

BETTER LAWN

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Harvests

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VOLUMINOUS ISSUE

Explanation is in order on the size of this issue of Harvests.

Typically, the "annual meeting" issue is always voluminous, because it contains the Director's summary for the year. Although Dr. Schery's report has been abridged, it still covers several pages.

Even more the cause of bulk are press clippings reports at this time of year. The most extensive clipping coverage is in spring, and is the only means of checking on the press kit's effectiveness.

This year, as you will note in the Director's report, utilization of Institute material has been extensive. Although it may seem unnecessary to document the clipping pickup through the whole two months the service is hired, it is felt that members are entitled to documented results.

Consequently, scattered through this issue are several discussions of press clippings, typically reflecting receipts of a single clipping envelope. Members may not be interested in reading all resumes, but those having specific interest can pick items of peculiar interest to their group or grass. Such clippings are "certification" of results for the money spent. We promise that subsequent Harvests will be compensatorily slimmer.

NEW BOARD ELECTED

At the annual meeting in Kansas City, May 24, the following Board of Trustees was elected for the 1965-66 fiscal year of the Lawn Institute: J. L. Carnes, Pacific Northwest Bluegrass Association; Roy Edwards, Jr., Rudy-Patrick Seed Co., Kansas City; Amos Funrue, Oregon Fine Fescue Commission; Arden Jacklin, Merion Bluegrass Growers Association; Gustav Kveen, Northern Minnesota Bluegrass Growers Association; Edward F. Mangelsdorf, Mangelsdorf Seed, St. Louis; Walter McElhaney, Highland Bentgrass Commission; Joseph Peppard, Peppard Seeds, Kansas City; Edward Spears, Woodford Spears, Paris, Kentucky; Carey Strome, Oregon Fine Fescue Commission.

The Board of Trustees elects its own officers. Re-elected President for another year was Mr. Mangelsdorf, and Mr. Edwards as Secretary-Treasurer. Co-Vice Chairmen are Messrs. Funrue and McElhaney.

ANNUAL MEETING

An opening statement by President Mangelsdorf at the annual meeting, set the tone for the day's discussions: "it is most gratifying to us who have nursed the Lawn Institute through its formative years, to note the enthusiasm among sponsoring groups for its program. With the addition of Pacific Northwest bluegrass support, means are now at hand for a co-ordinated representation of all quality lawn seed interests, formerly much fragmented."

With the low state of the treasury, financial matters were very much in evidence. However, sponsors indicated that at least as much income was likely to be forthcoming in the upcoming fiscal year as in the year just ended, and in some cases slight increases were likely. Appreciable support is anticipated from western bluegrass.

The trustees heard a report on the year's activities from Director Schery, which is summarized at length in a later item. The clippings book and other displays were circulated.

The Board voted to participate in a highway demonstration project, accepting an invitation extended to Dr. Schery by Mr. Garmhausen of the Ohio State Highway Department. It is hoped that a sizable stretch of berm may be planted to fine-textured grasses, to demonstrate performance of these species under regular maintenance and such experimentation as is decided upon. Comparatively low growth and freedom from coarse kinds that might invade neighboring properties are anticipated benefits.

The Board of Trustees declined to accept at this time an invitation to co-sponsor an autumn radio publicity series, primarily sponsored by the Dutch bulb people. Possible availability of bluegrass support from northern Europe was discussed, with no decision reached; President Mangelsdorf was directed to contact absent Board members to obtain their views.

Messrs. Carnes and McElhaney reported on their recent European trip, during which they were well impressed with the European seed industry. One interesting aspect of European seed usage arises from the requirement that multiple-unit dwellings be surrounded with a certain minimum of lawn-like grounds.

Messrs. Strome and Shaw, speaking for the Fine Fescue Commission, indicated enthusiasm for the Institute program, and the intention to sponsor further winter-seeding investigations in the South. They reported that the Commission preferred an educational approach (as contrasted to legislation), and called for further suggestions from the Institute staff. Mr. Strome felt that the Fescue Commission had interest in pressing ever for higher quality, and he commended the approach of the Institute program as expressed in "Lawn Seed, And What's A Weed."

Gordon Newton, Northrup, King, spoke for non-voting members and seal users. He indicated satisfaction with the Seal of Approval as a merchandising tool. This year it is being tried on radio. Four test locations in the North are under scrutiny.

Messrs. Farris and Spears reported fair prospects this year in natural Kentucky bluegrass production. Mr. Carnes outlined the sizable bluegrass production expected in the Pacific Northwest, certainly to exceed 12 million pounds annually.

With adjournment approaching, President Mangelsdorf asked for and received permission from the Board, for the Executive Committee to decide on other matters for which there was not time for full discussion. This included appointment of committees, decisions on program expenditures, seed donations, research activities, and suchlike.

REPORT OF THE DIRECTOR, FISCAL 1964-65

It is a pleasure to report to the Board of Trustees continuing success in major activities of the Institute. Assuming adequate budget, I look to the future with optimism, for the type of organization that the Institute is. The service that it lends must come, one way or another, if the quality lawn seed industry wishes to be marked progressive. Group activity accompanies the flourishing of any industry.

Moreover, the lawn seed industry is itself in the throes of transition. The product is increasingly sold to sophisticates, having some knowledge about seed, and making special demands of the producer. Take, for example, seed sold for sod; quality control and genetic concern are quite professionalized. If America remains affluent, sod-raising is destined for increasing importance. As customers sod-growers will demand seed far more completely identified than by conventional purity and germination figures. As competitors for the home lawn market they will force on the industry consideration of such things as "crop" identification. Even in what were once relatively indiscriminating markets such as packaging for mass outlets (Sears, A&P, etc.) - quality standards are "rubbing off". Seed buyers who formerly cared little about such matters as crop and weed content now ask about this and heed experiment station advisories. Already there are calls for government regulation, and if the industry doesn't project a "progressive" image these demands will become more strident.

I suppose what it boils down to is that the seed industry, like everything else, is becoming technically more complex, from production right on through sales. Only professionalized operations can successfully compete. Professionalism implies industry-wide concern about public relations, and in pursuit of industry objectives through research, education, and cooperation. Such a route your Institute has already charted to the extent its financial resources have permitted.

After this look ahead, let's now look back on the fiscal year just ending; I think trustees can find cause for satisfaction. Since activities are documented in the quarterly newsletter, Harvests, it is hardly worth taking the Board's valuable time reviewing details. But it is well, once a year, to summarize major activities.

A. Press Kits - This Institute activity has reaped its customary rewards. Keep in mind that budget stringencies have necessitated reduced clipping service (incidentally, up in price), our chief check on press kit performance. So we catch only main-season samplings. During September 992 column inches of newspaper space were caught, attributable directly to the autumn kit. Mrs. Payne counts 3344 column inches this spring (April and early May), a most gratifying performance, up nearly 70% over 1964. Over 4000 column inches during the year (spotted during some ten weeks only of clipping service), from two modest mailings, seems hugely successful to me. It continues the unbroken series of "record" years since the Institute started.

One of the tasks confronting me each week during "clipping season", is to sort and scan the voluminous receipts. These scannings are reported in some detail in Harvests (viz. see later pages). So, I won't dwell on the lengthy series of mentions we have achieved for our sponsoring grasses and quality seed blends. But it may be of interest to the Board what trends seem shaping up!

The Institute continues to have the confidence of the editorial world, as a source of sound information. The ideas we place, and as often as not essentially our very wording, show up throughout the spectrum of lawn stories (nearly 11 M column inches picked up during this fiscal year by our service).

I notice lately a tendency for use with less direct credit. It appears that now, compared to a few years ago, there is wide realization of the importance of lawns and lawn tending, such that local "authorities" are springing up everywhere to take advantage of this new public interest. State universities and experiment stations, which did next to nothing for the non-farm land owner only a few years ago, now issue multiple releases, numerous "field days", and so on. Extension Services distribute releases, which are avidly used by the press in the particular state. More and more we find our stories appearing under diverse by-lines, and through a wide series of sources. By and large this is fine, because it lends local authority to the views we wish made public. Take just one recent example, the result from press kits sent to our friend and advisor at Michigan State University, Carter Harrison. Carter re-issued the message through the university, lending his name; as a result fine fescues were headlined in at least 40 papers through the state of Michigan (ones the clipping service caught; doubtless there were others).

Similar, and with the added fillip of direct credit to the Lawn Institute, are the Associated Press Newsfeatures out of Albany, New York, by our good friend, Earl Aronson. Two times this spring Earl has done us the honor of filling several columns liberally with Institute views; the clipping service has so far corraled 87 instances of the Aronson releases, covering 25 states. In 1964, at least 56 papers (39 in spring, 17 in autumn; 772 column inches by our clippings) carried his stories featuring the Institute.

Enthusiasm continues for the press kit "shorts". The Marion, Indiana papers utilized 14 shorts Sunday, May 2, alone. 11 shorts were spotted in the Williamsport, Pennsylvania Sun-Gazette. The La Crosse, Wisconsin Tribune, Pittsburgh, Pennsylvania Press and Ann Arbor, Michigan News have each carried at least 6 shorts in recent weeks, to be among the leaders in utilization of these items. With the publication pressure everyone is subjected to these days, I have an idea that such "shorts" gain about as much mileage as a lengthy story. At least we can't go wrong with headlines repeatedly proclaiming: "Fescues For Shade", "Bentgrass Cold-Hardy", "Merion A Leader", "Kentucky Bluegrass Still A Favorite", "Good Seed Helps Upgrade The Lawn", "Pennlawn Tops Among Fescues", "Clip Bentgrass Close", etc.

We have had success this year in swinging public attention to the newer labeling scheme, where "our" grasses fall among the "fine-textured". This has been an excellent vehicle for emphasizing quality kinds, and has received good support from public authorities.

While the question of "weeds", particularly *Poa annua*, has been mentioned incidentally in some releases, we prefer playing up the positive face of the coin, "weedlessness". The public seems eager for information. If the time ever comes to delineate certain weeds, I sense that a receptive audience awaits us.

B. Stories And Reprints - Success in placing stories in trade and popular magazines continued to favor us during the fiscal year. There have appeared or are in press:

MAGAZINE, BOOK AND REFERENCE PLACEMENTS
(Some in press)

"How To Select The Right Turfgrass" - Weeds, Trees & Turf
"What Lawn To Plant Where" - American Nurseryman
"Lawn Care" - Resort Management
"Solutions To Better Lawns" - Fertilizer Solutions
"Good Lawns And Rose Splendor" - American Rose Annual
"23 Questions Most Often Put To Dealers" - Modern Garden Center
"Seeds For Southern Turf" - Louisiana Turfgrass Conference
"Is Thatch A Threat?" - Flower and Garden
"How To Get A Good Buy On Grass Seed" - Park Maintenance
"Lawn Seed Sweepstakes" - Seed World
"Turfgrass Portrait I: Kentucky Bluegrass" - Weeds, Trees & Turf
"Turfgrass Portrait II: Fine Fescues" - Weeds, Trees & Turf
"Turfgrass Portrait III: Bentgrasses" - Weeds, Trees & Turf
"Turfgrass Portrait IV: Wintergrass" - Weeds, Trees & Turf
"Turfgrass Portrait V: Bermudagrass: - Weeds, Trees & Turf
"Turfgrass Portrait VI: Zoysia" - Weeds, Trees & Turf
"Turfgrass Portrait VII: Bahiagrass" - Weeds, Trees & Turf
"Turfgrass Portrait VIII: Centipedegrass" - Weeds, Trees & Turf
"Turfgrass Portrait IX: St. Augustinegrass" - Weeds, Trees & Turf
"Lawngresses: What Kind For Your Customer?" - Lawn/Garden/Outdoor Living
"Quick Spring Greenup For Your Lawn" - Flower & Garden
"Lawn Seeds Cause Few Weedy Lawns" - Crops & Soils
"Seed For Sod" - Parks & Recreation
"Lawn Seed, And What's A Weed" - The American Horticultural Magazine
"Spring Lawn Improvement" - Seed World
"Seven Million Seeds In One Pound Of Bentgrass" - American Cemetery
"Fine Fescues Acclaimed For Lawns" - Seed World
"Bentgrass For Garden Nooks" - Seed World
"How To Distinguish Bluegrass" - Seed World
"Last Chance For Lawn Weed Control" - Seed World
"Mowing Before Winter" - Seed World
"Highland Bent Advised For Close-Clipped Turf" - Home & Garden Supply Merchandiser
"Weeds In Lawn Seed" - Rutgers University Turfgrass Course
"It Pays To Buy Quality Seed" - Rutgers University Turfgrass Course
"The Lawn Seed Sweepstakes" - 5th Annual Missouri Turfgrass Conference
"Selling Garden Products Confidently" - 1965 Area Horticultural Trade Mtgs.,
Cleveland
"Use Bluegrass To Rid Lawn Of Real Culprits" - Muncie Star
"This Remarkable Kentucky Bluegrass" - Annals Missouri Botanical Garden
"Of Grass And Gardeners" - Park's Floral Magazine
"Lawn Making And Maintenance" - Reader's Digest
"The Saga Of Kentucky Bluegrass" - Natural History Magazine
Data-Guide Speed Chart on Lawns
"Selling Garden Products Confidently" - Lawn/Garden/Outdoor Living
"Quality Lawns For Fine Roses" - Canadian Rose Society Annual
"The Secret's In The Structure" - Popular Gardening
"Double Duty" - Resort Management
"Easy Does It" - Smith-Douglass Company

"Lawns" - McCall's Encyclopedia

"Soils And Fertilizer" - McCall's Encyclopedia

"Kentucky Bluegrass Turf" - Western Landscaping News (advisor story; reprinted and circulated)

It is hardly necessary to mention that this sort of editorial coverage is valuable beyond price. Not only does the story gain authority and stature by virtue of independent publication, but this in turn lends authority to other releases (as in mailings, or as background in the press kit).

The influence of these stories does not end with publication. To the extent budget permits, we reprint most items, and these are passed along by key emissaries. Our members distribute many reprints, while others are offered through friends and associates (viz. George Abraham, syndicated garden columnist, sent out 7 M in our behalf this year, at no cost to the Institute; Parker Sweeper bought 25 M for issuance through dealers; Lloyd Mansfield Company secured nearly 10 M, going eventually to garden outlets; Hogg & Lytle purchased 1300 for distribution in Canada; etc.).

In the office we use reprints regularly as stuffers in mailings and correspondence. At public appearances, or when visiting, reprints make an excellent "remembrance" (100 each of three reprints were distributed at the Muncie Garden Symposiums; Patten Seed & Turfgrass Co., Georgia, ordered 2 M for mailings in the Southeast).

All told, in the neighborhood of 90 M reprints must have been distributed to a select audience during the year, pyramiding story exposure greatly. And we have many library and teacher requests for reprints, notably used in some of the recent vocational training efforts.

Also within this category are contributions of sections or chapters to encyclopediae. Of outstanding current interest is that done for the Reader's Digest. In an adaptation of an exhaustive English volume, the entire section on lawns was redone according to our views. Other encyclopedial activities during the year included lawn and soils chapters for McCall's, and a condensation designed for Data-Guide Speed Charts.

C. Harvests - Harvests, our quarterly newsletter, constitutes a running account of Institute activities through the year. To refresh the memory, the combined four issues for the year are being circulated (excerpts).

D. Movie - After many years of excellent distribution, the Institute movie, "Bluegrass Beauty", has been recalled from further showings. This is not for lack of demand (enthusiasm seems as great as ever), but for reasons of economy. Most of the prints are now in Marysville, although commitments made for summer showings are being honored by a few copies still in the hands of Modern. Total certified audience now stands at 17,238,600 TV viewers, 164,918 live. If in the future budget permits, reactivation of an updated film would seem a beneficial public relations effort.

E. Miscellaneous - We continue to maintain a photographic library, black-white prints for publication, and Kodachrome slides for appearances by the Director. Keeping the supply fresh and original is quite time-consuming, yet essential for public presentation. During the fiscal year we invested only a small fraction of what should be spent on professional services to keep a first-class film library "alive". Photos were not included in recent press kits.

As usual, the office handled considerable correspondence and overall Institute administration. In addition to the expected homeowner questions, there are many calls from major corporations inquiring of our industry. Some of the contacts during the year include:

American Association of Nurserymen
American Excelsior Corporation
Aquatrols Corporation of America
Cooperative Extension Work, State of Ohio
Land Management Section, Department of the Army
The Garden Center, Loose Park, Kansas
Botanischer Garten Und Museum (Germany)
Bowie Machine Works
The Brady Company
British Standards Institution (London, England)
California Chemical Company
The Canadian Rose Society
Chipman Chemical Company, Inc.
Columbus Metropolitan Park District
Data-Guide, Inc.
Detroit Public Schools
Elanco Products Company
Dr. Claus Fengler (Germany)
Geigy Agricultural Chemicals
The Gro-Green Spraying Company
H. D. Hudson Manufacturing Company
Jenkins Equipment Co.
Kirkland, White & Schell, Inc.
The Lake County Nurserymen's Association
Landscape Architects Equipment Service Center
Lloyd Mansfield Company, Inc.
McCurdy Chemical Company
Merck & Co., Inc.
Midway Agriculture Department (North Carolina)
Milwaukee County Extension Service
Sewerage Commission of the City of Milwaukee
Missouri Botanical Garden
MMA, Inc.
Montgomery Ward
Mount Hope Cemetery
Nasco, Incorporated
National Plant Food Institute
Naugatuck Chemical Company
The New York Academy of Sciences
The New York Botanical Garden
Norfolk Botanical Garden
Parker Sweeper Company
Pioneer National Advertising
Pratt & Whitney Aircraft
Preco, Incorporated
Sears, Roebuck and Co.
Seep-A-Trol Moisture Control System
Smith-Douglass Company, Inc.
Southern Turf Nurseries

Stauffer Chemical Company
Swift & Company
Turf Canada Company
Toro Manufacturing Corporation
Union Carbide Corporation
United States Gypsum Company
USDA National Agricultural Library
Velsicol Chemical Corporation
Vineland Chemical Corporation
Wells Landscape Service
Western Farmers Association
A. J. van Engelen, Zaadteelt en Zaadhandel N.V. (Holland)
Henry Mommersteeg, Zaadteelt en Zaadhandel (Holland)
Nob. Shiraki, Enzymes Researcher (Osaka, Japan)
Chris Eisele (Germany)
Baker Grass Industries
H. G. Hastings
International Minerals & Chemical Corporation
American Seed Trade Association
Association of Official Seed Analysts
Agricultural Experiment Station, Wooster, Ohio
Reader's Digest
Shell Chemical Company
Ohio Department of Highways
Edward Gottlieb & Associates, Ltd.

We have been handicapped in the exchange of ideas since closing out of Kansas City representation during the year. Such limited hired services as have been needed (viz. preparation of Seal of Approval mats and artwork) were secured in Columbus, and under the circumstances have contributed little. Thus I am especially grateful for thoughts and ideas from our Oregon friends, expressed chiefly through Messrs. Kuehner and Jans. This has been most helpful and stimulating. It goes almost without saying that there are limitations in one man and one secretary trying to handle all facets of Institute activity; it's not so much a matter of time, but inability to be proficient in so many diverse ways without assistance for detail. As I mentioned last year, the increasing tide of technical literature alone could occupy one person's full attention.

To keep in touch with reality, supply a touch of research magic, Institute test grounds were continued, indeed increased, during the year. No rental is paid for these grounds, and most of the facilities, including a new automatic irrigation system, are donated (principally by Toro). Considering how essential is a test grounds, both for proper popular image and for knowledgeable judgement, the Institute has squeaked through another year with remarkably little expense.

Books prepared under the aegis of the Institute ("The Householder's Guide To Outdoor Beauty"; "The Lawn Book"; chapters in Agricultural Yearbook "Seeds"; Stanford Research Institute "Outdoor Living" Report; etc.) continue to serve us well, as nationally recognized references. These are used in teaching (even at college level), for the instruction of garden center sales forces, and in answering the frequent market-survey inquiries we receive. The Institute has helped to spread the good word by offering the two books at cost to members and cooperating organizations.

Through the year Mrs. Payne has been very diligent in keeping our mailing list updated. One of her "slack-time" activities is to note which among the newspapers spotted by our clipping service make maximum use of the press kits, and which of our mailing addresses are never heard from. A few new hopefuls are added yearly, as "delinquents" are dropped. This continual perfection of the list is no doubt partly responsible for the success the releases enjoy; compared to purchased mailing lists, there is little wastage.

Mailings are made from time to time to our Board of Advisors, professionals primarily at the Experiment Stations and at research centers around the country. These mailings are as much to keep the advisors informed, as they are to gain advice from them. Nevertheless, such correspondence as does result, keys us as to "official" attitudes.

A traveling exhibit on Institute activities was prepared with the help of Rod Bright, for use by the Carnes-Hollingshead Committee in the Pacific Northwest. The wall displays of former annual meetings have had to be abandoned with closing out of Kansas City representation.

During summer a mailing of specially prepared stories on winterseeding was sent to a select list of 386 southern newspapers and magazines. Although clippings were not scheduled for these items, we know that many stories appeared. They should have been instrumental in the greater usage of fine-textured grass for winterseeding in the South last autumn, such as was verified by Charles Hudson (Hastings, Atlanta).

During the year seed was donated for testing purposes to thirteen research centers.

Travel during the year has not been as extensive as might be wished. Unfortunately, one man can't be many places, even when travel moneys are sufficient. Of principal importance were visits of your President and Director to Oregon (Oregon Seed League meetings), for organizational efforts of the Northwest Bluegrass Association and for appearances before the Oregon Fine Fescue Commission and the Highland Bentgrass Commission. Other appearances by the Director included nurserymen gatherings in Ohio and Wisconsin; the Rutgers Turfgrass Conference in New Jersey; Missouri Turfgrass Conference; Louisiana Turfgrass Conference; Ohio Men's Garden Club, Ashland; Kansas City Garden Center, Loose Park; Gardenaire Garden Club and Kiwanis Club, Marysville: attended were the Agronomy meetings, Kansas City; visits to several experiment stations and botanical establishments; representative of ASTA at Ohio Short Course for Roadside Landscaping; Institute business meetings (Western, Kansas City; St. Louis, with the President). Three southern visits were also undertaken in behalf of the winterseeding project, a report of which will be given later in the morning.

All in all, there's reason for gratification in the Institute's performance and its continued acceptance. At the same time, until support improves, it is only realistic to recognize that parts of the program must be sorely neglected. A thriving Institute should not have to think twice about accepting such opportunities as the roadside seeding project offered through Mr. Garmhausen! Nevertheless, your Institute has covered considerable ground: the 143 pages of Harvests attest to this.

Thank you very much for the privilege of having served another year under a Board of high-minded men, led by a dedicated and most encouraging President, - a year marked by the tremendous hospitality and friendship extended us in Oregon. And the entire Institute is most grateful to Mr. Carnes, for his leadership in the Pacific-Northwest organizational efforts.

CHECK ON THATCH

The spring of 1965 was good for checking the influence of thatch. A cool, wet April brought chlorosis (yellowing) of newly revived bluegrass on certain heavy soil locations. Through parts of these locations there had been intensive thatch removal the summer before, with the Thatch-O-Matic donated to the Institute by Parker Sweeper. Where the thatch had been removed, the grass was dark green rather than yellowish, indicating that insulation of the soil from warmth and air was influential in increasing chlorosis.

A dozen plugs were taken at random from de-thatched turf, and from adjacent areas where thatch had not been removed. The average thickness of thatch where there had been previous removal was 2/3", while where there was no previous treatment thatch was 1". The average number of new tillers per plug on the previously de-thatched strip was 36, while where thatch had not been removed only 29 tillers occurred on average.

IRRIGATION AREA ENLARGED

Through the courtesy of Toro (Moist O'Matic Sprinkler Systems), an additional thousand square feet of turf area was made available for irrigation through installation of one of the Moist O'Matic wave sprinkler outlets, hooked into the existing control system. The plastic Moist O'Matic setup seems to have weathered the winter well, with no damage to pipes or outdoor timing gear. We are still intrigued with the possibilities of this system, self-installable by homeowners. It is far less expensive than is custom installation.

The Lawn Institute will have for the first time capacity for summer watering. Last year, with installation of the first Moist O'Matic units, it became possible to keep most of our Highland bentgrass plantings irrigated, but not much else. This year bluegrass can be kept growing in a small test area even if weather should turn dry.

NATURAL HISTORY SCHEDULE REVISED

First editorial typing for the story "The Saga of Kentucky Bluegrass", to appear in Natural History Magazine, has been reviewed by Dr. Schery. There has been some delay in New York in developing historical illustrations, and this story, originally scheduled for summer, has now been postponed to autumn. Knowing the quality of Natural History printing, we look for a top-flight story of popular interest, well illustrated and well worth reprinting.

SNOW MOLD ON BENT PLANTINGS

The winter of 1964-65 was relatively mild and open on the Institute grounds. Winter disease (primarily snow mold) was not so serious this winter, as winters before when snow cover persisted much of the winter.

Precautionary fungicidal sprayings had been made on the Highland and Penncross plantings last autumn, utilizing Calo-Clor, Thiram, and Polycide (5% methyl arsine oxide). Under the circumstances prevailing, there seemed no evidence of disease prevention from any of these treatments, as compared to untreated check plots. All plots had a few snow mold blemishes, though these were not very evident and soon recovered without further treatment.

The fungicidal applications had been made but a single time, October 21, and of course their influence may have been spent by early spring when such disease as did appear became evident.

WINTERSEEDING WORD FROM TEXAS

We hear from the Crop Sciences Dept., Texas A & M University, "we were entirely satisfied with the mixture and will want more seed for winter testing this year." The mixture was the Lawn Institute mix, consisting of two bluegrasses, two fine fescues and Highland bentgrass. This word was received along with a report on last winter's overseeding.

FIRST RETURN

The clipping service envelope for early April contained slightly over 100 items pertaining to lawns, corraled according to our key references. Of this number, nearly 50% were obviously direct borrowings from the press kit, contained reference to the Lawn Institute in the text, or gave Dr. Schery and the Lawn Institute authorship by-line.

Those featuring the Institute by-line included the Bangor, Maine News and the Muscatine, Iowa Journal. The Grand Rapids, Michigan Press headlined its story "Lawn Institute Expert Hits Poor Quality Of Cheap Seed". George Abraham and Earl Aronson, syndicated columnists, featured in such important papers as the Baltimore Sun and the Newport News, Virginia Press, gave the Institute mention.

Pensylvania led in number of clippings, followed by Ohio and California. Well represented also were Michigan, New Jersey, - and surprisingly, Virginia and North Carolina.

Art Kozelka, Chicago Tribune (circulation about a million), was, as usual, helpful in his column "It's Time Again To Prepare The Lawn". He credits the Lawn Institute by name, as he emphasizes the treatment for early spring green-up.

HAPPY HEADLINES

A few headlines attributable to Institute releases, noted April 15-18, were these: "Many Select Varieties In Grass Seeds" (Appleton, Wisconsin Post-Crescent); "Avoid Cheap Lawn Seed; Check Label For Quality" (Mt. Kisco, New York

Patent Trader); "Lawn Seed Is Much Improved" (Lorain, Ohio Journal); and "Rate Seed Mixtures - - Grass Labels Told" (Ann Arbor, Michigan News).

PURDUE PROCEEDINGS RELEASED

Proceedings of the 1965 Turf Conference, Midwest Regional Turf Foundation and Purdue University, held each March, was issued in June.

This is one of the oldest and most widely attended of turfgrass conferences. Through the years almost every conceivable subject has been talked about, so that some papers are "old hat". Recently, there has been a tendency to have golf course superintendents speak out about their own experiences; and there is an increasing tendency to professionalize sod growing with technical papers in this field.

Nearly 80 pages constitute the Proceedings, and we won't try to summarize the complete contents. In early papers Purdue staff members provided nicely organized discussion of soils and their behavior. Then several professionals in the turf irrigation field gave evaluations and trends in their specialty.

Considerable attention was given bluegrass breeding, a popular research activity these days. Several European as well as many domestic varieties were mentioned. Surprisingly there seems to be revival of interest in bluegrass fairways, in spite of modern day demand for close mowing.

Poa annua and crabgrass are inevitable consequences of irrigated fairways, and a number of the discussions were concerned with the "art" of maintaining such "turf". One paper is entitled "Holding Poa Annua Fairways". This was accomplished by irrigation, frequent fungicidal application, and the use of iron salts. One presumes part of the success described to be the result of sulfate applications (perhaps acidifying the soil somewhat?).

One presentation in behalf of a garden supply firm, "Selling Materials To Homeowner", includes this interesting observation: "Most of the people who come to us for advice know very little about their lawns. They are completely open to suggestions, and will purchase according to our instructions. We find only a small part of these people are pre-sold on any given name brand. They can be swayed to buy whatever we believe will do them the best job." If this is generally true, the advantages of an industry-wide educational program such as the Lawn Institute undertakes is obvious.

CITED

Friendly columnists often help spread the good word from Institute releases. George Abraham, in his early April "The Green Thumb" syndicated column, writes: "Home Lawns: Which grass is best for the home lawn? - - we advise using a mixture of grasses because the chance of having better luck is increased by using a number of different but similar species. Kentucky bluegrasses and red fescues (varieties include Chewings, Illahee, Pennlawn and Rainier) usually make an ideal blend. The fescue sprouts almost as fast as a nursegrass, but does not domineer as does coarse ryegrass. Bluegrass knits a tight turf and supports the fescue. And each grass has a different adaptation to poor soil, drought, shade and other conditions."

Earl Aronson, in an AP Newsfeature column going to South and North alike, states: "And here's the view of one of the nation's top grass experts, Robert W. Schery, Director of the Lawn Institute - - (there follows a lengthy comparison of the advantages of seeding as compared to sodding)."

The Home & Garden Supply Merchandiser points out: "The Lawn Institute recommends rates of 1 lb. of nitrogen to - -."; and the American Nurseryman (Chicago) reports "Dr. Robert W. Schery, Director of the Lawn Institute, - - (resume of the talk given to garden center operators in Cleveland)."

Elsewhere, we have noted how extensive was the use of the press kit by the Williamsport, Pennsylvania Sun-Gazette. Here are a few excerpts from the March 30 issue alone: "That is why experts generally recommend grass blends, especially of Kentucky bluegrass and fine fescue varieties."; "For top performance a Merion bluegrass lawn should be fertilized generously."; "Tests showed Kentucky bluegrass and fine fescues not to be injured by rates even five times as heavy as recommended. Highland bentgrass, however, could be blemished temporarily - -." "Don't mistake (tall fescue) in seed mixtures for top-flight fine or red fescues, including Chewings."; "A blend of Kentucky bluegrass varieties, or bluegrasses mixed with fine fescues, works out well over most of the country."; "Top lawngrasses such as Kentucky bluegrass and fine fescues - -."; "Kentucky bluegrass is one of the hardiest of fine lawngrasses, - -."; "Popular Fescue - one of the most popular fescues for lawn mixtures in the Northeast is Pennlawn - -."; "Don't be fooled by annual bluegrass into omission of a bolster seeding with a Kentucky bluegrass blend."; "Bluegrasses, fescues and bentgrasses, staunch lawn favorites for colder climates - -."; "The Lawn Institute advises watering Kentucky bluegrass-fine fescue lawns infrequently, but soaking well. Highland bentgrass may benefit from more frequent irrigation."

SEED WORLD STORY

It was gratifying to have the April 23 Seed World carry with Lawn Institute byline, "Fine Fescues Acclaimed For Lawns", and "Bentgrass For Garden Nooks".

The former starts out, you may recall: "If you ask the man on the street what's the roughest, toughest, most enduring companion to Kentucky bluegrass for the really tough spots of shade and poor soil, he'd probably say crabgrass. And he'd be completely wrong. Ask the knowledgeable gardener the same question and he'll probably say one of the fine fescue varieties from Oregon. And he'd be quite right."

The Colonial bentgrasses are suggested for the intimate spots in the garden. "The Highland variety in particular has a bluish cast, most attractive close-up and in contrast to border plantings. Because the seed comes only from a limited growing area in Oregon where the summers are normally hot and dry, Highland should not be quite so insistent on continual dampness as are some bents."

SUCCESSFUL MUNCIE LAWN EVENING

The lawn program, lead-off for three successive "gardening evenings" on Thursday at Muncie, Indiana, sponsored and promoted by the Muncie Star and Evening Press, was quite impressive. An audience estimated over 300 jammed the auditorium, listened to Dr. Schery's presentation on lawns for an hour and a half,

then stayed another hour for questions-and-answers directed to Schery, the county agent, and a local golf course superintendent (who constituted a weed-identification and advisory panel). Even well after ten o'clock individuals queried the speaker privately, until the custodian forced an end with "lights out".

Dr. Schery's presentation involved general discussions on how grasses perform in the lawn, and which types most suitable to eastern Indiana. Colored slides were used to summarize and emphasize the discussion. Fortunately, the Institute now has a fair collection of slides snapped in the fine fescue and Highland bentgrass producing areas of Oregon, as well as the bluegrass areas of the Midwest. It's much easier to show why good lawn seed is as good as it is, free of appreciable weed seed (no crabgrass), by depicting the harvest scenes and the clean stands of grass as they are maintained under the better producing conditions.

It is gratifying to have such programs sponsored by a local newspaper; they receive front-page publicity both before and after the presentation. In this instance Dr. Schery's picture and a write-up concerning the Lawn Institute and his background occupied three columns of the front page of the April 19 Muncie Star (and continued over onto the second page), while the garden section carried his by-lined story. This is the sort of "advertising" that could not be purchased.

And occasional presentations like this are valuable from the Lawn Institute's viewpoint, too, giving firsthand contact with the public, and an indication what the public's problems are. It was noted in Muncie that one of the chief concerns is weeds (many people brought in specimens for identification), and that most of the weed problems were due to coarse grasses. Apparently the public is fairly conversant with controlling broadleaf weeds with 2,4-D-type chemicals, but still doesn't know how to handle nimblewill, tall fescue, orchardgrass and similar perennial grasses (which were the main weeds brought in for identification).

LAWN AND GARDEN INFORMATION REQUESTED

"I would appreciate recommendations for lawns and gardens in different sections of the country - -." Dennis A. Fox, Product Sales and Development Dept., Shell Chemical Company, San Francisco, California.

THE INDIRECT INFLUENCE

A letter received from an Ohio nursery manager indicates the chain-of-events influence Institute operations can have. A presentation to the Ohio Nurserymen's Association resulted in summarization of the speech in the American Nurseryman. This leads to inquiry about merchandising lawn products from members not even present at the original meeting. Such a chain-reaction helps get the quality lawn seed story across inexpensively.

NEW MAGAZINE

A new periodical, "Grounds Maintenance", directed to landscape contractors and outdoor maintenance people, is expected to be launched shortly, out of the Howard W. Sams & Co. stable. At present there is no magazine directed specifically to this burgeoning field. It should prove a good vehicle for conveying information on lawn seed and lawn products. First official issue is slated for January.

SPRING VISITOR

Stan Foll, Wisconsin, dropped in the Institute offices for a short visit. His private plane had been grounded in Council Bluffs, and he was driving through Ohio visiting several garden centers after a shrub stock purchasing trip into Tennessee for his client garden centers. Stan serves as consultant, and Executive Secretary for the Wisconsin and Northern Minnesota Nurserymen's Association, has activated interest in lawn seed among his associations.

INSTITUTE DIRECTOR INVITED TO ACADEMY

Dr. Schery, as Director of the Lawn Institute, was recently invited by the Scientific Council of the New York Academy of Science, for membership in that organization.

GARDEN SUPPLY MERCHANDISER PICKUP

The April issue of Home and Garden Supply Merchandiser utilized one of the spring press kit releases, headlining the item "Lawngresses Need Lots of Nitrogen". The Lawn Institute was mentioned by name.

NEW REPRINT DISTRIBUTION

A series of reprints was furnished Bill Brantley, Muncie Star, for people attending the lawn program at which Dr. Schery was featured speaker. The idea was sufficiently popular, that Mr. Brantley asked for additional supplies to be handed out at the subsequent two programs, where Dr. Griffith Buck of Iowa State and Dr. Gale Fosler of the University of Illinois were the featured speakers on trees, shrubs and roses and annuals and perennials as bedding plants.

Especially appropriate was "Good Lawns And Rose Splendor", reprinted from the 1964 American Rose Annual. This constitutes an attractive 9 page "booklet", and should prove a credit to the Institute and fine turfgrasses. Also distributed were "Lawns: Their Making and Keeping", "Showcase For Roses", and the Flower Grower Symposium.

AGRICULTURAL MARKETING ON LAWNGRASS

The April issue of the USDA "Agricultural Marketing" magazine carried the story "What Makes A Beautiful Lawn"? The discussion contrasted fine-textured with coarse-kind grasses, and carried pictures of tall fescue as compared to Merion Kentucky bluegrass. The article is without named author.

Describing the grasses, the story reads: "One of the basic fine-textured lawn-grasses is common (or natural) Kentucky bluegrass and its other varieties, Merion, Park, Newport and Arboretum." (Certainly shades of Institute publicity, that "natural".) As to fine fescues, "Creeping Red and Chewings fescue provide good companion grasses for the bluegrasses because they germinate and become established faster - - these fine-bladed grasses - - are well adapted to shady areas. Varieties - - are Pennlawn, Illahee and Rainier."

EXTENSION HELP

Word passed along through the county agents very well reflects the Institute position. Here, for example, are some thoughts distributed in Ohio, attributed to respective county agents (do you recognize Institute thinking?): "There is a difference between lawn seed and grass seed - - a mixture of several (strains) should produce a satisfactory turf - - Kentucky bluegrass is the best turfgrass for sunny lawns - - use a mixture of bluegrass and Creeping Red fescue - - such as Pennlawn, Chewings and Illahee - - coarse grasses such as the tall fescue should not be confused with Creeping Red fescue - - should never be mixed with the fine-leaved bluegrass and red fescue - -."

KIT PICKUP

This from the Bridgeton, New Jersey Advertiser Press: " - - to get top lawn-grasses such as Kentucky bluegrass and fine fescues off to a fast start - - (various mulch materials enumerated) are already on the market for roadside seeding, but just beginning to be used for home landscaping." This was one of the spring press kit stories.

PIQUA CALL BIG USER

The Piqua, Ohio Call was responsible for a near record in clippings used in a single week. 13 press kit stories were utilized on or about May 4.

INDIANA PAPER FEATURE

A custom story was prepared for the Muncie Star, "Use Bluegrass To Rid Lawn Of Real Culprits". This was featured in the Sunday, April 11 gardening section, that included the use of colored illustrations.

STORIES APPEARING DURING QUARTER

There appeared during the quarter as a result of Institute activities the following stories: "Lawn Seed, And What's A Weed", The American Horticultural Magazine; "Landscape For Casual Living", Popular Gardening & Living Outdoors; "Seed For Sod", Parks & Recreation; "Seven Million Seeds In One Pound Of Grass", The American Cemetery.

PROFESSIONAL INTEREST

Further evidence of the increasing professional interest in lawn-associated matters is the appreciable number of calls received by marketing consultants. One of the more recent was from Smith Stanley & Co., New York. Market researcher O'Brien was estimating total acreage of kept turf that might reasonably be candidate for some special attention such as irrigation. Incidentally, his estimate jibes pretty well with figures in the Lawn Institute files, - approximately 9 million acres of tended turf, between 5 and 6 million of them in home lawns.

QUOTABLES

These from the early April clipping envelope. "If you want bentgrass that is easier to care for, avoid the creeping type and use the Colonial form such as Highland bent." (George Abraham, Binghamton, New York Sun-Bulletin and other papers); "You may not need the most expensive kind - - a good mixture will contain a large percentage of bluegrass and red fescues. The former thrives in the sun and the latter grows in shade. Do not be deceived by Kentucky-31 grass seed. It is not a bluegrass but a tall fescue." (Daisy Jones, Cincinnati, Ohio Post & Times Star); "The grass seed mixture should be of high quality and desirable grasses, preferably Merion or Kentucky bluegrass, Chewings or Creeping Red fescue." (George Perisho, Peoria, Illinois Evening Journal Star); "What kind of a lawngrass should one grow? - - bluegrass is king of them all. Creeping fescues are second - -." (C. H. Edwards, Maryville, Tennessee Enterprise); "Kentucky bluegrass is probably the most widely used lawngrass in this area. It is a grass that grows wild in the region and with good management makes an excellent lawn." (Herbert Bulk, Topeka, Kansas Capital); "Kentucky bluegrass is the basic grass for most Wisconsin lawns that get plenty of sun. - - The red fescues are better adapted to shady, dry areas - -." (Sauk City, Wisconsin Star); "Arboretum and Park germinate more rapidly and seem to tolerate summer heat, but may not prove superior to common bluegrass after several years - - Creeping Red fescue - - is the most satisfactory type for sites too heavily shaded for good bluegrass growth - - generally Pennlawn has been superior." (C. W. Lobenstein, Paducah, Kentucky Sun-Democrat); "Seed with a high quality mixture containing at least 75% Kentucky bluegrass and red fescue. Don't waste work in preparing your seedbed by planting a bargain seed mixture. Cheap seed never can make a long-lasting, attractive lawn." (Bruce Van Duyne, Passaic, New Jersey Herald-News); "For areas of partial shade, use a mixture of bluegrass and Creeping Red fescue." (Columbus, Ohio Dispatch); "Park bluegrass is one of the fastest bluegrasses to germinate, but within a few years it cannot be distinguished from the coarser common bluegrass." (Clifford W. Collier, Shinnston, West Virginia News); "Remember, there is no known grass that will take the place of bluegrass. There's no known grass that works better in the San Luis Valley than good old bluegrass." (Jim Echols, Antonito, Colorado Ledger-News).

FESCUE HEADLINES

In the May 5 clipping envelope, there were 11 stories blazoning fine fescue in the headline, directly attributable to the spring press kit. A center for this was Michigan, where our good friend, Carter Harrison, of Michigan State University, adapted our release lending his name. There was considerable pickup in smaller Michigan cities. Besides the typical headlines below, there is in the body of the story further embellishment of the fine fescue name: "The varieties to look for include Chewings, Illahee, Pennlawn and Rainier. All are excellent companions for Kentucky bluegrass - - noted for persistence on poor, droughty or shaded areas."

The headlines: "Crabgrass Takes Back Seat To Fine Fescues" (Sebewaing, Michigan Blade); "Tall Fescue Tale (La Crosse, Wisconsin Tribune); "Know Your Fescues Before Buying" (Camden, Michigan Advance); "Know Your Fescues Before You Buy" (Capoc, Michigan Journal); "Pennlawn Tops Among Fescues" (Brownsville, Pennsylvania Telegraph); "Know Fescues Before Buying" (Buchanan, Michigan County Record); "Choose Proper Fescue" (Ithaca, Michigan Herald); "Know Your Fescues Before Buying" (Elk Rapids, Michigan Progress); "Fescues For Shade" (Ithaca, Michigan Herald); "Know Your Fescues Before Buying" (Bay City, Michigan Valley Farmer); "Fescues Bolster Lawn Mixtures" (Newark, New Jersey News).

MIDWEST TURF ON BENTGRASS

The March issue of "Midwest Turf News Research" (Purdue University) devoted itself to "Maintenance of Bentgrass". Chief emphasis given private putting greens, although throughout the leaflet bentgrass lawns are also referred to (mentioned as requiring somewhat less care than for the putting green). Penncross seed is suggested for putting green turfs, this and "Highland, Colonial, Astoria are sometimes seeded" for lawns. Seeding rate recommended is 1-2 lbs./M.

The leaflet will pass chiefly into the hands of professional and semi-professional interests. This is fortunate, since as is frequently the case with research institutions (where so many problems are experienced and investigated), the cautions and preventive procedures are so voluminous as to scare away the average individual. For example, the custodian is advised to check and sharpen the mower every week, mow three to five times per week, catch clippings, fertilize no less than monthly, water frequently, spray for disease no less than each two weeks, treat for insects and crabgrass, topdress, vertical mow, etc. It is possible to have attractive bentgrass without quite all that bother.

The leaflet serves well as a resume of the thinking of an important Midwest research institution. However, for passing along to the public, the information should be condensed, and be more agreeably and positively expressed.

GRASS ROOT TURNOVER

Dahlman and Kucera discuss "Root Productivity and Turnover in Native Prairie", in the Winter 1965 issue of Ecology. Research was on preserved Missouri prairie, and indicated a four-year turnover of complete root systems. Other studies have indicated that for planted bluegrass, about half the root system dies and is regenerated each year.

PROLONGED EFFECT OF PHOSPHORUS FERTILIZATION ON BLUEGRASS

Crops and Soils, April-May, carried a story about a 25-year-old experiment in Virginia, on bluegrass, where an initial phosphorus fertilization 25 years ago was still manifest in improved grass easily distinguishable. Not only was phosphorus increased (in chemical analysis of the bluegrass), but also nitrogen and potassium, presumably because of improved rooting that resulted from the phosphorus treatment. Nitrification by clover in the stand was no doubt improved, too.

It is often difficult to point out to a homeowner the value of phosphorus in a complete lawn fertilizer, so much does the nitrogen response overshadow that from other nutrients. So it may be well to have this reference in mind for documentation of at least one case where a phosphorus application had prolongedly beneficial effects on the growth of bluegrass.

FOR THE "BELIEVE IT OR NOT" FILE

Sucking insects on plants are able to consume several hundred times their body weight of plant fluids in a single day. So it's not strange that light doses of systemic insecticides are effective, according to von Runkler et al, writing in Farm Technology.

BLUEGRASS AND BENTGRASS UNDER ICE

Institute advisor Jim Beard reports in the March-April issue of Crop Science, on the "Effects Of Ice Covers In The Field On Two Perennial Grasses" (Kentucky bluegrass and a bentgrass). There was very little damage to either grass from ice formed atop snow, or from an ice layer alone. But there was severe damage to the bluegrass, and moderate damage to the bentgrass (with quick recovery) when a wet slush was compacted about the grass and then frozen. This research suggests that traffic across the lawn when a slushy snow precedes freezing can cause serious damage.

16 STORIES IN WEEK

It is always interesting to try to tap which newspapers makes the greatest use (numerically speaking) of the stories in a press kit. In the Director's report to the annual meeting 1964, we noted that the Muncie, Indiana Star; Ann Arbor, Michigan News; Cincinnati, Ohio Enquirer; and Jefferson City, Missouri Capital News led the parade in early spring, with 35, 32, 30 and 30 item-appearances respectively.

This year, if not the leader, certainly a front runner is the Williamsport, Pennsylvania Sun-Gazette. The last week of March alone the Sun-Gazette printed 16 items drawn from the Institute's spring press kit.

WORTHY HEADLINES

Among early April newspaper clipping headlines we find these, in part reflecting Institute stories. "Solving Bluegrass Problems - -" (Hamilton, Ohio Journal News); "Lawn Seed Label Is Required Reading" (Bethlehem, Pennsylvania Globe Times); "Use Care In Picking Right Seed For Lawn" (Monessen, Pennsylvania Independent); "Choosing Right Kind Of Grass Important" (Harrisburg, Illinois Register); "Quality Seed Investment Is Best Bet" (Doylestown, Pennsylvania Intelligencer); "Bentgrass Worth Effort Expended" (Pontiac, Michigan Press); "Merion A Leader" (Fort Wayne, Indiana Journal-Gazette); "What Grass For Lawns" (Harrison, Nebraska Sun); "Lawn Weedy? Don't Blame Grass Seed" (Rugby, North Dakota Tribune); "Low Cost Lawn Seed Generally No 'Bargain'" (Camden, Michigan Advance); "Cheap Lawn Seed Should Be Avoided" (Rock Island, Illinois Argus); "Good Advice: Avoid Cheap Lawn Seed" (Kankakee, Illinois Journal).

LATE APRIL CLIPPINGS

In the envelope of clippings received for late April, there were about 35 items attributed to or directly quoting Institute materials.

Ohio had six usages, including both the Cleveland and Cincinnati papers. Michigan and Wisconsin were next, with five usages each. Indiana was represented four times (Richmond, Marion, South Bend, Muncie), as was also California. Pennsylvania (Pittsburgh twice), New York and Maryland (all three in the Baltimore Morning-Sun) each had three usages. Illinois and Colorado tallied a single story each.

RECOGNIZING BENTGRASS

Jeffery Cornish, writing for the Boston Herald, says that for New England "One mixture commonly used includes Kentucky bluegrass, Creeping Red fescue and Colonial bentgrass in various proportions." While recognizing the excellence of bluegrass-fescue combinations alone, Cornish adds "Colonial bentgrass is so well adapted to southern New England that it sometimes takes over a lawn regardless of what has been sown." He suggests adequate care for the bentgrass, of course.

In the Pomona, California Progress-Bulletin, we read: "A new self-installable sprinkler system -- makes it possible to realistically care for a Highland bentgrass lawns, says the Lawn Institute." The Troy, New York Times-Record has this to say: "Bentgrass, the 'blue chip' variety, also is used - -."

ATTRIBUTED TO PURDUE

Picked up from an Indiana newspaper: "When you purchase lawngrass seed, let the per cent of bluegrass be your key to quality, the horticulturists say. Never buy a lawngrass mixture containing less than 25% bluegrass. Better still get 50% bluegrass or more in every mixture used."

HERBICIDES ON BLUEGRASS

An article of this title, by Singh and Campbell (Kansas), appeared in the April issue of Weeds. Incidentally, this thorough gamut of tests was carried out on bluegrass turf planted from seed donated by the Institute.

This research is very thorough for the crabgrass herbicides commonly used on lawns. Its objective was to note which of the herbicides are damaging to the bluegrass, and what their persistence in the soil might be. Crabgrass control was noted (adequate with most compounds), but this was not the main point of investigation. Judgements were made on the basis of visual damage to the bluegrass, plant weight and root length measurements, and response of subsequent indicator seedings to soil samples taken at different levels and at fixed intervals after treatment.

As would be expected, Trifluralin greatly thinned the bluegrasses, but also to an extent did Bandane and liquid Zytron. Dacthal, among the commonly used crabgrass preventers, was one of the better performers. Several gave better bluegrass, probably because of weed control.

Herbicide residues persisted in the top two inches of soil for two years, with the exception of Dacthal and liquid Zytron. In most cases this was toxic to a degree with oats, not of too much consequence with soybeans, and only rarely damaging to replantings of Kentucky bluegrass. The several arsenicals depressed oats and soybeans somewhat, but only Diphenatril and Trifluralin persisted sufficiently to influence replantings of bluegrass in the soil.

Although only two pages in length, this summary of several years research should be of great interest to formulators of lawn crabgrass herbicides. The comparisons include active ingredient for almost all familiar consumer products.

COMPETITION FROM ZOYSIA TO LESSEN?

Juska, writing for Park Maintenance (May), reports serious inroads in the mid-Atlantic area from billbug, for a number of years almost ruining the zoysia sod industry in Florida. It is theorized that the billbug has been introduced in more northerly locations through sod plugs grown in the South. This spread of a pest that is very difficult to control, makes reliance on zoysia sods in middle latitudes look questionable; in St. Louis, for example, where hardy bermudas have had their problems, the tendency on golf courses has been to gradually introduce Meyer zoysia especially on north-sloping fairways. At least for lawns, proven bluegrass-fine fescue seed blends should now have another point in their favor, if unsatisfactory performance with southern vegetative grasses continues to spread.

FERTILIZER CARRY-OVER

Checking the outdoor tests on the Institute grounds, it was apparent that carry-over value of fertilizer nutrients (nitrogen especially, manifest as darker green foliage) corresponded in spring roughly to rates of application the previous autumn and late summer. There seems no detectable difference between so-called "long-lasting" fertilizer, and soluble chemical forms; both showed some spring response, of course much diminished from the intensity of reaction in autumn. Most striking were applications on "starved" grass, where even 1 lb. applications of nutrients such as urea showed evidence of nitrogen recycling into spring growth.

RYE NURSEGRASS

We note in the clippings from New Jersey, that the Extension people have gone on record in favor of Norlea perennial ryegrass as a companion nursegrass in bluegrass seed mixtures. A published report by the Senior Agricultural Agent in the New Brunswick, New Jersey Home News reads: "Tests by - - Funk and Engel - - showed that Norlea is more desirable as a companion crop with Kentucky bluegrass than any other ryegrass now available." It is mentioned that it has better winter hardiness, more resistance to snow mold, slower vertical growth, more attractive color in spring and autumn, and is less competitive with the permanent grasses.

Bob Russell, Adikes, reports similar gratifying results with NK-100, perhaps marking a trend away from annual in favor of perennial varieties. Lawn Institute tests with Norlea some years ago showed it to reflect its northern heritage, by being a bit later in spring and a bit earlier in autumn. This could account for its reduced competition vis-a-vis the permanent grasses, but does not necessarily jibe with the Rutgers University claim of better spring and autumn color. However, the main thing would seem to be a smooth transition to the permanent bluegrasses and fescues, for which the Norlea may fit nicely as a nurse variety.

INCREASED EFFECT FROM COMBINING HERBICIDES

Research reported in Weeds (April 1965) indicates that in many instances two herbicides are far superior for controlling certain weeds than either alone (even at double the strength used in combination). At the same time there are instances where a combination is less deleterious to certain crops (viz. tomato plants less

affected, while crabgrass kill intensified). Working out such synergisms is almost an individual proposition, but leads one to wonder if the future will bring diversification and combination with weed killers, somewhat as insecticides are used to control resistance build-up.

BENTGRASS HEADLINES

In late April we read "Bentgrass Cold-Hardy", in the Albany, New York Times-Union ("One of the easiest bentgrasses for the homeowner to plant is Highland, economically available as seed."); and "Clip Bentgrass Close", in the Ann Arbor, Michigan News ("Bentgrass is normally clipped close - - points out the Lawn Institute.")

FROM THE PRESS

"There is a tremendous difference in lawn seed. Two boxes of seed may weigh the same and seem alike, but there may be ten times the amount of seed in one package than in the other. Bluegrass seeds add up to about two million seeds - -." (Doylestown, Pennsylvania Intelligencer).

"Creeping Red and Chewings fescue provide good companion grasses for bluegrasses because they germinate and become established faster - -." (West Chester, Pennsylvania Local News).

"Choosing the right kind of grass is an important part of putting in a new lawn." (Harrisburg, Illinois Register).

"The desirable grasses for fine permanent lawns in this area are Merion Kentucky bluegrass, Kentucky bluegrass, red fescue and Chewings fescue." (Baltimore, Maryland News-American).

"Kentucky bluegrass is still the best basic lawngrass for Wyoming. - - Creeping Red fescue is another excellent lawngrass which can and has been grown successfully - -." (Lusk, Wyoming Herald).

"In Connecticut a combination of Kentucky bluegrass and Creeping Red fescue is recommended." (New Haven, Connecticut Register).

FINE FESCUE HEADLINES

There seemed to be a rash of fescue headlines in late April, picked up mainly from the press kit shade story (which Carter Harrison, of Michigan State University, in turn used), and from the fine fescue-tall fescue contrast.

The Ann Arbor, Michigan News proclaims "Some Fescues Are Fit Only For Fields", and the Cincinnati, Ohio Post Times Star acknowledges fescues as "Good Companions For Bluegrass". The Owosso, Michigan Argus-Press advises "Don't Confuse Lawn Fescues", the Pittsburgh, Pennsylvania Press "Fescues For Shade", and the Marion, Indiana Chronicle "Tall Fescue Is Not Right For Lawns".

Jackson, Michigan citizens read in their Citizen Patriot "Fine Points Of Fescues Pointed Out", and the Cincinnati Post Times Star again talks fescues under the headline "Is Shade A Problem?"

COURTESY "GREEN THUMB"

George Abraham, friend of the Institute, expresses in his column (as Syracuse, New York Post-Standard): "Which grass is the best for the home lawn? - - no one grass has all outstanding attributes. - - we advise using a mixture of grasses because the chance of having better luck is increased by using a number of different but similar species. The Kentucky bluegrasses and red fescues (varieties include Chewings, Illahee, Pennlawn and Rainier) usually make an ideal blend." Mr. Abraham continues with additional thoughts picked up from the spring press kit.

CLIPPING DERBY

We've been keeping a moderately accurate tab on which newspapers most use Institute press kit stories. The last week of April the leader was the La Crosse, Wisconsin Tribune with 6 separate items, the Albany, New York Times-Union not far behind with 5, with the Pittsburgh, Pennsylvania Press and the Ann Arbor, Michigan News tied for third.

NORTH DAKOTA LIKES BLUEGRASS

Kentucky bluegrass is still an important secondary crop in the Dakotas, and officials do their bit to remind the world of this grass. Deputy Seed Commissioner Hagen, of North Dakota, ran one of the familiar seed box comparisons. He reports in Crops and Soils: "Low price lawn seed may be the highest priced seed when it comes to getting results in your lawn - - the bargain seed (87% ryegrass) - - had only 5% bluegrass." But all-bluegrass blends could be had for about a dollar a pound, compared to the largely impermanent ryegrass mixture at about 30¢/lb.

THE SOD MARKET

Jim Woodhouse, of Aimers Ltd., Ontario, Canada, reports in the February Golf Course Reporter on some statistics the Ontario sod growers have assembled. Likely much the same apportionment of sod sales occurs in the northern United States.

66% of the sod was sold for residential purposes, the remainder mostly to industry. 86% of all sod sales were for new construction, indicating how closely the sod industry is tied to the construction industry. This also suggests the importance of the renovation and maintenance market for lawn seed sales, something worth cultivating.

MATERIAL FOR RESEARCH PROJECT REQUESTED

"We are conducting an original research project which concerns sales to the home, lawn and garden markets - - have you available any survey work relative to the home, lawn and garden markets - - if you have any such information, I would appreciate (it) - -." John H. Lee Economist, Midwest Research Institute, Kansas City, Missouri.

ABOUT ANNUAL BLUEGRASS

From the Towson, Maryland Jeffersonian: "Annual bluegrass is one of the least noticed and most serious weeds in the home lawn." Author, Nicholas Stephin, proceeds with identification such as was supplied in the Lawn Institute press mailing.

PUBLICITY ROLL CALL

Additional excellent press kit pickup was noted in the mid-May clipping envelope, representing newspaper publication in the early part of the month. Here are some of the headlines and text excerpts:

"Don't Blame Seed For Weeds In Lawn" (with by-line, Buffalo, New York Courier-Express); "Cheap Lawn Seed Often Contains 'Coarse Kinds'" (Providence, Rhode Island Journal); "Avoid Cheap Lawn Seed" (Scranton, Pennsylvania Tribune); "Early Start Helpful In Developing Lawn" (Albany, New York Times-Union).

"Top lawngresses such as Kentucky bluegrasses and fine fescues," "The Merion variety of Kentucky bluegrass - - is still one of the most distinctive, notes the Lawn Institute," "That is why experts generally recommend grass blends, especially of Kentucky bluegrass and fine fescue varieties", "Notes the Lawn Institute, for top performance a Merion lawn should be fertilized generously", "To get top lawngresses such as Kentucky bluegrass and fescues off to a fast start", "A blend of Kentucky bluegrass varieties, or bluegrass mixed with fine fescues, works out well over most of the country".

AMONG THE PAPERS NOTED

A number of important newspapers carried Institute stories in early May. The Cincinnati, Ohio Enquirer was represented twice, once with by-line and the other time with credit in the text (viz. "Winter damage is seldom due to cold, says Dr. Robert W. Schery, Director of the Lawn Institute. Bluegrasses, fescues and bents aren't bothered - -."); the Pittsburgh, Pennsylvania Press, with a story on growing grasses in shade, and several shorts (viz. "Kentucky bluegrass and most bentgrasses stand reasonable amounts of shade, fine fescues a bit more. These are standard components of the better lawn seed blends, and perform adequately in moderate shade, especially if mowed a little taller than customary."); the Fort Wayne, Indiana Journal-Gazette carried the same shade story; the Lexington, Kentucky Herald quoted Dr. Schery and the Lawn Institute. The Midland, Michigan News carried the thatch stories, and several shorts; the Albany, New York Times-Union advises "Highland bentgrass may benefit from frequent irrigation." From the Fresno, California Bee "Says the Lawn Institute. Permanent grasses take a little longer."

ABOUT FESCUES

The May 19 clipping envelope brought another heady set of fescue headlines. Outstanding were such as "Fine Fescues Best Companion For Bluegrass", appearing in the Milwaukee, Wisconsin Sentinel. Other headlines of this nature were noted in Newark, New Jersey News; Linden, Michigan Leader; Algonac, Michigan Courier;

Clarkston, Michigan News; Centerville, Michigan Observer; Ovid, Michigan Register-Union; Reese, Michigan Reporter; Camden, Michigan Advance; Vassar, Michigan Pioneer-Times; St. Johns, Michigan News; Piqua, Ohio Call; Lansing, Michigan State Journal; Albany, New York Times-Union; Trenton, New Jersey Times.

BLUEGRASS IN THE PUBLIC EYE

From the Lorain, Ohio Journal we have "Kentucky bluegrass", an expose from the spring press kit distinguishing annual from the "aristocratic perennial Kentucky bluegrass". The Pittsburgh, Pennsylvania Press headlines "Bluegrass Resists Killer", and describes how readily weeds can be taken out of a good bluegrass lawn.

MULCHING RESEARCHED

A group of Virginia Agricultural Experiment Station workers reported upon "Effect of Mulches on Microclimate and Turf Establishment", in the March-April Agronomy Journal. Straw, cellulose fiber, sawdust and latex emulsion were compared with one another and with no mulch, on seedings of Kentucky bluegrass, tall fescue and redbud.

Straw, cellulose fiber and sawdust all performed adequately, each having certain advantages and disadvantages. Cellulose fiber led straw slightly in increasing seedling height and density of stand, but straw led in better soil moderation and moisture retention. Biggest disadvantage with straw seems to be inadvertent inclusion of unwanted seed.

As is generally well appreciated, the article concludes that mulches are quite useful to conserve soil moisture, moderate soil temperatures, reduce erosion, improve stands, and to aid in better water penetration (as contrasted to run-off). The lattermost factor may often be under-stressed when considering the value of mulch in establishing new seedings. The results of this experimentation indicate especial value to bluegrass from mulching.

PROTEIN TO LEAVES

It is commonly explained in popular releases, that lawngrasses absorb nutrients in the form of simple soluble salts dissolved in the soil solution. At least by implication it is presumed that the living plant cannot absorb larger or more complicated molecules, such as amino acids and protein. This is in spite of abundant evidence that large molecules are widely translocated in living plants.

Recent research on this subject, reported in the American Journal of Botany (February 1965), was done at the University of California, by Ulrich and McLaren. Various proteins, labeled by radioactive carbon, were absorbed by tomato roots to a greater or lesser extent, especially when the roots were sterilized and mechanically injured.

BY THE STATE

Here are some verbatim uses from the Institute spring press kit, picked up in the clipping envelope of mid-April.

Indiana - The Fort Wayne Journal-Gazette, 7 selections, under such headings as "Adaptable Lawngrasses" and "Seed Early In Spring". Sample quotes: "Bluegrasses, fescues and bentgrasses, staunch lawn favorites - -."; "Cadillac of Kentucky bluegrasses is still Merion, notes the Lawn Institute, - -."; (Herbicides) - - will not damage established Kentucky bluegrass."; "Lawn Institute tests showed Kentucky bluegrass and fine fescues not to be injured - - Highland bentgrass, however, could be blemished temporarily - -."; "- - points out the Lawn Institute. A blend of Kentucky bluegrass varieties, or bluegrasses mixed with fine fescues, works out well - -."

Illinois - Kankakee Journal, 3 items; Rock Island Argus and Aurora Beacon, News, 1 each. "Although high price does not assure quality, exceptionally low price is almost a guarantee of inferiority."; " - - perennial beauties such as Kentucky bluegrasses, Oregon fescues and bentgrasses."; "Fresh, new shoots of early grasses such as Kentucky bluegrass and fine fescue - -."; " - - employ only top-quality seed. Bluegrass-fine fescue mixtures are usually sown about 3 lbs. - -."

Michigan - Camden Advance, 2 items; 1 each Pontiac Press and Traverse City Record-Eagle. "Bentgrass Worth Effort Expended - - but even then the more erect Colonial bents don't need - - thinning - - the Highland variety in particular - - the seed comes only from a limited growing area in Oregon - - Highland should not be quite so insistent on continual dampness as are some bents."; "And growers of elite lawngrasses like bluegrasses and fine fescues could hardly corral a buyer if the seed was really weedy."; "Help protect against purchase of poor quality seed - that which contains a high percentage of coarse haygrasses instead of perennials such as Kentucky bluegrasses and fine-leafed fescues."

Other States - Represented by fewer clippings were Rhode Island, - the Providence Journal; Pennsylvania, - the Allentown Call; Connecticut, - the Hartford Courant; North Carolina, - The Raleigh News & Observer; Wisconsin, - the Janesville Gazette; and California, - the Fresno Bee. "The Lawn Institute suggests - - reseeding with Kentucky bluegrass-fine fescue mixtures."; "Early steps for brighter turf can be taken soon." (Headline, by-line given); "The two quality grasses recommended for general turf use in this area are varieties of Kentucky bluegrasses and fine-leaf fescues."; "Top lawngrasses such as Kentucky bluegrasses and fine fescues pick up steam with the first breath of spring."; " - - says the Lawn Institute. Weeded and carefully-tended fields - - precede the marketing of good lawn seed blends."

FROM WEST VIRGINIA AND KENTUCKY

Attributed to county agents, are such early April statements as these, in scattered papers through Kentucky and West Virginia: "The ravages of winter may knock down - but seldom kill - fine perennial lawns. Cool-weather grasses such as bluegrasses and fescues come back from hidden crowns no matter how rugged the winter." (Almost verbatim from an Institute release).

"For general purposes cool-season grasses such as bluegrass and the fescues are better suited to West Virginia conditions."

"Park bluegrass is one of the fastest bluegrasses to germinate but within a few years it cannot be distinguished from common bluegrass."

NORTH-CENTRAL HEARD FROM

Late April brought an envelope of press clippings, centering largely on Minnesota and the Dakotas. Extension Services were strongly active in the respective states, with these views voiced repeatedly under the by-line of the county agent. "There is a difference between lawn seed and grass seed - - check the label - - Kentucky bluegrass is the best turfgrass for sunny lawns - - for partial shade use - - bluegrass and Creeping Red fescue."

" - - lawn off to a good start, - - cool-season grasses such as Kentucky bluegrass and Creeping Red fescue make their most vigorous growth."

"If the soil is light or the area shady, use the fescue grasses. Both of these can be obtained in combination of fescue and bluegrass."

"Most others will disappear as the bluegrass spreads."

"A mixture of 60-80% Kentucky bluegrass and 20-40% Creeping Red fescue is desirable for your new lawn - -."

SAMPLE QUOTES

"Kentucky bluegrass, fine fescues and Highland bentgrass, well-known lawn species, - - says the Lawn Institute." (Boulder, Colorado Camera); "A pound of good bluegrass-red fescue mixture contains up to two million seeds and covers two or more times the area of 'cheap' mixtures - -." (Dixon, Illinois Telegraph, distributed to "The Men's Garden Club"); "Top lawngresses such as Kentucky bluegrass and fine fescues pick up steam - - the Lawn Institute advises watering Kentucky bluegrass-fine fescue lawns infrequently, but soaking well."

Highland bentgrass may benefit from more frequent irrigation. - - including quick-come quick-go temporary grasses - - is questionable, says the Lawn Institute. Fine fescues start reasonably fast, and bluegrass fills better - -." (Baltimore, Maryland Morning-Sun and Appleton, Wisconsin Post-Crescent).

"Bluegrasses, fescues and bentgrasses, staunch lawn favorites for colder climates - - be patient suggests the Lawn Institute." (Albany, New York Times-Union); "Thicken up the earlier bluegrasses, fescues and bentgrasses - - foremost is use of impermanent or coarse haygrasses instead of perennial beauties such as the Kentucky bluegrasses, Oregon fine fescues and bentgrasses." (Mt. Kisco, New York Patent Trader).

"Mulches are much in demand for new seedings, says the Lawn Institute, especially to get the top lawngresses such as Kentucky bluegrass and fine fescues off to a fast start." (Pittsburgh, Pennsylvania Press); "The Lawn Institute points out increasing emphasis on more erect, seeded bentgrasses - - the Lawn Institute indicates that the heavy, plump seeds of Park Kentucky bluegrass make it one of the quickest - -." (Fresno, California Bee); "When seeding the lawn this spring, don't confuse your fescues." (Marion, Indiana Chronicle).

"Not so many years ago there were neither select lawn varieties nor really clean seed. Today numerous elite Kentucky bluegrasses, fine fescues and bentgrasses come to market with nary a troublesome weed." (Appleton, Wisconsin)

Post-Crescent; Lorain, Ohio Journal); "The Lawn Institute issues its Seal of Approval - - fine-leafed fescues are in this group, as are Kentucky bluegrasses." (Ann Arbor, Michigan News); "Kentucky bluegrass and most bentgrasses stand reasonable amounts of shade, fine fescues a bit more." (Bay City, Michigan Times); "The varieties to look for include Chewings, Illahee, Pennlawn and Rainier. All are excellent companions for Kentucky bluegrass, - -." (Jackson, Michigan Citizen Patriot).

"Any one of its improved varieties such as are grown for lawn seed in Oregon, is a worthy ingredient in a lawn seed mixture. Varietal names include Chewings, Illahee, Pennlawn and Rainier." (Cincinnati, Ohio Post & Times Star); "One of the poorest investments a lawn owner can make is in cheap seed. Good seed is essential for good turf - -." (Cleveland, Ohio Press).

GRASSES TOLERANT OF COMPACTION

Waddington and Baker, in the May-June Agronomy Journal, compare the ability of bluegrass, bentgrass and goosegrass to grow roots in an environment of restricted oxygen (equivalent to soil compaction). All grasses perform better than the generally reported results for most familiar crop plants, such as tomato. But of the grasses, Kentucky bluegrass (the Merion variety) was the first to be inhibited at low oxygen diffusion rates, with Penncross bentgrass and the weedy goosegrass suffering little. This, of course, coincides with the general knowledge of bluegrass doing best on good loamy soils, while bentgrass can withstand waterlogged conditions and goosegrass thrive on compacted pathways.

POOR ROOTS AND HIGH TEMPERATURE

Institute advisors Beard and Daniel report in the May-June Agronomy Journal on their research at Purdue, on root growth of creeping bentgrass. On the whole, roots are fat, healthy and more numerous when soil temperatures range from 60°-80° F., but deteriorate markedly when soil temperature reaches 90°. These studies, in uncontrolled climate chambers, parallel field appearance in April as compared to August (at which time rooting deteriorates, and the keeping of bentgrass becomes quite difficult). This same sort of reaction to high temperatures has been known in bluegrass since early research of another Institute advisor, Carter Harrison at Michigan State, reported in the 1930's.

INTRICATE BOTANICAL SUPPRESSION

A study from the University of California outlines the intricacy of shrub-grass-other herbs and their dominance in a grassy area. Shrub roots excrete substances toxic to grass and herbs (which are repressed), but fire reduces shrub inhibition releasing grass (which in turn produces toxins inhibiting other herbs), until the shrubs regenerate growth (thus repressing the temporarily dominant grass, the disappearance of which releases the other herbs). And so the cycle goes in the perpetuation of shrubby grasslands. It could be that there are similar interrelationships in the lawn which have never really been studied.

TURF SEED EDITORIAL

Charles Webb, Editor of Weeds, Trees and Turf, visited the Lawn Institute offices during spring, and was filled in on the profit and supply situation in quality lawn seed. There resulted an editorial in the June issue, entitled "The Seed Situation Today", Copies of this were circulated to Institute members.

Sample excerpts: "Unfortunately, the low cost of grass seed is in large measure a result of foreign imports - - it seems logical that domestic seed is better adapted to domestic conditions - - there is no question that there would be national advantages if the industry did not have to fight importation so strongly - - prices are held unduly low so that future research and development are minimized because low profits forbid such luxuries. - - Turfgrass managers - - should consider the value of U.S.-produced, specially adapted, quality-controlled seed - - citizens would do well to comment to congressmen that, under present regulations and conditions, the domestic lawn seed industry is not flourishing as it could and should."

IN MERCHANDISING BOOK

"The president of Prentice-Hall, Inc., has requested the authors to proceed immediately with plans for the Second Edition of FACTS ABOUT MERCHANDISE - - - Will you please assist the authors by providing up-to-date material about: seeds, fertilizer, care, etc. of lawns - -." William B. Logan, The Ohio State University.

CYCLONE SEEDER ENTHUSIASTIC

Paul Speicher, Cyclone Seeder, Institute member, dropped by the office not long ago, and discussed briefly some of the plans afoot in his company. Cyclone spreaders have been widely adopted by lawn products firms, and improvements contemplated will make the spreader even more useful with light-weight lawn products.

FERTILIZING BLUEGRASS

From time to time, we have mentioned in Harvests research in progress at the Ohio Experiment Station, indicating that response was essentially equivalent from all nitrogen sources, and that ureaform nitrogen tended to be less efficient. This research is summarized and documented with numerous graphs in the May Golf Course Reporter, by Dr. R. R. Davis.

Davis' conclusions remain about the same. Comparing ammonium nitrate, a sewage sludge, and ureaform nitrogen with no nitrogen, even the readily soluble ammonium nitrate had a residual effect about as long as the slow-release forms, so long as the clippings were left on the turf. This is something the Lawn Institute has remarked on from time to time. It was further noted that about twice as much ureaform was needed as other sources to give equivalent response (measured by % N in clippings, and clipping weight). The conclusion is inevitable, that under these Ohio conditions there is little advantage to "slowly available" nitrogen sources, and that ureaform is notably inefficient.

"INSTANT GRASS" STORY

Earl Aronson, Associated Press, consulted the Lawn Institute about the virtues of seeding and sodding lawns. In the widely placed, syndicated story, many column-inches are given to direct quote and naming of Dr. Schery and the Lawn Institute: "Here is a view of one of the nation's top grass experts, Robert W. Schery, Director of the Lawn Institute - -."

The paragraph on comparable costs reads: "Direct seeding is much less costly. The price of enough Kentucky bluegrass-fine fescue seed mixture to yield a square foot of lawn might be one-tenth the cost for the same coverage in sod.

When it comes to hauling, you can send several million 'plants' as seed in one pound of seed for a few cents, which as sod would require large scale trucking and handling costs."

Among the pickups were the Martinsville, Virginia Bulletin; Lexington, Kentucky Herald; Danville, Kentucky Advocate-Messenger; Elkhart, Indiana Truth; Rockford, Illinois Register-Republic; Hackensack, New Jersey Record; Texarkana, Arkansas Gazette; Maryville, Tennessee Alcoa Times; Greenfield, Massachusetts Recorder-Gazette; Lakeland, Florida Ledger; Marion, Ohio Star; Lockport, New York Union-Sun & Journal and the Saranac Lake, New York Adirondack Enterprise.

MORE HEADLINES

Here are some additional headlines given Institute stories: "Know Your Fescues" (Merrill, Michigan Monitor); "Low Cost Lawn Generally No 'Bargain'" (West Branch, Michigan Herald and Davison, Michigan Index); "Fescue Survives Shade When Other Turf Quits" (Lansing, Michigan State Journal); "Fescues For Shade" (Ann Arbor, Michigan News); "Crabgrass Takes Back Seat To Fine Fescues" (Davison, Michigan Index and Hastings, Michigan Banner); "Tall Fescue Tale" (Hannibal, Missouri Courier-Post); "Low Cost Lawn Seed No 'Bargain'" (Bay City, Michigan Valley Farmer); "Grasses Tougher Than Crabgrass, Fine Fescues" (Clare, Michigan Sentinel).

GOOD ADVICE

If you missed the editorial in the April 23 Seed World, this premise is worth thinking about: "Have you become conscious in recent years, as I have, that the day when the individual citizen was an important person and his views were welcomed and given every consideration has passed? I can remember - - when an individual could appear before a local governing board or committee or contact state or federal officials to present his views - - and feel that his views would receive consideration - -. As a rule, this doesn't seem to be true today. One of the first questions you are asked either directly or in a round-about way is what group or organization you represent. And unless you represent or are associated with a large enough group or one which has some influence or political pull, you may be treated politely but you leave, feeling from the lack of interest or concern which these officials showed when you spoke only as a private citizen or by something they said about having to consider primarily the views expressed by groups or organizations, that those who appeared as private citizens didn't carry much weight with them." In unit there is strength.

STORY IN TRADE MAGAZINE

"Spring Lawn Improvement" was the title chosen for a composite of Institute stories in the April 9 Seed World. "Although high price does not assure quality, exceptionally low price is almost a guarantee of inferiority. - - perennial beauties such as the Kentucky bluegrasses, Oregon fine fescues and bentgrasses," are keys to some of the thoughts.

FOR MASSACHUSETTS

H. G. Mattoon, recipient of Institute releases, informs the Worcester, Massachusetts reading audience in the Gazette," - - if a serious attempt is made to promote the growth of bluegrasses and the fescues which predominate in most lawns, there will be little room for weeds." As we say in the stories.

NUTRIENT BALANCE

Research reported in the March-April "Better Crops With Plant Food" showed best recovery of fertility nutrients when the nitrogen-potassium ratio was 2-1. The results suggest that a 2-1-1 ratio in a grass fertilizer is about the most efficient.

HYDRO-SEEDING

An inquiry was received from Dr. Hayes Grubb, College of Forestry, Colorado State University, on slurry seeding. With increasing mechanization, no doubt the trend to hydro-seeding of larger acreages will continue. We were able to report to Dr. Grubb only cursory information - Institute tests a few years ago that indicated no damage to lawn seed soaked in fertilizer solution. It is hoped that further research will indicate more clearly the limits possible in combining fertilizer with seed in hydro-seeding slurries.

REVIVING INTEREST IN BLUEGRASS PASTURE?

An announcement by the University of Maryland of exhibits to farmers mentions, "Kentucky bluegrass is a fine pasture grass over a wide area of the United States. It provides a lot of cattle feed early and late, but what about hot, dry summer?" The university has on exhibit annual summer grasses which may fill the summer gap.

FERTILIZER CONSUMPTION

In total tonnage, California led all states in fertilizer consumption in 1964, followed by Illinois, North Carolina, (and several other southeastern and Corn Belt states closely bunched). But on a nutrient content reckoning, Illinois, Indiana and Texas were ahead of California. By and large northern states seemed to use more concentrated fertilizer.

BLUEGRASS IN THE DEEP SOUTH

This word from Chan Baker, Miami, Florida: "I am encouraged with some of the bluegrasses down here. Some which you sent me two years ago May is still growing in my lawn, and it's not too well protected from the hot Florida summer sun either."

FOR FINE FESCUE GROWERS

Although Oregon growers would probably frown at New York yields, they may appreciate notice of W. Curtis Sharp's report in the May-June Agronomy Journal on "Effects Of Clipping And Nitrogen Fertilization On Seed Production Of Creeping Red Fescue."

Yields averaged less than 200 lbs./acre. But under New York conditions, lack of clipping (perhaps equivalent to the failure to burn in Oregon) plus heavy nitrogen fertilization (200 lbs./A) proved the road to low yields. Best yields came with clipping back to about 3 inches after harvest, and lighter fertilization (on the order of 50 lbs. nitrogen). This seems to have reduced sod-binding and lodging, factors in progressively poorer yields.

CONTROLLING TROUBLESOME ROOTS

One of the problems on many lawns, is the clogging of drains by tree roots. A novel method of controlling this trouble has been tested in Milwaukee. Fire extinguisher foam, into which a herbicide (Vapum) is mixed, is forced into the drain line. Contact with the roots kills them, and apparently keeps the lines clear. Better than digging up the lawn!

HELPFUL HEADLINES AND COMMENTS

Noted in the May 5 clipping envelope: "Read Label When Buying Grass Seed" (New Jersey); "Lawn seed buyers look for - - large portions of fine-textured grasses such as bluegrasses, bentgrasses or Red and Chewings fescue - -." (Maryland); "The part of the label that describes what's in the package has to tell in specific terms the percentage of Kentucky bluegrass and Creeping fescue, - -." (New Jersey); "The best seeding mixture is a blend high in bluegrass and Creeping fescue." (New York); "- - read seed analysis tag." (Pennsylvania); "Seed Law Provision Aids In Grass Seed Selection - - you will want to plant fine-textured grasses such as Kentucky bluegrass or Creeping Red fescue." (Iowa); "Buy good grass seed - containing permanent perennial grass seed such as the bluegrasses and fescues. It may be more expensive per pound but it will be much more economical in the long run - -." (New York); "A mixture with 60-80 per cent Kentucky bluegrass and 20-40 per cent Creeping Red fescue is good." (Minnesota); "The bluegrasses - - and fine fescues make up the grass species in most lawn hereabouts. Bluegrass dominates. Fescues are prominent in both shady areas and sun-scorched slopes." (Pennsylvania); "If you want a fine perennial grass for lasting beauty, you will want to plant fine-textured grasses such as Kentucky bluegrass or Creeping Red fescue." (Iowa); "Get Lawn Seed For A Lawn." (Ohio); "In the northern - - United States the most popular types are the bents, bluegrasses, fescues." (Pennsylvania); "Bad Seed, Bad Lawn; label tells - - a mixture of Creeping Red fescue and Kentucky bluegrass is well adapted to our climate." (Nebraska).

HELP THROUGH EXTENSION SERVICES

In checking press clippings, it is frequently impossible to know whether seed recommendations are attributable directly to our press kits. In many cases influence is indirect, and probably even more effective when attributed to a county agent or the Extension Service in a particular state. One of the most remunerative uses of press materials occurs when busy agents adopt the stories in their name.

Through years of intercommunication with the professionals, there has been mutual "education" on presentation of turfgrass to the public. We are pleased that important states such as Ohio and New Jersey advance thoughts and recommendations almost indistinguishable from what the Lawn Institute issues. In these states (and others such as Massachusetts, to which we furnish quantities of press kits for urban county agents), public utterances this spring in behalf of quality lawn seed are most gratifying - whether attributable to the press kit or merely like thinking. Undoubtedly, the Institute in many cases has provided background ideas, and a "pat on the back", that stimulates getting the information out.

CANADIAN ADVICE

Lawn and Garden Merchandising, Toronto, offers this recommendation in reply to the question "What is a good grass mixture?" - - "Generally the more expensive they are, the better. Cheap mixtures containing large seeded so-called 'nurse-grasses' cause more headaches than they are worth. An excellent mixture contains Kentucky bluegrass, Merion bluegrass and Pennlawn fescue."

STATE RANK BY CLIPPING USE

Every clipping envelope does not reflect coverage in all sections, but nonetheless it is interesting to see how many direct usages are made of press kit items according to state. In the May 5 envelope, this was the ranking (according to clippings; in a number of instances several small stories were combined to make a single clipping): Michigan 11, New York 9, Wisconsin 8, Indiana 6, Massachusetts 2, and the following each 1: California, Connecticut, Kentucky, North Dakota and Virginia.

MID-MAY BONANZA

The clipping envelope for May 13 represents one of the Institute's all-time "bests". Out of some 130 clippings, approximately 60% were obviously inspired by, direct quote from, or mention of the Institute. This outstanding coverage was achieved in part because Earl Aronson, always a good friend of the Institute, used stories for the Associated Press Newsfeature (sent widely around the country). Papers in which the "spring" story appeared included: Asbury Park, New Jersey Press; Greenfield, Massachusetts Recorder-Gazette; Carthage, Missouri Evening Press; Trenton, Missouri Republican Times & Gazette; Chester, Pennsylvania Times; Biddeford-Saco, Maine Journal; Orangeburg, South Carolina Times Democrat; Massillon, Ohio Independent; Bristol, Pennsylvania Courier; Eau Claire, Wisconsin Telegram; Peoria, Illinois Journal Star; Youngstown, Ohio Vindicator; Flint, Michigan Journal; Peekskill, New York Star; Saginaw, Michigan News; Jackson, Michigan Citizen Patriot; Norristown, Pennsylvania Times Herald; Springfield, Illinois State Journal; Michigan

City, Indiana News Dispatch; Reading, Pennsylvania Eagle; Port Chester, New York Item; Tarrytown, New York News; White Plains, New York Reporter Dispatch and Toledo, Ohio Blade.

Of course these are just the pickups in a single envelope; other appearances have occurred in lesser volume during other "collection weeks". Nevertheless, 377 column inches represented by this one week's "take" is formidable.

Further excellent acceptance was noted the same week, of the fine fescue story in Michigan papers (which Institute advisor Carter Harrison passed along out of Michigan State University). Headlines such as "Don't Confuse Fescues", "Fine Fescues Will Thwart Crabgrass", "Know Fescues Before Buying", and "Fescues In The Spring" proclaimed the use of fine fescues in papers appearing in these Michigan cities: Dundee, Rogers City, Merrill, Charlotte, Alma, Granville, Bay City, Buchanan, Crosswell, Decatur, Pinckney, Hartford, West Branch, Sandusky, Mason, and Allegan. So Michigan was well saturated this spring with such advice as this: "Anyone looking for a rough, tough, enduring companion to Kentucky bluegrass for the really tough spots of shade and poor soil should consider these fescues - - with the fine fescues - varieties such as Chewings, Creeping Red, Illahee and Pennlawn - poor soils, drought and shade are taken in stride."

Interest in the "don't let annual bluegrass fool you" aspect of the kit was fairly much in evidence, too. The Hanover, Pennsylvania Sun advises "Annual bluegrass is one of the least noticed and most serious weeds", the Marion, Indiana Leader-Tribune headlines "Annual Bluegrass Won't Do The Job", as does the Providence, Rhode Island Journal "Annual Bluegrass Now Declared Weed In New York And Elsewhere", plus, as a separate item, "How To Restrain Annual Bluegrass". Such stories relate "Annual bluegrass usually dies out in summer, while Kentucky bluegrass, its perennial kin, is the much sought after mainstay for permanent lawns."

From the standpoint of item used in a single newspaper, the Marion, Indiana Chronicle (and its companion, Leader-Tribune) takes the prize for the week, with 14 "shorts" used in the Sunday, May 2, issue. Sample headlines: "Bentgrass Cold-Hardy", "Upgrade The Lawn", "Adaptable Grasses", "Annual Bluegrass Won't Do The Job", and "Lawns Improve Soil". The bentgrass short notes "One of the easiest bentgrasses for the homeowner to plant is Highland, economically available as seed."

Other noteworthy clippings included one with by-line and picture in the St. Paul, Minnesota Pioneer Press; the Salt Lake City, Utah, Tribune (" - - points out the Lawn Institute. A blend of Kentucky bluegrass varieties, or bluegrasses mixed with fine fescues, works out well over most of the country."); three stories in the Trenton, New Jersey Times (viz. "Elite lawngrasses like bluegrasses and fine fescues could hardly corral a buyer if the seed was really weedy."); the Racine, Wisconsin Journal Times ("Established lawns of Kentucky bluegrass and fine fescues - -"); the Grand Rapids, Michigan Press ("According to Robert W. Schery, Director of the Lawn Institute, there are two main steps - -"); five smaller Michigan and Pennsylvania papers with headlines such as "Bargain Lawn Seed Is Not Always Most Economical", "Low Cost Lawn Seed Generally No 'Bargain'", and "Avoid Cheap Lawn Seed". The Chicago, Illinois Daily News advises "Mix fine - - fescue with bluegrass seed to thicken turf in shaded areas - -", and the Hamilton, Ohio Journal-News chooses the headlin "Grass Seed May Give Pasture; Lawn Seed, A Fine Home Lawn". There was even one item used in Pulaski, Tennessee (The Citizen).

WHEELLESS MOWER

Toro Manufacturing Corporation has kindly sent one of its new Flymo mowers to the Lawn Institute. This mower rides on a cushion of air created under the fiberglass housing by a rotary-fan. Beneath this is the rotary cutting blade, adjustable to a few heights by changing spacers. A light weight, two-cycle motor furnishes all the power.

This is an ingenious machine, doing a surprisingly good job. Perhaps its chief advantage is the light weight and its easy "flow" over smooth ground. The clippings are mostly contained and rechopped under the mower, rather than spewed to the side as with most rotaries.

Of course, there are disadvantages, too, and it is doubtful such a mower can make appreciable inroads on the conventional wheeled rotary market. On dusty or loose surfaces, there is a bit more "agitation" than with most rotaries, and the housing (presumably to supply an air cushion beyond the blade) extends beyond the cutting edge so that trimming close to edges is not very convenient. The device cannot be set to cut as high as other rotaries, and it lacks the "sucking action" that draws grass up into the cutting area.

Safety is probably superior to conventional rotaries, in that hugging the ground as it does there is little chance of a toe reaching the blade or of detritus being hurled out.

SPONSORED FILMS

An interesting new idea: sponsored films at airports for viewers awaiting flights. At Cincinnati, Modern showing averages an audience of about 20. Films about the outdoors and industry developments seem to be preferred by the generally male audience. Might be a place for a lawn film, were "Bluegrass Beauty" to be re-activated?

SAMPLE COMMENTS FROM PRESS KIT

"Merion Kentucky bluegrass which needs plenty of fertilizer". (Lynchburg, Virginia News); "Bluegrass is especially good for weaving tight sod". (Shelbyville, Kentucky News); "Top lawngresses such as Kentucky bluegrass and fine fescues". (Biggs, California News); "Good lawngresses such as bluegrass could not find a buyer if the seed was really weedy". (Bottineau, North Dakota Courant); "Top lawngresses such as Kentucky bluegrasses and fine fescues pick up steam - -". (Rockville, Connecticut Journal); "Kentucky bluegrass-fine fescue lawns thrive on cooler weather". (Waltham, Massachusetts News-Tribune); "Quicken up the earlier bluegrasses, fescues and bentgrasses by fertilization, bolster seeding - -". (Syracuse, New York Post-Standard); "The aristocratic perennial Kentucky bluegrass". (Albany, New York Times-Union); "Several advantages from seeding Kentucky bluegrass as compared to sodding, notes the Lawn Institute". (Ann Arbor, Michigan News); "Grass seed on the market: read the label before buying". (Munising, Michigan News); "America's foremost expert on lawns, Dr. Robert Schery, Director of the Lawn Institute, - -". (Muncie, Indiana Star); "A pound of Highland bentgrass contains about 7 million seeds, - -". (Janesville, Wisconsin Gazette); "Bluegrasses mixed with fine fescues, works out well over most of the country". (La Crosse, Wisconsin

Tribune); "Experts for mixtures". (La Crosse, Wisconsin Tribune); "Bluegrasses, fescues and bentgrasses, staunch lawn favorites for colder climates, - -"; (La Crosse, Wisconsin Tribune); "Employ only top-quality seed. Bluegrass-fine fescue mixtures - -". (Lancaster, Pennsylvania Intelligencer-Journal); "Kentucky bluegrass still a favorite". (Brownsville, Pennsylvania Telegraph); "Bluegrasses rated best for lawns". (Pittsburgh, Pennsylvania Press); "Winter lawn damage is seldom due to cold, says Dr. Robert W. Schery, Director of the Lawn Institute. Bluegrasses, fescues and bents aren't bothered - -". (Hazleton, Pennsylvania Standard-Speaker); "Good seed helps upgrade the lawn". (Pittsburgh, Pennsylvania Press).

INSTITUTE MATERIALS USED BY WRITERS

Reading the clippings it's often difficult to know whether our diversified kits, now going back many years, are being voiced verbatim or indirectly. In clipping after clipping the thoughts sound familiar. But direct credit to the Institute, at least through by-line, seems less frequent now than formerly. This may be because lawns and lawn advisories have become so important in modern America, that the local experts find it worth their effort to "shine". More and more we see signature items by county agents, local advisors and writers.

Naturally, we are pleased so long as information extolling quality lawngrasses is disseminated - and there's a lot of it in the papers these days. Expressed under local authority, good. And in many cases we do find mention or credit given the Institute, buried in the text of the article.

Here is a typical case. Harvey D. Sanderson, writing in the Syracuse, New York Herald-American, patterns his story on an Institute release, acknowledging Institute identity. He mentions "Top lawngrasses such as Kentucky bluegrass and the fine fescues start growing early - -", and farther along cites "According to Dr. Robert W. Schery, Director of the Lawn Institute, two main steps - -".

MORE QUOTABLES

The Muscatine, Iowa Journal continues to give us by-line and column heading ("About Your Lawn" - Dr. Robert W. Schery, Director of the Lawn Institute). The May 18 story concerned Highland bentgrass: "Bentgrass does have to be given a little more care than bluegrass-fine fescue - - the more erect Colonial bents don't need so much thinning - - have that incomparably fine texture that has made the bentgrass name famous. The Highland variety in particular has a bluish cast, most attractive close-up - - seed comes only from a limited growing area in Oregon. - - Highland should not be quite so insistent on continual dampness - -." In another item, "Thicken up the earlier bluegrasses, fescues and bentgrasses by fertilization, bolster seeding and especially high mowing."

The Table Grove, Illinois Herald says "Plant bluegrass and red fescue for sunny areas." The Piqua, Ohio Call headlines an Institute story "Bluegrass Resists Weed Killers", noting "Kentucky bluegrass is one of the hardiest of fine lawngrasses".

The Providence, Rhode Island Journal quotes the Lawn Institute as advocating "A blend of Kentucky bluegrasses mixed with fine fescues, works out well over most of the country." The Pittsburgh, Pennsylvania Press headlines "Kentucky

Bluegrass Just An Immigrant." There follows the historical sketch prepared for the press kit. With a picture, the Press suggests "Tough Grass For Play - - colleges suggest the bluegrasses for sturdy grass. Common Kentucky and its improved strains, Merion, Park - - etc."

The Lansing, Michigan Journal carries the torch for distinguishing annual bluegrass: "From time to time seed with a good bluegrass blend, chosen from reliable sources so as not to contain any annual bluegrass. Then manage the lawn to the liking of Kentucky bluegrass rather than the annual species." Incidentally, a slightly varying rewrite from our annual bluegrass stories has appeared in many New Jersey papers.

Speaking of New Jersey, the Dover Advance indicates: "You can turn a poor lawn into one that satisfies you - - if half of it is made up of desirable permanent type grasses. These are Kentucky bluegrass - including Merion - and red fescues."

The Albany, New York Times-Union gives the Lawn Institute by-line, with the crabgrass story that advocates "Thicken up the earlier bluegrasses, fescues and bentgrasses - - there won't be 'room' for (crabgrass)."

The Watseka, Illinois Republican says "Mix several kinds of Kentucky bluegrass." And the Norfolk, Nebraska News borrows Institute materials in stating "Most show-place lawns are Kentucky bluegrass, fine fescues and bentgrasses." The paper adds "Park Kentucky bluegrass is a wonderful rough-and-ready thick turf."

From Wakefield, Massachusetts, Institute advisor Mosher states "Seed - - with a good grass seed containing high percentages of Kentucky or Merion bluegrass and red fescue."

"Plant high-quality grass seed. A 'bargain seed' is quite often the most expensive item you will buy," says the Casper, Wyoming Tribune Herald.

"Quality Seed Investment Is Best Bet," headlines the Johnson City, Tennessee paper, adding "Bluegrass seeds add up to about 2 million seeds to the pound. A more temporary grass comes to only 250,000 - - it takes just as much effort to plant inferior quality seed as to put in a permanent lawn - - bluegrasses, fescues - - make excellent combinations."

Says the Rogers City, Michigan Advance, "There are many different kinds of fescues, and the preferred ones are members of the Creeping Red species. These varieties include Chewings, Illahee, Pennlawn and Rainier. The fescues are excellent companions for Kentucky bluegrass." It adds an admonishment, obviously from our press kit, against mistaking any of the tall fescues for fine fescues.

From Belle Center, Ohio we are advised, "When shopping for lawn seed, read the label on the package - - select a mixture high in Kentucky bluegrass. The addition of Creeping Red fescue to fill out the mixture is satisfactory."

The Rock Island, Illinois Argus recites, "Points out the Lawn Institute, a blend of Kentucky bluegrass varieties, or bluegrasses mixed with fine fescues, works out well over most of the country." In another item it cautions against annual bluegrass, "Looks much like the aristocratic, perennial Kentucky bluegrass. - - The Lawn Institute points out, however, that annual bluegrass does not spread underground - - don't be fooled into omission of a bolster seeding with a Kentucky

bluegrass blend." The paper also speaks of Highland bentgrass, with respect to fertilization.

Readers of the Call, Piqua, Ohio, learn from a press kit pickup, "- - yet down in the lawn where the Kentucky bluegrass and fine fescue plants live wide extremes can occur."

The Indianapolis, Maryland Capital headlines the news, "Bluegrass Over Wide U. S. Area."

Newspaper readers in Flint, Michigan learn, "Some Grass Seed 70,000 For Cent" (the headline); "There are 2 million seeds in a pound of natural Kentucky bluegrass, according to the Lawn Institute. - - a pound of Highland bentgrass contains about 7 million seeds, which at average retail price means that you will get some 70,000 seeds for a penny."

In Lansing, Michigan, the State Journal advises against nursegrasses, adding "Fine fescues start reasonably fast, and bluegrass fills better not having to fight nursegrass competition." (an older press kit advisory).

In Ann Arbor, the News says, "Natural Kentucky bluegrass - - is still a mainstay of quality lawn seed mixtures, notes the Lawn Institute."

From Schenectady, New York, Gazette readers hear, "Loosen up the soil and plant a mixture of Kentucky bluegrass and red fescue."

The Newark, Ohio Advocate headlines "There Is A Difference In Lawn, Grass Seed."

In Sanford, Maine, homeowners are advised, "A good all-around mixture is one containing at least 75% bluegrass and fescue."

And in Piqua, Ohio, citizens are urged to "Upgrade The Lawn", with this advice: "If your lawn is not top-flight now, that's no reason to sow inferior seed, says the Lawn Institute."

IN PRAISE OF PARK, MERION

Sample comment from the recent clipping envelope: "High amounts of Kentucky or Merion bluegrass and Pennlawn fescue" (Levittown, Pennsylvania Times); "Common Kentucky bluegrass and Park Kentucky bluegrass are the best grasses - -", (Manitowoc, Wisconsin Herald Times); "Recommended varieties include Kentucky, Merion and Newport" (Livonia, Michigan Livonian); "Merion bluegrass is the grass which is most likely to form and maintain a beautiful turf it - -", (Rogers City, Michigan Advance); "Merion bluegrass is outstanding", (Johnson City, Tennessee Press Chronicle); "Park Kentucky bluegrass for lawns if you do not want to pay any more attention to the lawn than you have to", (Two Rivers, Wisconsin Reporter); "Kentucky bluegrass is the hardiest and most attractive grass for our area. Either common or Park Kentucky are recommended. Merion blue is acceptable - -", (Casper, Wyoming Tribune Herald); "Disease - - can be controlled by growing the resistant variety Merion" (Anapolis, Maryland Capital); "The Lawn Institute points out - - fast-sprouting grasses such as the Oregon fine fescues, and Park Kentucky bluegrass" (Fresno, California Bee).

INSTITUTE ANNUAL MEETING ANNOUNCED IN TRADE PRESS

The Seed Trade News, June 9, carried the story "Lawn Institute Elects Officers", a resume of the annual meeting. The trustees are named, and a brief review given of the McElhaney-Carnes European visit.

INQUIRY FROM PUERTO RICO

Interstate General Contractors of Puerto Rico, responsible for housing and industrial building developments on the island, has contacted the Lawn Institute offices for such reports as are available.

INSTITUTE PUBLICATIONS REQUESTED

"I would like very much to be placed on your mailing list for any of your regular publications dealing with lawn and turf seed mixtures, seed quality bulletins, and other related items. I am very much interested and involved in the lawn and turf program here in Maryland - - ." M. Hanford Day, Supervisor of Seed Inspection, Maryland State Board of Agriculture, University of Maryland.

ABOUT HIGHLAND BENT

Picked up from the spring press kit, the Buffalo, New York Courier-Express says "While Highland bentgrass makes an attractive lawn almost anywhere, it is outstanding in moist climates"; the Piqua, Ohio Call advises under the headline "Bent Planted From Seed", "Highland is a breed of Colonial bentgrass isolated by nature in a small section of Oregon where fine quality seed is produced. The approximately 7 million seeds in a pound are quite a bargain."

LEADING BLUEGRASS

Both the Piqua, Ohio Call, and the Lansing, Michigan State Journal, carried the Institute short beginning "The cadillac of Kentucky bluegrass is still Merion, notes the Lawn Institute - -."

SAMPLE STATEMENTS

Scanning the numerous press clippings resulting from the Institute kits, here are sample wordings from the pickup: "Bentgrass has the reputation of being a golf green grass, notes the Lawn Institute, but certain varieties, such as Highland, are adaptable for the close-clipped lawn." (Ann Arbor, Michigan News); "Top lawngresses such as Kentucky bluegrasses and fine fescues pick up steam with the first breadth of spring - - winter damage is seldom due to cold. Bluegrasses, fescues and bents aren't bothered - -." (Bangor, Maine News; Muscatine, Iowa Journal; Lorain, Ohio Journal); "Thicken up the earlier bluegrasses, fescues and bentgrasses by fertilization, bolster seeding - -." (Janesville, Wisconsin Gazette; Marion, Indiana Leader-Tribune); "Reduced quality and price in lawn seed usually is due to use of impermanent or coarse haygrasses instead of perennial beauties such as the Kentucky bluegrasses, Oregon fine fescues and

bentgrasses." (Grand Rapids, Michigan Press); "A pound of Highland bentgrass contains some 7 million seeds, - -." (Buffalo, New York News); "The old favorite grasses, modestly kept, don't thatch very quickly. Kentucky bluegrasses and fine fescues, favorite seeded lawn species, - -." (Trenton, New Jersey Times); "The Cadillac of Kentucky bluegrasses is still Merion." (Williamsport, Pennsylvania Sun-Gazette); "These mostly are perennial grasses that spread into thick sod. They include a variety of Kentucky bluegrasses, fine or red fescues and bentgrasses." (Staunton, Virginia Leader); "Bargain seed mixtures generally contain a high percentage of temporary and coarse grasses." (Morristown, New Jersey Record); "Says the Lawn Institute. Feed Highland bentgrass and Merion bluegrass frequently - -." (Ann Arbor, Michigan News); "One of the easiest bentgrasses for the homeowner to plant is Highland, economically available as seed." (Williamsport, Pennsylvania Sun-Gazette); "Select a mixture high in Kentucky bluegrass. The addition of Creeping Red fescue - -." (Hudson, Ohio Times); "Kentucky bluegrass is the best turfgrass for sunny lawns. For partial shade use a mixture of bluegrass and (fine fescue) - -." (Belle Center, Ohio Herald-Voice); "The really fine fescues come from Oregon, notes the Lawn Institute." (Pomona, California Progress-Bulletin; Williamsport, Pennsylvania Sun-Gazette); "Only seed mixtures containing Kentucky bluegrass and fine fescues - or Highland bentgrass - provide fine-textured turf that thickens and is permanent." (Fresno, California Bee); "That's no reason to sow inferior seed, says the Lawn Institute. Good candidate grasses - perennial, fine-textured kinds - -." (Pomona, California Progress-Bulletin); "Much more attractive, and only a little less tenacious, are the attractive fine-leaved lawn fescues. - - any one of its improved varieties such as are grown for lawn seed in Oregon is a worthy ingredient in lawn seed mixtures. Varietal names include Chewings, Illahee, Pennlawn and Rainier." (Williamsport, Pennsylvania Sun-Gazette).

SOME HEADLINES

For spring press kit stories, we find newspapers devising headlines such as these (one week, early April): "Good Lawn Depends Upon Seed Mixture" (Morristown, New Jersey Record); "Seed Early To Beat Unwanted Crabgrass" (Staunton, Virginia Leader); "Read The Label On Grass Seed" (Lakewood, New Jersey Times); "70,000 Seeds Cost A Penny" (Buffalo, New York News); "Plant Bentgrass" (Ann Arbor, Michigan News); "Grass Not A Lawn" (Hudson, Ohio Times); "Don't Confuse Your Fescues" (Williamsport, Pennsylvania Sun-Gazette); "Quick Sprouting Of Lawn Seed" (Ephrata, Pennsylvania Review); "Fine Fescues" (Pomona, California Progress-Bulletin).

PRESS PICKUP

Very often we feel we can detect Institute press kit writing, in stories authored by others. No exception is "The Earlier The Better If You Plan To Have A Fine Lawn", by Eleanor Rhubottom, writing for New York papers as a member of the Garden Writers Association. Where but from Institute press kits such wording as: " - - perennial beauties such as Kentucky bluegrass, Oregon fine fescues and bentgrasses. Under the newer labeling the latter are grouped as 'fine-textured grasses', while the inferior rough species must be listed as 'coarse kinds'. So there's a ready clue to this phase of quality that you can easily check on the seed package."

PRESS KIT GRAB BAG

From the Providence, Rhode Island Journal "The cadillac of Kentucky bluegrasses is still Merion."; from the Albany, New York Times-Union our press kit story with by-line; from the Hammond, Indiana Times, also with Institute by-line, "Be Suspicious Of Cheap Seed"; from the Springfield, Massachusetts News " - - Kentucky bluegrass spreads so effectively"; from the Boulder, Colorado Camera " - - better lawns of Kentucky bluegrass, fine fescues and Highland bentgrass spread and thicken, notes the Lawn Institute"; the Lansing, Michigan State Journal "That is why experts generally recommend grass blends, especially of Kentucky bluegrass and fine fescue varieties"; the Stockton, California Record, a "Better Lawn Seed" headline and notes the Lawn Institute advocates "Fast-sprouting grasses such as the Oregon fine fescues and Park Kentucky bluegrass" in place of nursegrasses; the Ann Arbor, Michigan News says "Mixing fine fescues with Kentucky bluegrasses provides candidate cover for shade and infertile soils, notes the Lawn Institute"; also "Kentucky bluegrass from the Midwest, and its varieties such as Park and Merion from the West, will be free of rough bluegrass, points out the Lawn Institute"; in the Muscatine, Iowa Journal one of the bentgrass stories, "Nature has helped with one Colonial bentgrass, Highland. This variety grows only in a small hilly section of west-central Oregon - - test plantings at the Lawn Institute show Highland to be relatively unaggressive - -"; and the Pittsburgh Press headlines "Merion Top Bluegrass".

MORE BLUEGRASS HEADLINES

The last clippings on our schedule gave bluegrass a good many headlines: "Kentucky Bluegrass Came From Europe", from an Institute pickup in the Mansfield, Ohio News-Journal; "Bluegrass Beckons Us", Bloomington, Illinois Plantagraph; "Finding 2,180,000 Bluegrass Seeds Per Pound - -", in the Baltimore Evening Sun; "Bluegrass Patent To Senator Rasmussen", in the Lincoln, Nebraska Evening Journal; "Set Mower To Cut Three Inches On Bluegrass", from the Warsaw, Kentucky News; and "Bluegrass Seed Raisers - - Are Optimistic", from the Lexington, Kentucky Herald.

WHAT THEY ARE SAYING ABOUT THE INSTITUTE AND ITS RELEASES

"Thanks sincerely for your thoughtful and helpful letter of March 25 in response to my request for help of March 23. - - I found it most helpful in directing my thinking - -." - R. E. Hertel, President and Publisher, Lawn/Garden/Outdoor Living.

"The members of our Association wish to express their appreciation to you for appearing on the program for the three-day Horticultural School at the Charterhouse. - -" - Marie Brandstaetter, Secretary, The Lake County Nurserymen's Association.

"Dear Dr. Schery: This letter is to thank you for the article on lawn grasses - -. We appreciate your interest in furthering horticulture by contributing this type of article, which we hope will have a lasting effect on American horticulture. - -" John L. Creech, Chairman, Editorial Committee, The American Horticultural Society, Inc.

"Dear Bob: Thanks very much for the information - - to Mr. Hudson - - appreciate your taking the time to assist - -." Ray Brush, Secretary, American Association of Nurserymen, Inc.

"I appreciate your going to such length to supply me with this data, and I look forward to having the reprint that you mention in your letter." - Charles D. Webb, Editor, Weeds, Trees and Turf.

"My sincerest thanks for coming and doing such a swell job. We've had a good many calls of thanks from some who went." - Bill Brantley, Muncie Star, Muncie, Indiana.

"Thank you for your letter. We considered it an honor to publish your paper in Parks & Recreation." - Pete Rombold, Director of Publications, American Institute of Park Executives, Inc.

"I have been advised that your association promotes better lawns through the use of better materials and education. I would appreciate some education - -." Peter H. Trotter, 105 Schrade Road, Briarcliff Manor, New York.

"Dear Mr. Schery: Thank you indeed for your letter and most helpful comments of 19th April. It is most valuable to have your view point and we shall ensure that your comments are fully considered by the committee." - J. E. Stupples, British Standards Institution.