

BETTER LAWN

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Harvests

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VERY DRY SUMMER TESTS INSTITUTE GROUND PLANTINGS

Weather turned hot very early in spring in central Ohio, and the Lawn Institute test grounds have suffered from prolonged drought all through summer. Only one rain over an inch has been recorded since early spring on the Institute grounds. Occasional showers of a fraction of an inch sufficed to green up turf for a few days, only to have it go off-color again very quickly because there is no reservoir of moisture in the soil. This has been the leanest mowing year ever on the Institute grounds.

But the persistent dry weather is useful in testing tenacity of grasses, even though it has prevented appearance of crabgrass (for testing crabgrass killers) and the taking of publicity pictures (lacking lush green lawns so far). A report on the performance of several grasses and products will be subject for discussion in a future Harvests.

INTEREST IN WINTERGRASS SEEDING FOR THE SOUTH MOUNTS

Recent meetings in Oregon, including Institute members of the Highland Bentgrass and Fine Fescue Commissions, have led to expanded interest in a developmental program for utilization of the quality northern grasses for winterseeding of golf greens, lawns and general turf in the South. Experts have never been completely satisfied with ryegrass, lacking as it does quality features as a playing surface, and being quite aggressive against transition back to bermudagrass in the spring. Dr. Underwood's findings, have even suggested some toxicity to the ryegrass compared to other species.

The Lawn Institute has sent seed to several research centers in the South, in the hopes of developing good information on when and how to best seed northern quality grasses into bermuda. Timing appears quite critical, and seeding might preferably take place before bermuda goes naturally dormant, in order to take advantage of good growing weather for a quick, full stand. Experimentation with chemically induced dormancy of bermuda might be worth-while, for intensively managed turf such as golf greens and tees. Evidence indicates that the northern grasses make an excellent winter turf, but that there are still headaches to be ironed out on how and when best to start them in bermuda still vigorous before autumn frost.

HORTICULTURE PUBLISHES INSTITUTE ARTICLES

The July issue of Horticulture Magazine carried Dr. Schery's "Selective Chemicals Control Lawn Weeds". The article, reprints of which were circulated to members, stressed the modern use of selective chemicals in keeping good grasses spick-and-span. Several inquiries have resulted from the appearance of this article.

Horticulture also carried an Institute article in September, "Sprigs and Plugs". This dealt as much with southern grasses as northern ones, and emphasized the high quality of modern lawn seed: "High quality, reliable blends of lawn seed are so common today that starting lawns by seed has been taken for granted".

"Although reliable seedhouses clean the seed diligently and compound appropriate blends to fit the climate and locale why, then, with all these advantages are many lawns started with live grass - -".

"In blue grass lawnland, from Tennessee northward, seeding gives excellent results and is less expensive than is live planting. Kentucky bluegrass is largely 'apomictic'; - -".

"The big need for starting live lawns lies in regions other than the bluegrass belt. - -".

The article goes on to explain the vegetative planting of southern grasses.

EDUCATIONAL PAMPHLETS REQUESTED FOR LIBRARIES

Informational Pamphlet Distributors Inc., New York, distributors of public information and general background pamphlets to school and public libraries throughout the United States, has requested Institute publications. Barbara Marguelies, Circulation Manager, writes: "We invite you to send us review copies (6 of each title) or lists of your current and forthcoming publications. Please give this matter your attention if you wish to utilize this important channel to the public this year. It takes some time for our review board to evaluate each booklet - -".

The Institute has cooperated by sending sample booklets and reprints.

CANADIAN ASSOCIATION OF NURSERYMEN MEETING, JULY 8-11, 1962, MONTREAL, CANADA

The closely allied interests of the lawn seed industry and nurserymen was pointed up by Institute Director Schery, in a presentation to the Canadian Association of Nurserymen at their annual convention in Montreal. Schery spoke on "Lawns - Fast Growing Adjunct to the Nursery Industry". Lawn Institute reprints were distributed, and slides shown. A lively question period followed.

Dr. Schery suggested that the successful nurseryman of the future will be "expert" in all major phases of home gardening and landscaping. He will have to understand at least the fundamentals of lawn care, so vital to complementation of nursery stock plantings. And what is more logical than to take advantage of contacts through sale of nursery items, for the merchandising of modern lawn products, prepackaged and in many cases pre-sold. The nurseryman's advantage over run-of-the-mill marketing is his community reputation as an expert.

Dr. R. A. Ludwig, Director of the National Plant Research Institute at Ottawa, reviewed the federal program. He brought with him experts from various departments, including Dr. A. Chan of Ornamental Horticulture, and W. E. Cordukes who will eventually be in charge of turfgrass research at Ottawa.

Mass marketing of nursery stock has spurred interest in merchandising techniques. Several panel discussions were related to this subject. D. Murray Franklin, publisher emeritus of the Garden Supply Merchandiser, and now Director of the "Garden Institute of Research and Development" (a marketing research program), was invited speaker reviewing the impact of mass marketing on the garden center operator and grower. Franklin made these points:

In the future there will be fewer but bigger and more aggressive nursery firms, dividing up each metropolitan area into just a few "slices of pie". This is the normal trend toward maturity in an industry relatively young.

Statistical evidence shows the gardening market still growing fast. Who will survive in it is not quite so clear. As of the moment there is little identification of particular products with outlet. The consumer would rather buy from a reputable, special dealer than from a discount house or chain. Most consumers feel that the quality is better from a specialized dealer.

Franklin emphasized that the bulk of the garden trade results from only about one-third of the population, in the medium to expensive housing brackets. This segment of the population is not prone to discount house buying, or to price promotions. Thus he questions the value of price promotions for nursery and lawn products to the extent this might be useful with hard goods.

As to ways in which a customer evaluates a dealer, price ranks near the bottom. More important are location, expansiveness of inventory, credit policies, employee courtesy, local advertising, and so on.

It is Franklin's thesis that a garden center must first become an information center. The average customer is not knowledgeable enough to even know what he should want, much less ask for it. Customers are hungry for sound suggestions - but when the customer doesn't come to you, you must seek out the customer, even at his home (through personal visits, telephone calls, direct mail, etc.). Only then can the homeowner be persuaded to buy to the fullest extent of his capabilities. As it is he lacks the technical knowledge to make decisions.

As the garden center develops the image of an information center, it also develops the image for quality products. There is a golden opportunity for good sales personnel to interest customers in associated sales. Opportunities for impulse buying are almost limitless, too. When a customer asks for a product, he is concerned about the price; but with an impulse purchase price is not a factor.

It is possible to get commitments ahead of the season of sale, even in mid-winter. Attractive seed catalogs have been doing this for years. Strong independent dealers, showing community leadership, should do as well with their product lines, without discount pricing. A dealer establishing a reputation for sound merchandising will automatically get additional help from the manufacturer.

Base decisions on what the consumer wants, not upon what you want. Customers feel that the "newest" in products come from mail order purchasing; the garden center should build an image for having the "newest" and "quality" products. Merchandising as carried out by the average garden store is exceedingly poor compared to the sophisticated merchandising department stores have developed. This is especially true in handling credit.

Surveys indicate that man and wife team together for the significant purchases over \$10. This should afford a guide to store hours and sales offerings.

There is growing skepticism about "hard sell" brands promising much. Because of this skepticism it is especially important to a manufacturer that his product be "verified" by local authority. This is the seat of garden center power, and reason enough to become knowledgeable about gardening practices and products.

Sixty percent of the people rate gardening as at least of equal interest to other spare-time activities. With many self-owned family units in this country now, due to increase phenomenonly in the decades ahead, there should be a tremendous gardening potential. But increasingly it will become necessary to sell "successful gardening", not products. A merchandiser must become dominant in his own trade area, expert as a counselor as well as a merchant.

(Incidentally, Mr. Franklin has asked Dr. Schery and the Lawn Institute to serve as educational source of information in his Garden Institute of Research and Development.)

Other presentations were of a more technical nature including exhibits and discussion of plant propagation, with a visit to the Montreal Botanical Garden.

BUILDING MAINTENANCE AND MODERNIZATION ARTICLE ADVOCATES QUALITY GRASSES

The June issue of Building Maintenance and Modernization carried an article about school grounds and athletic fields, "Healthy Lawns With Minimum Maintenance", pretty well coinciding with Institute thinking. The author, Robert Brewster, advocated red fescues, bluegrasses, even bentgrass. "Perhaps red fescue should be considered for large school areas where only minimal care will be given to it - - no watering is necessary for a red fescue lawn, if it is 3 inches tall - -".

Where a little more care can be given the lawn, Brewster recommends "then the custodian should attempt a red fescue and Kentucky bluegrass combination - - usually there are few disease problems for the Kentucky bluegrass and red fescue combination - -".

Bentgrass is "recommended for those custodians who want the best lawn for an extra-special situation". Brewster advocates fertilizing bentgrasses four to six times per year, with frequent watering (soaking every three to seven days).

"10 FREQUENT LAWN PROBLEMS" BOOKLET UTILIZED FOR EDUCATIONAL PURPOSES

The Agricultural Department, Lincoln, Alabama is using this 32-page attractive booklet by Dr. Schery and the Lawn Institute in conjunction with their "all-day and adult classes".

AUTUMN '62 PRESS KIT MAILED

The autumn press kits were mailed at the end of July, embracing several new ideas this year, including a series of short filler items, and a question-answer story.

By the first week of August, the Lawn Institute press kit was being widely utilized to judge by early clipping pick up. The Coos Bay, Oregon WORLD used our photo with credit, and filler items appeared twice in the Two River, Wisconsin REPORTER, the Manitowoc, Wisconsin HERALD TIMES.

DIRECTOR SCHERY VISITS TURFGRASS DISPLAY AT BROCKTON FAIR

The Lawn Institute was pleased to cooperate with the Massachusetts Department of Agriculture, in providing educational materials for a booth on turfgrass in the main building of the Brockton State Fair, July 8-14. On his return from speaking before the Canadian Nurserymen's Association, Dr. Schery had chance to visit the booth, and was well impressed.

The exhibit was to the right of the entrance to the main permanent building, a prime location. The backdrop consisted of a modest house, with the walk leading forward to the front of the booth, to the left of which was weedy "haygrass" lawn, to the right a well-tended quality turfgrass lawn. At the front of the booth were different turf sods provided by the turfgrass people at the university, labeled and on exhibit. Mr. Warren Clapp was manning the booth at time of visit, and mentioned that practically everybody passing through the fair "stroked" the flats of sod on exhibit, so much so that they had to be replaced quite frequently because of wear.

To one side of the turf samples was the miscellaneous assortment of Lawn Institute literature, on exhibit. To the other side were free pick-up pieces of Lawn Institute literature, put out at regular intervals from the assortment of reprints sent to the Massachusetts people for distribution - "Quality Turfgrass Brochure", "Quality Lawn Seed", "Lawn Time Coming Up", "Modern Power Mowers" and "Let the Lawngrass Do Your Weeding", totaling 15,000.

Crossways at an angle a projector played the Lawn Institute movie, "Bluegrass Beauty", repeatedly onto a screen at the left (just to the left of the mock house). During intermissions between movie showings, an automatic slide projector showed the Lawn Institute series of slides dispensed with our "Have A Top Notch Lawn" released to garden clubs, etc. In short, the Lawn Institute was very much on display at this booth, indeed featured.

The following comment is from Mr. Joseph Carpe, Division of Markets, Massachusetts Department of Agriculture, after close of the fair:

"The exhibit was a bigger success than I anticipated. Frankly, I had my fingers crossed even when the fair opened and was pleasantly surprised

with the many genuine inquiries regarding turf, seed, etc. If only a small percentage of those people become converts to the cause of buying best seeds in the future, the exhibit will be justified.

I would like to thank you for your cooperation and interest in making our exhibit the success that it was. Also many thanks for the publications and literature that you supplied. I noticed that the people availing themselves were most careful to fold the literature and put them in a safe place about their person".

SOUND LAWN ADVICE IN NEW JERSEY

New Jersey is among the leading states in horticultural expenditures per capita. We are always gratified that Lawn Institute thinking is so well reflected in the releases by-lined for New Jersey papers. In the Camden, New Jersey COURIER-POST, Robert Ruizzo states: "For a good seed mixture, plan on using a mixture containing one-half Kentucky bluegrass and one-half red fescue". In the Newark, New Jersey NEWS, Curtis Schick writes: "Fine lawn seed mixtures containing Kentucky bluegrasses and Oregon red Fescue varieties sown in late August or early September can take advantage of favorable growing weather - -". The Passaic HERALD- NEWS states: "The type of seed mixture to use is an important consideration. There are different mixtures recommended for sunny or shady areas and also poor or dry soils. Basically the mixture should contain at least two or three basic species of grasses recommended for New Jersey conditions. A mixture high in percentage of Kentucky blue and creeping red fescue and low in percentages of redtop and ryegrasses is one worthy of use on your lawn".

INSTITUTE DIRECTOR REPORT ON AGRONOMY MEETINGS

The Agronomy meetings, this year held at Cornell University in late August, contained a better-than-average turfgrass division program. A wide variety of papers were presented, representing all regions.

Duich, of Pennsylvania State University, reviewed efforts directed towards development of a new grass strain out of Merion, superior to Merion in rust resistance and other characteristics. While selections outstanding in a certain characteristic could be developed, Duich was pessimistic about uncovering a "perfect" grass, outstanding in all characteristics. New troubles arise, too, such as root rot afflictions becoming serious on Merion.

Juska's report "Response of Merion and Common Kentucky Bluegrass to Several Levels of Phosphorus" showed Merion absorbing more phosphorus. While phosphorus was very important for the growth of both bluegrasses up to moderate amounts, higher levels of phosphorus gave added top growth compared to underground growth. Common differed from Merion in having root weight exceed top weight.

In reviewing "Seedling Vigor of Kentucky Bluegrass Seed Sources", Hanson confirmed many of the tests the Lawn Institute undertook several years ago prior to the bluegrass testing hassle. As would be expected, heavier seed weight gave better sprouting and better seedling vigor. Neither Park nor C-1-Newport displayed superior seedling vigor over good seed of common. Although Hanson recognized the slow sprouting of many lots of Merion, he had data showing about equally quick sprout when dormancy is properly broken by alternating cool-warm temperature changes. He indicated that the seedling vigor criterion reported by Oregon to distinguish C-1 from Newport is not significant.

Roberts, in "Effects of Nitrogen, Phosphorus and Potassium on High Temperature Induced Growth Recession in Kentucky Bluegrass", showed that the decline and dying of bluegrass in hot weather is primarily related to abundant nitrogen; if the nitrogen is low, growth is good and relatively unaffected by potassium or phosphorus levels, but if nitrogen is high grass dies out. Phosphorus tended to decrease leafage, while potassium tended to increase it. At high temperatures phosphorus intensified the detrimental effect of nitrogen. This is added evidence that a lot of this so-called summer "disease" may be physiological imbalance.

Baltensperger, of Arizona, discussed keeping bermudagrass green through winter in special locations by heating the soil with buried coils. Daniel thought this might be appropriate for special situations in the North, where cost was not a factor - such as keeping a football field green in Wisconsin for New Year's Day play. Apparently there are no ill effects on the bermudagrass to keep it green through winter in Arizona.

Dudeck, of Pennsylvania, reported some preliminary success inbreeding Colonial bentgrass to eliminate the creeping characteristics.

Mower, studying leaf spot on bluegrasses, attributed the comparative resistance of the Merion variety to the fact that the fungus has difficulty penetrating the cuticle on Merion.

Engel, New Jersey, reported upon watering necessity for Merion Kentucky bluegrass. Best quality turf with the least effort was obtained when the grass was let dry close to wilting before rewatering. Frequent rewatering caused a somewhat vertical-type growth.

Davis, of Ohio, reviewed "Nitrogen Fertilization of Turfgrasses". In general source of nitrogen made little difference on uptake by the grass. Davis's comments were interesting that higher nitrogen content in this unusually hot spring and dry early summer this year, caused lethal effects with the Merion plantings at Wooster, although the natural Kentucky bluegrass plantings were much less affected.

There were a number of papers dealing with roadside plantings and establishment of differing species, herbicide reviews, MH-30 control of vegetation, special fertilization studies, seed production of Dichondra, and so on. Summaries of these papers appear in Agronomy Abstracts for the 1962 Annual Meeting.

INTEREST CONTINUES IN DECLARING POA ANNUA A WEED

The resolution presented by the Somers Committee to the ASTA in Toronto was in most respects contrary to the resolution passed at the Lawn and Turfgrass Division meeting with the Atlantic Seedsmen last November in New York, and has not ended interest in the question. Inquiry has come from several quarters requesting the Director's personal opinion of *Poa annua* as a weed, and the Lawn Institute's declared position concerning *Poa annua*. Evidently the matter will come before several state authorities or legislature in the coming months. A hearing has already been completed in New York, and decision rests with the Commissioner of Agriculture. Upon request, a letter was supplied Mr. Robert Russell of New York as part of the record, following reference to "The Lawn Book" in the hearings held at Albany. It well might be that *Poa annua* will require declaration on the label, and that several states will undertake

stronger action than advocated by the ASTA resolution. It seems indisputable that *Poa annua* is a troublesome weed over much of the northeastern quarter of the nation, prevalent where humidity and cool weather prevail, developing unsightly seedheads and passing out easily when weather turns hot. Unfortunately, there is no good method of controlling *Poa annua* analogous to the excellent selective chemicals now available for crabgrass.

DR. WOOD, INSTITUTE ADVISOR IN VERMONT, SHOWS MOWING HEIGHT AFFECTS WEED ENCROACHMENT

Of especial interest to Lawn Institute bluegrass and fescue producers, is the paper given by Dr. Glen M. Wood, of the University of Vermont, at the Agronomy meetings. Dr. Wood spoke upon "Encroachment of Weeds Into Varieties and Mixtures of Kentucky Bluegrass and Red Fescue When Mowed at Three Cutting Heights - -". Dr. Wood is advisor to the Institute, and most of the seed supplies upon which his research is based were furnished by the Institute.

The general findings on the percent of weed encroachment is the familiar story, that the higher the cut, the less the weeds. But difference in varietal performance is interesting, noted in the tables below (furnished by Dr. Wood).

What is particularly interesting to bluegrass growers is the superior performance of Kentucky seed as compared to northern sources of seed. Plantings from the Kentucky seed were in some cases superior to Merion in resisting weed invasion (viz. the 2 inch cut in 1961), and was consistently better than the northern source. We will try to pursue this investigation further in cooperation with Dr. Wood.

It will be of interest to the fescue growers to note that the Pennlawn and Illahee varieties gave generally superior performance, with Chewings very good too at the higher (2½ inch) cutting height. These findings parallel roughly our observations on performance here at the Lawn Institute grounds this year and supply some documentation of the superiority of Oregon varieties.

% WEED ENCROACHMENT INTO RED FESCUES

| | 1½" CUT | | 2" CUT | | 2½" CUT | |
|----------|---------|------|--------|------|---------|------|
| | '61 | '62 | '61 | '62 | '61 | '62 |
| PENNLAWN | 8.9 | 21.6 | 6.9 | 4.5 | 4.5 | 1.5 |
| ILLAHEE | 9.4 | 10.3 | 7.3 | 3.3 | 3.4 | 1.4 |
| RAINIER | 23.6 | 18.3 | 23.5 | 5.3 | 23.0 | 20.1 |
| CHEWINGS | 31.8 | 33.0 | 16.5 | 10.6 | 9.5 | 3.1 |
| COMMON | 47.3 | 35.0 | 33.1 | 13.0 | 23.9 | 29.3 |
| LSD 1% | 6.3 | 11.3 | 13.5 | N.S. | 5.9 | 15.1 |

% WEED ENCROACHMENT INTO BLUEGRASS

| | 1½" CUT | | 2" CUT | | 2½" CUT | |
|-----------|---------|------|--------|------|---------|------|
| | '61 | '62 | '61 | '62 | '61 | '62 |
| MERION | 7.9 | 0.9 | 7.8 | 0.5 | 2.4 | 0.3 |
| COM., SO. | 14.4 | 8.8 | 4.8 | 7.3 | 2.1 | 2.5 |
| PARK | 17.1 | 40.8 | 22.1 | 30.8 | 5.8 | 20.3 |
| DELTA | 37.8 | 22.9 | 31.9 | 15.4 | 12.1 | 20.9 |
| COM., NO. | 38.3 | 86.9 | 27.5 | 43.9 | 6.0 | 18.3 |
| LSD 1% | 6.3 | 11.3 | 13.5 | 14.7 | 5.9 | 15.1 |

USERS DECIDE AGAINST SEAL ROYALTIES THIS AUTUMN

Discussions (by correspondence) with seal users indicated overwhelming interest in conserving seal royalty moneys at least until next spring, when a more significant promotional program might be mounted. This letter was sent all users of the seal. If any member not now using the seal is interested in the program for 1963, inquiry should be sent to the Marysville office.

"With reference to our inquiry on use of seal advertising moneys, - -. The consensus of opinion is nearly unanimous that nothing should be attempted this autumn, with re-examination of the situation in spring after final 1962 royalty payments have been received (December). Only one user thought otherwise.

Opinion was divided on how best to employ the funds - whether in one concentrated effort, or diffused by local (probably newspaper) announcements. This is something the officers will have to discuss; eventually some of both may be appropriate.

Those versed in retail advertising seemed to feel that ammunition is wasted unless there is sufficient money to carry through on a complete, hard-hitting program. This, too, is a matter meriting further consideration, since it is unlikely that royalties collected under the present system will permit much follow through.

In any event, we will attempt nothing more than the usual publicity and announcement in press kits this autumn, ask the Board to review the matter again before spring."

UNIVERSITY OF MISSOURI PROGRAM

The 3rd Annual University of Missouri Lawn and Turfgrass Conference was held in mid-September. Director Schery addressed the group on "Establishing and Maintaining Turf on Highway Right-of-Ways", and "The Seed Business", as well as serving as member of a panel. The Horticulture Department at the university is developing a closed-circuit television course, which eventually may be offered commercially throughout the nation. Dr. Taven has asked the Institute for illustrative material that might be helpful in the portions relating to turfgrass.

TURFGRASS STUDENTS STUDY INSTITUTE REPRINTS

In the turfgrass class at the University of Rhode Island, Lawn Institute reprints are put to work as required reading. Class reports evaluating and criticizing follow, as a basis for discussion.

U. S. STEEL "PRODUCT OF MONTH" CAMPAIGN BRING RESULTS

The Lawn Institute, you will recall, upon request of BBDO, agency for U. S. Steel, prepared an article on lawn mowing when this was featured in the wide-spread "Product of the Month" campaign for May. U. S. Steel now reports that after the promotion power mower sales were up. About 65% of the dealers reported increased mower sales for the month compared to the same month in 1961. Twenty-five percent reported sales increases of 31-50%, forty-six percent chalked

up gains of 11-30%. The Institute article, stressing good grass as well as mowing, was widely placed, resulted in a number of inquiries.

INSTITUTE AIDS IN REVISION OF HOME AND GARDEN SUPPLY MERCHANDISER ANNUAL GREEN BOOK BUYING GUIDE

Dr. Schery was asked by the Home and Garden Supply Merchandiser to help with the revision of the annual Green Book, buying guide for nurserymen and garden supply operators. Ken Berglund wrote: "One of the departments being checked is lawn care and fertilization. Tear sheets of this section are enclosed. Would you aid us in updating this material? If you have any corrections or additions you would like to see added, please let us know. If you have printed material that would be of value in this area we will be most pleased to receive it".

In addition to reviewing the section sample reprints were sent to Mr. Berglund along with an offer to do a custom story.

The Institute has continued to receive free listing as well as its movie, "Bluegrass Beauty", in the Green Book Buying Guide, which is issued each October and is said to reach 27,000 "buying influences" in the garden supply market.

ONTARIO LANDSCAPE CONTRACTORS ASSOCIATION REQUESTS INSTITUTE REPRINTS

Through cooperative efforts with Helmut H. Schmitz, President, Ontario Landscape Contractors Association, the Institute has furnished reprints for mailing to all members. "Lawns, Their Making and Keeping" and "The Lawn Makes The Tree King" were supplied. Mr. Schmitz suggests that from time to time the association should mail similar reprints to the members.

MIDWEST INSTITUTE OF PARK EXECUTIVES ISSUES PROCEEDINGS

The Lawn Institute has received a copy of the Proceedings of the 21st Annual Educational Conference of the Midwest Institute of Park Executives. This is most attractively reproduced, in loose-leaf form, with a three-color cover. It is dated March 8-9, 1962, 65 pages long, and is meant to serve as a reference manual for park people.

Schery's presentation, "The Latest In Turf Management", with by-line and Lawn Institute credit begins on page 29, with one photograph.

UNIVERSITY OF MISSOURI EXTENSION SERVICE RELEASES LAWN CIRCULAR

Al Mangelsdorf of Saint Louis kindly sent a copy of Circular 767, "Lawn Care Calendar", by the University of Missouri. It's an attractive release set up in month-by-month sequence. The authors are members of the Horticulture Department, Drs. Hemphill, Hibbard and Taven.

A common-sense approach to lawn tending is given for Missouri. The "it's not hard" theme is something needed in more utterances by experts, who often advocate everything but the kitchen sink. For example: "It really isn't difficult to

have the best looking lawn in the community. The secrets are simple and fundamental: use common Kentucky bluegrass on reasonably suitable soil, nourish it adequately with fertilizer two or more times a year in March and September, keep the growing grass mowed frequently at least 2 inches high - -".

It is gratifying to feel that the Lawn Institute has been of some influence in development of this Extension Service circular.

SCHERY ARTICLE TO APPEAR IN MARCH 1963 ISSUE OF FLOWER & GARDEN

Some weeks ago Dr. Schery prepared for Wildrick & Miller, representing the Geigy Chemical Company, a story entitled "Anemia In The Garden". This referred generally to trace element deficiencies, but was able to point up quality lawngrasses too, in several places.

Mr. Rapp, of Wildrick and Miller, now informs the Institute that the story is due to appear in the March 1963 issue of Flower and Garden Magazine. Mr. Rapp writes: "You may have been wondering what progress your very fine article - - is making. - - Has been accepted by - - Flower and Garden - -. So be sure and keep your eyes peeled for the story - - I thought it was a darn good one, and evidently the Editor agreed".

Flower and Garden has carried Lawn Institute stories on several occasions in the past, including "Lawn Time Coming Up!", "Let The Lawngrass Do Your Weeding", "Better Lawns Are Autumn Sponsored".

RCAF REQUESTS REPRINTS

An assortment of reprints has been sent to the Construction Engineering Branch of the Royal Canadian Air Force, Ottawa, for reference and possible distribution to the air bases. Mr. Jack Witken originated the request after Dr. Schery's talk before the Canadian Association of Nurserymen's annual meeting in Montreal.

FARM CHEMICALS REVIEWS CRABGRASS CONTROL

One of the best reviews of chemical control of crabgrass appeared in the June issue of Farm Chemicals. The article, "The Big Boom In Crabgrass Killers", was by J. F. Ahrens, of the University of Connecticut. Dr. Ahrens had been in touch with the Lawn Institute concerning this article earlier in the summer. Although the Institute had no good photographs to furnish, we were able to have some secured through Dow Chemical.

The article is noteworthy for the clear concise way it reviews all of the rather complex chemicals involved, and the definition of these chemicals by chemical name, source of manufacturer, and products in which they are used. The article is soundly written throughout.

SCHERY REVIEWS PEST CONTROL MAGAZINE ARTICLE

Dr. Schery was asked by Pest Control Magazine, for criticism of a proposed release on turf, to be published in Pest Control Magazine. This illustrates the natural

tie-in between chemical products and the kinds of (quality) grass to which they will be applied. Writes C. D. Webb, Editor of Weeds and Turf: " - - experts like yourself are apt to have access to more recent information, and to check our basic accuracy in general - - we'd be honored to have your suggestions".

Mr. Webb thanks Dr. Schery: "Thank you very much for - - so kindly taking time to comment extensively on our proposed article on pre-emergent herbicides for use in turf. - - I hope you enjoy receiving Weeds and Turf, Dr. Schery. and that I will have an opportunity to call on you personally sometime in the near future".

INSTITUTE COOPERATES ON UNIVERSITY OF MAINE LAWN BULLETIN

Bulletin 495 from the University of Maine, "Lawns and Their Care", has just been issued. Vaughn Holyoke of the Extension Service, and Roland A. Struchtemeyer (Institute advisor) Head of the Agronomy Department, are the authors.

The bulletin has an attractive green-white cover, is 15 pages in length. The Lawn Institute is credited with the photograph on page 10, and many of its points of view are reflected in the text. In the section on lawn seeding mixtures, it is pleasant to note such advice as: "Nothing is more important to the success of your new lawn than the seed you sow:. And again, "Keep in mind that there are no bargains in grass seeds. Cheap mixtures contain a high percentage of cheap, temporary grasses. Under no circumstances will such a mixture produce a good, permanent lawn". Later, "For Maine, a bluegrass is the basic seed for most lawn mixtures. Fescue in varying amounts is usually mixed with the bluegrass". And, "Merion Kentucky bluegrass is in some of the most expensive grass seed mixtures, in Maine the difference between the two bluegrasses is very small". As to bentgrass, "- - produces a high quality turf when properly managed. Is a grass that is tolerant to close mowing and moist soil".

Bulletin 495 would seem a worth-while effort on the part of the University of Maine Extension Service, to supply basic instructions for an extreme climatic section of the nation. Having good lawns in Maine should be easy. With the mild summers and cold winters disease is rather little problem, and seeding is equally possible autumn or spring.

2,4-D TESTS UNDERTAKEN BY CALIFORNIA RESEARCHERS

Although the experimentation was done on beans, there are implications for turf-grass in work reported by Miller, Mikkelsen and Huffaker, in Volume 2, No. 2 of Crop Science. These researchers at the University of California tested the stimulating effect of very light rates of 2,4-D, which is, of course, lethal at heavy rates. One-half part per million of 2,4-D stimulated growth appreciably. If chelated trace minerals were added with the 2,4-D, five parts per million not only did not injure the crop, but stimulated it remarkably, much more so than when no trace element was added. Iron sulphate, as well as the chelated iron compounds, was an excellent "safener" against 2,4-D injury. Iron sulphate plus 2,4-D increased seed yields up to 34%.

INSTITUTE TO PARTICIPATE IN GIRD PROGRAM

Mention has been made previously of contact established with D. Murray Franklin, now Executive Director of the Garden Institute of Research and Development (GIRD). Mr. Franklin is publisher emeritus of the Garden Supply Merchandiser, and is now industriously organizing this movement to improve and expand the retailing capacities of better garden dealers.

Mr. Franklin indicates that participation is by invitation only, and is confined to outstanding independent outlets which are thoroughly screened before acceptance. He states: "We offer the dealer many services in the form of specialized promotions, clinics, workshops, marketing bulletins, image building, etc. Continuous consumer research, not only on a national and regional level but also in each GIRD dealer's retail trading area, enables us to be specific in designing individual promotions; current trends and indications on a national and regional basis are developed from this research and serve as a guidepost in the planning of our major activities. Garden Institute is dedicated to developing and maintaining its membership as the best informed, most efficiently managed and the volume retailers of garden supplies in the country".

In this effort Mr. Franklin has enlisted the cooperation and help of specialized information sources "of impeccable reputation". Seemingly the Lawn Institute qualifies, and has been asked to participate in its sphere of specialization as a member of the so-called "advisory council". Included also is the dean of a school of business administration, department heads or staff members at several universities, the directors of several non-profit, service associations. The National Plant Food Institute, The American Association of Nurserymen, The Consumer Credit Committee of The American Banking Institute, The American Institute of CPA's, The National Direct-Mail Association, and "a few top-flight architects, tax consultants and horticultural experts --" are also mentioned by Mr. Franklin.

As a participant, the pages of GIRD's monthly marketing letter are said to be available for publicity on the Lawn Institute and its activities, as well as summarization of turf research. It is presumed that possibilities will arise for distribution of booklets, or other consumer servicesthrough the dealers. Franklin feels that Institute press kits, for example, might be welcomed by his dealers at a modest covering of costs.

Mr. Franklin concludes: "I hope you will agree with me that we are using good judgement in the selection of our advisory council and that the general tone of our organizational procedures will be conducive to establishing an ethical merchandising code which is so badly needed in our industry".

GIRD is thus meant to be an association of elite dealers, set up to provide reliable information to the members, in a fashion that will make them "tops" in their field. As such it will not be open to manufacturers or distributors.

LIGHT - A CONTROLLABLE FACTOR?

Work by Alexander and McCloud, of the USDA at Beltsville, is taking a new slant, that of regarding light as a controllable factor the same as we do fertilizer, water, and so on. Reporting their results in the March-April 1962 issue of Crop Science, with bermudagrass as the test species, it was shown that mowing height and changes from high to low can have a marked influence on the optimum illumi-

nation being received by the grass leaves. The amount of light needed to produce maximum photosynthesis (growth) is established by analysing carbon dioxide given off, and usefulness of additional light then depends upon the number and arrangement of the grass leaves, which in turn is markedly influenced by mowing heights and methods. The specific findings, such as the greater ability of 2 inch stubble to utilize light when cut to this level from a relatively low rather than a relatively high height, are not so important as the investigation along these lines, which eventually might lead to documented evidence for certain lawn mowing procedures. Perhaps someday there will be a set of instructions on how high to mow the lawn; how frequently, related to different grasses, different climates, and whether the weather is bright or cloudy? With the bermudagrass under test in this report, it takes at least 300 foot-candles of light before the grass "shows a profit", traps more energy than it consumes. That is under ideal conditions, and in most of the test cases where different mowing procedures were practiced significant "compensation" from sunlight did not accrue until the intensity was 1000 foot-candles or more.

"SELECTING LAWN GRASSES" BOOKLET OUT

The second of the bookrack booklets has now been distributed to Institute members, "Selecting Lawn Grasses". In this booklet quality lawn seed marketed by reliable seedhouses is stressed, as well as the quality lawngrasses the Institute represents - Kentucky bluegrasses, Oregon fine fescues and Highland bentgrass. This booklet, like its predecessor, "10 Frequent Lawn Problems", is an attractive vehicle for telling the quality lawngrass story.

POPULAR GARDENING PRINTS "YOUR OUTDOOR CARPET"

Dr. Schery's "Your Outdoor Carpet" appeared in the July issue of Popular Gardening, circulation 316,000.

This article ties in quality lawns and lawn seed with the increasingly emphasized outdoor living.

In the past, Popular Gardening has published numerous Institute articles including "A New Slant In Lawn Fertilizing", "10 Spring Lawn Problems", "Have A Carefree Lawn", "Lawn Facts & Fancies".

BOTANIST REQUESTS SOURCES OF AGROSTIS

Dr. William T. Jackson, Botany, Dartmouth College, has requested available sources of various Agrostis species to be used in conjunction with his studies on root hair elongation in grasses. Dr. Jackson's request has been passed along to several harvesters, and it was suggested to him that perhaps he could find better standardization among select varieties of bentgrass, and thus be assured of a continuing, constant source of seed.

SCHERY VISITS UNIVERSITY OF RHODE ISLAND

During July, it was possible for Dr. Schery to visit with Dr. Skogley, in charge of turfgrass at the University of Rhode Island. Dr. Skogley is engaged in an excellent research program, carrying on the tradition of outstanding turfgrass at Rhode Island.

Several grass selections have been made, some of which have been sent around the country for evaluation, including Oregon. A Rhode Island-6 fine fescue seems to do slightly better than present varieties under the Rhode Island conditions, and a Colonial bentgrass probably to be called Exeter (Rhode Island-5) has seemed superior. Dr. Skogley feels that some of the velvet bents are worth considering, although no release is planned at present because of smut infection to seeds.

Among the pre-emergence crabgrass chemicals Zytron and Dacthal give some slight thinning of the turf. Zytron thinned the fescues, allowing more clover and weeds to eventually enter the plot. Calcium propyl arsonate did not injure the turf, but of course has short residual effectiveness. Diphenatrilite gave no injury.

One interesting comparison showed that where fertilizer and lime are mixed into the root zone bluegrass eventually predominates, whereas when the same amounts of the same materials are applied only to the surface fine fescues tend to predominate. These were side-by-side comparisons, treated exactly alike and seeded at the same rates, except for the difference noted.

In the blue grass comparisons K-5 of Penn State, and to a lesser extent K-1, are proving excellent, somewhat better than Merion. Newport (C-1) did not look well under average care, seems to need a lot of fertility. As noted on past visits, regional selections of natural Kentucky bluegrass show little difference.

Among the fine fescues there was a greater difference between varieties than is generally noted. Pennlawn perhaps ranks first, followed closely by Illahee. Chewings is acceptable, and seems to withstand some diseases that attack Creeping Red. Then come Rainier and Creeping Red, the least attractive of the varieties.

Dr. Skogley finds that Zytron is possibly useful for eliminating bentgrass in bluegrass lawns, the same as it is used to eliminate nimblewill in the Midwest (same rate). He also feels that renovation following cacodylic acid treatment can be almost immediate, but that some seedbed preparation is advisable. With most of the effective pre-emergence crabgrass chemicals, however, he would advocate waiting three months before reseeding.

GERMAN LAWN BOOK RECEIVED BY INSTITUTE

The Lawn Institute has received a lawn book in German, "Rasen Gras und Grun-flachen", authored by Christoph Eisele with a 1962 publication date. The book is attractively done, although we can't read German well enough to review the book adequately. Dr. Schery and the Lawn Institute are recognized in the forward, and the Lawn Institute is thanked for two photographs which are used in Table 6. The book is a small handbook size, about 140 pages, with a colored cover showing grass blades in a rather stylized manner. Eisele writes: "I know that very well, without - - (your) - - help - - I would not have been able to my work as it turned out. I am very much obliged - - and thank you a lot."

It has been a pleasure to correspond and send Institute materials at intervals to Mr. Eisele, who seems to be developing a lawn education program of considerable merit for middle Germany.

FARM BUREAU REQUESTS LAWN BOOKLET

The Institute received a request from Richard Wagoner, Farm Chemical Specialist, Farm Supply Merchandising Department. The Farm Bureau Cooperative Association, Columbus, Ohio for "10 Frequent Lawn Problems". A sample copy of the booklet was sent along with an offer of additional booklets for sale or distribution through the Farm Bureau.

NORTH CAROLINA GARDEN CLUB REQUESTS LAWN INFORMATION

The Institute received a request from Mrs. Ernest H. Yelton, Rutherfordton, North Carolina, for information on the care, planting, and fertilizing of lawns for that area, to be used in a fall garden club program on lawns. A collection of reprints was mailed to Mrs. Yelton, along with the offer of the slide sequence, "Have A Top Notch Lawn", and the booklet, "10 Frequent Lawn Problems".

PARKS & RECREATION CITES PARK STATISTICS

An editorial in the June 1962 of Parks & Recreation indicates that public parks are a "2.5 billion plus growth market". Presumably this 2.5 billion is spent for the labor and services and capital improvements in maintaining and improving public parks. The figure is expected to double within five or six years. The figures given by Parks & Recreation include 1.45 billion for operating budgets, and 1.135 for capital improvements.

SCHERY'S PRESENTATION APPEARS IN PURDUE TURFGRASS PROCEEDINGS

The Proceedings of the 1962 Turf Conference sponsored by the Midwest Regional Turf Foundation at Purdue University have appeared. Dr. Schery's presentation "Steps in New Lawn Construction" begins on page 76. The talk began with an appreciation of having discussions on lawn type turf, in contrast to the intensively-managed golf greens so much the subject of most turfgrass conferences. Dr. Schery states: "Soil testing, anticipatory pest control, improved varieties, etc., all have their place, but more lawns seem lost from neglect of a few simple fundamentals. Old favorite grasses, such as Kentucky bluegrass and fine fescues, still make a first-rate lawn, economically, most anywhere in the Midwest if their basic (though undemanding) needs are met."

INSTITUTE RECEIVES REQUEST FOR INFORMATION ON ZOYSIA AND BERMUDA

Mr. Lou DeLuna, Kansas City, Missouri, requested information from the Institute on growing zoysia and bermudagrass - "You (Dr. Schery) were recommended as one of the most authoritative sources of information on grasses in the United States. Mr. Sol King, of the University of Missouri Extension Division, Independence, Missouri was kind enough to furnish me with your name".

In addition to the information on zoysia and bermuda requested, Dr. Schery recommended natural Kentucky bluegrass embellished with Oregon fine fescues as the best all-around lawn for the Kansas City climate most years.

ALASKA RECEIVING INSTITUTE RELEASES?

Anchorage, Alaska seems to be receiving Lawn Institute releases, if we are to judge by the wording in an Anchorage, Alaska DAILY TIMES garden column by Louis M. Marx: "Kentucky bluegrass is highly recommended for the greater Anchorage area. If a blend is desired look for the combination of Kentucky bluegrass and red fescue. Together they should constitute at least 80% of the mixture. Cheap seed mixtures contain bulky ryegrass seeds".

The Anchorage NEWS carries more about lawns for this new state. Ed Baldwin's column "Lawn and Garden" states: "A mixture of suitable grasses is most always better than one single variety. We favor a properly formulated blend of fescue, Kentucky bluegrass and white Dutch clover".

AMERICAN SOCIETY FOR HORTICULTURAL SCIENCE PROCEEDINGS INCLUDES TURFGRASS ARTICLE

We have wondered why, for years, the American Society for Horticultural Science has pretty well ignored turfgrass in its published proceedings, "long-haired" dissertations for professional horticulturists. Now in Volume 80, published in June 1962, John Madison (Institute advisor in California) has an article on "The Effect Of Manage And Practices On Invasion Of Lawn Turf By Bermudagrass". Madison is in the Department of Landscape Horticulture at the University of California, Davis.

In visiting Mr. Madison last year, he discussed these results with Dr. Schery, but asked that they not be quoted until officially published. They are in general contrary to what would be expected, and what has been found in the East (Tennessee especially). Madison's findings indicated that low mowing and fertilization in summer gave less, rather than more, bermudagrass invasion of cool-season grasses (bentgrass, bluegrass, fescue).

Perhaps this is an anomaly of the California climate? Madison reasons that with its deep rooting, bermudagrass would do well anyway, but that without fertilization the cool-weather grasses might not. The closer mowing factor might be explained that the overriding bermuda stems are cut away, limiting invasion of the other turfs.

How meaningful these findings will be in other climates is hard to say, and is definitely contrary to the findings with crabgrass invasion in the Midwest. And possibly the common bermuda of the Southeast is a "different critter" than the U-3 bermuda especially planted for the tests which Madison undertook.

THE FAMILY HANDYMAN FEATURES INSTITUTE ARTICLE

The October issue of the Family Handyman includes an article by Dr. Schery entitled "Remake Your Lawn In Autumn". The article covers most of five pages and utilizes nine illustrations. Advice given is the usual, recommending autumn seeding with quality grasses: "Lawn making may not be foremost on the homeowner's mind as the gardening season draws near its close. Yet September seeding has many advantages in 'bluegrass country', where Kentucky bluegrass with its fine fescue allies makes the best all-around turf. Elegant Highland bentgrass, too, when planted in autumn, gets the jump on spring weeds". So begins the article, reprints of which will be circulated when received.

This is the second Institute article which has appeared in The Family Handyman this year. "The Lawn, 1962 Model" appeared in the April issue.

INSTITUTE GRASSES RECEIVE GOOD PRESS IN COLORADO

The Lawn Institute has always gotten fine support from advisor Charles Drage, Extension Horticulturist at Colorado State University. A recent release of his appeared in several Colorado papers, such as this from the Fort Collins COLO-RADOAN: "When you buy grass seed for a lawn, you are not buying seed for a hay field - - coarse grasses - - are not wanted - - there are three good grasses for lawns in Colorado, bluegrass, red fescues and bentgrass. - - no reason for planting any grass other than common Kentucky bluegrass or the newer strains - - like Merion, Park, Arboretum and Newport. However, the finer red fescues are well adapted - - Chewings, Illahee, Pennlawn and Rainier. Do not confuse Kentucky-31 or Alta fescue with adapted red fescues - - the third high-quality turfgrass for Colorado is Highland bentgrass. Bentgrass makes a sumptuous turf - -". It would seem that several of the Institute releases have been adapted to Colorado release.

Further evidence of a good press for Institute objectives in Colorado, is the article by Dr. A. C. Hildreth, Director of the Denver Botanical Gardens, that appeared in the Denver ROCKY MOUNTAIN NEWS, July 7, under the headline "Yes, Bluegrass Grows In Colorado". Dr. Hildreth reviews the history of Kentucky bluegrass, and adds: "Wherever irrigation water is available, Kentucky bluegrass makes the best lawn for the average gardener. - - experience has shown that there need be no pronounced summer dormancy of bluegrass. Here, our cool summer night are as invigorating to bluegrass as they are to people". Director Schery spoke to the staff and trustees of the Denver Botanical Garden on his last visit there two summers ago.

TURFGRASS TESTED AT UNIVERSITY OF WEST VIRGINIA

Turfgrass tests at the University of West Virginia, as reported in the Williamson, West Virginia NEWS, indicate "the bentgrasses, Kentucky-31 fescue, Kentucky bluegrass and Merion - Kentucky bluegrass showed pronounced resistance to infestation of crabgrass. A mixture of one-half Kentucky bluegrass and one-half Merion Kentucky bluegrass showed superior resistance when compared with either grass growing separately".

SCHERY CONSULTANT ON SRI PLANNING REPORT

Dr. Schery served as a consultant in compiling Stanford Research Institute's Long-Range Planning Report 141, "Outdoor Living", completed in August. The report is under authorship of John McKelvey, Industrial Economist, and Joan Kaufmann, Research Analyst, with R. W. Schery acknowledgement. It would seem to indicate increasing recognition of Institute stature that SRI sent Mr. McKelvey to Marysville for an interview with Dr. Schery and subsequently requested consultation services. Mr. McKelvey writes: "We certainly appreciated your help on this and hope that you will feel free to call on us - -." Incidentally, the confidential report (to SRI subscribers) predicts continued mighty growth within the home gardening field.

CHEMICAL SPECIALITES MANUFACTURERS ASSOCIATION HEARS SOUND ADVICE

A number of interesting points were made by M. E. Wierenga, of Ortho, in a presentation to the Chemical Specialites Manufacturers Association. Mr. Wierenga is quoted as saying: "Obviously, - - the greater majority of people want lawns and gardens and are willing to spend money and time to have them. It is the responsibility of every industry and company that sells any type of garden product to educate the public, not just in the use of their particular product, but in the whole process of gardening. We need literature, - - clear, concise, specific how-to-do-it literature - and enough of it to be available wherever garden products are sold".

At the same conference S. A. Hayes, of the Hayes Spray Gun Co., Pasadena, California, emphasized: "that, if the homeowner does not get the proper results from the use of garden chemicals, he is going to lose interest in the subject of gardening altogether, or, perhaps, convert over to low-maintenance gardening. Instead of lawns, - - ground covers and skillfully-arranged islands of gravel may serve as replacement. This is not too far-fetched a picture, - - it already is happening in Southern California and Arizona".

We believe this reflects the sort of wisdom the Lawn Institute has been advocating in approach to the public, the support for which is a credit to sponsoring seedhouses.

INSTITUTE COOPERATES WITH FLOWER AND GARDEN MERCHANDISER ON DEALER EDUCATION SERIES

Flower and Garden Merchandiser has asked for a series of three articles devoted to lawn fundamentals for dealers. The hope is to make "experts" out of garden store personnel who may know next to nothing about lawns. The first article in the series is scheduled for the November issue, and reviews appropriate grasses for differing regions and use, and the way to get them started. A December story will emphasize maintenance, particularly fertilization; and a February story will emphasize pest control.

SEED FOR EXPERIMENTATION

Through cooperative efforts of members, the Institute continues to furnish seed for experimental planting at the various universities and research centers throughout the country. Seeds have gone to Dr. Glen M. Wood, University of Vermont, and Dr. J. K. Underwood, University of Tennessee. Fescue varieties were furnished by the Oregon Fine Fescue Commission, and bentgrass by the Highland Bentgrass Commission. Known-origin samples of bluegrass were provided through Kellogg-Kelly Seed Co., Park bluegrass by Northern Minnesota Bluegrass Growers Association and Twin City Seed Company, and Certified C-1 by the Altra Corporation.

Seeds have also gone to Dr. Leroy J. Higgins, University of New Hampshire, and Dr. Robert H. Ruf, University of Nevada.

Dr. Roberts at Iowa State College reports that stands from Institute seed originally thought lost because of unfavorable weather had sufficient residual plants go expand and come on nicely now.

"WHITE HOUSE HAS GARDEN ILLS TOO"

A widely-circulated article on the White House garden has been picked up several times by the clipping service. Speaking about a presentable lawn mention is made of the difficult climatic location, neither North nor South. Also the frequent ceremonies and the large number of visitors. To help overcome difficulties the grounds are seeded twice yearly. The north lawn is seeded to a mixture of Merion, Kentucky bluegrass, Creeping red fescue, redtop, and a small amount of whiteclover. The shady north front lawn is seeded to a blend of Poa trivialis, Kentucky bluegrass, Chewings fescue and some redtop. The south back lawn is seeded to a "wintergrass" planting of ryegrass, and other open lawns receive a mixture of Capitol Park seeds, containing fine fescues, Kentucky bluegrass and a bit of redtop. The south lawn gets a mixture of Chewings fescue, a little redtop and rye in the shady areas, in both the autumn and the spring.

INTEREST INCREASING IN LAWNS AND TURFGRASS!

As evidence of the increasing interest in lawns and turfgrass, the Institute's clipping bureau has sent in what seems to be nearly 40% more clippings so far this year than last. Much of this added increase would seem to come from releases through the news services, which are apparently finding the subject of lawns of increasing reader interest. It is worthy of note that a recent Department of Agriculture release on lawn diseases has reached the "top ten" of all publications requested from that department. The nation must certainly be becoming lawn conscious when so specialized a subject becomes an item for which the public clamors.

Dr. Leroy Higgins, in charge of turfgrass research in New Hampshire and advisor to the Lawn Institute adds this: "I find that I have a real problem if the number of requests for assistance increases next spring as it has every spring - -. After several radio transcriptions during the last few years and a few TV appearances, I find that the people of New Hampshire now know where to go for help with turf problems. In fact, such an increase was never anticipated".

The Lawn Institute has cooperated with advisor Higgins by furnishing seed for his research plantings, and literature on lawns.

"EMERALD CARPET" ARTICLE STILL GETTING GOOD MILEAGE

The Newspaper Enterprise Service release that carried Dr. Schery's "Emerald Carpet" article with Institute photo is still getting "good mileage". You may recall that the Lawn Institute is mentioned by name in this story, with repeated references to bluegrass, Oregon fescue varieties and quality seed. The clipping was picked up in the Sidney, Ohio NEWS: "The first rule in obtaining a perfect, sturdy lawn is to avoid using bargain seed mixtures. Kentucky bluegrass and red fescue should be the mainstay of any lawn seed used". The Lansing, Michigan STATE JOURNAL headlined the article "Bluegrass, Red Fescue Mainstays of Nice Lawn", which reads in part: "Dr. Robert W. Schery, Director of the Lawn Institute, points out that it's no great task to have luxuriant outdoor carpeting, and the cost is modest. - - proven lawngrasses - Kentucky bluegrass and varieties of red fescue such as come from Oregon - have never had chance to sparkle more brilliantly - -. Obviously, one can't make coarse

haygrasses into the kind of carpet we are talking about - - avoid like the plague those bargain seed mixtures which promise everything for nothing. They're apt to be full of impermanent ryegrass or some of the coarse field fescues - this fescue business may be a little confusing. The fescues of lawn royalty, peers of Kentucky bluegrass, explains Dr. Schery, are only of the red fescue species: they may be graced with such names as Chewings, Illahee, Pennlawn and Rainier".

The article was also picked up by our clipping service from: TIMES REPUBLICAN, Marshalltown, Iowa; TRIBUNE, Galveston, Texas; JOURNAL, Haverhill, Massachusetts; NEWS, Rhinelander, Wisconsin; REPORTER, Coldwater, Michigan; MAIL, Hagerstown, Maryland; NEWS-RECORD, Harrisonburg, Virginia; TRANSCRIPT, North Adams, Massachusetts; PRESS, Muncie, Indiana; GAZETTE, Cedar Rapids, Iowa; TRIBUNE, Scranton, Pennsylvania; STAR, Marion, Ohio; MISSOURIAN, Cape Girardeau, Missouri; PRESS, Middletown, Connecticut; TRIBUNE, New Albany, Indiana.

HOUSE BEAUTIFUL SEEKS SOUND LAWN INFORMATION

Last autumn at the Atlantic Seedsmen meeting Dr. Schery had luncheon with the editor of House Beautiful magazine. It was agreed that Dr. Engel of Rutgers University (Institute advisor) offers some of the soundest information on lawns in the East. In writing for the May issue of House Beautiful, Dr. Engel has this to say about bluegrass: "Other Kentucky bluegrasses are sometimes mixed with Merion blue to extend its adaptability. If this has proved successful in your area, there is no reason not to use it".

INSTITUTE POWER MOWER ARTICLE STILL BEING PICKED UP

The U. S. Steel "Product of the Month" story, mailed to hundreds of newspapers, is still receiving pickup. The Northampton, Massachusetts HAMPSHIRE GAZETTE printing reads in part: "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 - -".

The same store has appeared with these headlines: "Power Mowers: There's A Type For Every Lawn" - GLOBE, Sidney, Ohio; "'62 Power Mowers Are Best Ever: Size, Type For Use On Every Lawn" - HERALD, Uniontown, Pennsylvania; "New Features Are Added To '62 Mowers" - SOUTH MACOMB NEWS, St. Clair, Michigan; "Buying New Power Mower Is Challenging Experience" - NEWS, Batavia, New York.

ARONSON ARTICLE BRINGS INQUIRIES

There have been occasional exchanges of information between Earl Aronson of the Associated Press Newsfeatures and the Lawn Institute. In late June a flood of inquiries on zoysia began reaching the Institute offices. Eventually this was traced back to Aronson's syndicated column, in which he has mentioned the Lawn Institute with name and address. He quoted information sent him by Dr. Schery when he inquired about zoysia. Dr. Schery's feeling was that zoysia is one of the better grasses for the South, though seldom recommended for the North: "Thus, while I would vote yea for zoysia in its zone of best adaptation, - - it seems to me that northern 'cool season' grasses have it over the southern types

from Richmond northward. The Kentucky blue and fine fescue combinations do excellently - - and have a green season - - about twice - - zoysia in this climate".

Aronson's column read in part: "In the North, 'cool season' grasses such as Kentucky blue and fine fescue combinations have it over the southern types and have a longer green season.

We asked Dr. Robert W. Schery, Director of the Lawn Institute at Marysville, Ohio to sum up the features of zoysia". Aronson then quoted zoysia attributes given him.

The story appeared in these papers: INQUIRER-NEWS, Battle Creek, Michigan; SUN, Baltimore, Maryland; REPUBLICAN, Phoenixville, Pennsylvania; REGISTER-MAIL, Galesburg, Illinois; NEWS & OBSERVER, Raleigh, North Carolina; TIMES, Pawtucket, Rhode Island and others.

SOUND ZOYSIA ADVICE

After the flurry of zoysia inquiry from the Aronson article, we were happy to note in the Warren County Extension Service News, Warrensburg, New York, this advice: "Each year - - promotional material on zoysia - - sounds good. - - avoid any form of zoysia in Warren County. Even if it doesn't winterkill, it would not make nearly as good turf as you can get with Kentucky bluegrass and fescue".

WORLD'S FAIR GRASSES

Another Aronson syndicated column, widely printed, mentions that the outdoor areas for the Seattle World's Fair were grassed with "a mixture of creeping bent, red fescue and Kentucky blue".

IRRIGATION NOT TOO IMPORTANT

The Wooster, Ohio RECORD and many local dailies carried an Extension Department release noting that: "Proper irrigation will keep a lawn looking nicer, but will not basically improve an otherwise well-managed Kentucky bluegrass or red fescue lawn - -".

INSTITUTE RELEASES REACHING SOUTHERN PRESS?

It's not clear how Lawn Institute information works its way south of where press kits are normally mailed. What appears an adaptation appeared in the Jacksonville, Texas PROGRESS, "The Garden Corner": "Cheap lawngrass mixtures make the poorest and most expensive lawns to keep up. Containing coarse annual grasses, unfit for permanent lawns, they contain large seeds, quick to start, of coarse and tufty growth to crowd out the fine permanent lawn or turfgrasses. Kentucky blue and lawn fescue grasses are most satisfactory fine lawns except in the South - -". (our underline) Guess Texas has turned Yankee?

QUALITY GRASSES FOR HIGHWAY SEEDING

It is gratifying to see some seconding of our plea for better quality grasses along highways. Francis Rackemann writing for the Baltimore EVENING-SUN advocates: "Dominant grasses used in the flat areas are Kentucky bluegrass and red (Chewings) fescue. Kentucky blue is used because it has a finer quality, is more closely knit and better looking. Red (Chewings) fescue is added for sandier soils and requires less maintenance".

The increasing interest in highway seeding has prompted Better Roads, Chicago to report a forum on the subject in its summer issues. Robert Brooks, Chief Engineer for Cuyahoga County (Cleveland) reports on seeding operations, including "the seed mixture consists of 25% Kentucky bluegrass, 20% redtop, 10% perennial ryegrass and 45% Chewings fescue".

KENTUCKY BLUEGRASS EVOLVING HARDIER STRAINS FOR UPPER SOUTH?

L. C. Hamilton, Clemson College, in his article in the Florence, South Carolina NEWS and several other South Carolina papers points out that the bluegrass, so famous in Kentucky, has been noted in a couple counties of South Carolina "and three miles south of Seneca, the fabulous grass was observed on the farm of I. T. Newton. 'I first noticed it about five years ago', Newton says. 'since that time it has continued to spread. And it now seems to be crowding out the hardy bermuda - -'".

MICHIGAN ADVISED TO READ THE LABEL BEFORE BUYING LAWN SEED

Director G. S. McIntyre of the Michigan Department of Agriculture helps in the appeal for better grasses, for the nearly 12 million pounds of lawn seed mixtures sold in Michigan. McIntyre advises reading the labels carefully before buying: "The best fine-leaf perennial turf lawns are established by planting Kentucky bluegrass varieties or red fescue varieties. The higher the content of these ingredients as shown by the label, the better the turf is expected to be".

INSTITUTE PHOTOS IN PROMINENT PAPERS

Goeffrey S. Cornish's article, "Key Influence In Lawn's Strength", in the Boston HERALD, utilized a credited Lawn Institute photo depicting a house-with-lawn scene.

Milton Carleton's article "Fescue Grass Problem Can Be Licked" in the CHICAGO'S AMERICAN, includes a Lawn Institute photo bearing this caption: "Tall fescue grasses, ideal for pastures and hay fields, are cause of complaint to homeowners seeding smooth lawns. - -". Photo shows tall fescue compared to Kentucky bluegrass and fine fescues, with inset of grass seed close-up.

PARK EXECUTIVES PUBLICITY TOUCHES INSTITUTE

The Villa Park, Illinois ARGUS, April 18, carried a photo of park executives during their recent educational conference held in Chicago.

Dr. Schery, guest speaker, was captured along with George Bottoms, Lombard Park District; John Lundgren, Chicago Park District; Tom Iverson, Garfield Park

Conservatory; Gerald O'Connor, MIPE President; Ron Johnson, Elmhurst Park District; Ed Romilly.

CHARLES G. WILSON, SALES MANAGER, SEWERAGE COMMISSION OF MILWAUKEE, REPORTS
SEVERAL YEARS OF WINTERGRASS TESTING IN SOUTH

For several years agronomists with the Milwaukee Sewerage Commission have been very interested in use of northern grasses, for winterseeding of golf greens in the South. We have prevailed upon Charles G. Wilson, Sales Manager, to give us his conclusions. Mr. Wilson also sends a copy of his formal report given to the Tifton, Georgia, Conference which cannot be reproduced at this time in Harveys. It will be very valuable for reference and guidance for any Institute effort in the South. Mr. Wilson writes:

"Mixtures still look best to us, and as yet we haven't hit on an ideal seeding rate, if such a thing exists. Last year we used two seeding rates. One was too low for some grasses, and the other gave us too much grass for good putting.

Incidentally, ryegrass has not been a consistently good performer. In wet weather it takes disease badly, and in good weather overpowers the other grasses in mixtures during the early part of the season.

To date the trials show bents (especially Seaside) definitely have a place, but only when combined with Poa trivialis and possibly red fescues and in the deep South Kentucky bluegrass.

From the above you can see seedsmen everywhere may be on the verge of a big breakthrough into a new market. Homeowners would not overseed in this quantity, but should be in the market for 5 to 10 pounds per thousand square feet of a suitable mixture each fall".

A few comments from the report of interest: "Vacationing northern golfers and low handicap players prefer the putting quality of bent. A good ryegrass green putts slow. - -

-- Hot weather or disease may cause the ryegrass to vanish suddenly, leaving the turf brown and all but unplayable. It is not uncommon for this to occur during the height of the spring playing season.

- - The two-week delay in seeding may have been a contributing factor. Certainly, Kentucky bluegrass was rated 'Poor' on several occasions because of the unsightly appearance of annual bluegrass clumps. Based on its own merits, the color was excellent, although the turf was 'stiffer' than most golfers prefer.

Interestingly, redtop performed better than Highland and Astoria. Penncross was excellent, followed closely by Seaside. The high cost of Penncross coupled with its tendency to persist well into the bermuda season would make many favor Seaside. The less expensive Colonial bents and redtop might have a place in the Miami area where the winter season is very short.

The outstanding individual grass at East Lake was Pennlawn creeping red fescue. It was first in becoming established, excellent throughout the season, and vanished without a trace of transition in June, 1960. It was also good at Sea Island early in the season. However, the Pennlawn plot there degenerated in mid-January and was poor thereafter because of Poa annua invasion".

WHAT THEY ARE SAYING . . .

"On behalf of Mr. W. H. Perron, President, and Mr. C. Luck, General Convention Chairman, I have been asked to express our sincere appreciation to you for the part you played in making our 39th Annual Convention such a wonderful success".

J. E. King, Secretary-Treasurer
Canadian Association of Nurserymen

"I can assure you that all of us were pleased with your presentation, and we have, as a matter of fact, received a number of complimentary letters and verbal thank yous because of your talk".

J. R. Burns, retiring Secretary-Treasurer
Canadian Association of Nurserymen

"That's a very nice booklet that you sent us on '10 Frequent Lawn Problems'. I'll make good use of it, and we'll certainly give it a good plug. - - Please stop in and see us".

Gordon L. Berg, Editor
Farm Chemicals Magazine

"Thank you very much for - - so kindly taking time to comment extensively on our proposed article on pre-emergent herbicides for use in turf. - - And I hope - - that I will have an opportunity to call on you personally sometime in the near future".

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

"The samples of publications you have sent represent a wealth of information - - they all are most suitable".

H. H. Schmitz, President
Ontario Landscape Contractors Association

"May we also express our continuing pride in having you as a contributor. Our contributors are the foundation on which the authoritativeness of The World Book Encyclopedia rests".

Managing Editor
Field Enterprises

"I enjoyed your very informative article, "Control Lawn Weeds", in the July issue of Horticulture".

Dr. Peter A. Dempsey
Milton, Massachusetts

"I wish to thank you again for your wholehearted cooperation in making this display a success. From all comments we hear and number of interested persons contacted during the Fair, we feel that we accomplished a great deal of much needed educational work".

A. Warren Clapp
Chief Market Investigator
Massachusetts Department of Agriculture

"It was a real pleasure to have you here at long last - -. Thanks for sending the information on the movie. I have requested a copy for classroom showing. I also appreciate receiving the booklet on 'Selecting Lawn Grasses'".

Dr. C. R. Skogley
Turf Management
University of Rhode Island

CLIPPINGS, WHICH INSTITUTE RELEASES HELP SPARK

"'Out front' in almost all lawns for the northern two-thirds of the nation are Kentucky bluegrass and fine fescues in combination, or the specially tended Highland bentgrass". JOURNAL STAR, Lincoln, Nebraska

"There's one variety of grass seed that you want to be sure not to get in your lawn mixture. George Ziegler warns against using any mixture that has Kentucky-31 fescue. This grass shows up in the lawn as a weed". RECORD-HERALD, Wausau, Wisconsin

"The best fine-leaved perennial turf lawns are established by planting Kentucky bluegrass varieties or red fescue varieties. The higher the content of these ingredients as shown by the label, the better the turf is expected to be". MESSENGER, Clio, Michigan.

"Good quality bluegrass seed is a better buy at \$1.50 a pound than Kentucky-31 fescue or ryegrass at 25 cents a pound. - - You receive more than 13,000 seeds of bluegrass for each cent you spend and only 8,000 seeds of ryegrass or Kentucky-31 fescue for each cent". Charles M. Drage, Extension Horticulturist, Colorado State University

"There are two chief ingredients for lawn seed mixtures north from Tennessee, that satisfy the quality requirements just stressed. These are Kentucky bluegrass, and the fine or red fescues". POST STANDARD, Syracuse, New York

"Good seed carefully sowed into loose soil is a cure for bare spots and the road to success in new lawn making. Lawnowners in the northern areas will find their efforts richly rewarded by using bluegrass-fine fescue combinations or Highland bentgrass for a luxurious growth of eye-pleasing lawn". STATE JOURNAL, Lansing, Michigan

"Newly developed chemicals really tip the balance. Fortunately Kentucky bluegrass, lawn fescues, even Highland bentgrass, are pretty stalwart lawn citizens. Chemical applications which do away with the weeds are at most only a temporary discomfort to them". TRIBUNE, LaCrosse, Wisconsin

"So, sow seed of high quality, that has the potentiality for making an attractive lawn - fine-leaf and permanent. Read the ingredient listing - - to see that generous proportions of the proven turfgrasses are contained, such as Kentucky bluegrass or red fescue varieties - -". MORNING GLOBE, Boston, Massachusetts

"Lawn Grasses. Confused about what makes a good lawn? I could boil the grasses down to two: Kentucky bluegrass and the red fescues. When the word fescue is mentioned it's bound to cause confusion, but I'll try to straighten it out.

Red fescue species are for lawns, and the seed you buy have variety names such as Chewings, Illahee, Pennlawn and Rainier. Now, there's a 'hay' fescue farmers use and these are called, of all names, Kentucky-31, or Alta. The person who names a fescue grass 'Kentucky' ought to have his head examined because it's too close to Kentucky bluegrass. It confuses many a gardener". George Abraham, SPOKESMAN-REVIEW, Spokane, Washington

"Three grasses way out front. - Top grasses for almost all lawns in Wisconsin are Kentucky bluegrass and fine fescues in combination or Highland type bentgrass". SENTINEL, Milwaukee, Wisconsin

"Even elegant Highland bentgrass is within the capabilities of the average home. The bluegrass-red fescue combination needs no pampering or special upkeep. It yields good-looking, long-lasting, all-purpose turf. - -". TIMES, Trenton, New Jersey

"The first rule in obtaining a perfect, sturdy lawn is to avoid using bargain seed mixtures. Kentucky bluegrass and red fescues should be the mainstay of any lawn seed used. Look for attractive texture in your outdoor carpet". MORNING JOURNAL, Sioux City, Iowa; GAZETTE, Texarkana, Arkansas

"During the spring, when the Kentucky bluegrass-red fescue lawn grows rapidly, you may have to mow every three or four days to keep your lawn properly groomed".

"To cut the Kentucky bluegrass-red fescue lawn, set your mower to cut as high as $2\frac{1}{2}$ inches, and surely no closer than $1\frac{1}{2}$ inches". SUN-GAZETTE, Williamsport, Pennsylvania

" - - selected as the 'Lawn of the Month' by the Garden Club. The yard is Kentucky bluegrass - -". GAZETTE, Emporia, Kansas

"Your greatest danger in buying a seed mixture is your own desire to save money. The only way a seedsman can meet demands for low price is to use cheap grasses. The price is tempting but good permanent lawns cannot be made from such material". ERIE COUNTY FARM NEWS, East Aurora, New York

"Fall is the best time to seed bluegrass, whether it is the old-standby, Kentucky blue, Merion or the new Park Kentucky blue". Ralph B. Ricklefs, JOURNAL, Salina, Kansas

"Any mixture should contain 80 per cent of the basic grasses listed above. Of this 80 percent Kentucky bluegrass should make up 55 per cent of the lawn, if it is to be sunny or if the lawn is to be dry and shady, then red fescue should make up 65 per cent". Walter Durniak, GAZETTE, Schenectady, New York

"In the eastern third of Kansas Kentucky bluegrass makes a good lawn - - planted early - - and mowed high. Probably one of the reasons bluegrass lawns are so well liked is that they stay green all year". HERALD, Fredonia, Kansas

"The main grasses in lawns from eastern Kansas and Nebraska to the Atlantic, and from Tennessee northeastward, are Kentucky bluegrass and one or more of the red fescues". TIMES, Levittown, Pennsylvania; COURIER, Bristol, Pennsylvania

"Don't be discouraged if you can't water your lawn. A good Kentucky bluegrass-red fescue lawn that is not cut too close may turn brown during our typical summer drought, but it will revive with late summer rains". COURIER-NEWS, Plainfield, New Jersey.

"Kentucky or Merion bluegrass, Creeping red fescue and bentgrass are suitable perennial grasses in Illinois". University of Illinois Horticulturists, EDGE-WATER-UPTOWN NEWS, Chicago, Illinois

"Buy a good grade of lawn seed, consisting largely of Kentucky bluegrass and Chewings fescue, desirable perennial grasses". CHRONICLE, Muskegon, Michigan

"It doesn't pay to plant cheap grass seed if you hope to have a good lawn, and remember that the better mixtures contain at least 75% of the permanent blue-grasses, fescues and bentgrasses". TRIBUNE, Chicago, Illinois