

Sod Producers!

**TEE-OFF
WITH THE
CHAMPION**



**NEW
FYLKING
KENTUCKY
BLUEGRASS** (PATENT PENDING)

... rated "Best Obtainable" by noted authorities

From tee to home lawn, new 0217® Fylking unrolls an unexcelled carpet of turf that thrives!

PRODUCES TOUGH, LUSH-GREEN TURF FAST

0217® Fylking is a new, low-profile grass with unexcelled turf-forming qualities. Sod can be lifted in just 90 days! Vigorous rhizomes form a dense growth that crowds out weeds. Gaps and divots fill in quickly. 0217® Fylking greens up earlier, is more brilliant in color, stays greener longer.

EASIER TO MAINTAIN, SEASON AFTER SEASON

0217® Fylking has been tested for 10 years, from Canada to Mexico. Everywhere, it has received superior disease-resistance ratings. 0217® Fylking retains its luxuriant qualities in close cutting heights, in sun or shade. Count on 0217® Fylking to flourish every season, regardless of summer heat, drought or hard usage!

For additional information and names of authorized distributors, write Jacklin Seed Co., Inc., Dishman, Washington 99213

Credibility Gap?

Pesticide use continues to grow. We are in a period when the well-being of society depends on chemicals, both for food and non-crop uses. Yet public opinion is largely suspicious of the pesticide industry. Society generally believes a credibility gap exists in statements made to allay the fears of chemical use. More legislation and government regulations are demanded.

Yet pesticides today are efficient. Used according to label instructions, they constitute little hazard. Recommended rates coupled with safe handling can help improve the public attitude. But this is not enough.

More stringent methods are required. Manufacturers and formulators cannot be expected to bear the entire cost of a public relations program to educate the public. This is a job which requires effort by everyone in the industry. Every employee, regardless of his place in the peck order, must be made aware of the need to develop public understanding.

Employers can start this trend first by a company safety program. Safe storage and careful labeling of chemicals is a major step. Wall posters, placards which promote safe handling, and regular safety instructions to employees can prove helpful.

More important, however, is training of employees who either handle or use chemicals. They must understand the product, and its effect on either vegetation or insects. And they must know its effect on people. In the event of accident, they must know precisely how to administer first aid.

Employers, however, must extend their influence well beyond company personnel if the public attitude toward pesticides is to be improved. Of major importance is regular contact with local news people. Spray operators can do much to sell the value of chemicals in roadside beautification, clearing inland water, preserving street trees, and a myriad of other benefits which the public enjoys daily. These same operators are also in a position to point out that only pesticides found to be safe by careful research and registered for use by government are ever used.

Another step for employers will be active community participation in civic programs. Guest speakers who can discuss methods for improving city parks and highways are always in demand. Spray operators are fully capable of selling their industry. They must devote some time and real effort in this direction.

Society needs the information and the industry stands to benefit from greater public understanding.