

# 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.

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## Industry Needs Your Service

Well landscaped industrial plants are assets to the community and executives responsible for them need the help of the vegetation care industry in developing and maintaining them.

This is the crux of the new survey findings of the American Association of Nurserymen. Wayne Dickson, public relations director for the AAN, who coordinated the reports of 200 top industrial companies, is urging AAN members to take their place as professionals in the field and do a more aggressive job in aiding industries who need help in upgrading their industrial parks, or in developing new grounds. We think Dickson is correct in his view that the vegetation care industry can do a more thorough job in selling itself.

More than 90% of the executives responding to the AAN study said that they felt that attractive landscaping was "important" or "very important" to their companies. These industry leaders believe that building care and lawn care increase employee morale and help attract good employees. They also feel that it increases the receptivity of the community to industry, and that plant sites become a source of pride to communities and to employees.

But even though the industrial executive is aware that attractive grounds improve the corporate image, he still has to be sold. This is the job of the tree care company, landscaper, irrigation contractor, sod producer, nurserymen, and others in the field. A coordinated, planned and scheduled sales effort is probably the weakest area of the average program of companies in such businesses.

The job, then, is to sell the industrial executive on yourself as a professional, with technical ability, equipment, and personnel. Sell renovation or offer help in developing a new plan. Sell a maintenance program, and the fact that a service company can do a better job at less cost than the industrial client can do with his own departmental help. Talk the feasibility of a lease program, where vegetation is leased and maintained. Finally, make the big pitch, that industry today needs to lead in community improvement.

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, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled.