

# Facts...Tips...Secrets

from **STORM**...“The Lawn Pro”

Summer  
Treatment #3

**Today** I applied a heavy helping of a very high quality time release granular fertilizer, balanced with all the nutrients your lawn needs this time of year to maintain its color and improve turf vigor!

Without treatment #3 your lawn would be starving during the heat and stress of summer when it needs to be fed the most. You certainly would not put your pet outside, during the peak of summer, for weeks on end, without FOOD or WATER... and really... plants and animals

have many of the same needs. Just as a balanced diet works best for people and animals, the same is true for your lawn. Your lawn needs fertilizer for sustenance and this treatment #3 will continue to feed your important investment for another 6-8 weeks.

I also checked your lawn for any weeds that may have blown in and germinated, spot treating with weed control.

Wait till tomorrow to carry out routine maintenance such as mowing and watering.

*For Best Results...water your lawn one inch every seven days during the hot summer months of July and August, for clay soils like most of the Fox Cities. If using a sprinkler, that would mean watering for two straight hours. If you have very sandy soil, water for thirty minutes straight, every five days. Areas that receive direct sunlight all day should be watered first. One inch of rain counts as a watering for that week. The best time of day for you to water is in the morning, in order to reduce the chances of lawn diseases and fungus growth.*

Secrets

## The Greenest Lawn in Town...

The guy who mows his lawn the highest... will always have the greenest lawn in town! I mow mine at 4 1/2", the highest my lawn mower will allow. Why mow high? High mowing shades the lawn, so the sun and heat won't burn it out. Your lawn retains moisture longer with less waterings. It encourages deep root growth, making the tops thick and lush. It will reduce weeds because a tall, thick lawn makes it difficult for weed seeds to germinate. It reduces insect pests like ants, chinch bugs, sod web worm, etc., which all thrive on healthy short cut lawns. The more leaf surface, the better the plant can absorb the treatments and the better photosynthesis can take place. The list goes on and on... but the bottom line is, the guy who mows the highest will always have the greenest lawn in town.

## WHAT'S NEXT...

My next treatment (#4 of our 5 Step Program) will be a liquid weed control and fertilizer, to get the second coming of dandelions and all other broad leaf weeds plus an all important feeding.

This late summer/early fall treatment

is extremely important to the health of your lawn, as it will control and eliminate the last of your weeds, for this year, plus help with the repair from summer stress, allowing your lawn to come together and thicken before winter and enhance turf color.

## Facts

The easiest way to recycle your grass is to "cut it high and let it lie". Keep grass at 3 1/2" to 4 1/2" taking off only a little at a time. In a few days, short clippings disappear between the blades and naturally fertilize the lawn. In fact... leaving clippings on your lawn all season is equivalent to one fertilizer application. When should you bag your clippings? Go to [www.stormthelawnpro.com](http://www.stormthelawnpro.com) and find out.

## Look Who Won Treatment #3!

THE WINNER IS  
**KAY ADAMS  
APPLETON**

Your name goes into a drawing all season long, giving you a chance to win each treatment you are scheduled for...**FREE!**

**Q: What are the best months of the year for growing grass?**

**A: September and May.**

**Q: During what months does your lawn receive the most damage?**

**A: July and August, the drought months.**

## THANKS FOR SAVING THE SIGNS!

*I appreciate the unique out-of-the-way places so many families have found to save the signs where I can find them. Many people put them by the air conditioner. Thanks in advance for your help.*

Call my daughter Michelle at (920) 757-1777 then press 2 with any questions about your bill.  
To talk with my wife Lisa about your lawn or treatments, press 1.

# TIPS

## Winning the fight with fungus

**There are important ways to help your lawn deal with disease.**

Summer is a prime time for lawn diseases to kick into destructive action. Fungus spores are constantly in the air, water and soil all around us. Even the lawns and soils that are in top shape can quickly fall victim to them.

Here are a few ways we can fight fungus together this season.

- Watch the watering. Fungus spores love water, so water once a week, deeply, and at times of a day that allow the turf to dry quickly after watering.

- My timely slow-release applications through the season keep grass growing steadily without unhealthy bursts of growth that attract disease.

- Mow with a sharp blade. A dull mower blade increases the chance of disease by 20% because it shreds grass blades, leaving "open wounds" for spores to enter.

- Mowing high this time of year gives you a beautiful, healthy lawn. High mowing shades the lawn, retains moisture and encourages deep root growth.

Another cost-effective practice is aerating, which will help keep grass strong by breaking up thatch and encouraging deep rooting. Heavy thatch layers are a natural "breeding" ground for many kinds of fungus.

Got mushrooms, nasty rust, white mildew, red thread fungus? Find out about them at [www.stormthelawnpro.com](http://www.stormthelawnpro.com)

**Good mowing, watering, fertilization, and aeration will help prevent fungus and disease problems.**

**Call or email me with any questions.**

# FACTS

July through August are the hottest and driest period for the year in our area. To keep your lawn healthy and beautiful, water your lawn "one inch" each week. (Without water, your lawn will go dormant during this period and some areas may actually burn out and die.)

Water can be considered very **IN**expensive when faced with treating, repairing, or replacing the lawn because of drought damage, insects, or disease...all caused by lack of water. Some areas need more water than others. For instance, some areas of your lawn receive full sun all day, and the soil in those areas will dry out much faster. Also, heat from cement is transferred to the soil, and areas near sidewalks and driveways, even if the area is partially shaded, will dry out much faster than the rest of your lawn.

**For the health and beauty of your lawn: water for two straight hours in the morning, every seven days. A two-hour rainfall (one inch) counts as a watering.**

## SECRETS ABOUT YOUR LAWN

### Easy Mower Adjustments Will Take Your Lawn To New Heights

- Why does your lawn mower have four, five, or even six different height adjustments? So you can adjust the height of your mower with the seasons. Short mowing during cooler weather discourages disease activity, while higher mowing in hot weather shades the lawn, retains moisture and encourages deep root growth.
- Keep your mower blade sharp. This means sharpening the blade three times per season. Brown grass tips are almost always due to a dull blade. (I sharpen mine May 1st, July 1st, and September 1st.)
- Alternate your mowing pattern. Mowing the same direction causes the grass to "bend" in the direction you mow. Alternating direction corrects this problem. (I cut mine in four different directions.)
- Don't scalp the lawn. Mow regularly and remove no more than **one-third** of the grass blade at a time. Removing more than 1/3 is scalping! Scalping removes too much of the green, food-producing cells and the plants are set back many weeks every time it happens.

## DID YOU KNOW?



You can pay your bill online, sign up for additional services, view the last time we came, and much more.

By going to our website at [stormthelawnpro.com](http://stormthelawnpro.com), you can create, view, and manage your account from the convenience of your home. On the top of our web page, click on the "My Account" button. You can register, and manage your account from there. You will need your Customer Number, found on any invoice. More and more people are using this new service.

**Thank You!** More families and family-owned businesses in the Fox Cities area are having their lawn treated by **STORM - The Lawn Pro** than ever before. My #1 goal is your satisfaction, and we're having a banner year of happy customers. We feel truly blessed by your loyalty.

- Jay Storm

**LAWN MOTHS** appear during the heat of the summer. Lawn moths don't eat grass, but their larval stage does. Eggs hatch into hungry little caterpillars called "sod web-worms", and they do visible damage to lawns, leaving brown patches of dead grass. If you haven't had an Insect Control applied this year and if you count over two dozen lawn moths when you mow, call me if you want me to come and do an insecticide treatment. It's the same price as one regular treatment on your lawn.

**MUSHROOMS are not harmful to your grass**, so just put on gloves and pick them, or use a shovel to remove them, or mow them off and bag the clippings. Even though mushrooms are funguses, most fungicides are not approved for mushroom control. Fungicides will kill off the good funguses living in your lawn which are doing their job. So... mow your grass regularly. Watering your lawn **in the morning** for two hours, every seven days, actually helps. Forward-looking customers will do fall aeration, which helps prevent mushrooms and disease (the following year) by breaking the thatch barrier so water dissipates instead of pooling up. For more info about mushrooms, lawn disease, insects, pet urine spots, and much more, go to [www.stormthelawnpro.com](http://www.stormthelawnpro.com).