

what's all this fuss about GRASS?



The controversy over which grass varieties make the best sod is often bewildering. Does Windsor rate higher than Merion? Is straight Merion superior to a Merion/Fescue mix? And how about this new grass, NK-100?

We offer no pat answers to these questions. Furthermore, we are not prejudiced in favor of any one variety or mixture. At McGovern Sod Farms we grow *all* these grasses and are constantly testing new varieties.

For some "straight-talk" concerning our experiences with these and other grasses, write us on your business letterhead and ask for:

The McGovern Sod Report

... a timely fact sheet about turf grasses, their merits, and their problems... published at various times throughout the year.

McGovern Sod Farms, Inc.

MELVILLE, L.I., N.Y.

Write for:

The McGovern Sod Reports
c/o McGovern Sod Farms
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Encourage Your Men to Grow

Gone are the days when a pat on the back and a turkey at Christmas will guarantee company loyalty and help you hold your employes.

Complimenting a man is old hat. You'll do a better job of reaching him and developing a sense of belonging if you assure him of his value to the organization. Consider your men who are at the foreman level. You expect them to be more knowledgeable about the business than they needed to be 25 years ago.

Nor is money the critical element in keeping men that it once was. Not that you can get by without paying good wages; you can't. There are too many good jobs for the capable man.

Employers agree that morale, especially at the foreman level, is vitally important. Some work at attaining it, others expend little effort in this direction, though morale doesn't happen because you are considered a fair employer who "pays pretty well."

We believe the most effective method of instilling loyalty and building a staff of longtime, steady foremen is by encouraging individual growth. Such growth can come in many ways besides experience on the job, valuable as this is.

Consider the value of sending one or more of your foremen to a short course in the field each year. Cost will be negligible, considering the experience gained through association with others in the field and in a firsthand study of technical material. Consider training courses sponsored by companies who supply your equipment or materials. Many have off-season training sessions offering specialized schooling. Encourage correspondence school training if available. Make a practice to send one or more foremen to state, regional or national meetings of the industry. Set up your own company-sponsored training sessions and call in guest specialists to handle them. Cost again will be negligible considering the value to your men. Finally, see that all foremen, and perhaps others, get the technical publications which fit your field. Having these at the office seldom benefits your foremen. They can't read on the job. See that they get the magazines at home.

When you hire a new employe, use your knowledge of men and mentally project how far he will be able to go in your organization. When you have a choice, pick the man with an open mind, capable of developing mature judgment. He's the type who will benefit from your program.

In short, develop company pride by encouraging individual growth. The payoff will be loyalty and better service to you and to your customers.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.