Next Summer Do It Right

But the fertilizing or feeding job doesn’t quite end with commercial fertilizer. Water is itself a kind of plant food, furnishing almost all the hydrogen your lawn needs.

Many experts say that grass should be watered at five-to-seven-day intervals. Newly planted seed, however, should be kept alive by frequent waterings that will keep the upper inch or so of soil moist. Always provide enough water to soak the soil six or seven inches deep. This down-deep moisture curtails evaporation, making water available to the grass roots for a longer time. It also discourages the growth of crab grass and other shallow-rooting weeds. The ideal down-deep watering takes from one and a half to three hours with an automatic lawn sprinkler or underground watering system, according to T. J. Everett, director of New York’s Botanical Gardens.

New sprinkler developments are making perfectly even, or “rain drop” coverage more practical than ever. By adjusting the dial on some of the newest oscillating sprinklers, you can water all or either half of your lawn right up to the sidewalk, house or garage without so much as wetting the sidewalk. Gears don’t get wet either, thanks to a new waterproof motor casing. Lawns as large as 1600 to 2400 square feet can be covered by a “Green Spot” oscillating sprinkler. Spot coverage can be provided by a “dial impulse sprinkler” capable of watering the tiniest flower plots or grass strips without wetting adjoining areas. An adjustable dial provides many graduations of coverage; turned on full blast, it furnishes water to an 80 foot lawn area.

There’s been a lot of discussion as to the best time of day to water a lawn. You can’t go wrong if you water it in the morning before the sun gets very hot. Early evening watering is all right provided the foliage dries within an hour or so. Avoid watering the grass late in the evening or during the night, suggests the Otto Bernz Company, a leading maker of lawn watering accessories, especially during hot weather. Such late hours may dissipate your lawn by encouraging the rapid spread of fungus diseases.

Proper mowing equipment and techniques can do a lot for the health of your grass. Use a sharp mower; dull blades split grass tops, causing them to turn brown. Don’t remove clippings unless you’ve let the grass get very high; they give the soil valuable organic matter. If it’s been a long time between mowings, however, you must rake up the clippings to keep from smothering the grass. As if the extra raking job weren’t sufficient cause for not letting the grass get too high, there’s another good reason. When you cut high grass, it’s a shock to the physiological make-up of the plants. A good height at which to keep your turf is one and one-half inches. This is short enough to be neat-looking and healthy for your grass, tall enough to provide the shade that will kill off young crab grass plants. Crab grass can’t tolerate shade.

Another way of eliminating crab grass is to interrupt its seeding cycle. This can be done by collecting the seed heads in your lawn mower grass catcher. But this method takes several years, as a certain number of seed heads always escape the mower blades.

Much surer and faster are the chemical crab grass killers now on the market. Any one of them will eliminate the weed in a few treatments. As the crab grass is killed, bare spots should be fertilized and reseeded.
Fertilizers Won't Burn Grass

If the grass always looks greener on the other side of the fence, your neighbor may be taking better care of his lawn.

He may be doing it without the aid of a notably green thumb for anyone can learn the fertilizing, weed-killing and maintenance techniques that turn lawns—and envious neighbors—the lush green of a golf course.

Probably the most important part of good lawnmanship is proper fertilization. A thin pale lawn is an almost sure sign that the grass is starved for fertilizer.

A complete fertilizer, the kind for lawns, contains three essential plant foods: nitrogen, phosphorus, potash. Nitrogen, which gives a lawn that healthy, dark green color, is the first nutrient to be used up. The nitrogen in the old-type fertilizers was gone in about a month, though there was still plenty of phosphorus and potash left. To keep his lawn healthy, the homeowner had to make monthly applications of a nitrogen or complete fertilizer. Then he had to stand by with his lawn mower for the first wild surge of grass-growth—which used nitrogen so extravagantly that there was none left for later growth.

All this extra trouble is now old-fashioned, thanks to the advent of long-lasting fertilizers containing urea-formaldehyde nitrogen. This type of nitrogen, which can be broken down only gradually by soil bacteria, is released very slowly to the grass, "spoon feeding" it over an entire growing season. You need fertilizer only twice a year when your fertilizer contains urea-formaldehyde nitrogen. And you can do so any time of year, for these fertilizers won't burn grass if used at recommended rates. Among their other virtues, they're dustless and odorless.

A Complete Short Story

Fred Ardis, Secretary to Senator Grossi, is pictured with a future "woman politician" sitting at his desk in Trenton. We would of appreciated it more had we had the conversation matter at hand.
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THE CHRONICLE
Trading Stamps Have Sparked All Types of Businesses

More than 40 million American families — eight out of 10 — save those gummy bits of colored paper known as trading stamps. More than $600 million was spent last year by American retailers of trading stamps to give to their customers. Hoarded in everything from candy dishes to paper paint pails, trading stamps have sparked charity drives, aided political campaigns, even drummed up business for a Las Vegas casino! Fire engines and oxygen tents, church organs and trips to Europe are a few of the rewards recently redeemed by stamp savers.

Though the present stamp-ede is only about 10 years old, trading stamps have been around much longer than you may think. According to the Trading Stamp Institute of America, they were first introduced in a Milwaukee department store — in 1892!

Now used by 40 per cent of the nation's service stations and by the 10 largest food chains, trading stamps are even invading the banking business. Some New York banks are giving 500 to 750 stamps to customers who bring in a new account.

In one midwestern city, stamps were given out to citizens who took the free x-ray examination during a recent drive against tuberculosis.

Deciding that stick-to-itness was needed to win Democratic donations from a normally Republican town, the Kennedy-for-President Club of Syracuse, New York, offered trading stamps in exchange for contributions. Judging from the money that poured in, even some Syracusans who preferred to "stick with Dick" may have succumbed to the lure.

If you ask the public to give trading stamps — and offer nothing in exchange but the chance to do good — what kind of results will you get? Mighty impressive ones, judging from the example of a Hartford, Connecticut, man.

Owner of a small wallpaper and paint company, George W. Brooks decided three years ago to convert trading stamps into Christmas toys for needy children. He recognized that budget minded families would find it easier to donate stamps than cash, especially with the added financial demands of the Christmas season.

First, Mr. Brooks solicited the cooperation of super-markets in the Hartford area, asking permission to place a plain white Lily-Tulip pail on the check-out counter for the three months prior to Christmas. A hand-lettered sign urged shoppers to donate their trading stamps to help needy children have a happy Christmas.

Taking up the cause, local newspapers and TV stations gave publicity to the Brooks campaign. The first year, Mr. Brooks was able to give toys to 22 families after cashing in the trading stamps at the local redemption center. Last year, 170 families got toys and food baskets; this year he expects more than 300 families to benefit from the community's generosity. Eventually, he hopes, scouts, church clubs and civic groups across the country will start "trading stamps for toys" campaigns.

They're already applied the idea to many other needed commodities. A Suffern, New York, hospital furnished its new wing with oxygen tents and an incubator through trading stamps. The entire library of a Millburn, New Jersey, school was stocked with trading stamps; a whole classroom, from desks and chairs to books, was equipped in this fashion by another New Jersey school. One volunteer fire company gained a new pumper, another a new fire engine; a church redeemed stamps for an organ!

Which all goes to show that, though trading stamps are individually worth only a fraction of a cent, collectively they can make quite a noise.

Each stamp book holds 1,200 to 1,500 stamps. To accumulate this number, the customer must make purchases totaling about $130. Popular items available for one book of stamps are lunchboxes, cigarette lighters, mixing bowl sets and pillows. But most stamp savers prefer to save for the really "big ticket" items requiring as many as 65 books of stamps: e.g. a 17" remote control TV set retailing for $179.95. For 235 books, you can even get a two-week tour of Europe — starting with a jet flight to Paris, then going on to Belgium, Holland and England. This is offered by the Triple-5 Trading Stamp Company of South Hackensack, New Jersey.

Still more enterprising was the owner of a Nevada casino. To "roll up" greater profits for the house, he offered trading stamps to all ladies who got two threes for two fours on a toss!
... he's always saying, "I wish I had ..." or "Someday I'd like to ..." and nothing ever happens because wishing alone won't make it so. Wish he could see how many wonderful things happen to folks who make their dreams come true with 1st National Savings Accounts. If you'd like to have what you want when you want it, open your big interest savings account at 1st National today.