



Your Florida Lawn Guide

for FALL 1960



You Can Have a Better Lawn This Very Fall

*Your lawn
is not
a farm*

A better Florida lawn is not achieved by one-shot miracle products, or heavy, old-fashioned, over-stimulating, short-lived farm fertilizers, or by wishful thinking.

Better Florida lawns are achieved with the right program which is simply using the few right products at the right time in the right way. This is true whether yours

is St. Augustine grass, centipede, bermuda
zoysia. But the program is quite differ-
ent with different grasses.

*Suit your
program
to your
grass*

Plan for Continuing Success

What you do this fall will have some immediate effect but the important thing is getting started doing the few right things that will lead to a still better lawn next year, the next and the next.

*Build for
the future*

Take the matter of fertilizing. Quick response with materials that stimulate but don't sustain is as wrong in feeding plants as feeding people. That is why Florida Turf Builder is different from any fertilizer ever prepared for lawns.

Florida Turf Builder is a complex of plant foods — easy to apply, providing steady, controlled, day-by-day feeding.

*Lasting
power*

THE PROGRAM: Oct.-Dec.

St. Augustine, Bermuda or Zoysia

October: Extra Heavy Rate
(Spreader setting No. 9)

December: Normal Rate
(Spreader setting No. 6)

Centipede Grass

October: Normal Rate
(Spreader setting No. 6)

*Control of
fungus
diseases*

Periods of warm humid weather encourage the spread of the fungi which cause diseases in grasses. There is good protection in SCUTL, easily and accurately applied with the Scotts Spreader.

SCUTL PROGRAM: Oct.-Dec.
St. Augustine, bermuda or zoysia
October and December

*Control of
insects*

As the weather cools in fall, there is less and less insect activity. The main insect control program starts in early summer. The special insecticide made by Scotts, particularly for Florida, is KWIT. It controls ants, including fire ants, armyworms, cutworms, mole crickets, leaf hoppers, billbugs, earwigs, sowbugs — *and the worst pest of all, summer chinch bug.*

Florida has a sizeable assortment of weeds. These vary in resistance to chemical weed controls but most of them can be dispatched with persistent effort.

*Weeds
need
not be a
problem*

GRASS WEEDS, including bullweed, paspalum, dallis grass, can be cleared out of zoysia and bermuda with over-all applications of CLOUT. This is easily and accurately applied with the Scotts Spreader. follow-up treatment in 5 to 7 days usually necessary.

Grass weeds in St. Augustine, Bahia, centipede or carpet grass must be spot-



You solve problems fast with the right Scotts products

treated individually with CLOUT, since over-all application would damage the desirable grasses.

NON-GRASS WEEDS: To control pennywort, dollar plant, Florida betony, tropical chickweed, lippia, use Scotts 4-XD at spreader setting No. 4½ on zoysia and bermuda, at No. 3½ for the other kinds of lawns.

To control Florida pussley, creeping charlie, oxalis, beggarweed, use KANSEL at spreader setting No. 4½ on zoysia and bermuda lawns, at No. 3½ for the others.

*In all cases, apply weed controls
when foliage is damp.*

Why No Experience Is Needed

*The
spreader
is the
key*

YOU get the promised results because the Program includes sound advice, as well as products designed to meet your lawn's needs. And you will use the advice and products in the right way because of the Scotts Spreader (illustrated opposite).

The Scotts Spreader is research designed to enable you to put down the clean, dry products easily and accurately. You will do the job right because the Spreader meters out exactly the right amount — every step of the way.

The Scotts Program products are a compatible family of products. Each excels at its own special job. And all work together harmoniously to produce that good lawn you want. Scotts products are so completely compatible that most can be applied one right after another — on the same day.

*They
work as a
team*



Dial the number. The correct spreader setting is prominent on each Scotts package.



No waste. Fingertip control lets you stop application as you turn spreader around.



No missed strips. Slight overlap of wheel tracks assures uniform application.



The Scotts Spreader — year-round aid to a better lawn

Safe to use chemicals year after year?

YES, if they are Scotts. You are using materials that leave no harmful residue. Scotts unique formulation of chemicals, impregnated into micro-silicates (patent pending), assures the action will be only a beneficial one.

*Yes,
if
Scotts*

Scotts Research actually has experimentally condensed a 5-year program into a single year without ulterior effect on the soil. This is not the recommended procedure, of course. Small, regular doses are requisite for the well-being of your lawn.

Creating a Good Lawn

SOMEONE has said that growing a good lawn, like assembling a good meal, is more art than science. Certainly lawn growing is far removed from agricultural sciences, advanced as such sciences are.

For example, the fact that grass is cut frequently — 25 times a year or more — means it has dissimilar nutrient needs than farm crops even including pastures. Another large difference is the fact that grass fertilizers are used in all kinds of weather and generally applied to a growing crop, not plowed into the soil.

There is a great difference in quality of fertilizing needs — as ably pointed out recently by Nixon Smiley, the astute Farm & Garden Editor of the Miami Herald. Commenting on the tendency to identify fertilizers by formula numbers, he said:

“Such figures as 6-6-6 don’t tell a thing about the quality of the elements used.”

And, he is so right. The key word is “quality” and that is what determines results. Besides that, the typical farm fertilizer is twice as heavy as Turf Builder, is dusty and smelly whereas Turf Builder is clean, odorless, altogether pleasant to use.

We might add that the analysis statement of fertilizer tells no more about its quality than would the most exacting chemical analysis of a steak.



When you follow a Scotts Program, you get the results of an expert

Your Money's Worth

That's what you get if you apply Scotts products with an accurate Scotts Spreader — efficient coverage and no waste. To help you check the accuracy of your Scotts Spreader, we offer you (free on request) a new Spreader Gauge and a bulletin on servicing Scotts Spreaders. Write: Scotts, Marysville, Ohio.

FREE !
*spreader
gauge*

Patience needs to be a part of any Program, of course. Dry weather or unfavorable temperatures may delay results — but they will come.



The mower designed by lawn experts

WHEN first invented, lawn mowers could be pushed or pulled only by strong men or horses. Gradually the

Instant starting — and so easy to use!

weight was reduced. Then a motor was added that reduced the effort but introduced noise and odor and the problem of starting.

With the coming of the Silent Scotts electric mower the drawbacks are gone. There's nothing to crank. It starts with the touch of a toe and runs with a purr instead of a blast. And it's so safe that a child can operate it. The instant you take your hands off the handle the blade stops! Requires no oil or gas or grease; one on which height of cut can be dialed easily; one that is guaranteed, not for 30 days but unconditionally for 5 years.

Admittedly it costs more in the first place, (\$119.95) but so does the best engineered product in any field. Ask for a demonstration on your lawn.

To speed the tree — feed the lawn

It's a fact, feed your lawn regularly and your lawn trees will grow faster, shadier and healthier. And they'll do it without robbing the grass. Don't punch holes in the lawn. Your spreader will do the whole job—a quick and easy surface application.



Lawn Care®



You will welcome its timely, helpful ideas specifically developed for this area. Assures you a good lawn for a modest investment in time and money.

Two year subscription — mail delivered — no obligation.

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ADDRESS _____

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STATE _____

MAIL TO:

Scott's

... first in lawns • Marysville, Ohio



Handy guide marker for your Spreader operates easily with a convenient trip lever attached to each hand grip. Lets you see where you've been, where to go next. Just two nuts to remove to attach to any recent model 18 or 24-inch Scotts Spreader. 4.95 a pair.

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