings and Pennlawn."

IN THE SKANEATELES, NEW YORK PRESS

"There's good news about grass - specifically Kentucky bluegrass and red fescue, the stuff that millions of homeowners have in their lawns."

FROM THE BATAVIA, NEW YORK NEWS

"For most lawns, simple mixtures of Kentucky bluegrass and red fescue are adequate."

QUALITY BLUEGRASS

This short appeared in the April 12 New Brunswick, New Jersey Home News "Park Kentucky bluegrass is marketed only as especially pure, heavy weight seed, says the Lawn Institute. Anything less is rejected."

ANTARCTICA BLUEGRASS SHORT POPULAR

In the April 29 clipping envelope, there were 24 clippings of this short on bluegrass in Antarctica - "Kentucky bluegrass seeds sprouted and grew for 10 days in Antarctica before dying. Only algae, mosse, and lichens had been found to grow so far south before."

MASSACHUSETTS HEARS OF FESCUE

The Springfield, Massachusetts Republican, under the headline "Fescue Seeding Cuts Drudgery Of Fertilizing," carried Lawn Institute information. Viz. " - - the fine fescues, such as Chewings, Illahee or Pennlawn. These fescues help satisfy the modern demand for a thick, beautifully dark green lawn. - - This is a good argument for having fine fescues along with other top-flight lawngrasses such as Kentucky bluegrass in a seed mixture - -."

Also, the Springfield Republican carried a bluegrass banner "Kentucky Bluegrass Is First Sign Of Spring." The Lawn Institute story on this was reprinted verbatim.

FROM THE HAMILTON, OHIO JOURNAL-NEWS

"Recommend Higher-Price Grass Seed - - When it comes to buying grass seed, if you're in doubt as to which to buy, it is safe to select the highest priced. This means that it has a higher percentage of bluegrass, and a blend of other top quality grasses."

IN MISSOURI

Our horticultural friends at Missouri University report thusly in the Columbia Missourian: "Kentucky bluegrass for lawns in this area."

JANESVILLE, WISCONSIN GAZETTE CARRIES INSTITUTE STORIES

Under such titles as "Here's A dictionary Of Kentucky Bluegrasses," the Janesville Gazette has carried a number of Institute releases this spring invariably with by-line credit.

IN THE JANESVILLE GAZETTE

We are grateful for by-line display of Lawn Institute press kit materials on the "Gazette Garden Section" of the Janesville Gazette. A tear page of the March 24 issue was sent to the Marysville office.

Members may recall in the press kit such statements as these, appearing again in the Gazette: "Grasses allowed this top ranking on the seed box have long been favorites in quality lawn seed mixtures. There is Kentucky bluegrass, with its now numerous varieties such as Park or Merion; the fine or red fescues, in such varieties as Chewings and Pennlawn; the bentgrasses, such as Highland; and a few other specialty sorts - -."

On April 8 the Janesville Gazette also gave the Lawn Institute a by-line, under the banner "Early Spring Treatment Of Lawns Beneficial." The article closes: "Overseeding at a light rate should prove helpful, with scratch-thatching of any spots that are completely bare. Choose only a good quality lawn seed mixture containing fine-textured grasses; introducing unwanted coarse species is about like planting weeds."

FROM THE BUFFALO, NEW YORK COURIER-EXPRESS

Under Lawn Institute by-line, there appeared March 28 "These Tricks Can Brighten Your Lawn." "A sure sign of spring is the eager shoots of Kentucky bluegrass, poking anew from winter-dampened sod." The column finishes: "Choose only a good quality lawn seed mixture containing fine-textured grasses; - -."

FROM THE CINCINNATI ENQUIRER

"The Lawn Institute frequently receives inquiry whether it is harmful to apply fertilizer at the same time the lawn is seeded - -. Almost invariably the

answer is no - -. Seed mixtures are carefully blended by the packager, so that the proportion of Kentucky bluegrass and fine fescue - - is maintained exact throughout."

FROM THE YOUNGSTOWN, OHIO VINDICATOR

"A number of excellent chemicals which kill crabgrass as it sprouts are now on the market, all of which are safe for use on established Kentucky bluegrass-fine fescue turfs, writes Dr. Robert W. Schery, Director of The Lawn Institute."

FROM THE DENVER POST

Herb Gundell advises: "Lawngress Seed Buyers Urged To Obtain Quality." Says Herb: "Common Kentucky bluegrass, the time-tested and trustworthy lawngress that has served us well for more than a half century in this area, will cost from 50¢ to 75¢ per pound at the wholesale level, but actually contains 2½ million seeds or more - roughly ten times the number of viable seed to the pound." Then again: "I have yet to find one homeowner who actually was happy with a coarse seed mixture."

ABOUT FESCUES

Joe Witmer, writing for the Minneapolis Tribune, is a recipient of Institute press kits, and also draws upon Northrup-King for considerable background information. This quote from his column stands several Institute interests in good stead: "Prato provides the glamour for a lawn while Park Kentucky bluegrass serves as the backbone - -. Rainier Creeping Red fescue is at its peak of color and quality during spring and fall while Illahee adjusts to conditions under trees. Both of these fine fescues have good seedling vigor; they aid in producing thick turf in a minimum of time - -. A seed mixture for sunny lawns will contain a higher percentage of bluegrasses than the fescues. The reverse is true in shade mixtures. Look to these two in buying any mixture; the amount of each determines the price. The best seed is the most economical."

MIDWESTERN STATES

A few items from the mid-May clippings envelope may be of interest.

Indiana - The South Bend Tribune gives this headline, "Fescues Make Excellent Lawns"; the Fort Wayne Journal Gazette recites: " - - probably one of the tall fescues - - desirable for pasture and hay, but they certainly ruin the looks of a bluegrass lawn."

Pennsylvania - The Pittsburgh Press favors us twice, and Earl Aronson brings the Institute to Allentown and Scranton: "Dr. Robert W. Schery, Director of the Lawn Institute, suggests: - -."

Ohio - Says the Canton Repository, "Kentucky Bluegrass Complements Fescues," while the Lorain Journal repeats: "Merion Kentucky bluegrass, says the Lawn Institute, should be nominated to a lawngrass 'hall of fame.'" The Willoughby News Herald gives us eight columns explaining infrequency of weeds in lawn seed, and why fescues are such good bluegrass companions. Also this headline, "Kentucky Bluegrass Is Excellent For Lawns."

Michigan - Ann Arbor quotes us thrice, "Avoid Poor Seed - There is a difference between 'grass' seed and 'lawn' seed, indicates the Lawn Institute - - never a bargain if it contains coarse or impermanent grasses, instead of quality seed types such as Kentucky bluegrass and fine fescues." Pennlawn was plugged, and the Lansing State Journal headlines "Bluegrass, Fescue Mix - Fescues are excellent all-around lawngrasses but generally a better sod results when Kentucky bluegrass is included with the fine fescues." Grand Rapids had our AP Newsfeature story.

#### PLUGS FOR KENTUCKY BLUEGRASS-FINE FESCUE MIXTURE

In the Cincinnati Enquirer, Will Warren has this to say in reply to a question as to what type of lawn seed he prefers: "A Kentucky bluegrass and fine fescue mixture is my choice of lawn seed. Buy the best grass seed you can afford. Cheaper mixtures of grass seed often contain pasture grasses - -." We feel the Lawn Institute information kits have been of some help!

#### FROM COAST TO COAST, LATE MAY

A few press clippings, from Washington to Connecticut - and points between.

The Everett, Washington Herald used Earl Aronson's AP Newsfeatures (giving frequent Institute credit), and the Waterbury, Connecticut Republican the same (but without mentioning Aronson). The lawn thatch story appeared in the Hartford, Connecticut Times: " - - it is worth pointing out that among the better lawngrasses, old favorite Kentucky bluegrasses and fine fescues such as Chewings, Illahee and Pennlawn have made many lawns sparkle before thatch became so recognized."

The Duluth, Minnesota News Tribune and the Worthington Globe used the story. The Scottsbluff, Nebraska Business Farmer mentions the Lawn Institute Seal of Approval, and Institute advisor Drage advising "Buy Kentucky Bluegrass Mix For Local Lawns." Oshkosh, Wisconsin responded, while the Lexington, Kentucky Leader speaks of "Kentucky bluegrass, red fescue, etc." The Fairmont, West Virginia Times uses our weeds-in-lawn-seed item, mentioning Kentucky bluegrass, fine fescues and Highland bentgrass.

#### MORE ON CLIPPINGS

The last clippings of the season, received June 1, continue to show gratifying acceptance of Institute stories. 37 out of 60 items involved direct usage or mention of the Lawn Institute. Others may have been Institute-inspired, such as the Trenton, New Jersey Times: "These two grasses (Kentucky bluegrass and fine fescues) are the backbone of lawn in this area."

Alabama carried the AP release: three Connecticut and two Illinois papers (including Chicago) likewise.

The Marion, Indiana Leader-Tribune used the Institute story under the banner "Frequent Seeding Will Help Lawn"; the Boston Globe gave by-line credit to our story on lawn seed weed content, and additionally utilized a short " - - will not injure established bluegrass, fescue or Highland bentgrass."

The Ann Arbor, Michigan News was overwhelming, carrying three Institute stories the same day, including a headline "Lawn Institute Gives Approval" for a recitation about the seal. The Flint, Michigan Journal quoted the Institute with suggestions for improving the lawn, as did also the Pontiac, Michigan Press. The Lansing State Journal headlined "Bentgrass Tolerates," and advocated "Highland should be mowed frequently - - Highland or Colonial type is easier to care for."

The Omaha, Nebraska World-Herald favored fescues as well as Highland bentgrass, "Fescues do well in shady lawns," with recitation of the Oregon varieties, and "bents are best for close cutting." Lenoir and Shelby, North Carolina both heard of us through the AP Newsfeature.

The Institute appeared in the Perth Amboy News, the Vineland Times Journal, and the Hackensack Record, all in New Jersey. In New York, the Buffalo Courier Express asks "Want a fine lawn?", and followed with "The Lawn Institute said the deep green color of lawns is enhanced by generous use of lawn fertilizer." Albany Knickerbocker News, and the Ithaca Journal recorded other appearances.

In Ohio there were the Hamilton, London, Steubenville and Massillon papers. In Pennsylvania the Lebanon News. Del Rio, Texas heard from the Institute in the News-Herald. In Wisconsin it was the Rhinelander News, the Racine Journal-Times, and two mentions in the Janesville Gazette: "There are about seven million seeds to the pound of Highland bentgrass, notes the Lawn Institute, - -.", "Lawn seed is a better value than ever before, says the Lawn Institute. Kentucky bluegrass, fine fescue and Highland bentgrass are harvested and cleaned by modern equipment, to sprout more surely and have fewer weeds."

#### RECENT CLIPPING RETURNS

The last flurry of clippings (our subscription for service ends June 1) brought the usual gratifying reception of kit materials. Almost all northern states were represented, and additionally pickup of kit stories or Institute mention in such southern states as North Carolina, Georgia, Arkansas and Texas. It may seem rather strange in a Texas newspaper, in an area where the majority of lawns are probably vegetatively planted st. augustine, to read: "If you buy the cheapest varieties, you will get a liberal dose of coarse grasses. If you buy seed of fine-textured grass and undesirable weeds show up in your lawn, it is a good bet they came from the soil or from seeds from your neighbor's yard." The story, picked up from our kit, goes on to explain the newer labeling on seed boxes defined as "fine textured" or "coarse kinds."

Nevertheless, it is good even in Georgia, having Earl Aronson in an AP News-feature refer throughout several columns to the Lawn Institute and Dr. Robert

Schery saying "so and so." Viz. "Kentucky bluegrass and fine fescues such as Chewings, Illahee, Pennlawn and Rainier spread by underground runners - - if you insist on close-clipped lawn that resembles a golf fairway, don't expect too much from Kentucky bluegrass. Highland bentgrass would be more appropriate - - Highland should be mowed frequently - - Highland should be fertilized - - Fescues are excellent all-around lawngrasses but generally a better sod results when Kentucky bluegrass is included with the fine fescues. - - The fescues do well in sunny locations in the North and are good shade grasses - -." etc.

In total lineage New York treated the Institute well. The Farmingdale Post and the Massena Observer gave by-line credit to a five-column story. Sample extractions: "The finest lawngrasses for average care in the North - the Kentucky bluegrasses and fine fescues - - - other bluegrass varieties, such as Arboretum or Park. None of the improved fine fescues from Oregon (Chewings, Illahee, Pennlawn, etc.) are great thatchers. - - Bentgrasses are turfgrass delights - - For lawns the more erect bentgrasses, such as Highland, - -."

Other New York stories mentioning the Lawn Institute by name or carrying by-line credit, appeared in the Albany Times-Union, the Riverdale Press, the Ossining Citizen-Register, the Mt. Vernon Argus, the White Plains Reporter-Dispatch, the Tarryton News, the Oswego Palladium Times, the Kenmore Record Advertiser, the Ogdensburg Journal, and our always helpful North Tonawanda News (five separate items on two successive Fridays.)

Sample headlines: "Best Lawn Seed Mixtures Contain One Or More Fescues"; "Seed Purchase Care Keeps Lawn Weeds To A Minimum"; "Bluegrass, Fine Fescues Grow Abundantly Yearly" (this altered on two headlines to read "Bluegrass, Fine Fescues Grow Luxuriantly Yearly"); "Well-Planted Home Site Adds Value, Desirability"; etc.

Sample extractions: " - - among the better lawngrasses, old favorite Kentucky bluegrasses and fine fescues such as Chewings, Illahee and Pennlawn have made many lawns sparkle - - Both Kentucky bluegrass and fine fescues spread by underground runners, grow gracefully - - Highland develops thatch more slowly than do fast-growing creepers." "The Lawn Institute suggests - - that Kentucky bluegrass-fine fescue mixtures are not encumbered with much annual ryegrass - -." "The best lawn seed mixtures generally contain one or more of the fine fescues, such as Chewings, Illahee or Pennlawn." "Lawn seed containing fine fescues, such as Chewings, Illahee and Pennlawn varieties, are excellent for dry, shady situations, notes the Lawn Institute." "Kentucky bluegrass and lawn fescue grasses make the most satisfactory fine lawns - -." etc.

One New York paper carried the statistical story on Lawn Institute research on weed seeds in Kentucky bluegrass, fine fescues, and bentgrasses. And Earl Aronson's help was recognized four times, in which he pieced together Institute stories (with credit), advising thusly: "Highland bentgrass would be more appropriate - - Fescues are excellent all-around lawngrasses - - Kentucky bluegrass and fine fescues, such as Chewings, Illahee, Pennlawn or Rainier spread by underground runners." etc.

#### FROM M TO N IN MAY

That is, speaking of clippings picked up from Massachusetts, Maryland and Missouri, to New Jersey.

Massachusetts carried eight stories of Institute origin, the Boston Globe and the Springfield Republican three times each. A full array of informational items was used. The Baltimore Sun repeats: "Lawn seed mixtures should have mostly Kentucky bluegrass, and such fine fescue varieties as come from Oregon." In Missouri the Globe Democrat gives by-line credit, as we speak of "Arboretum, Park and Merion with natural Kentucky bluegrass and fine fescues (Chewings and Penmlawn)." The Kansas City Star acknowledges: "There are some two million seeds in a pound of Kentucky bluegrass, says the Lawn Institute. Park and Merion varieties have about the same number too." The Missouri Ruralist of Kansas City, and the Springfield Leader & Press were other users.

In New Jersey the New Brunswick Home News acknowledged us several times, as did the Trenton Times, the Morristown Record and the Allentown Messenger. We hear: "During the spring when the Kentucky bluegrass-red fescue lawn grows rapidly, you may have to mow - -." And "Natural Kentucky bluegrass - - is still a mainstay of quality in lawn seed mixtures, notes the Lawn Institute."

#### WHAT THEY ARE SAYING ABOUT THE INSTITUTE AND ITS RELEASES

"Let me explain that I have been able to find no one in the Memphis area, either private house owner or lawn and landscaping service who knows the answer or can refer me to where I can find the answer. Hence, in desperation, I turn to the ultimate authority, the Lawn Institute. - -" - Allen J. Fagans, Editor & General Manager, Resort Management.

"I've just discovered I'm in a jam. We're having a 10-page spring gardening section April 5 and all I have on lawns is the press kit the Lawn Institute put out a few weeks ago. - -" - William F. Brantley, Sunday Editor, The Muncie Star, Indiana

"We liked the Turf Tips" reprints, and if you can spare 25 of these we will put them to good usage here." - W. R. Herron, Seaboard Seed Company, Division of Heritage House Products, Inc., Philadelphia, Pennsylvania.

"Thanks for your letter of March 23. I appreciate your interest and help - -. I read the two publications you sent and if you would have enough for the Highway Research Board Clearing House distribution I would like to send this out soon, if you can spare 100 copies each of the "Turf Tips" and "The Importance of Quality Seed." - Wilbur J. Garmhausen, Chief Landscape Architect, Ohio Department of Highways.

" - - the March/April issue - - is now off the presses, and as you will note from the enclosed copy, your story 'Solutions To Better Lawns' looks real good. - - Thanks again, Mr. Schery, for your fine article. I sincerely hope that we can cooperate on another project in the future." - Ronald R. Waldron, Business Manager, Fertilizer Solutions.

"Thanks for sending us a quantity of 'Solutions To Better Lawns' and we want to both congratulate and commend you. We think it is the nicest reprint that you have put out." - C. H. Farris, Mitchelhill Seed Company.

"It was very thoughtful of you to answer my letter of January 21, 1964 addressed to the Oregon Fescue Commission. - - Your suggestion for the use of Kentucky bluegrass - - is well taken. - - If you should happen to come to New York I hope to have the pleasure of meeting you." - A. Carl Stelling, A. Carl Stelling Associates.

"I don't know whether I ever did indicate to you how much I appreciated visiting with you last year when you were in Columbus. In any regard, I found many of your reprint articles on turf grass selection and management quite useful in our turf course last year. - -" - Dr. Kenneth L. Bader, Acting Assistant Dean and Secretary, The Ohio State University.

"Thank you for your fine letter regarding the article on bluegrass - -. I am still looking forward to having you prepare an article for us - -. Thank you again for your interest - -." - Robert Arnell, Editor, Western Landscaping News.

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