

All Yours



FYLKING KENTUCKY BLUEGRASS

U.S. Plant Patent 2887

The ultimate in beautiful lawn turf when you insist on Fylking, the low-growing, ground-hugging, fine-textured grass. It produces an abundance of side shoots, and has a dense root system that strangles weeds and creates rich, green cushiony turf of unrivalled loveliness. More disease and drought resistant, Fylking has proven superior in years of international tests and actual use. It thrives cut at $\frac{3}{4}$ inch (even low as $\frac{1}{2}$ inch) making backyard putting greens practical. Ask for 0217® Brand Fylking Kentucky bluegrass lawn seed or sod at your local wholesale seed or sod distributor.

Another fine product of Jacklin
Seed Co., Inc.

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Editorial

Our Brave New World

At the Southern Weed Science Society in January we heard Dr. Joseph R. Orsenigo speak on weed science in the future. As he talked we could not help but let our imagination run at the same accelerating rate with which Dr. Orsenigo credited the growth of weed science. We could see the man with the hoe of the past contrasted with a giant electronic system of gadgetry commanded by a professional zapping weed seeds hidden from view but visible through micro-cosmic radiation.

While we dreamed Dr. Orsenigo talked in reality about the applicability of UHF electromagnetic fields and laser methods, the improvement of mobile power sources and other technologies based on electricity. He mentioned that "weed science has an important role in anticipating and implementing production methods that will result from genetic modification of crops, new cultural systems and the introduction of new crops."

The realism of our dream and this plant physiologist's remarks are upon us already. Consider the new mini-granules measured in microns, equipment that can be programmed to perform a myriad of tasks, chemicals that can be applied as a foliar spray to control nematodes in the soil, the ability to detect disease or insect infestations through the wonders of infra-red photography from an orbiting satellite and a host of others.

At least one chemical company has now formed a group of scientists who are looking at new methods of application of crop protection chemicals. Impregnated bars drug over the ground or capsules containing time-release herbicides planted in the ground once in five years are potential candidates of future application techniques.

Closely tied to this scientific research will be an intensified awareness of the ecological and biological balance of nature.

We believe that the Green Industry has a definite stake in the future of weed science. Yet this interest must be nurtured and developed. Participating in society meetings and expressions of ideas and opinions to government leaders, researchers and industry must be increased in order to draw more attention to our dynamic business.

Progress is measured by achievement. As communicators of the services offered, we must increase the knowledge of those who use these services. More consumer oriented advertising other than a telephone yellow page listing is needed to tell the Green Industry's story. Direct mail, radio, television and word of mouth must play a bigger role. By teaching others what we have learned, a greater appreciation of the goals of this growing industry can be achieved.