

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.

For More Details Circle (105) on Reply Card

♦ For More Details on Preceding Page Circle (132) on Reply Card

Editorial

Our Dynamic Green Industry

We are often asked by people not acquainted with the markets of weeds, trees and turf as to whether they have a future. This is not unusual because individuals, businesses and corporations regularly seek new ventures, business investments or additional outlets for advertising. And to this end we believe their questions about our trade are genuine.

To answer these questions we have relied on market surveys, studies, and other factors to give dimensions to the situation. We have also shown through the editorial pages of this magazine that our industry is dynamic, one of the fastest growing markets in the United States today. Witness, for example, the construction of a new shopping center, an apartment complex or a housing development that isn't concerned with turfgrass, trees and appropriate landscaping.

Or, consider the near total dependence of people on agriculture's productivity at lunchtime in a busy city. These are also the ones who find relaxation and peace on the golf course or in a beautiful woods or shady park.

The Green Industry is growing. For example, Cleveland has over 100 linear miles of metropolitan parks surrounding the city and is still buying land. We see it in the attendance figures of the numerous meetings we cover. New products heretofore considered for other markets are breaking sales records — in our markets. Turfgrass conferences, industrial weed control meetings, strong university and Extension Service support and others are doing their part to educate and stimulate. Above all, we have noticed the enthusiasm by those in the trade to be contagious.

The future of this industry rests with the people who comprise it. They are the ones who must carry the spark forward. And like the first three words of the U.S. Constitution, they are: "We the People. . . ." Our collective efforts to develop this trade, to create new jobs, to be bullish on business and to expand the Green Industry across the continent will serve a common need. Mankind cannot exist long without grass and trees. Our job is to promote this concept now.

Throughout this year we will endeavor to report new and different aspects of the Green Industry to you. We believe your use of this material will be the best public relations approach to those not acquainted with our trade. We must each become better ambassadors of the Green Industry. A united effort by us all will mean success.

WEEDS TREES and TURF