

BETTER LAWN

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Harvests

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NEW INSTITUTE BOARD AND OFFICERS ELECTED

At the annual meeting held in Kansas City May 24, the following Board of Trustees was nominated and elected:

James Carnes, Pacific Northwest Bluegrass Association
Roy Edwards, Jr., W. R. Grace & Co., Rudy-Patrick Seed Division
Arden Jacklin, Merion Bluegrass Growers Association
Gustav Kveen, Northern Minnesota Bluegrass Growers Association
Edward Mangelsdorf, Ed. F. Mangelsdorf & Bro.
Walter McElhaney, Oregon Highland Bentgrass Commission
Willard McLagan, Pacific Northwest Bluegrass Association
Gordon Newton, Northrup, King & Co.
Creston Shaw, Oregon Fine Fescue Commission
Edward Spears, Woodford Spears & Sons
Carey Strome, Oregon Fine Fescue Commission

The Board of Trustees elects its own officers. Upon motion by Carnes, seconded by McElhaney, incumbent officers were retained for another year subject to confirmation of vice presidential candidates by the Fine Fescue and Highland Bentgrass Commissions at their annual meetings. Thus the officers for the fiscal year 1966-67 are:

President - Edward F. Mangelsdorf, St. Louis, Missouri
Secretary-Treasurer - Roy Edwards, Jr., Kansas City, Missouri
Co-Vice President - Walter McElhaney, western Oregon
Co-Vice President - Creston Shaw, eastern Oregon
Member Executive Committee - Edward Spears, Kentucky

ANNUAL MEETING OF THE BOARD OF TRUSTEES

The annual meeting was called to order by President Mangelsdorf at 9:20 A.M., May 24, in Kansas City, Missouri. Nine of 11 Board members and nominees were present. Minutes of the previous meeting were read and approved, as were actions taken by the officers during the fiscal year. The Treasurer's audit indicated a continuing tight cash position, with current assets chiefly in obligated moneys (such as moneys held in escrow for the "Seal of Approval"). The President expressed gratification at the fine cooperation and help from sponsoring groups during the year, and felt confident of the future.

The Executive Director presented his review of Institute activities for the year, given elsewhere in this issue in detail. Several facets of Institute activity were discussed by the Board, and exhibits, such as press clippings, examined.

Particularly discussed were plans for enlarging Institute informational services to include radio and TV outlets.

Mr. Carnes, assisted by Mr. McElhaney, reviewed seed production and research in northern Europe, showing slides taken on their recent investigative trip through several European countries. This excellent presentation gave members a much clearer idea of both export markets and the sophistication of European competition.

Representatives of sponsoring groups reported on crop prospects for their particular grasses and areas, and budgeted support for the Institute in the year ahead. Nearly complete loss of the fine fescue crop in eastern Oregon was indicated, due to freezing weather. Drought threatened western Oregon with possible reduced yields, and late freezes were reported to have damaged the bluegrass crop in Kentucky. Otherwise, production was anticipated fair to good. Mr. Carnes reported continuing excellent progress in consolidation of the Pacific Northwest Bluegrass Association. Mr. Spears reviewed briefly the Kentucky plans for production of certified "Kenblue" Kentucky bluegrass, based upon the genetic qualities of the famed Kentucky-grown Kentucky bluegrass proved in that state by natural selection.

Mr. Newton, speaking for the packager group, expressed satisfaction with the slant of the Institute program, and suggested perhaps more publicity could be given the Seal of Approval, especially in Extension circles. Application of the Oregon Rye-grass Commission for admittance to the Lawn Institute was tabled for further study. Likewise tabled was further consideration of admitting northern European lawnglass producers. The President was to continue contacts with Canadian groups. It was felt that working relationships with the sod industry would prove compatible with Lawn Institute objectives, should any joint activities eventuate. Because of lateness of the hour, the Executive Committee was impowered to decide, in consultation with the Executive Director, on matters relating to the Seal of Approval, member relationships, press kit activities, and suchlike. President Mangelsdorf asked Mr. Newton to serve as chairman of the Membership Committee for the year ahead. Mr. Newton will interest himself in Seal of Approval usage, and increasing membership contributions.

REPORT OF THE DIRECTOR, FISCAL 1965-66, TO THE BOARD OF TRUSTEES, KANSAS CITY,
MAY 24, 1966

I am pleased to report to the trustees for the fiscal year, no little success in our primary efforts of publicizing the various quality lawn seeds represented in the Institute. This has been in spite of budget restrictions which in many respects were even more onerous than for the fiscal year preceding. Our most spectacular achievements lie in promulgation of the printed word, through (1) newspaper pickup, from the press kits; and (2) stories appearing in magazines, the readership for which is extended through distribution of reprints. That the Institute has been so well accepted in these areas results, of course, from many years of careful building. The Institute has earned through hard years of effort a position as an authoritative, honest and helpful source of information. Such excellent acceptance and so favorable a public image could not have been achieved without our full gamut of activities. I am thinking primarily of creating a "research atmosphere" by maintaining an Institute testing grounds, by fostering liaison and scientific intelligence (as with generously shared facilities of Seed Technology, product donation and intercommunication with several sponsors and members), and by attending scientific and trade gatherings. It involves,

too, your Director maintaining contacts and engaging in "extra-curricular" activities at the university level.

Successfully placing stories and headlines is as much a means as an end. Not only is it important to have the grasses which sponsor the Institute mentioned by name in release materials, but to improve the public appreciation of the industry. We must lend a service valued by our "users," that contributes to the betterment of gardening, outdoor beauty and the useful employment of turfed areas. And we must help guide the industry itself, in production of the highest quality seed possible, in cooperating with allied industries, and in appreciation of trends and needs of the times.

This year, again, we have endeavored to create public awareness of what are the really important features of quality in lawn seed. I feel great progress has been achieved in getting people to think in terms of the newer labeling, where "fine-textured" grasses receive top billing. Also, findings reported this year put on the record for the first time a bird's-eye view of true quality in lawn seed reaching market. To this the conscientious producer can point with pride, and anticipates even greater accomplishment in the future. Such a reference point will have an increasingly wide influence in technical circles that cannot help but contribute to Institute "authority," and redound to the good of grasses the Institute serves.

As practical proof that this is worthwhile, note that the Institute is now frequently contacted for preparation and creation of reference works which will endure for years. I'm thinking particularly of our being called upon to prepare the sections or chapters in various gardening encyclopedias, such as that of The Reader's Digest ("Complete Book Of The Garden"), a copy of which is here on the table. Similarly authoritative will be presentation of lawns in McCall's and Macmillan encyclopedias. Not much less influential are teaching and educational "texts" which we have been called upon to devise, edit or criticize (viz. sales training aids, as for Smith-Douglass; manual on "Establishing & Caring For Lawns & Turf," for The Center for Research and Leadership Development in Vocational & Technical Education, Ohio State University; user charts and guides, as for Finn Equipment Co. (hydroseeder manufacturer); teaching materials, as for The Springfield and Clark County, Ohio Technical Education Program).

And our books and publications from various years continue to serve an important reference purpose; for example, "The Lawn Book" is still the teaching text for the largest practical college course in the country, at the University of Massachusetts. "The Householder's Guide To Outdoor Beauty" is still an inexpensive leader offered by garden stores (viz. Fairview Garden Shop, Janesville, Wisconsin) or on reading racks. Moreover, even when state experiment stations don't utilize Institute literature and press kits directly, they seem inspired to copy and emulate us with increasing frequency. And we do distribute both press kits and literature directly to the Extension Service in a half-dozen major states, this passed along to the individual county agents with the blessing of the state Extension head. Requests for reprints also come from a number of urban county agents individually.

Supplementary activities have continued as in the past. These include cooperation with editors and columnists, the answering of correspondence, furnishing of reprints to members, administration of the "Seal of Approval," contact and interchange of information with a host of major national corporations (particularly

those having to do with lawn products such as fertilizer, pesticides, and equipment); and, not least, personalized cooperation with the Oregon Commissions (where men such as Dick Kuehner have been valuable in developing leads), and with cooperators at research centers around the nation. Let's examine these activities individually.

A. Press Kits - Our press clippings are really becoming too voluminous to tally; the box full being circulated (all of them directly attributable to our press kit) were garnered from only the first three quarters of our clipping season this spring, yet run to nearly 700 items. As of the most recent measurement taken by Mrs. Payne, column inches of these clippings totaled 3,134. This represents still another year's increase in volume of coverage, representing probably a 10% gain over last year's total. This is the sixth straight annual meeting to which I have been able to report an unbroken series of "sales" gains in terms of clippings caught by our service. And no doubt many additional column inches are inspired by our kits, or the information used in them taken from various items of Institute literature (our clipping service, up to the time of my departure, had corraled this spring 9,228 column inches keyed to our code words, of which slightly more than one-third represented direct use of the Institute releases or gave credit to the Institute by mention). Mrs. Payne has assembled and Xeroxed seven sample pages of such clippings for your sponsoring organizations.

Again this year, as last, budget stringencies have restricted us to but two seasonal mailings. That this much coverage comes from but two seasonal mailings to only several hundred selected editorial channels, I think reflects quite favorably upon the great acceptance our kit achieves and the confidence it inspires. In this vein, we are again especially indebted to Earl Aronson, of Albany, New York, who has seen fit to mention the Institute and its conclusions in his syndicated AP Newsfeature release utilized all over the country. Here is what Earl writes, in our behalf:

"With the coming of spring we made our seasonal contact with Dr. Robert W. Schery, Director of The Lawn Institute - - - What is the best defense against crabgrass, doctor? A thick turf of perennial grasses; a dense Kentucky bluegrass-fine fescue lawn mowed tall, or a thick sward of Highland bent to resist invasion by weeds. Crabgrass cannot fight shade in tall-mown bluegrass any better than it survives under trees. Schery said samples from 2,000 lots of grass seed (20 million seeds) checked for weed contamination uncovered not a single crabgrass seed. - - - In buying grass seed, know what you are getting. Buy where you can get sound advice. Check the contents of the package. Kentucky bluegrass, fine fescue and bentgrass mean quality."

No less helpful have been other columnists, such as George Abraham, of the Buffalo Courier Express, who passes along lawn inquiries suitable for publication in his column, to the Marysville office. Our replies not only appear under this aegis, but, as you are aware, from time to time George offers our reprints as an informational mailing to his readers (requests for which not uncommonly run into the thousands).

All in all, we have seen no diminution during the fiscal year in the demand for solid lawn information, nor in the tendency for more and more newspapers and writers to "get on the bandwagon" with this subject so increasingly important to

homeowners. We are delighted to have various "experts" around the country pass along Institute information, with or without credit. Why there seems to be regional variation in usage from year to year is hard to explain, except that perhaps the clipping service may engage more active readers one year than another in a given location. This year, for example, we note almost nothing picked up from Missouri, where in previous years our clippings were voluminous, especially from the medium size cities. Yet, this year all of a sudden, pickup from the satellite communities surrounding New York City has been overwhelmingly voluminous - as many as 30 pickups in localities such as Mamaroneck (Times), New Rochelle (Standard), Mt. Vernon (Argus), Peekskill (Star), Yonkers (Herald Statesman), White Plains (Reporter Dispatch), Tarrytown (News), Nyack (Journal News), Ossining (Citizen Register). As a result New York State totals more than triple the Institute clipping pickup from the next most voluminous state, Ohio! The next issue of Harvests will carry final spring statistics for the months we engage the service, showing exactly where we have received greatest attention this year, with sample quotes from clippings such as you see circulated here this morning. One can hardly feel the year has been in vain, noting the many headlines in behalf of sponsoring grasses as are exhibited in the Xeroxed sheets Mrs. Payne has prepared.

B. Stories And Reprints - One of our most economical means for achieving widespread circulation of Institute information, is through the publication of articles and stories, and subsequent enlargement of distribution through reprints. You will note from Mrs. Payne's list of stories that have appeared during the year, that again we have achieved coverage which would be the envy of any association, even employing a staff many times as large as ours. Indeed, I question that this kind of acceptance could be achieved by public relations techniques alone, a point mentioned in my introductory remarks. And it is certainly worth saying again, that this sort of editorial coverage is valuable beyond price. This is the kind of space one cannot buy, placed as it is in a context of credibility. When an editor asks for and accepts the story from the Institute, it is automatically implied that his magazine endorses the story, unlike paid advertising. I don't believe you can find anywhere in the country, no matter the public relations talent, an organization that has been able to place so much of this elite coverage so advantageously. In fact, year after year, I frankly tell this Board that I am amazed that we are able to achieve this, and that I question whether this intensity can continue, especially inasmuch as our Institute is doing less and less in the way of "favors" for publishers, editors and others of influence.

We are especially grateful for the help received in further circulating these stories after they are reprinted. That this is an extremely economical means of spreading the word is self-evident; we pay only the minimal cost of photocopying (the magazine has undertaken the main expense of setting type and producing plates), and our members and contacts underwrite the costs of passing the reprints along. During the year we were especially indebted to the Lloyd Mansfield Co., the Columbus Metropolitan Park District, the University of Wisconsin, the Muncie Star, the Massachusetts Turf and Lawn Grass Council, the University of Rhode Island and the 24th Short Course on Roadside Development (Ohio) for this sort of distributional help. Of course the Institute itself uses these reprints as "remembrances" at public presentations, for keeping in touch with its technical Board of Advisors, for answering inquiries, and as a regular stuffer in mailings sent from the Marysville office. During the year the Institute has reprinted for distribution nearly 42,000 units.

C. Harvests - Our quarterly newsletter, Harvests, gives a running account of Institute activities during the year. You hardly need today's review if you have noted Institute activities from the 134 pages of this fiscal year's Harvests (nine less than last year). Contained therein are not only resumes of activities and contacts, but what we hope are useful bits of information and references screened from the increasingly tremendous flow of literature on turfgrass that swamps us these days. As I have said other times, an individual could be kept busy full time just scanning the turfgrass literature that appears in the many journals and publications.

D. Movie - Except for occasional special request, the movie, "Bluegrass Beauty," has now been retired from service because of fiscal stringencies. Total showings as of this date are certified as 17,238,600 TV viewers (same as last year), 166,680 live audience (an increase of 1762). It has also been loaned for internal usage, as for the Northern Minnesota Bluegrass Association annual growers gathering. There is still some excellent footage in this film, but it should be updated by an entirely new format. In the meanwhile, we refer requests for lawn movies to the Union Pacific ("Miracle Of Grass") or the National Plant Food Institute ("Beautiful Lawns"), both of which support the Lawn Institute position excellently, and in whose origination we have played a part.

E. Miscellaneous - we are indebted to Mr. Jim Carnes for one of the more important developmental activities during the year, - organization of an impressive "tour" of "one-night stands" by himself and me in the bluegrass producing areas in the Pacific Northwest, just prior to the Oregon Seed League meetings in December. We are especially indebted to Arden Jacklin for arranging an excellent luncheon gathering in eastern Washington, in spite of an unseasonable snow that snafued travel. All of you are now familiar with this important attempt to consolidate the Pacific Northwest Bluegrass Association, and I won't dwell here upon the presentations made. On the table is a copy of the exhortative and informational handout given attendees. I expect that Mr. Carnes and Mr. Jacklin may have more to say about this when they report for their groups.

We continue to maintain a photographic library, of Kodachromes "for the record" and for showing at public presentations, and of black-white prints for publication. Budget limitations have prevented any significant increase in the files, although from time to time we have begged from others, if not taken ourselves, photos of up-to-the-minute interests. Examples include the interest-catching air cushion mower (on loan to us from Toro), and various de-thatching devices. We should be continuously updating the file of photographs, since these are often of telling importance for stories. They are also very useful as an offering to editors and newspapers (this year none were included in the press kits, but we have supplied occasional illustrations upon request). There is increasing need to develop a file of color films, more and more being used both in newspapers and magazines.

Handling of correspondence by the Marysville office continues at a steady pace. There is a certain amount of homeowner inquiry. Useful and helpful answers are framed for key situations, such as when columnists seek information to relay in turn to readers or inquirers (thus amplifying our reach). It has been possible to help both the Highland Bentgrass Commission and the Fine Fescue Commission with certain inquiries they receive, such as from golf courses in the eastern part of the country. A survey of opinion was undertaken for Oregon Penncross growers, as a courtesy service. There's no point in my listing here the letterhead names of

the many firms with which the Institute has corresponded during the year; they would be little changed from the two pages exhibited in my last year's report.

There has been continuing interest in, and servicing of, the winterseeding promotion in the Southeast. Especially noteworthy was the cooperative release of Vol. 13 of the "Southern Turf Newsletter," mailed widely without cost to us by Ray Jensen's Southern Turf Nurseries. Our "Fine-textured Winterseeding" was a featured article. With a special financial contribution from the Fine Fescue Commission, our own mailing to southern newspapers was made in late summer, and seems to have brought results. Free seed for further experimentation was furnished to eight researchers in the Southeast this year, and reports have been received from several. An example is from Dr. Burt at the Everglades Experiment Station, Fort Lauderdale, Florida, for which he reports that the Lawn Institute mix rated third out of 17 combinations tried this year, in independent rating by three local experts (Penncross bentgrass rated first, and a combination of Penncross bentgrass with Kentucky bluegrass and *Poa trivialis* second). It would have been nice to have visited with and encouraged these researchers in person, but with crowded and expensive conditions that prevailed in Florida during winter it seemed unwise to expend our limited travel moneys. All in all, we feel that interest has now been spurred in winterseeding, and that from now on commercial interest must largely carry the ball. It will be well to plan future survey visits, however, both to gain information and to encourage further fine-textured grass usage. It is hoped that travel moneys will be sufficient in the season ahead both for a winter visit to the Southeast, and for some suitable publication of winterseeding through the mailing of stories. One such story is planned for Resort Management Magazine, September issue.

We continue to do as much as is possible with the Institute grounds, with the limited part-time help that we can afford. The Institute pays no rental for grounds, nor for storage space for equipment and supplies. Certainly it should not look to indefinite charity in its "research activities," and should anticipate at least modest capital expenditures to update equipment and storage facilities. We continue to be indebted to Toro, Deere, Smith-Douglass (donation of \$500 in support of outdoor plots) and many others who furnish supplies and equipment.

The Marysville office has this year, as last, had to operate without the advantages of outside hired talent such as the Bozell and Jacobs service in Kansas City used to provide. Such special liaison is needed for television, radio and similar contacts; and for creative efforts in art work, design, newspaper mats, and so on.

Our leaflets, books and publications have enjoyed excellent usage this year for teaching purposes. These are frequently sent out without charge to vocational schools, libraries, sales training centers, military service facilities, and so on. The Institute is listed in several important national reference volumes as a source of lawn information.

The mailing list for press kits and other releases continues to be one of our important assets. Mrs. Payne, in such spare time as is available to her, winnows and checks this to the extent possible. We try to remove dead addresses, and add new ones of particular significance.

Liaison has continued with the Institute's "Board of Advisors," experts at research centers throughout the nation. By and large our contacts remain up-to-date, but personal visits that would cement relationships better have had to be limited.

As to regions, there has not been opportunity to visit the important southwestern market area for several years.

We have been able to keep pretty well in touch with important tangential industries, such as those relating to the nursery field and the roadside - largely because Ohio is very often a center for these activities. Particularly gratifying has been the cooperation with the Ohio State Highway Department, in its sponsorship (along with Ohio State University) each year of the Short Course on Roadside Development, attended by the highway landscape architects from most states and many foreign countries. It was our privilege to appear on the Short Course program last year, and the talk "Buying Seed For The Roadside" has appeared in the Proceedings. This activity was carried out cooperatively with the ASTA, and I am pleased to report that the ASTA representative, Mr. William Cromer, who attended the sessions, reported to ASTA officers favorably on our appearance as:

"In my opinion, this is the best prepared non-technical paper on purchasing seed. It should have relieved the fears that anyone might have as a purchaser of highway seeds."

I have been privileged during the year, also, to make a number of personal appearances of direct benefit to the Institute program, such as at the Alabama Turfgrass Conference, Missouri Turfgrass Conference, The Garden Center, Kansas City, Wisconsin Turfgrass Conference, Columbus Rose Club, Ohio Wesleyan University Lawn Seed Seminar, Ohio State University seminars on lawns and turfgrasses, etc. It was also possible to visit with the Oregon Commissions, and Pacific Northwest Bluegrass Association during the year.

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All in all, I believe this adds up to another fiscal year in which you can take pride. Additional needs and opportunities are by no means lacking, but we have a hard core of accomplishment to build from. The Institute is in position to profit greatly from relatively minor extra expenditures, such as for adequate photographic equipment, expanded grounds activity, and stepped-up national contacts.

May I take this occasion to express my personal thanks to each member of the Board, and especially to President Mangelsdorf, for support and encouragement given through the year. And we all are much indebted to Mr. Carnes for his organizational work in behalf of bluegrass in the Northwest. It has been a pleasure to have served the Lawn Institute as its Director for another year, and I thank you again for your continuing confidence.

Robert W. Schery, Executive Director

DEERE PEOPLE VISIT INSTITUTE

A delegation headed by Mr. Roy Mattson, Deere Co., Divisional General Manager, visited the Lawn Institute grounds in early May, to demonstrate an "estate" size tractor with a de-thatching attachment. The thatch device is of a flexible-tined design, and was tried on fine fescues, bluegrass and closely-clipped bentgrass. Its ability to lift thatch seems good. Several fertilizer treatments have been superimposed upon the turf strips that had the thatch removed. The Deere Company spoke of leaving one of the estate mowing tractors on loan with the Institute. The visitors were supplied with a full "portfolio" of Institute literature.

ANOTHER NEW OUTLET FOR SPONSORED FILM

Modern Memos indicates expanding interest in use of sponsored films for jury rooms, where perspective jurors are forced to wait many hours pending possible selection. There would seem to be no end of opportunities for a good lawn film similar to "Bluegrass Beauty."

MORE REPRINTS USED

The Institute was pleased to send to Northrup, King for distribution, 200 copies of the reprints "Buying Seed For The Roadside" and "Lawn Zip And Zoom." It is always helpful to have members and associates disperse Institute materials.

RECREATION GROUP INQUIRES

Rho Phi Alpha, professional recreation fraternity of North Carolina State University, inquired of the Lawn Institute, particularly about loan of "Bluegrass Beauty" film for meetings involving fraternity members, faculty and up to 250 students. We regret that "Bluegrass Beauty" is not really servicing such requests any more, but a selection of reprints was sent to the president of Rho Phi Alpha in the hope that these might substitute as give-aways at one of the sponsored meetings.

READER'S DIGEST GARDENING ENCYCLOPEDIA

The Reader's Digest "Complete Book Of The Garden" made its appearance in May. This was a volume prepared under the general editorship of Thomas Everett, of the New York Botanical Garden, and for which Dr. Schery was consultant and author of most of the lawn text. Basically, this 900-page volume is an adaptation of an English gardening encyclopedia, for which Reader's Digest obtained North American rights. The voluminous illustrations are entirely line drawings, colored, often utilized directly from the English plates. The volume is comprehensive, and presents an attractive appearance. Members interested in purchasing copies can secure these from the Reader's Digest, Pleasantville, New York. A special advanced price of \$6.96 per volume has been offered by the Reader's Digest, to names recommended by contributors. Members wishing to obtain a copy might write Reader's Digest directly, indicating that Dr. Schery of the Lawn Institute had suggested purchase at this advance price.

As to Chapter 17, "Lawns And Their Maintenance," almost the whole chapter had to be rewritten for American conditions. However, the publishers appear still to have tried to utilize a few doubtfully useful illustrations, the captions for which are sometimes questionable (viz. page 348, "Tread to firm the soil," showing feet stomping the seedbed, hardly the method in America!) Although abridgements and illustrations of which Dr. Schery had no control were necessary, the lawn text is generally faithful to North American conditions. The chapter begins "North America presents so many diverse habitats that no single type of lawn fits all locations. The nearest approach to universality is Kentucky bluegrass and fine fescue - -." Successive sections deal with planting a new lawn, seedbed preparation, planting the lawn, mulching, nursegrasses, starting lawns vegetatively, choice of grass, care of the lawn (under several categories of attention). For northern lawns bentgrasses, fine fescues and bluegrasses are featured. It

was possible to introduce explanation of newer labeling, involving the "fine-textured" and "coarse kinds" categories. The text reads "Grasses of the fine-textured category include the Kentucky bluegrasses, the fine or red fescues, the bentgrasses and a few other specialty sorts - -."

There is the admonition: "Beware of even small percentage of "coarse kind" grasses if these are persistent in your climate. For instance, tall fescue - not to be confused with the fine or red fescues - can be a nuisance, crowding out better grasses that cannot take hold so quickly."

As to bentgrasses, the discussion opens "The more erect-growing types such as Highland are used for lawns and fairways - -"; and later "Highland, Astoria and Exeter, among the 'colonial' or lawn bents, are available as seed - -." The fine fescues are described as "tolerant of shade, poor soils and dry habitat, and are quicker to sprout than Kentucky bluegrass. Fescues make a good companion for bluegrass, substituting nicely for quick-sprouting impermanent nursegrasses and helping to colonize a less favorable growing location - - varieties include Chewings, Illahee, Pennlawn, Rainier, all produced in Oregon; - -." As to Kentucky bluegrass, "the most widely-used species for lawns, Kentucky bluegrass, yields excellent sod - - most varieties are not hard to care for - - recover well - - Merion is a somewhat lower-growing variety, very dense and attractive. - - other well-known varieties include Arboretum - - Park, Prato - -."

A gardening encyclopedia such as this, sponsored by so ubiquitous a champion as the Reader's Digest, should have widespread influence. We are pleased that the Lawn Institute is mentioned, and was called upon in design of the text pertaining to lawns.

DISTRIBUTES REPRINTS

Smith-Douglass, Norfolk, has ordered 35 copies each of ten different reprints for distribution to and enlightenment of sales personnel. We are gratified that Institute information is thus going directly to the heart of lawn and garden activity.

BLUEGRASS, FESCUE DROUGHT SURVIVAL

Wood and Buckland, in the Agronomy Journal, Jan.-Feb. 1966, report upon comparative survival of several bluegrasses and fine fescues during sprouting and seedling stages, under artificially induced drought. It is doubtful such extreme variations would show in planting to outdoor soils with a more durable reservoir of moisture. It also seems likely that some of the differences reported for varieties are more a difference between lots of seed than inherent in the variety. Nevertheless, the conclusions may be instructive as indicating performance under circumstances similar to complete neglect of a new seeding after an initial irrigation.

Seedlings in the growth chamber were provided normal watering for six days, then subjected to six days of drought (generally beyond the wilting point); then watered, and subjected to another six days of drought; watered again, dried again; and so on through repeated cycles of varying length. This provided a severe test of a seedling's ability to survive and later recoup.

For ultimate ability to survive, as indicated by presence of the grass after a couple of months, there was advantage to seed that sprouted sporadically or late. That way it escaped the early periods of stress (which were the most severe in this test). Thus Merion led in percentage of seedlings surviving after 65 days, primarily because earlier sprouting bluegrass varieties and fine fescues had suffered losses during the severe sixth to 28th day desiccations, before much Merion was started.

On the whole, initial sprouting was faster for the red fescues than for the bluegrasses, as would be expected. However, Park bluegrass emerged faster than did other bluegrasses, and was actually ahead of some fine fescues as well. Some common Kentucky bluegrass was not far behind. Rainier and Pennlawn were a little slower to sprout than other fine fescues, and ultimately appeared a bit more advantageously, perhaps for this reason (as noted for Merion).

Keeping in mind that circumstances of the test were artificial, here are a few of the authors' conclusions expressed in the abstract of the paper. "Initial emergence of the red fescues under moist conditions was considerably faster than for the bluegrasses, but Pennlawn and Rainier red fescues were significantly slower than Park Kentucky bluegrass. Rainier red fescue appeared to have somewhat greater resistance to vegetative desiccation resulting in death than the other fescues."

"Evidence was obtained that new fescue seedlings could emerge, and that generally bluegrasses could not, during brief moist intervals between periods of drought. - - Following - - the induced drought Chewings - - had significantly fewer seedlings than did the other fescues. - - Except after the final severe period of stress, red fescue seedlings were generally present in significantly greater numbers than were the bluegrasses."

The authors found no advantage to the named varieties of fine fescue as compared to common Creeping Red. Newport bluegrass was about as delayed in sprouting as was Merion, and ultimately benefited to some extent the same as did Merion on this account. Arboretum, Windsor and Delta were none of them distinguished by either particularly rapid or particularly slow germination, with their ultimate survival suffering accordingly. The authors conclude "On the basis of results presented, Park and Merion, among the bluegrasses, might well be chosen for spring and summer seedings in preference to others."

SEED GERMINATION STUDIES

Studies in Israel, reported in the March-April 1966 Agronomy Journal, relate oxygen and carbon dioxide concentration to germination of several grass seeds (principally the wheatgrass group). Compared to wheat, the grasses were much more sensitive to adequate oxygen in the germinating environment. Small percentages (around 7%) of carbon dioxide were apparently helpful in stimulating germination if oxygen was adequate (13%), but larger percentages (15% and above) were inhibitory. The study suggests that most grasses require an adequate oxygen atmosphere for good germination; by implication would not germinate optimally buried in compact soil.

STANFORD RESEARCH INSTITUTE COMPILATION

The Lawn Institute was asked to complete the Stanford Research Institute questionnaire involving "Study of Research Activities in the United States." SRI is currently looking into research activities carried out or sponsored by various trade associations, and was interested in several activities of the Lawn Institute. We were pleased to cooperate in providing information, although the scanty research efforts by the Lawn Institute must appear "peanuts" compared to that of most major associations. But it does point up the interest in research, and the public relations value of it. We hope that someday the Lawn Institute will be able to make a major contribution.

RESEARCH GRANT

We are delighted that the Smith-Douglass fertilizer division of the Borden Company has granted the Lawn Institute \$500 towards maintenance of the outdoor testing grounds at the Marysville office. This will help greatly with routine maintenance. In return, Nutro fertilizers will be utilized in several ways, and the demonstrations made accessible to Smith-Douglass personnel. Dr. Schery will prepare reports from time to time on product performance, and review turfgrass matters with Smith-Douglass personnel.

WHERE INSTITUTE KITS MOST USED

Although in compiling press kit tally for the annual meeting, not all clippings contracted for were yet in, the trends were pretty clear as to where the press kits were finding greatest service this year. There was gratifying usage of Institute stories, with 728 clippings noted that directly copied or quoted from the Institute, or could be attributed to the Institute (often with by-line credit).

Far and away greatest usage was in the state of New York, with a total of 202 items attributable to the Institute picked up by our clipping service. The greatest majority of these were in the suburban New York City area, north along the Hudson and towards Connecticut. White Plains, mostly in its Reporter-Dispatch, saw 33 Institute release items. Almost as frequent were items in the Port Chester Item (28), the Ossining Citizen Register (25), the Tarrytown News (23), and the Nyack Journal News (17). Other prominent New York City suburban papers in Peekskill, Yonkers, New Rochelle, Mt. Vernon, and Mamaroneck carried the Institute stories multiple times. Stories were also carried in upstate and western New York, Buffalo (4 items), Syracuse (3), Lockport (3), Elmira (2), with a scattering of other locations including Albany, Niagara Falls, Ithaca, Troy, Rome, New York City, Hudson, Amsterdam, Springville, etc.

The state making next greatest use of the kit stories was Ohio, with 58 the newspaper tally at the same date. It was gratifying to have so important a paper as the Cincinnati Enquirer, which used 14 stories, heading the list. Other users of multiple items were the Willoughby News Herald (Cleveland suburbs), the Canton Repository, and the Middletown Journal. Other important appearances were Lebanon, Salem, Mansfield, Upper Sandusky, London, Youngstown, Hamilton, Perrysburg, Sidney, Massillon, Newark, and elsewhere.

Next there came a closely grouped series of states with Illinois having 59 appearances, Indiana 35, Pennsylvania 35, Massachusetts 33, Michigan 33 and New Jersey 32. Then came Wisconsin, Maryland, Colorado, Rhode Island, Iowa, California, Virginia, Maine, Connecticut, Nebraska, North Carolina, Minnesota, Kansas, in that order, with most of the remaining states with just one or a few items each. In most of these states we were well impressed with both the size and the quality of the readership - especially a suburban audience around metropolitan areas.

INSPIRED BY INSTITUTE MATERIALS?

Here are some of the lawn comments in the May issue of "Kingwood Center Notes" (Mansfield, Ohio). Reference is to lawn weeding, much as discussed in our reprint "Lawn Weeds . . . Don't Let Them Rob You." Kingwood concludes: "Unfortunately, there still are some weeds such as coarse fescues for which the only control is the laborious, primitive method of hand digging. Best and most complete control yet is still a thick, tight turf. - - Really, it is not so difficult. Annual fertilization and high mowing (2 inches or more) will go a long way towards giving you the desirable lawn you would like to have."

REPRINTS FOR VOCATIONAL SERVICE

Dr. Norman Feingold, B'nai B'rith Vocational Service, requested Institute materials for his Washington, D. C. activities. References will be listed in the Counselor's Information Service periodical distributed to high schools, universities and libraries. We are delighted to have Institute items serve this useful vocational activity.

CATHOLIC BUILDING AND MAINTENANCE

Catholic Building and Maintenance Magazine, March-April issue, carried the Institute story with by-line entitled "Lawns And The Water Shortage." Sample sentences: "Among the fine-textured grasses, the fine fescues stand out for adaptability to dry, poor-soil conditions. - - Mature fescue turfs are especially tenacious in dry shade, where other species do less well. You will find among the fine fescues such varieties as Chewings, Illahee, Pennlawn, Rainier and Creeping Red." Nor are the Kentucky bluegrasses slouches when it comes to 'sitting out' drought. Kentucky bluegrass is at its best in fertile, well-drained ground - - so, by natural inclination is reasonably undemanding of water. - - Bluegrass revives from underground parts with the next soaking."

AN APPRECIATION

"Dear Dr. Schery: We are enclosing a copy of the material in off-farm agricultural occupations which you reviewed for us last fall. We regret that we have not been able to get this to you any sooner. However, the demand for these items from schools was greater than was first anticipated and our original supply was soon exhausted. Many comments indicate that these materials have been well accepted and are in demand in the field.

We feel that a great part of the credit should go to you and we are sending this to you as a token of our appreciation for your cooperation.

Thank you again for your assistance in this important task." - Robert E. Taylor, Director, Vocational and Technical Education, Ohio State University.

BLUEGRASS UNDER LOW MOWING

A. G. Law, Pullman, Washington, reports on the "Performance of Bluegrass Varieties Clipped At Two Heights" in the May issue of Weeds, Trees and Turf." A number of cultivars were tested at 1/2 inch and 1 inch mowing heights. As is well known, closer mowing reduced rooting. Law contrasted what he considers "dwarf" types (Merion, Newport, Washington's release Cougar, components of Cougar, and a Jacklin experimental 0217), with Delta as an example of a taller bluegrass. One might question this concept of "dwarfness!" In any event, in the data reported, Delta suffered more from low mowing than did the other named varieties. No clear-cut recommendation is offered, although it is recognized that certain varieties persist under low mowing better than do others.

SEED LONGEVITY IN SOIL

Oregon State University research by Rampton and Ching, reported in the March-April 1966 Agronomy Journal, showed that seed buried at shallow depth was less long-lived than that buried deeper. Perennial ryegrass lost viability most rapidly, followed by orchardgrass, Kentucky bluegrass, tall fescue, Chewings fescue (after three winters), Highland bentgrass, annual ryegrass and red clover. Two conclusions seem warranted. Most grasses would seem to have little potential after a couple years in the soil of contaminating soil by residual seed (an exception being Highland bentgrass and annual ryegrass); and that perennial ryegrass is strikingly different from annual ryegrass in that it is the least viable, while annual is the most tenacious, of the species tested. As a potential contaminant of future seed fields, annual would seem a much more serious risk than perennial ryegrass.

RE IMPORTED SEED

By implication, Fred Grau applauds domestic seed in his "Answer" column in the April Golfdom, viz. " - - objectionable things such as: rough-stalk bluegrass in Merion Kentucky bluegrass or Poa annua in imported grass seed."

GERMINATION SUSPENSION

Dick Stamm, American Excelsior, developing uses for excelsior as a roadside seed-ing mulch, telephoned to discuss certain recent experiences. Apparently derivatives extractable from excelsior have an influence on germination, particularly with crownvetch. This has led to interest in means of controlling germination, through some practical combination of temperature and storage atmosphere. In one bag of trial bluegrass treated for preliminary germination, further sprouting was halted by substituting nitrogen for oxygen in the seed atmosphere, without disadvantage to later germination. The hope is to find some way whereby seed

can be brought to the verge of sprouting, then "turned off" until ready for application in a hydraulic seeder-mulcher.

IOWA RECOMMENDATIONS ON LAWNS AND ATHLETIC FIELDS

Institute advisor for Iowa, Eliot Roberts, recently provided a series of reprints that included Iowa State University publications for making and maintaining lawns and athletic fields in that state. Kentucky bluegrasses and fine fescues are recognized as prime grasses for both. In pamphlet 312 ("Lawns For Better Living"), readers are advised: "Since Kentucky bluegrass and Creeping Red fescue are the two species of grass making up most of the lawns in Iowa, fertility program should be adjusted (for them)." In pamphlet 314 ("Play Safe - Football And Athletic Fields Should Be Turfed"), one reads "Then overseed with a mixture of about 50 to 75% Kentucky bluegrass and 25 to 50% Creeping Red fescue - -."

SEED WORLD MARCH 25

Did you notice that Seed World of this date reached way back in the Institute old photo file for its cover picture? Of course the magazine kept "up to date," too, by using Dr. Schery's "Spring Lawn 'Do's'", in the Bulletin Board suggestions section. Sample paragraph: "For bolstering thin turfs, use only quality seed. Some nursegrass is acceptable, but be sure the mainstay bluegrasses and fine fescues are present. Highland bent can be overseeded to bentgrass lawns."

WINTERSEEDING REPORT

Report has been received from Dr. D. G. Sturkie, Auburn University, on the cooperative winterseeding work undertaken last autumn, and observed through winter and spring. Dr. Sturkie utilized the Lawn Institute mix on both Tifdwarf and Tifgreen bermudagrass, - without special preparation, with especially close mowing, and with verti-cutting combined with mowing and topdressing. The best establishment on the Tifgreen came from the latter more elaborate treatment. Without some treatment there was little establishment until the bermuda had been turned dormant by cold. However, with the lower-growing Tifdwarf bermuda all methods of seeding were about equally successful. Dr. Sturkie reports that the Lawn Institute mixture has been consistently green through winter until the end of April, and is now thinning out as bermuda revives. He notes, "The transition from wintergrass to bermudagrass this spring has been excellent with Tifdwarf bermuda. The Tifgreen cut at lawn heights has not come out as well at the present time where the wintergrass was planted."

HELPFUL HEADLINE

We are delighted that a Lawn Institute photo heads the lead article in the spring issue of the Massachusetts Turf and Lawn Grass Council "Turf Bulletin." The article is by Bredakis and Zak, entitled "Turf Along Massachusetts Highways."

We are particularly pleased that the caption with the photo reads much as originally provided, viz. "Parkway highways are the new look of the Interstate System - beautiful as well as useful. Lawngrasses such as the Kentucky bluegrasses and red fescues fill a role along roadsides because of low growth and fine texture."

For some time the Lawn Institute has believed in and been working towards greater usage of fine-textured grasses for the roadside, in place of so much employment of "coarse-kinds." A prominent caption, in a semi-technical bulletin such as this, should prove most helpful in putting the point across in the Northeast.

STORIES AND REPRINTS APPEARING DURING FISCAL YEAR

- "Seed For Sod" - Parks & Recreation
- "Lawn Seed, And What's A Weed" - American Horticultural Magazine
- "Landscape For Casual Living" - Popular Gardening & Living Outdoors
- "Seven Million Seeds In One Pound Of Grass Seed" - The American Cemetery
- "Spring Lawn Improvement" - Seed World
- "Fine Fescues Acclaimed For Lawns" - Seed World
- "Bentgrass For Garden Nooks" - Seed World
- "Use Bluegrass To Rid Lawn Of Real Culprits" - Muncie Star
- "Lawn Institute Elects Officers" - Seed Trade News
- "Quality Lawns For Fine Roses" - Canadian Rose Annual
- "Closer Industry Cooperation Seen By Lawn Institute" - Lawn/Garden/Outdoor Living
- "Fescue Facts" - Gardener's Forum (American Horticultural Society)
- "Fine-Textured Winterseeding" - Southern Turf Newsletter
- "Highland Bentgrass Seed Astronomical" - Seed World
- "Lawns With A Future" - Park's Floral Magazine
- "Fall Offers Ideal Growing Conditions For New Lawns" - Lawn/Garden/Outdoor Living
- "Pure Grass Seed" - 1965 Alabama Turfgrass Conference
- "Maintenance Of Lawns" - 1965 Alabama Turfgrass Conference
- "Lawn Renovation" - Seed World
- "Good Lawn Seed Sprouts Fast" - Seed World
- "Seed Selection Is Important" - Golfdom
- "Mulches For Seeding" - 1965 Missouri Turfgrass Conference
- "Lawn Seed Without Weeds" - 1965 Missouri Turfgrass Conference
- "Air Cushion Mowing" - Weeds, Trees & Turf
- "How Researchers Scratch For The Ideal Grass" - National Observer (consultation)
- "Fertilize Fine Fescues, Bluegrass" - Seed World
- "This Remarkable Kentucky Bluegrass" - Annals of the Missouri Botanical Garden
- "The Migration Of A Plant" - Natural History
- "Fine Fescues Arouse National Interest" - Grounds Maintenance
- "Lawn Seed And Lawn Weeds" - Seed World
- "The Latest News About Lawns" - Horticulture
- "Lawn Zip And Zoom" - The Gardener
- "Quality Bentgrass Proves Compatible With Bluegrass In 4-Year Turf Tests" - Lawn/Garden/Outdoor Living
- "Start Your Lawn Planning Now" - Resort Management
- "Common Sense Lawn Care" - Flower Garden
- "Lawns In Landscaping" - Quality Courts The Reporter
- "Lawns And The Water Shortage" - Seed World
- "Buying Seed For The Roadside" - Proceedings of the 24th Short Course on Roadside Development
- "Why Not Bentgrass Blends?" - Golfdom
- "Spring Lawn Seeding" - Seed World
- "Looking To Turfgrass Quality" - 1966 Wisconsin Turfgrass Conference
- "The Lawn Seed Industry Grows Up" - Crops & Soils

"Lawn Weeds" - Resort Management
"Good Seed Makes Good Sod" - Massachusetts Turf Bulletin
"A Green Carpet" - Columbus, Ohio Rose Club
"A Sure Sign Of Spring - Seed Trade News
"Spring Lawn 'Do's'" - Seed World
"Lawns And The Water Shortage" - Catholic Building & Maintenance
"About Lawns" - Flower & Garden
"Handbook For Lawngrasses" - Horticulture
"Lawns And Their Care" - Macmillan

FINE PRESS COVERAGE

A story essentially that distributed in the press kit was widely placed by Institute member, Asgrow Seed Company. Its typical headline was "What You Want In Lawn Seed Makes Big Price Difference," frequently shortened editorially to "Choose Lawn Seed Wisely," "Use For Different Seeds," "Price Not Only Factor In Seed," "What Price Lawn Seed?," "Grass Seed Can Be Puzzling," "Analyze Grass Seed Before You Buy," and so on. In each case the text was the same, opening by comparing price discrepancies, then pointing out the real quality difference (in terms of "fine-textured" grasses) determinable by the label. Highland bentgrass, Kentucky bluegrass and its variety Merion, and "red fescues such as Chewings, Illahee and Pennlawn" are all named. In some cases a photo furnished by Asgrow accompanied the text.

Partial checking of the clippings for April and early May showed this item to have been used in 3 Connecticut papers, 1 Florida, 2 Illinois, 1 Indiana, 1 Kansas, 2 Kentucky, 1 Louisiana, 1 Maine, 2 Michigan, 1 Missouri, 1 Montana, 1 New Jersey, 1 New York, 2 Ohio, 4 Pennsylvania, 1 Tennessee, and 2 Wisconsin. Certainly this is widespread distribution, of a very useful story.

LAWN PAGE

The April 22 Seed World carried several items on lawns in its Garden Center Section, including "Warmth Helps Lawn Sprouting" from the Institute kit, and "Why Lawns Don't Grow Well In The Shade" by Dr. Beard, Michigan State (Institute advisor). Sample sentence: "In addition to getting more seeds for the money in each pound of a good bluegrass-fine fescue blend, the purchaser also gains grasses that are permanently satisfying."

DEPARTMENT OF HIGHWAYS USES REPRINT

W. J. Garmhausen, Chief Landscape Architect for the Ohio Department of Highways, has requested 150 copies of "Lawn Zip And Zoom" for distribution. We are pleased to have this leaflet made available in such influential places.

BLUEGRASS AND BENTGRASS FOR FLORIDA?

This word comes from Chan Baker, Florida, a strong advocate of mixed lawn seedings in that part of the country: "I'm not too convinced that Highland bentgrass and Kentucky bluegrass may not have some merit for year-around use in certain

locations. - - One of my old dealers in St. Petersburg sowed Highland as a winter-grass several years ago. - - There are many large mature oaks to provide high modest shade. - - By fall seeding for several years with Highland bent he has what one might consider a bent lawn in St. Petersburg. The possibilities have equal potential with Meyer zoysia in the cooler regions, and should be equally as lucrative."

OHIO ADVISORY

One of Ohio's most powerful farm and garden organizations, the Farm Bureau Cooperative (marketing under the Landmark label) has issued a lawn and garden guide for the state of Ohio. Dr. Schery had opportunity to discuss gardening matters with Sales Manager Ruffing at a recent Columbus meeting. Recommendations for seed choice in the guide lack reference to the "fine-textured," "coarse kinds" concept, but are nonetheless indicative of quality types. Viz.: "Perhaps the most important step in making a new lawn is the choice of seed. A good lawn mixture contains Kentucky bluegrass with sufficient (fine fescue) for shaded areas - - it is easy to see the advantage in using blends or mixtures rather than a single grass." There is mention of nursegrass, but not insistence upon it.

PRESS KIT MISSED

That the Institute press kits are appreciated, is evidenced by the following note from the Garden Editor of the Pontiac, Michigan Press: "In the past we have welcomed your collection of helpful hints on developing and maintaining a healthy lawn. However, this year we did not receive your customary kit and we are curious if ours got lost in the mail - -." The mailing list showed that a kit should have been sent from Kansas City, though to another name at the same newspaper. A second kit was hastily directed to Jody Headlee. It is good to know that the kit is well enough regarded to be missed!

"NATIONAL SPRING GARDEN PLANTING WEEK"

A proclamation declaring such a "week" for October 2-8, 1966 was introduced in the United States Senate by Senator Warren G. Magnuson of Washington on June 16. As noted elsewhere, the Lawn Institute has lent its name to the committee behind this effort. William Meacham, Executive Secretary of the "National Spring Garden Planting Week Committee," asked that a night letter be sent to Senator Magnuson expressing support. Such letters are for insertion in the congressional record, and will be reprinted. Other releases are arranged for from the Senator's office. The following statement was sent in behalf of the Institute: "Honorable Senator Warren C. Magnuson. The Better Lawn & Turf Institute is delighted with your planned proclamation of a National Spring Garden Planting Week and congratulates you upon this progressive measure for encouraging beautification of the nation." We are informed that Mrs. Magnuson, an advocate of the Beautify America program, has accepted chairmanship of the overall committee.

DR. SCHERY TO SERVE ON GWAA AWARDS COMMITTEE

"Dear Bob: Barbara Emerson has asked me to be chairman of a new Awards Committee to be formed within the GWAA, and I have accepted. The first step is to get a committee together, and I am writing this to ask if you would serve as a member of it. - -" - Hamilton Mason, Chairman, Awards Committee, Better Homes & Gardens

SPRING CLIPPINGS TOTALS

Totals and trends given elsewhere in this issue of Harvests were based mostly upon clippings received up to time of the annual meeting, when the Director's report was prepared. Since the annual meeting three additional clippings envelopes have been received raising the totals for the spring season to 792 clippings directly attributable to the Institute (about 13% more than originally indicated). Column inches attributable to the Institute were 4,552 (up about 25% over the earlier figure, and approximately one-third of the column inches reported in by our clipping service from all sources). These new totals make the conclusions given in the annual report even more impressive.

SIDURON ON SOUTHERN GRASSES

There has been a lot of interest in DuPont's siduron (Tupersan) as a crabgrass preventive in northern lawns. The familiar fine turf species of the North are not inhibited by siduron, even when it is applied at time of seeding.

It is worthy of note that such is not the case with southern turf species. Experimentation at North Carolina State University, by Lewis and Gilbert, reported in April Weeds, Trees and Turf, showed that all southern species tested were adversely affected by siduron treatments except Meyer zoysia. It is doubtful that siduron will have the usefulness on lawns of bermudagrass, centipede and carpet that it does on those of Kentucky bluegrass, fine fescue and bentgrass.

REPORT ON WINTERSEEDING

Dear Bob: - - The Lawn Institute mix which we received from you last August was overseeded during the first part of October into several varieties of bermudagrass at the rate of five pounds per 1000 sq. ft. The plots were vertical mowed before being overseeded and were dragged after being overseeded. The plots are maintained as for golf greens.

This mixture has given excellent results in regard to capacity to emerge and become established and to grow. Thank you for sending the seed thus allowing us to become better acquainted with cool-season grasses other than ryegrass." -

J. M. Peek, Associate Professor of Agronomy, University of Southwestern Louisiana

WIDE USE OF INSTITUTE REPRINTS

The Lloyd Mansfield Company continued its excellent employment of Lawn Institute literature in behalf of a member client, by distributing this spring nearly 8000

reprints. Those reprints utilized were "The Latest News About Lawns," "Fall Offers Ideal Growing Conditions For New Lawns," "Lawn Care - 23 Questions Most Often Put To Dealers," "Lawn Grasses: What Kind For Your Customer?"

IN THE PRESS

It is difficult to know how much of an inspiration the Institute press kit is, in stimulating independent lawn coverage across the nation. Here are a few random samplings from the East Coast to the mountains, of the kind of thing we like to see featured in the newspapers:

Connecticut papers, with headlines such as "An Easy-To-Keep Lawn Needs Seeds - -," advised "The two quality grasses recommended for general turf use in this area are varieties of Kentucky bluegrass and fine-leaved fescues." Again, "It is now time to sow the seed. In Connecticut, a combination of Kentucky bluegrass and Creeping Red fescue is recommended." In neighboring New York, the World Telegram & Sun suggests, "Buy good seed, containing at least 75% Kentucky bluegrass and red fescue. Don't waste your scratching on cheap seed." In Rhode Island, the Providence Journal says, "Select grasses such as Kentucky bluegrass and red fescue better noted for development of good root systems - -," and "In our area - - a good turf is developed basically from mixtures of Kentucky bluegrass and Creeping Red fescue." In New Jersey we note such compelling headlines as "Read Label In Buying Lawn Seed," and "Merion Called Best Kentucky Bluegrass."

Pennsylvania had a sprinkling of nice headlines, "Buy Good Quality Lawn Seed Mixtures," and "Be Careful In Picking Lawn Seed." In Ohio, Cincinnatians heard, "Grass usually will grow in poor soil - for example, a mixture of Kentucky bluegrass and fescue." Other Ohio advice, "When you're buying seed for your lawn, be sure to read the label. One bag of seed may be cheaper than another, but be certain you are buying lawn seed and not weed seed. Choose a mixture high in Kentucky bluegrass. Avoid mixtures containing high percentages of ryegrass, tall fescue or redtop," and "Choose a lawn seed mixture that is high in Kentucky bluegrass - -." Other Ohio headlines: "Select A Good Lawn Seed For Your Lawn," and "Seeding Your Lawn? Use Lawn, Not Just Grass Seed." In Michigan the Detroit News & Free Press recites, "Where the turf is thin, give it a light bolster seeding of a good mixture of Kentucky bluegrass and fine fescue," and (as one choice) "90% Kentucky bluegrass plus 10% Highland bent sown at a rate of 2 lbs. per thousand square feet on new lawn." In Bay City, Michigan, "There are a number of different grasses to choose from. The main grass in this area is bluegrass, the most popular of which are Merion and Kentucky - - red fescue is better than bluegrass for poor, sandy soils and much shade - - buy the best grass seed available and omit all nursegrasses."

More towards prairie land, Indianans read these headlines "Buy Grass Seed By The Label," "Read The Label Before You Buy Grass Seed," and "Kentucky Bluegrass Slated As One Of The Top Lawn Seeds," most of them reflecting information released by Purdue. In the text were such comments as, " - - avoid tall fescue - - it is extremely coarse - - don't buy grass seed for lawns which contains timothy or orchardgrass," and "Most important thing to look for is a percentage of bluegrass seed. Never buy a mixture containing less than 25% bluegrass," "Good mixture of Park, Newport, Merion and common bluegrass," and "Most Indiana lawns are predominantly bluegrass and, therefore, should be cut high - -." In Illinois the headlines ran to, "To Cover Bare Spots Use Bluegrass Seed," while in Wisconsin,

"Analysis On Package Of Grass Seed Is True Test Of Nature's Quality." In Madison, Wisconsin, an article states, "- - Kentucky bluegrass is the basic grass for most Wisconsin lawns - - the red fescues are better adapted to shady dry areas than bluegrass. Bluegrass and red fescues are often planted together as a mixture. Merion bluegrass forms a thicker turf - -, " and Kenosha, under the banner "Good Turf Seed" reads "For most homeowners a mixture of Kentucky bluegrass and red fescue may be best - - form a thick attractive turf with a minimum of care."

Minnesota likes its creation, Park, "Seed mixtures for sunny lawns should contain from 60 to 80% Kentucky bluegrass. The other percentages are often made up of the fescue grasses. Park variety of bluegrass will germinate quickly and give a quick turf cover - -." In North Dakota, the Bismarck Tribune says "- - but experts suggest that the mixture contain a high percentage of Kentucky bluegrass." In Omaha, Nebraska, the World Herald states, "A mixture of red fescue and Kentucky bluegrass seems to be best for our climate. There should be a high percentage of both grasses in any seed mixture purchased - -." In Colorado, "But out of this experimentation comes good news. New selections or introductions are checked against our old, reliable pure Kentucky bluegrass, which when the clouds clear away, stands in all its glory, still best of the lot."; also, "There are several varieties of bluegrass. The one which seems to be doing very well now is - - Merion - - watch out for so-called seed bargains which contain only a small percentage of bluegrass."

ARONSON HELPS AGAIN

Earl Aronson, friend of the Lawn Institute, has again been very helpful with spring publicity, citing the Lawn Institute in his syndicated story picked up in clippings from all over the country. Aronson mentions: "With the coming of spring, we made our seasonal contact with Dr. Robert W. Schery, Director of the Lawn Institute, - - Schery said samples from 2000 lots of grass seed checked for weed contamination uncovered not a single crabgrass seed - - check the contents of the package. Kentucky bluegrass, fine fescue and bentgrass mean quality. The inexpensive grass mixtures generally contain much grasses not permanent or so coarse as though you were planting weeds - - remember you get about 20,000 grass seeds for a penny." We are grateful to Mr. Aronson for contributing hundreds of column-inches to our spring press kit tally.

INSTITUTE STORIES PLACED

We are pleased that the Turf Bulletin, of the Massachusetts Turf and Lawn Grass Council, in the spring 1966 issue carried both a custom Institute story "Good Seed Makes Good Sod" (reprints of which are being made and distributed), and a reprinting of "Seed Selection" taken from the October-November 1965 issue of Golf-dom. This affords excellent coverage of Institute informational releases in technical turf circles of the Northeast.

GRASSES FOR HYDRO-MULCHING

Bowie Machine Works, manufacturer of Hydro-mulchers (for spraying a slurry of ingredients for vegetating roadsides and other prepared soil areas), had its booklet included in an extensive mailing by Conwed products, a Wood Conversion

Company in Minnesota manufacturing a hardwood fiber cellulose mulch. Through the years Bowie had asked the Institute for information and literature. We note that the grass zone map designed by the Institute was utilized for both southern and northern grasses. About Kentucky bluegrass, the Bowie booklet says: "Kentucky bluegrass is to the North what common bermudagrass is to the South. A good all-purpose turfgrass of medium texture for open sun and medium shade areas. It establishes from seed as do several new strains such as Park, Merion, Arboretum, Newport, and others." Of Creeping Red fescue, " - - a very fine-textured grass well adapted to heavy shade and dry infertile soil areas. Established from seed, it does best in a mixture with Kentucky bluegrass - -." Bentgrasses receive this accolade, " - - the ultimate in quality turf but require greater care than the average homeowner can afford. These grasses are used primarily for golf greens and ultra-fine lawns. There are numerous strains, several of which can be established from seed."

REPORTED IN WEEDS, TREES AND TURF

In covering the Wisconsin Turfgrass Conference, Weeds, Trees & Turf reporters had this impression of Lawn Institute participation: "In an extensive discussion on turf species comparisons at the conference, Lawn Institute speaker Dr. Schery narrowed the field of suitable grass species for Wisconsin to Kentucky bluegrasses, fine fescues, and the bentgrasses.

'A very satisfactory all-purpose blend for Wisconsin might combine two or three bluegrasses with a modicum of fine fescues, depending on the amount of shade and soil quality,' Schery advises. He stressed that Merion Kentucky bluegrass is still considered the best bluegrass commercially available for well-maintained lawns."

RESORT STORY

Advantage was taken of the summer season by a weed control story in the May Report Management, "Lawn Weeds - - - Don't Let Them Rob You." Good quality grasses were emphasized, as exemplified in the lead paragraph "Your fine-textured Kentucky bluegrasses, Oregon fine fescues and bentgrasses are no more dressy than would be pasture grasses, if the lawn is studded with coarse and contrasting vegetation at a season when the landscape should be at its best."

OSU SENDS INFORMATION

There's often need for sound background information on programs under way to improve and prepare better quality seed in Oregon. While doing a story for Crops and Soils, Dr. Schery wrote Ritchie Cowan, of Oregon State University, requesting background information that would be helpful in establishing the "good name" of Oregon-grown seed. Several members of the Agronomy staff responded, but we are particularly grateful to William O. Lee for a fine summarization backed up with several reprints and instructional sheets. This sort of cooperation is particularly helpful in providing information on measures being undertaken by Oregon growers that reflect in better quality of seed sold in the East. The Lawn Institute can speak more confidently, and project a more progressive image in behalf of Oregon seed, knowing that these practices are not only possible but are

being acted upon in the growing areas. It does appear that herbicidal techniques now make it possible to produce essentially weed and crop-free seed of quality turfgrass varieties.

LAWN SEED USAGE POLLED

Most members will probably have heard of the 1965 poll taken by the Minneapolis Star & Tribune newspapers in the metropolitan area. Results are reported in the May Home & Garden Supply Merchandiser. Use of lawn seed has persisted in the middle 40% range (of residents polled) for the last three years. Northrup, King and Scott brands shared leadership. A slighton higher number of residents bought lawn fertilizers. A comparison of weed control products is also given.

KENTUCKY BLUEGRASS STUDY

John E. Fisher, Plant Research Institute, Ottawa, Ontario, reports in the Fall 1965 issue of "Greenhouse Garden Grass," on anatomical studies in the growth of Kentucky bluegrass rhizomes. Excellent close-up photos show bud primordia highly magnified, and molded models demonstrate position of buds and governing structures. For details on anatomy and early morphology of rhizome and tiller buds, it is suggested that the publication be consulted. But the following point will be of popular interest: In a single growing season, one plantlet (in good soil without competing vegetation) produced 818 feet of rhizomes, and 1305 daughter plants. What a bounty from a single seed!

CRABGRASS CONTROL IN BLUEGRASS

Iowa researchers (Roberts, Markland and Pellett) report in the April issue of Weeds, on controlling crabgrass in bluegrass with pre-emergent herbicides. There was no great difference between differing herbicides. But the studies pointed out that moisture, and bluegrass competition (as stimulated by fertilizer) had important influence on effectiveness of crabgrass control. Under wet conditions, crabgrass is favored, as it is when bluegrass is thin. In fact flourishing bluegrass did more to restrain crabgrass than did herbicide alone. A practical conclusion is that miracles cannot be expected from pre-emergence crabgrass treatment, and that this must be accompanied by management that favors the bluegrass in order to be truly effective.

WINTERGRASS REPORT FROM FLORIDA

Dr. Burt says, in the Proceedings of the 1965 Turfgrass Management Conference, "A mixture of Pennlawn fescue, Chewings fescue and Seaside bentgrass at respective rates of 12, 12 and 5 lbs. per M was the most desirable of 17 overseeding combinations - - A mixture of Chewings fescue and Penncross bentgrass was rated second in overall performance."

LAWN TEACHING MANUAL

"Establishing And Caring For Lawns And Turf" is Module No. 9, in the Horticulture-Service Occupations issued through The Center for Research and Leadership Development in Vocational and Technical Education, Ohio State University. This module appeared in August 1965, after review and suggestions by Dr. Schery of the Lawn Institute.

A basic outline and instructions are given to teachers, with the instructional material broken down into three parts:

- I. To establish a new lawn
- II. To maintain a lawn properly
- III. To repair or renovate poor lawns.

The information is epitomized, and suggestions or instructions to the teacher outlined before and after each section. Apparently there has been heavy demand for the module in vocational teaching courses. Among the references it cites are both "The Lawn Book" and "The Householder's Guide To Outdoor Beauty," authored by Dr. Schery as part of the Institute program. The module is designed for 15 hours of class instruction, 30 hours of laboratory experience, and 55 hours of occupational experience - a total of 100 hours instructional time to be devoted.

KIT USER REPORTS

We were pleased to have an envelope from the Rochester, New York Democrat and Chronicle, enclosing page 8B of the April 23 issue which carried a story featured as "Studies Show Seed Free Of Noxious Lawn Weeds." The Lawn Institute was mentioned by name in the text. Sample statement: "Studies by the Lawn Institute - - find at least half contain no weeds at all and most of the remainder relatively few weeds, generally of the type that are not a pest in lawns."

IMPROVED EARLY GROWTH FROM RADIATION

Upon word from Mr. Stamm of American Excelsior, that they were able to obtain improved germination and early growth of seed subjected to a patented form of radiation, we obtained test samples of seed from Seed Technology and sent them to Oak Ridge, Tennessee for the suggested radiation treatment. Upon return of the samples after treatment, they were compared in the germinator with check samples of the same lot.

No appreciable difference was noted in total germination, but it was evident that the radiated seeds on the average germinated a little more quickly and exhibited slightly greater early vigor (as measured by length of shoot, and length of root). Random sampling with the following grasses showed tall fescue and a Chewings fescue consistently responsive to the treatment, with sheath length sometimes as much as 30% greater in the treated sample than the check after about ten days. Random sampling with Kentucky bluegrass showed an average slight improvement in shoot length, but with a slight reduction in root length. Timothy, on the other hand, showed improved rooting but with a very slight disadvantage in shoot length. Statistically these counts are not significant, since insufficient samples were examined. But it is apparent from glancing at the tests that the radiation

treatment in general does enhance seedling growth to some extent. Whether this is sufficient practically to justify treatments for outdoor planting, seems questionable; it appears that only a day or two is gained in early growth.

UREA-FORMALDEHYDE NITROGEN LESS EFFICIENT

Wisconsin studies reported in the March-April 1966 Agronomy Journal, comparing UF nitrogen with soluble (ammonium nitrate), supported the general impression of reduced efficiency (in terms of nitrogen recovery) of the UF. Kentucky bluegrass, test species in this research, recovered 43% of the nitrogen applied as ammonium nitrate (at 150 lbs. N/A.), but only 19% supplied as UF. The testing indicates that inefficiency of the UF is not because of volatilization at the soil surface (only 0.3% of the N from UF was lost in that fashion, compared to 7% with urea), but primarily because of relatively low availability of UF N.

NATIONAL SPRING GARDEN PLANTING WEEK

A resolution mentioned elsewhere, now duly introduced in both houses of Congress, declared the first full week of October as "National Spring Garden Planting Week." Now the committee asks that: "the popular letter campaigns to local Senators and Congressmen be initiated immediately. - - write legislators asking them to support the joint resolution as introduced by Senator Magnuson and Representative Hicks proclaiming the first full week each October as National Spring Garden Planting Week. - - - The publicity committee has already started distributing releases to daily newspapers and wire services about the resolution and its introduction to Congress. A second release will go out to the press this coming week asking for public support of the resolution. - -"

PRESS KIT SAMPLING, STATE-BY-STATE

So voluminous is clipping service pickup of Institute items appearing in newspapers around the country, that we can't hope to convey to members an idea of full coverage. But noteworthy headlines and sample statements from prominent papers may afford a glimpse of the demand for and use made of the type of information our Institute releases seasonally in its press kits.

NEW YORK - The headline in the Syracuse Post-Standard, April 15, reads "Seedings Assured." The text re-assured, "But even with the more drought-resistant Kentucky bluegrass (including Park, Merion) and the fine fescues (Chewings, Illahee, Pennlawn) you have - -"; the Lawn Institute was named. The Lockport Union Sun & Journal used this headline, "A New Look At Lawn Seed," and began "Where does that named fine fescue, that weed-free Highland bentgrass, that adaptable Kentucky bluegrass come from? - - - probably the best and cleanest lawn seed in the world comes from specialized growing of Kentucky bluegrasses, Oregon fine fescues and bentgrasses such as Highland right here at home." The paper also gave the Institute by-line credit on other stories. The Niagara Falls Gazette headlined, "Buy Good Quality Grass Seed," and advised "Check the contents of the package. The Kentucky bluegrasses, fine fescue and bentgrass mean quality." The same story was headlined in the Buffalo, New York News as "Buy The Best In Grass Seed." In the Mamaroneck Times the Institute was mentioned by name, and headlines included "Park Bluegrass," "Bluegrasses." The New Rochelle Standard Star advised,

"Bluegrasses such as Park and Merion, and the fine fescues such as Chewings, Illahee and Pennlawn, distribute easily - -"; also in a major headline, "Highland Bentgrass Is Used, Easily Cared For, On Lawns." That same headline appeared in the Mt. Vernon Argus, and the Peekskill Star. Other Peekskill Star headlines were, "Bluegrasses, Fescues," "Lawns Improve Soil," "Fine Fescues Best Shade Grass." Port Chester witnessed "Bluegrasses," "Seal Of Approval," "Fescue Features," "Fescues First In Oregon," "Fine Fescues," "Lawn Seed Size," "Park Bluegrass," "That Fescue Name," and "Choice Of Turfgrasses" ("Whether you plant Kentucky bluegrass-fine fescue or the lower-growing Highland bentgrass, depends - -"). The Yonkers Herald Statesman carried "Fescue Features," "Seal Of Approval"; and the White Plains Reporter Dispatch "That Fescue Name," "Bluegrasses, Fescues," "Fine Fescues," "Crabgrass Not In Seed," "Bluegrasses," "Lawns Improve Soil," "Park Bluegrass," "Fescues First In Oregon," ("The state of Oregon is by far the nation's leading source of fine fescues, much sought-after components of the better lawn seed blends."), "Fine Fescues Best Shade Grass," "Fescue Features," "Highland Bentgrass Is Used, Easily Cared For, On Lawns," "Picking Lawn Seed" ("A labeling system has been agreed upon for lawn seed, whereby the grasses are grouped either as 'fine-textured,' or 'coarse kinds,' - -"). In the Tarrytown News, under "Fescue Features," ("Look for such fine fescues as Chewings, Illahee, Pennlawn and Rainier, on the seed box label. These varieties are able companions for Kentucky bluegrass."). And under "That Fescue Name," " - - it's one easily remembered. You remember it for an attractive, durable sward if you planted the Creeping Red types such as Chewings, Illahee and Pennlawn." Another headline, "Drought Seldom Kills Well-Established Grasses," ("Bluegrass revives from underground parts - - Park and Merion are varieties of Kentucky bluegrass - - mature fescue turfs are especially tenacious in dry shade, - - you will find among the fine fescues such varieties as Chewings, Illahee, Pennlawn, Rainier and Creeping Red."). Under "Bluegrasses," ("Any Kentucky bluegrass can make an A-1 turf, and all are worthwhile in seed blends. The Park variety is often included because of fast sprouting - -") As to "Lawn Seed Size," (" - - notes the Lawn Institute. Highland bentgrass seeds are very tiny - - Kentucky bluegrass seeds are voluminous, too - - fine fescues are longer and narrower - -"). Under "Fewer Weeds," ("There are far fewer weeds when a fine fescue-Kentucky bluegrass lawn is mowed 2 inches tall, than when only 1 inch, notes the Lawn Institute. Highland bent is best mowed less than an inch - -"). As to "Park Bluegrass," ("Park is an unusual variety of Kentucky bluegrass, in that it is a combination of the most vigorous strains - -") and for "Certified Lawngrass," ("Pennlawn is one of the certified fine fescues grown in Oregon, and state agriculturists are building up new certifiable stock of such old favorites as Chewings. Oregon also certifies Highland bentgrass seed - - Park and Merion are typical bluegrasses commonly certified - -"). As to watering lawns, "The widely-used Kentucky bluegrasses and fine fescues need less water than do the bentgrasses, and can even endure considerable periods of drought." With "Crabgrass Not In Seed," ("Investigations by the Lawn Institute showed that not a single crabgrass seed was found in nearly 2000 lots of quality bluegrass and fine fescue."). The Nyack Journal News headlined "Highland Bentgrass Interesting," as well as "Crabgrass Not In Seed," "Fine Fescues Best Shade Grass," "Park Bluegrass," "Grasses Not Slouches In Sitting Out Drought," "Highland Grass Recommended." Among the explanatory statements, "The Lawn Institute suggests thinning plus overseeding with fine-textured grasses - -," "Kentucky bluegrass and other fine turfgrasses grow many rootlets - -," "The Lawn Institute says that a Kentucky bluegrass-fine fescue lawn can be mowed very low in late winter - -," "Bluegrasses such as Park and Merion, and fine fescues such as Chewings, Illahee and Pennlawn, distribute easily - - the very small seeds of Highland bentgrass may well be diluted - -," and "(nitrogen) is needed most - - by

the bentgrasses and Merion Kentucky bluegrass, less heavily by most other Kentucky bluegrasses including Park, and least of all by the fine fescues such as Chewings, Illahee and Pennlawn." The Ossining Citizen Register used the same general run of kit "shorts," with such advice as "A bluegrass or fescue has to be durable to take this kind of treatment!", "Fine fescues such as Chewings, Illahee and Pennlawn are widely recognized for their ability to persist in the shade, and on poor, droughty soils." Under the heading "Fescues First In Oregon," ("The state of Oregon is by far the nation's leading source of fine fescues, much sought-after components of the better lawn seed blends."). In all of the items relating to lawn mowing, watering and so on it was possible to mention fine turfgrasses by name. Under "Choice Of Turfgrass," ("Whether you plant Kentucky bluegrass-fine fescue or the lower-growing Highland bentgrass, depends more upon the care to be given and your preference than upon inherent characteristics of the grasses. The Lawn Institute suggests bentgrass or the Merion variety -- for the more lavishly tended lawn.").

OHIO - Some Ohio newspaper headlines were: "Buy Lawn Seed, Not Weed Seed," "Check Grass Seed Carefully Before You Buy," "Crabgrass In Soil, Not In Lawn Seeds," "Thick Turf Of Perennial Grasses Halts Crabgrass," "Planting A Poor Lawn Seed Will Not Give Results," "Spring Lawn Seeding Aided By New Products," "Good Lawn Seed Can Be Sown On Frozen Ground," "Buy Good Lawn Seed," "Park Bluegrass," "Fescue Features," "Bentgrass Good For Family Needs," "Picking Lawn Seed," and "Merion Suggested For Lavish Lawns." Text comments were much as cited for New York, viz. "But even with more drought-resistant Kentucky bluegrasses (including Park, Merion) and the fine fescues (Chewings, Illahee, Pennlawn), you have control of one more environmental factor - -"; "Among the attractive, fine-textured grasses enduring of drought, are the fine fescues. Think of fine fescue blends where water restrictions prevail." There is no new variety of Creeping Red fescue sweeping the market, but favorites such as Chewings, Illahee and Pennlawn are in steady supply and make excellent companions for Kentucky bluegrass in mixtures. Bluegrass-fescue combinations - -"; and "A blend of fine-textured grasses (Kentucky) bluegrass, fine fescues, bentgrass are listed as 'fine-textured' on the label) goes a great distance - -." Several papers gave by-line credit to the Lawn Institute, such as the Mansfield, Ohio News Journal ("Even New Grasses Require Care For An Attractive Lawn").

MASSACHUSETTS - Among the Massachusetts headlines were "Hail Highland," "Spring Lawn Seeding Now Made Feasible" (with by-line credit, in the Boston Traveler), "Fine Fescues," "Good Grass Worth Price," "Proven Lawngrasses Doing Well," "New Products Make Spring Seeding Safer," "Famed Kentucky Bluegrass Didn't Originate There." Among the text quotes were such statements as: "Reels are suggested for close-clipped lawns such as those of Highland bentgrass. Rotaries do well for taller-mowed grasses such as Kentucky bluegrass-fine fescue," "Among the fine-textured grasses, the fine fescues stand out for adaptability to dry, poor-soil conditions - - you will find among the fine fescues such varieties as Chewings, Illahee, Pennlawn, Rainier and Creeping Red. Nor are the Kentucky bluegrasses slouches," and "In warm weather Kentucky bluegrass-fine fescue plantings mulched with clean straw begin sprouting within one week, - -."

NEW JERSEY - Headline examples: "Bluegrasses For The Lawn," "Kentucky Bluegrass," "Fine Fescues," "What Grasses Are Best For Lawn," "Read Label When You Buy Lawn Seed - -," "Choice Of Turfgrass," "Park Bluegrass," "Seal Of Approval," "Good Lawn Seed Is Essential," "Fescue Features," "Renovation Of Lawn Depends On Quality," and "Beware Kentucky-31." Text discussions of these pickups follow the press

kit language, viz. "You'll remember it for an attractive, durable sward if you planted the Creeping Red type such as Chewings, Illahee and Pennlawn. You'll remember it as a pest if you mistook a coarse cousin, the tall fescues, for a fine fescue.", " - - better to adjust mowing height sufficiently high for Kentucky bluegrass-fine fescue, the top lawn combination.", and " - - says the Lawn Institute. Even a very thin stand of quality grasses, such as the Kentucky bluegrasses and fine fescues can be bolstered - -."

MARYLAND - Example headlines: "Buy Good Lawn Seed" (Baltimore Morning Sun; paper also used numerous other items, some with by-line, such as "Moisture For Good Lawns"), "Fewer Weeds," "Lawn Seeders," and "Lawn Seed Has No Crabgrass." Sample text: "Good lawn seed is good for many reasons. First of all, it has the right kinds of grasses in it - species such as Kentucky bluegrass-fine fescues, or bentgrass," "Fortunately, the recognized fine-textured lawngrasses get along with only modest moisture. It is not necessary to turn to exotic or ill-looking species - -.", and "Among the excellent qualities that make Oregon fine fescues so much in demand for lawn seed blends are ability to endure shade, drought and infertile soils."

NEW ENGLAND AREA: Maine was told "Good Seedbed Important In Seeding Lawn," and "Yard Without Lawn Lacks Something" (this with by-line, the text stating "A sweep of deep green and aristocratic bluegrass is a thing of beauty - - good turf must be adapted to the climate and to the attention it can be given. Kentucky bluegrass combined with the fine fescues usually yield the best all-around turf with minimum attention. Park bluegrass can be included for fast sprouting. Highland bentgrass is excellent for moist or watered areas."). In New Hampshire there were such headlines as "Kentucky Bluegrass," in Rhode Island "Poor Lawn Seed Termed Waste Of Time, Money," and "No Crabgrass." Connecticut had the Aronson story headlined several times, under such titles as "Some Perennial Grasses Natural Crabgrass Foe," in which Dr. Schery and the Institute are mentioned as advocating "A thick turf of perennial grasses; a dense Kentucky bluegrass-fine fescue lawn mowed tall, or a thick sward of Highland bent to resist invasion by weeds."

MIDDLE ATLANTIC - From the Wilmington, Delaware Journal, "Crabgrass Uses Soil As Hideout," and "Buhing Grass Seed? Be Foxy." Text for the latter states, "Buy where you can get sound advice. Check the contents of the package. Kentucky bluegrass, fine fescue and bentgrass mean quality." "Power Thatch Remover" was popular both in Delaware and North Carolina ("power thatch removers with flexible tines do well in ridding Kentucky bluegrass and fine fescue lawns of organic debris - - slicing or cutting machines are suggested for lawn bentgrasses, such as Highland, - -."). In Virginia, headlines were "Buying Grass Seed? Be Quality-Conscious," "Bluegrasses For Lawns," "Patented Bluegrass" and "Sowing Crabgrass." Explanations included "Kentucky bluegrass and other fine turfgrasses grow many rootlets in the top few inches - -," "It is re-assuring that seed experts checking millions of samples never find crabgrass in Kentucky bluegrass, fine fescue and bentgrass," and "The Lawn Institute suggests thinning plus overseeding with fine-textured grasses as a means for stimulating old lawns."

NORTH CENTRAL STATES - The Scranton, Pennsylvania Tribune exhorts "Buy Good Lawn Seed" ("It's a waste of time to plant poor lawn seed; you'll not get a worthwhile lawn nor your money's worth from it, says Dr. Robert W. Schery, Director of the Lawn Institute."); also "That Fescue Name." Pittsburgh, in the Press, was urged to "Mow Bluegrass High To Keep Down Weeds," "Crabgrass Not In Seed," "Lawn Sod Thinning, Reseeding Pushed," "Grasses Help Improve Soil" and "Lawn Seed Certified

By Type." It mentions that " - - says the Lawn Institute - - Kentucky bluegrasses and fine fescues are not injured, but susceptible weeds wither away." Other Pennsylvania headlines: "Pennlawn Tops Among Fescues," "Early, Close Clipping Benefits Bluegrass," "Sow Good Seed On Frozen Soil," "Buy Best Seeds For Best Lawn," and "Spring Lawn 'Do's,'" by Dr. Robert W. Schery, Director of The Lawn Institute." In Grand Rapids, Michigan, under the headline "Lawn Science Is Still Quite New," Dr. Schery and the Lawn Institute are cited on a number of points. Pontiac saw the headline "Fescues Endure Drought, Infertility," and "Good lawn-grasses thrive under wide variations of soil acidity or alkalinity, says the Lawn Institute." Jackson had the headline "Highland Bent," while Lansing is informed "Crabgrass Needs Hot Weather, Points Out The Lawn Institute. If Kentucky bluegrass and fine fescues are urged to thick, full growth - -." Traverse City gave the Institute a by-line, under the heading "Spring Lawn Seeding," and again in a different issue under the heading "More Potent Lawn Fertilizers." Another excellent by-line, in the Jackson Citizen Patriot, exhorted "Don't Blame The Seed Salesman, Grassy Headaches In The Soil." Other headlines were "Kentucky Bluegrass," "Thatch Removal Not Damaging To Bluegrass Turf," "Lawngress In The Shade," "Sow Early; Beat Weeds," "Underground Watering Aids The Lawn," and "The Better The Seedbed, The Better The Rooting." Indiana, too, favored the Institute with several by-lines. Headlines included "Bentgrass Care," "Winter Lawn Damage," "Kentucky Bluegrass Best For Lawns" ("No lawngress is more versatile and more widely used than is Kentucky bluegrass. It is the mainstay of better lawn seed mixtures, usually backed by Oregon fine fescues such as Chewings and Pennlawn."), "Poor Lawn Seed Is A Waste Of Time" (South Bend, Tribune, amplified "Good lawn seed is good for many reasons. First of all, it has the right kind of grasses in it - species such as Kentucky bluegrass-fine fescue, or bentgrass."), "Merion Still Favorite," "Park Bluegrass." The Fort Wayne Journal Gazette carried the "Two Basic Seeders For Lawn Work" story, mentioning "Bluegrasses such as Park and Merion, and fine fescues such as Chewings, Illahee and Pennlawn, distribute easily with both types of spreaders. But the very small seeds of Highland bentgrass may well be diluted - -."

MIDWEST - Danville, Illinois carried numerous Institute stories in the Commercial News, viz. "Give Lawn Good Start In Spring," "That Name - Fescue," "Seed Size" (" - - notes the Lawn Institute. Highland bentgrass seeds are very tiny - - Kentucky bluegrass seeds are voluminous, too - - fine fescues are longer and narrower."), "Picking Seeds," "Lawn Seed Varieties Increase," "Fescues Familiar In Nation," "Kentucky Bluegrass Popular," "Essentials For Bettering Your Lawn," "New Homes Require Attention To Grounds." The Aurora Beacon News headlined "Fine Fescues, New Idea For Less-Tended Lawns," and the Rock Island Argus "Fine Fescues Provide Top-Quality Turf." The Rockford Star emphasized that Kentucky bluegrass is green in winter. The Quincy Herald-Wig, with Institute by-line, announced "Waste Of Time To Plant Poor Seed On Lawn." The DeKalb Chronicle announced "Kentucky Bluegrass," and other papers such headlines as "Best Of Lawn Seed Merits Good Seedbed," "Lawn Tending Needed With Best Grasses" and "Spring Lawn Seeding Tips Are Offered" (all of the latter with credit to the Institute). Iowa heard "New Products Aid Spring Seeding For Home Lawn," "Thick Turf Controls Crabgrass," and "Park Bluegrass." The Minneapolis, Minnesota Tribune heralded "Grass Seed Quality Varies," advising "Check the contents of the package. Kentucky bluegrass, fine fescue and bentgrass mean quality." In Wisconsin, readers are told "The most popular high-class lawngress for the North, the Kentucky bluegrasses, fine fescues and Highland bentgrass, are not harmed by freezing weather." Headlines included "Kentucky Bluegrass" (several times), "Get Lawn Program Under Way Early" ("The earlier you get your lawn program under way the better, advises

the Lawn Institute. Top lawngresses such as Kentucky bluegrass and fine fescues pick up steam with the first breath of spring."). The Janesville Gazette customarily gives the Institute by-line, no exception this year: under "No Miracle Grass; All Must Be Mowed," the grasses are named and mowing height given. The LaCrosse Tribune cited Institute information on "Lawn Seed And Lawns Are Improved," and on another occasion "Cheap Grass Seed May Cause Trouble." Racine was advised "Spring Lawn Seeding Can Be Successful," while Appleton heard "Good Lawn Seed Won't Grow On Poor Seedbed" ("In warm weather Kentucky bluegrass-fine fescue plantings mulched with clean straw begin sprouting within one week.").

PRAIRIE STATES - In Kansas the Salina Journal gave the Institute a by-line, in the story "New Products Help Make Spring Seeding Feasible" ("Kentucky bluegrass, fine fescue, bentgrass are listed as 'fine-textured' on the label."). The Omaha World Herald was the chief user of Institute materials in Nebraska, under such headlines as "Care Determines Choice Of Grass" ("The Lawn Institute says bentgrass or Merion variety of Kentucky bluegrass is probably best for the more lavishly tended lawns mowed low. Other Kentucky bluegrasses and the fine fescues are best for lawns receiving only moderate attention - -."). The Dakotas heard much about thatch removal and underground watering. Colorado, especially Colorado Springs noted that the Lawn Institute advised on "New Mowing Concept," "Remake Or Bolster?" "Choice Of Turfgrass," "Seal Of Approval," "Picking Lawn Seed," "New Control," "Liming Lawns," "Lawns Improve Soil," "Lawn Seed Size," and "Tall Bluegrass" ("There are far fewer weeds when a fine fescue-Kentucky bluegrass lawn is mowed 2 inches tall, than when only 1 inch, notes the Lawn Institute. Highland bent is best mowed less than 1 inch tall, however, - -."). Limon was advised "Watch Those Lawn Seed Bargains," as was Hugo in its Plainsman.

THE WEST AND SOUTH - The Institute had a by-line in the Modesto, California Bee, under the headline "Fertilizers For Grasses Are More Potent" ("Proven lawngresses such as the fine fescues and Kentucky bluegrass seldom suffer from minor nutrient deficiencies - -."). Other headlines in the state had to do with power thatch removers, sprinklers, automatic irrigation, and "Three Spring Essentials For Bettering The Lawn" ("Be sure the mainstay bluegrasses and fine fescues are present. Highland bent can be overseeded to bentgrass lawns."), and "Thick Turf Is Best Defense Against Crabgrass Problem" ("A dense Kentucky bluegrass-fine fescue lawn mowed tall, or a thick sward of Highland bent, resists invasion."). Fresno heard about "Domestic Fine Fescues" ("The Lawn Institute points out that quality seed mixtures containing fine fescues, are probably utilizing domestic seed if the varieties bear such names as Chewings, Illahee and Pennlawn."). New Mexico heard the "Institute story" chiefly through the Aronson Newsfeature, in such papers as the Albuquerque Journal and Las Cruces Sun News. The same story was headlined in the Everett, Washington Herald as "Lawn Director Answers Questions About Grass." The Spokane, Washington Spokesman Review gave the Institute a by-line, in "Lawn Low-Down." The Coeur d'Alene, Idaho County Leader carried the "Kentucky Bluegrass" short. In Oklahoma interest centered on bluegrass ("Now You Know," "Bluegrass No Native"). The Portland, Oregon Oregonian used the mulch story, which mentions, "You buy blends of the top variety - Chewings and Pennlawn fescue, Park and Merion bluegrass, Highland bentgrass; certainly this good seed, sowed into a seedbed prepared with no little labor, deserves a mulch - -." The same paper, utilizing the fertilizer story, cites "Proven lawngresses such as the fine fescues and Kentucky bluegrasses seldom suffer from minor nutrient deficiencies."

Extremes in coverage are the Winter Haven, Florida News Chief, and the Anchorage, Alaska Daily Times. In between many states heard Institute advice through the Associated Press Newsfeature story, viz. the Wheeling and Bluefield, West Virginia papers.

WHAT THEY ARE SAYING ABOUT THE INSTITUTE AND ITS RELEASES

"Dear Bob: From everything we see and hear you are doing a wonderful job as usual. If you can make the time I would like to add some more little glimmer to your fame. I would like to have you write - - on what I am tentatively calling 'A Handbook of Lawn Grasses'." - Edwin F. Steffek, Horticulture

"Dear Dr. Schery: Many thanks for your prompt reply to our letter - - regarding 'nimblewill' - our lawn weed problem. - - We seeded our lawns early this year, even before the snow was all melted, and plan to reseed again, using a mixture of Kentucky bluegrass and fescue." - The Cyclone Seeder Co., Inc.

"The Lawn Zip and Zoom leaflet is fine and we could use 150 of them." Best Wishes." - Wilbur J. Garmhausen, Chief Landscape Architect, Ohio Department of Highways

" - - Thanks very much for your comments and corrections - - The photographs are excellent. - - I appreciate the hard work that you have put into this article. Thanks again." - Steven A. Breth, Editor, Crops and Soils

"Dear Bob: We want to thank you for your part in the 1966 Wisconsin Turfgrass Conference. Your reprints have arrived and we will forward them to those in attendance at the conference." - Robert Newman, Extension Horticulturist, University of Wisconsin

"Dear Dr. Schery: Another of your excellent articles on the care of lawns is appearing in our current issue, and I thought you might like to see this tear sheet from the advance samples our printer has sent us." - Henry Mitchell, Editor, Resort Management