

# THE 1966 LAWN BOOK







# America's favorite color is green

By Dr Joseph E Howland  
Editor, *Lawn Care Magazine*

**M**ANY YEARS ago, I was entertaining visitors from Europe and as is customary, I asked them what had impressed them most about the United States. I expected they would name our skyscrapers or the Grand Canyon or Niagara Falls. Not at all. They said, "The lawns around the houses!"

This puzzled me a bit until I went to Europe. Then I realized what they had meant. As you walk down a street over there you don't see any lawns at all. They are hidden behind hedges and fences and brick walls. And when you do find them they're the size of a pocket handkerchief.

**H**ERE, in America, our lawns are big and broad and open and inviting. Put them all together and you'd have a green carpet that might

be as big as our national park system. So we should cherish our lawns, never allow ourselves to take them for granted. If we want them for physical and spiritual refreshment, we must preserve and protect them. They are the nearest, most intimate of all our green assets.

Stand at the end of a street in any American town or suburb. The houses may be large or small, new or old, or all mixed up as to age and architecture. But see how the green of the grass frames them all in dignity and unites them in friendliness.

You'll notice, too, that the vast majority of the lawns are neat and tidy. For although we rarely make mention of it, we seem to know as if by instinct, that good lawns make good neighbors and that good neighbors make good neighborhoods.



## Fertilizing is the key to lawn success

You buy a carpet but you *grow* a lawn. The difference is the key to lawn success. Every lawn uses up nutrients that must be replaced — and oft-times the shabby looking lawn is simply starving. It needs the kind of fertilizer made especially for grass. That's why TURF BUILDER is America's 3 to 1 favorite. It's a pleasure to use — and keeps grass greener longer.

## Answers to the 36 most asked questions

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**Q** *I have a miserable lawn and a tight budget. What do you recommend?*

Suppose you have \$5 to spend on your lawn. Splurge on the basic need—fertilizer. This will give you the most green for your \$5. You will build up whatever good grass you have. Then next year use a combination fertilizer and weed control.

**Q** *What's the best fertilizer formula for lawns?*

Choose one that is especially designed for grass. Farm fertilizers and general purpose fertilizers can't do the job for lawn grasses no matter what formula numbers are printed on the bag.



**Q** *How much topsoil do I need to have a decent lawn?*

Contrary to popular opinion, topsoil isn't essential. You can grow good grass on practically *any* soil, even subsoil. The key to success is regular use of fertilizer.

**Q** *How often should I lime my lawn?*

The standard procedure used to be to lime every year. But Turf Builder contains both calcium and magnesium, so users now find liming unnecessary.

**Q** *How often should I roll my lawn?*

Rolling may do more harm than good. If your lawn is uneven, regrade or level with new soil.

**Q** *Why use dry weed killers instead of the sprays?*

For convenience as well as accuracy and effectiveness. No mess, no mixing, no guessing and no damage to the good grasses.



**You can grow good grass on any soil . . . even subsoil**

Don't worry too much about your soil. You can have a nice lawn on the soil you've got provided you feed it adequately. This is proved not only by Scotts Research but by lawnowners who, with TURF BUILDER, maintain handsome lawns on every sort of soil from light sandy to heavy clay.



**A remarkable new  
grass for  
lawns**

WINDSOR seems certain to be the most important new lawn variety in a generation. In development 14 years and now patented, it is creating greener, thicker, sturdier lawns in all parts of the country. It stays lovely with less-than-usual mowing and stands up to heat and drouth conditions often disastrous to other grasses.

**Q** *How do I go about converting a builder's lawn into something decent?*

Upgrade it by fertilizing and controlling the weeds. In the fall, seed in a superior grass such as WINDSOR.

**Q** *Will WINDSOR blend in with the other grasses now in my lawn?*

Yes and it will gradually take command.

**Q** *What's the best grass for shady places?*

There's actually little difference in the shade tolerance of lawn grasses. Supply the extra food and water needed because growing conditions are not good. And if growth is soft, cut grass high. In extreme conditions the only solution may be to add seed each spring.

**Q** *Does freezing hurt good seed?*

No, not even zero weather.



**Q** *What's the best grass to plant where traffic is heavy or cowboys and Indians likely to invade?*

A blend of broad bladed, sturdy grasses such as Scotts PLAY brand.

**Q** *I'd like to keep my grass green all summer. How much watering do I need?*

Depends on many things — type of soil, exposure to wind and sun, degree of slope, height of cut. You'll need to experiment. Try once a week watering, leaving the sprinkler in place for an hour or two.

**Q** *Is it harmful to water when the sun is shining?*

Not at all. It's really an excellent time.

**Q** *Why does my lawn turn brown every summer no matter how much watering I do?*

It may be the kind of grass you have. Send us a sample (see page 10).



*This network of WINDSOR started from a single seed. Newest leaves are forming at extremities.*

### **The underground secret of WINDSOR**

Lift a piece of WINDSOR sod and you'll find its secret . . . the sturdy wide-ranging roots and rhizomes. These spread underground to develop new leaves that replace the bare earth with thick turf. The result is a denser sod that discourages weeds and one of the last to be affected by drouth. Use WINDSOR for planting new lawns and for upgrading old ones.



NEW YORK



ILLINOIS

**Photo report showing *WINDSOR* thriving from coast to coast**



DELAWARE



CALIFORNIA

***Those who have  
planted WINDSOR say . . .***

**Sir:** Since using *WINDSOR* we have had many compliments about our lawn. And despite the dry summer our lawn remained greener and prettier and had the feeling of a plush green carpet when you walked on it.

Cherry Hill NJ

DANIEL J HANNA

**Sir:** *WINDSOR* has produced in a single year the greenest, healthiest lawn you could ever hope for in this cactus land.

Las Vegas Nev

HENRY K GREENVILLE

**Sir:** Have had marvelous success with *WINDSOR*, as I knew I would because I've used Scotts products for some 20 years now and know enough to use anything new you introduce.

St Louis Mo

HARRY G ALLEN

**Sir:** Although 1965 was such a dry year my new *WINDSOR* lawn filled in so well during the heat of summer that it looks much better than nearby lawns planted a year earlier.

Lancaster Pa

LEVI S ZOOK

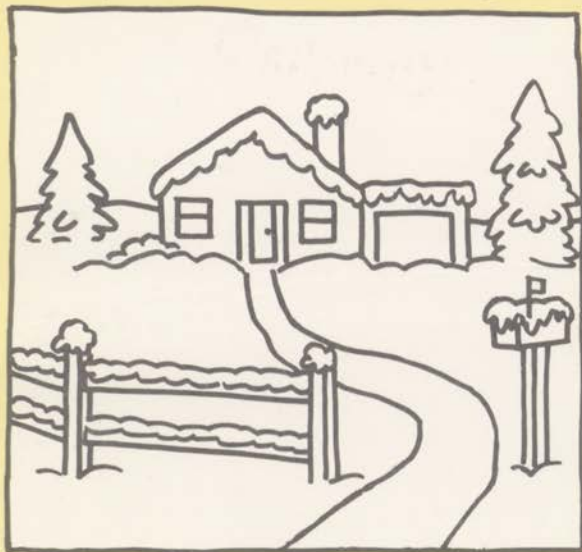
**Sir:** *WINDSOR* is the answer to crabgrass — makes a good, thick turf.

Indianapolis Ind

MRS DAVID A SEASTROM



## This is February.



Color it **green.**

THE SNOW is on the mailbox, the slush is in the driveway and spring is just a sweet memory. While you're being nostalgic about it, slip on the tire-chains and drive over to your Scotts dealer.

You may find a few early birds like yourself. Leafing through catalogs, wistfully wielding the hedge-clippers, building rose-arbors in air.

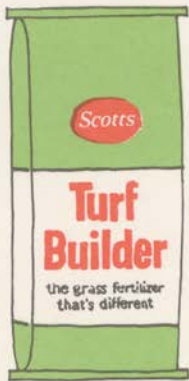
Wake up!

It's February and Scotts has a real-life sale going on. One that makes daydreams into something substantial. Something green. A sale not of leftovers or bargain-type products, but the very best of the breed.

TURF BUILDER, America's ultimate fertilizer is now \$1 off. That's the large bag, enough to nourish 10,000 square feet of lawn.

So browse awhile. See the world through green-colored glasses. Pick up a bag of TURF BUILDER. Then you'll have it handy on the first nice weekend that comes along. The weekend when you look at the bleak stretch of lawn and color it green.

\$1 Off



REWARD

## for Early Birds

It will soon be time to feed your lawn. And by buying TURF BUILDER *now* you can save \$1 on every big bag.

With TURF BUILDER you can grow a good lawn on *any* soil. In fact, the poorer the soil or grass, the more improvement you can make with TURF BUILDER. It is America's favorite lawn fertilizer.

10,000 sq ft reg ~~8.95~~ 7.95

5,000 sq ft reg ~~4.95~~ - 50¢ off - 4.45

**Hurry—strictly a pre-season sale!**





For a greener lawn—people choose Turf Builder. 3 to 1 over any other fertilizer. Now's your chance to buy it at a big saving—with your satisfaction guaranteed by

Scott's

Another

REWARD

for EarlyBirds

Now—save on a very special blend of grass seed which includes remarkable new Scotts WINDSOR, a beautiful deep green grass with extra-sturdy wide-spreading roots. Produces denser, rugged turf which keeps weeds in check, stays green in summer's heat, takes unusual wear and tear.

Plant this 50% WINDSOR blend for a new lawn or to upgrade an existing lawn.

2,500 sq ft reg ~~8.95~~ 7.95

1,000 sq ft reg ~~3.95~~—50¢ off—3.45

Hurry—strictly a pre-season sale!





**Q** *What's the best time to start a new lawn?*

Nature's seeding time is late summer/early fall. Second choice is late winter/early spring. If you must seed in *late* spring, select QUICK COVER brand.

**Q** *What should I do if I can't water my newly seeded lawn?*

You really have no choice then but to trust that nature will be kind and keep the surface soil moist for you. Good fertilizer helps you get more out of whatever moisture becomes available.

**Q** *Why did nothing come up from my new seeding?*

A hundred to one it was lack of moisture at the critical time, just after sprouting, when hair roots of tiny seedlings are extremely vulnerable to drying.

**Q** *How can I get grass to grow in bare spots?*

If they are not too big, fertilize to help the existing grass fill in. If large in area, slice the soil as illustrated, reseed and keep moist.



### **A word of advice about buying seed**

Above all, remember this. Seed is the foundation for the lawn. Since you expect to live with a lawn for a long time, don't plant troubles — weed-infested seed or hay varieties of grass, components of so many cheap mixtures. When you use Scotts you know that every box is all-perennial, 99.9% weedfree, and unconditionally guaranteed.



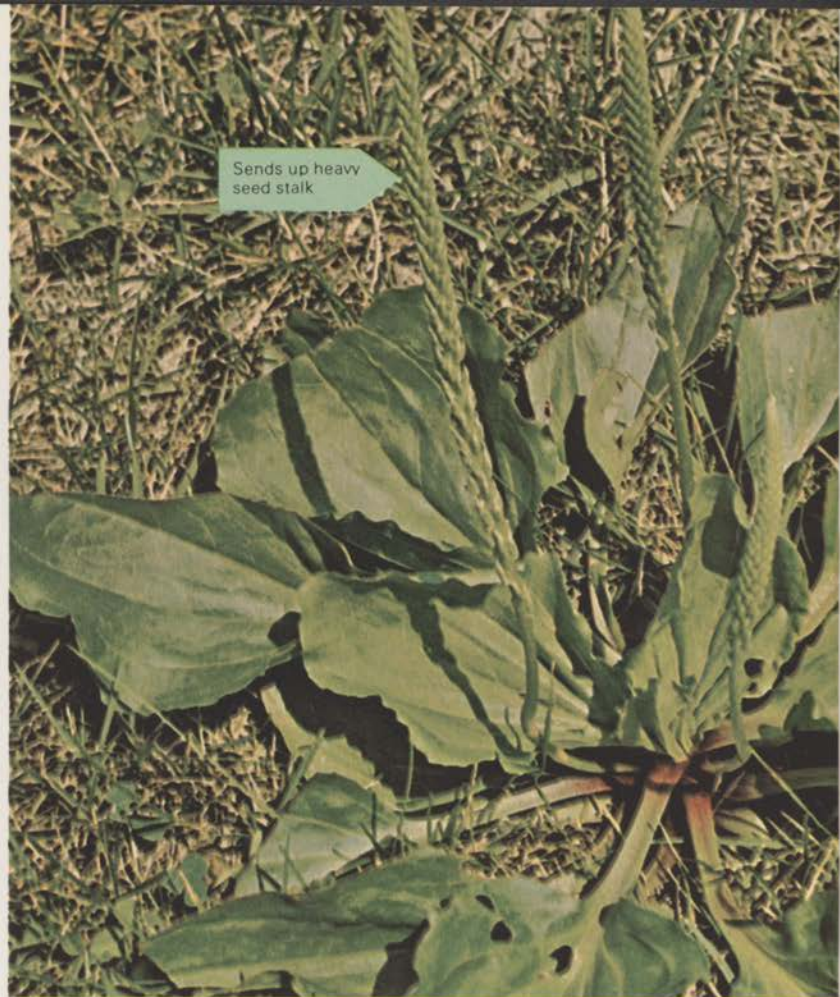
*With these photos you can easily identify*

## The commonest lawn weeds

If you have a weed in your lawn that you cannot find here, dig it up, wrap in metal foil (no added moisture) and mail to Scotts, Marysville, Ohio 43040.




**Dandelion** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4



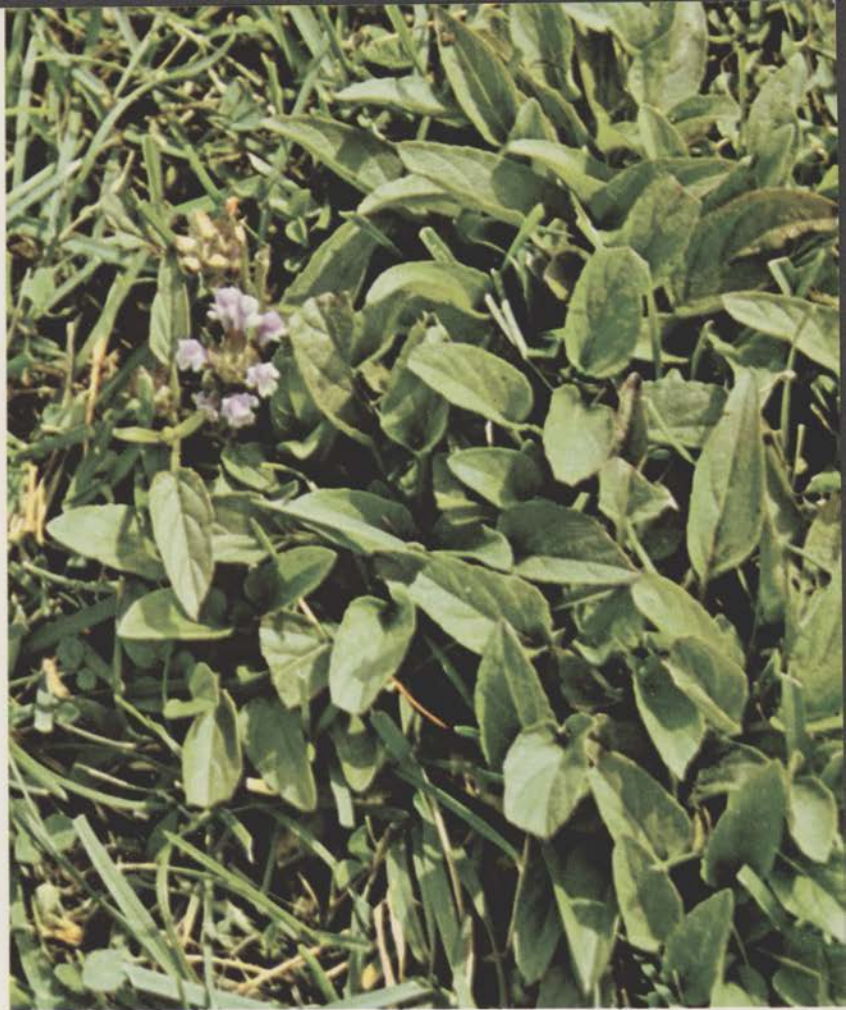
**Plantain** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4





Sends up wiry,  
seed-topped stalk

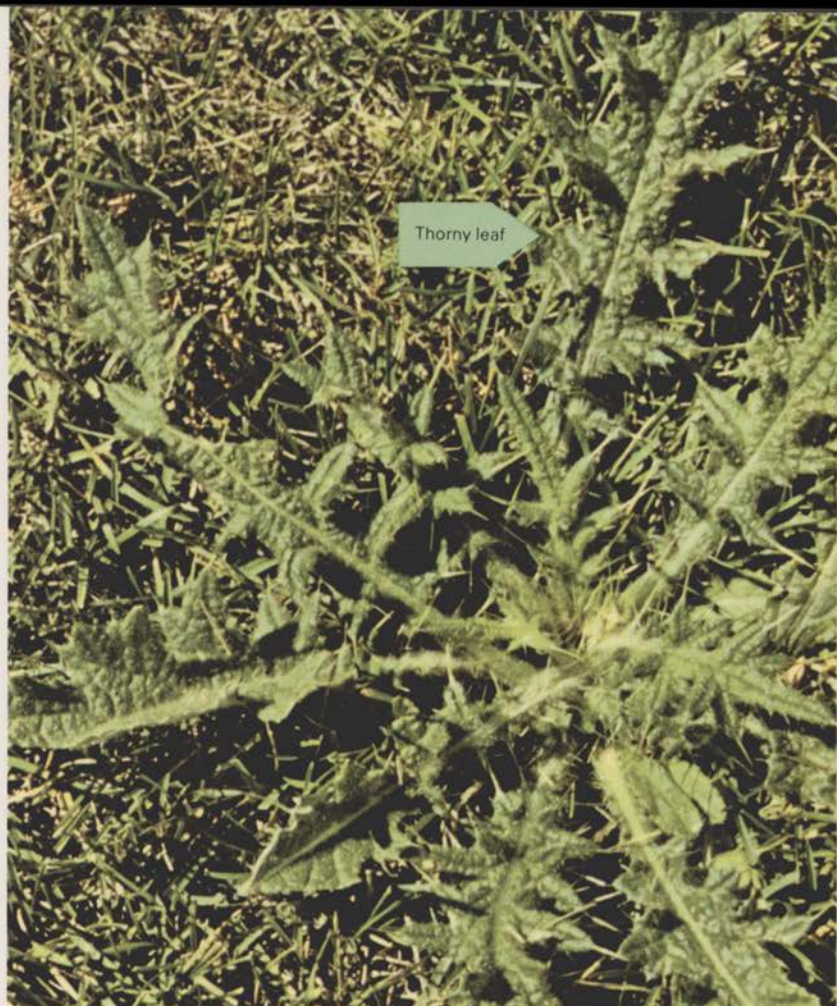
**Buckhorn** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4



TRIANGULAR LEAF,  
SPARSELY HAIRY  
ON TOP SIDE

**Heal-all** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4





Thorny leaf



LARGE LOBE AT  
TIP OF LEAF

**Yellow Rocket** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4

**Thistle** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4





**Chickweed** — control with KANSEL  
(Smooth)  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4



SMOOTH, SHINY  
POINTED LEAF



**Chickweed** — control with KANSEL  
(Hairy)  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4



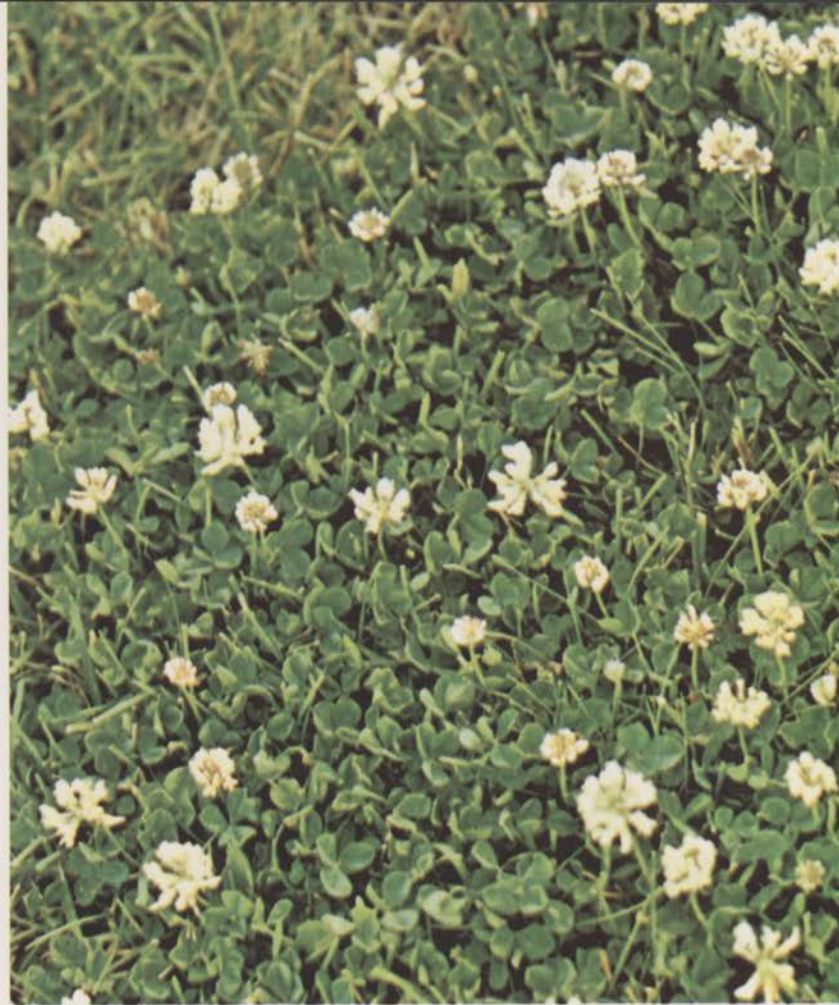
HAIRY,  
ELONGATED  
LEAF





MIDDLE LEAFLET  
ON STEM. SMALL  
YELLOW BLOSSOMS

**Black Medic** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4



LEAFLETS JOINED  
AT BASE. LARGE  
WHITE BLOSSOMS

**Clover** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4





**Ground Ivy** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4

SCALLOPED LEAVES  
ON CREEPING VINE



Thick, rubbery  
leaves and stem

**Purslane** — control with KANSEL  
or TURFBUILDER PLUS 2  
or TURFBUILDER PLUS 4







*Oxalis* — control with KANSEL



HEART SHAPED  
LEAFLETS



*Spurge* — spot-treat with ERASE



DARK SPOT IN LEAF.  
STEM EXUDES MILKY  
SAP WHEN BROKEN



# If you're tired of 1,000,000-to-1 sweepstakes—you'll love this!

Chances are 1 out of 9 you have already won a free bag of TURF BUILDER. That's right! One person in every nine is a winner! Hundreds of thousands of winners in all!

Turn this card over to find your "lucky" number, and how to check to see if you're a winner. Good luck!



**One in every nine  
is a winner!**

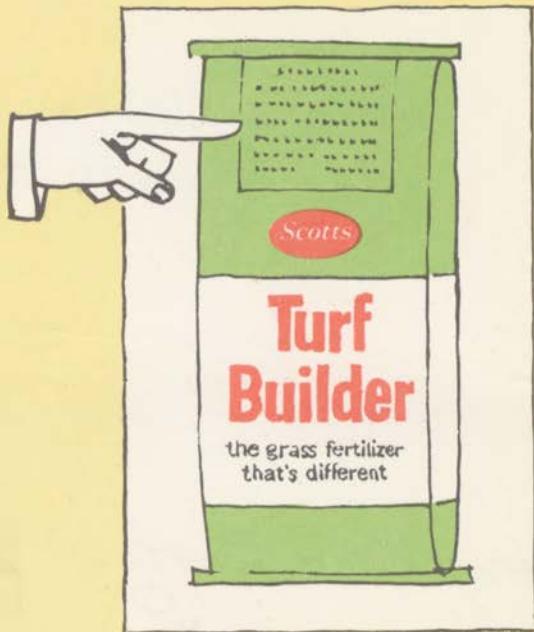
## Could this be your lucky number?

4

Tear out this card. Take it to any Scotts dealer. If your number is the same as the first digit of the seven digit U.S. Patent number printed on the back of every bag of Turf Builder, ask the dealer to give you a \$2.95 bag of Turf Builder FREE with our compliments. Nothing to write. Nothing to buy. But hurry! Offer expires March 31, 1966.



**One in every nine  
is a winner!**



**TO SCOTTS DEALER.** Return all winning cards to Scotts, Marysville, Ohio for credit as per the established redemption plan.

# 2 year FREE subscription

## LAWN

*CARE Magazine*.....brings you timely tips to help you to greater satisfaction from your lawn. Its seasonal hints and new ideas can save you time. Two year subscription—delivered by mail, no charge, no obligation.

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**Mail this post card today**







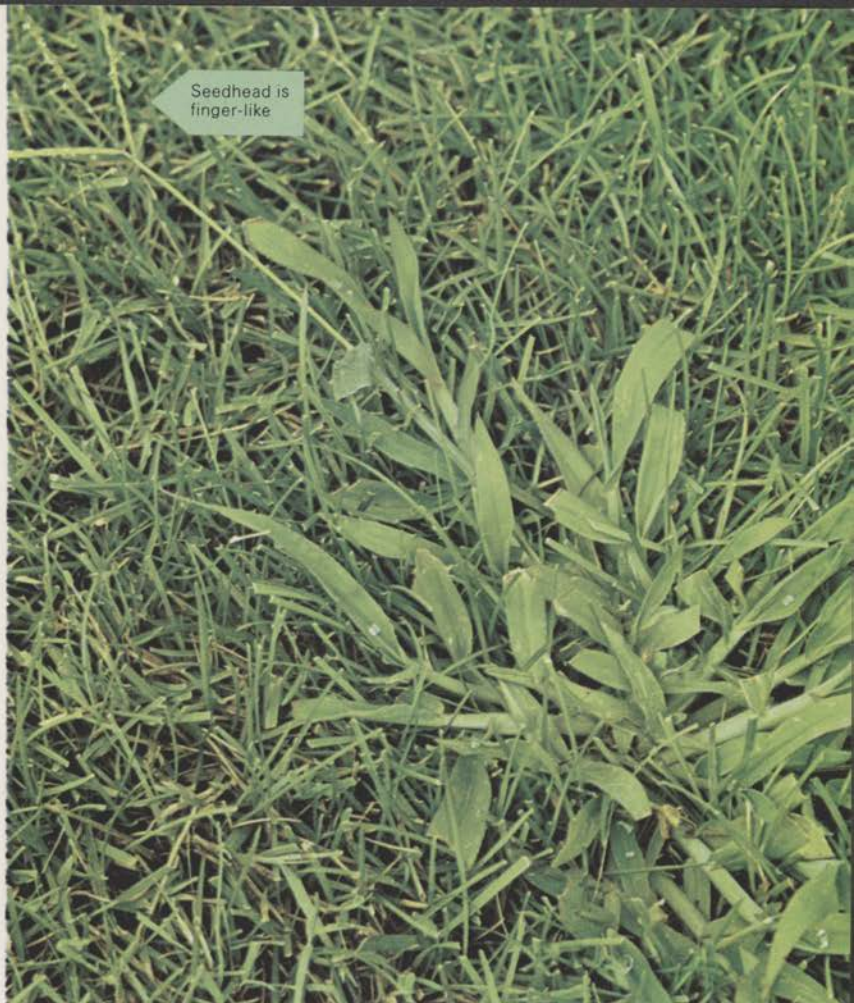
5¢  
Stamp

O M SCOTT & SONS  
MARYSVILLE, OHIO 43040



Upright clump, doesn't smother finer-bladed grass

**Coarse Fescue** — spot-treat with ERASE



Seedhead is finger-like

**Crabgrass** — prevent with HALTS or TURFBUILDER PLUS 4 control with CLOUT





WIRY STEM



LEAVES ALTERNATING, NOT PAIRED

**Knotweed** — control with TURFBUILDER PLUS 4  
(mature plants—use Erase)



Grows out like  
spokes of wheel



SEEDHEAD LOOKS LIKE  
CLOSED ZIPPER

**Goosegrass** — prevent with TURFBUILDER PLUS 4  
control with CLOUT  
(mature plants—use Erase)



## WHEN to apply weed controls



Apply **Halts Plus** in winter or spring up to time dandelions are in puffball stage. Prevents the annual invasion of crabgrass, controls grubs, moles and skunks. Cold weather does not affect action of this product.



Apply **Kansel** any time after the second spring mowing, up to the last mowing in the fall.



Apply **Turf Builder plus 4** in the growing season, after second spring mowing and before roses are in full bloom. Refrain from using within 4 months of seeding — either before or after.



Apply **Turf Builder plus 2** any time after the second mowing of the spring, up to the last mowing of the fall. On new seedings, wait until after the grass has been mowed 4 times.



**Foxtail** — prevent with TURFBUILDER PLUS 4 control with CLOUT



### How to seed a new lawn on bare soil

- 1 Loosen soil, preferably to a depth of 3 inches or so.
- 2 Rake out stones, large clods, buried debris.
- 3 Leave surface "rough." Moderately coarse soil particles, as above, make the ideal seed bed by providing crevices in which seed can lodge.
- 4 Fertilize to provide strength to the developing seedlings. Use TURF BUILDER (double rate is best) either before or after planting seed.
- 5 Sow seed evenly. Cover it by light raking. Avoid deep covering which might retard germination.
- 6 If you can water, keep the surface constantly moist (generally means watering twice a day, three times when sun is bright or winds are high).  
If you cannot water at all, then you must trust that nature will be kind and keep the soil moist for you. Thousands of good lawns have been started this way.

**Q** *Can I seed too early in the year?*

No, in fact the earlier the better. Good seed is not harmed if it lies dormant in frozen soil for weeks or even months. Once sprouting is under way, it's moisture that is the critical need.

**Q** *Should I cover the seed with peatmoss?*

It really isn't necessary. Mulching helps conserve moisture but may smother young grass or interfere with proper rooting. A protective covering is essential only on steep slopes.

**Q** *Should I spread fertilizer at the same time I seed?*

By all means! But be sure to use one that doesn't harm seed or sprouting young grass. You can gain a season's development from the right starter feeding.

**Q** *Do I need a spreader?*

We urge you to rent, borrow or buy one. You'll get better results for your money and effort.



**Q** *How can I be sure crabgrass won't "take over"?*

Stop it before it starts with a crabgrass preventer. Be sure to use a product fully compatible with seed and grass.

**Q** *How come I have patches of coarse grass showing up in my lawn?*

They may be from seeds or roots in the soil or brought in when you added topsoil, possibly from poor quality grass seed. Send us a sample for identification and recommendation (see page 10).

**Q** *Do I have to dig out the dandelion roots after applying weed control?*

If you used the right material, the entire plant will eventually shrivel up and disappear.

**Q** *Should I dig up a bad lawn and start over?*

Not if the grading is OK. Instead, start fertilizing. Follow with weed controls as needed.



### **The easiest way to lick crabgrass**

You can knock out crabgrass after it has grown up. But that's the hard way. It's easier to lick it *before* it gets started with an early-spring barrier of HALTS or HALTS *Plus* (the difference being that HALTS *Plus* also contains the equivalent of a full feeding of TURF BUILDER). Either one permits simultaneous seeding.



## The quiet revolution

Many people are now discovering that the quietest way to mow the lawn is the pleasantest. With this new DeLuxe *Silent Scott's* there's no clickety-clack, no metal-against-metal, no huffing 'n puffing. Smell the grass, not the gas. No engine problems. Set the height of cut ( $\frac{1}{2}$ " to  $2\frac{3}{4}$ " ) as easily as dialing a radio — the perfect angle of cut never varies. Catcher optional.

**Q** *Should I remove the clippings each time I mow?*

Contrary to popular opinion, grass clippings have no food or mulching value and may in time build up "thatch" which interferes with air and water entrance into soil.

**Q** *What's a good height to mow?*

Usually between 1 and  $1\frac{1}{2}$  inches. Try to mow again after half-an-inch or so of new growth.

**Q** *When should I mow a new lawn?*

As soon as there's anything to cut with a mower set at  $1\frac{1}{2}$  inches. It's unwise to wait too long.

**Q** *Why so many weeds in my newly seeded lawn?*

Assuming you bought top quality grass seed, the weeds unquestionably came from weed seeds present in the soil. Some weeds appear in any new lawn. Most are destroyed by cutting. The others can be eliminated by proper controls.



**Q** *How can I get rid of toadstools?*

You can't, really, but you can diminish the problem by spreading Scutl at the extra heavy rate.

**Q** *Why does my lawn attract so many bees?*

Likely it has much blossoming clover, which is easy to eliminate with Kansel.

**Q** *What are the chinchbugs I hear people talking about?*

Minute sucking insects about the size of red pepper. They may attack grass in hot, dry weather. Prevent or control with Cope.

**Q** *Why do I have moss in my lawn?*

Poor drainage, or lack of fertility, or both.

**Q** *Is fungus disease something I'm likely to encounter?*

No, affects fewer than one lawn in 20. You can forestall harm with Scutl.



**Guaranteed  
to satisfy**

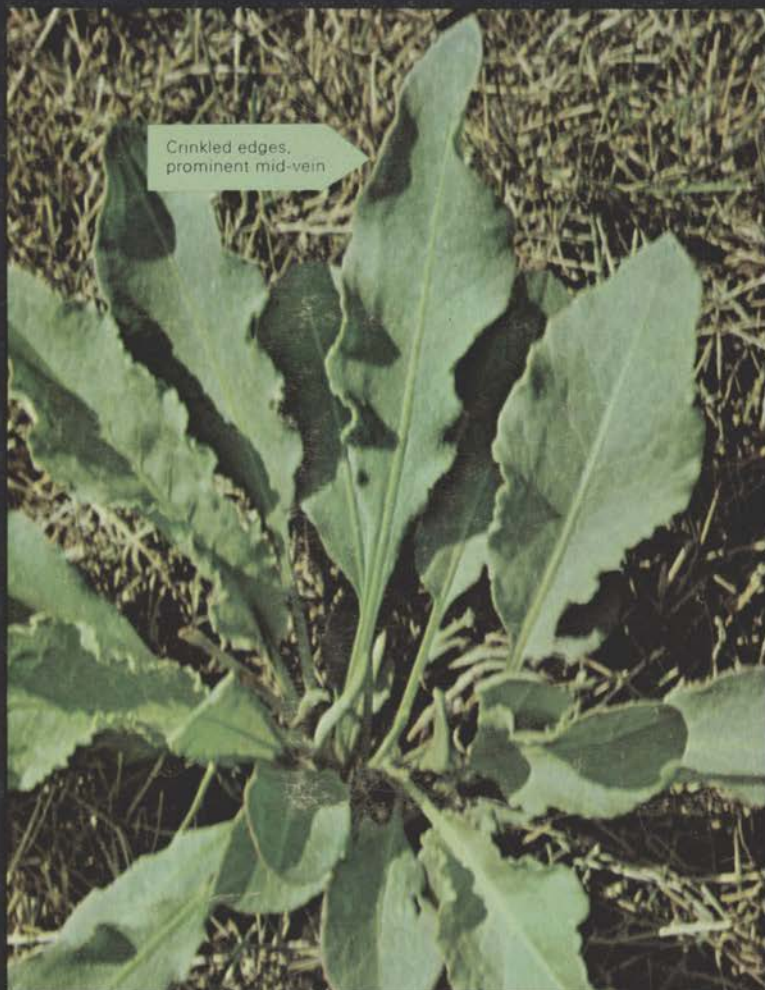
Scotts, in its 98th year, continues to guarantee *satisfaction or your money back* — at once and with no quibbling. You are the sole judge.

**Scotts.**

... the grass people  
MARYSVILLE OHIO

# THE 1966 LAWN BOOK

Answers to the 36 most asked questions  
Plus 20 life size weed photos in color



Crinkled edges,  
prominent mid-vein

*Curly Dock* — control with KANSEL

BULK RATE  
US POSTAGE  
**PAID**  
Marysville, O  
Permit No. 1