

A recent survey of six major classifications of readers of WEEDS TREES and TURF confirms what advertisers and industry market people have thought for some time. Our readers perform many occupational jobs.

While this in itself offers convincing proof that the Green Industry is comprised of people who are "jack of all trades" we also find that these same people are professional masters of these trades, too. Survey data representing 21.4 percent of 3500 questionnaires mailed indicates that of 14 occupations listed WTT readers are involved in part or all in the performance of their jobs.

Consider the **golf superintendent**. The data shows that his primary job is turf care and management. Nothing surprising. Yet he is also concerned with aquatic weed control, brush control, tree care and planting, soil preparation and to a lesser degree pool care and tennis court maintenance. Likewise, **tree care companies** are mostly involved with tree care and planting, but also wear hats which include brush control, sod installation, turf care and management, irrigation and weed control.

It is interesting to note who is the biggest group of hat jugglers. **Parks and Grounds maintenance**

superintendents rank first with over 70 percent wearing six occupational hats to accomplish their job. **WEEDS TREES and TURF grounds managers** consisting of supervisors and managers in areas of vegetation care at armed forces installations, airports, colleges, shopping centers, cemeteries, athletic fields, etc., appeared next with over 50 percent having 10 occupational chapeaus in their lockers.

Contract applicators and rights-of-way maintenance personnel are also multi-occupational, but to a lesser degree. Their strong areas are in chemical application and brush control.

What else can be learned from this survey? Nearly all occupational hats cover vocations that are service oriented. Indeed, professionalism within the Green Industry must be measured by services rendered. The opportunity to diversify and wear more occupational hats also carries the responsibility to perform each job in a professional way. Poor service or repeated call backs only creases the hat of the occupation represented. The well-informed individual who regularly increases his knowledge of chemicals, equipment and techniques will be better able to diversify his operation and maximize profits throughout the year.

BEAUTIFUL



I Am Curious (green)

Like beautiful girls, Fylking Kentucky bluegrass lawns offer so much more . . . beautiful color, texture and easy to love and care for. Abundant side shoots coupled with a thick branching root system produce an unusually luxuriant turf of thick, cushiony velvet. More disease and weed resistant, drought and traffic tolerant. Fylking has proven superior in 12 years of international tests. It thrives out at 3/4 inch (even low as 1/2 inch) and makes backyard putting greens practical. Ask for the beautiful one, 0217® Brand Fylking Kentucky bluegrass lawn seed or sod at seed and garden supply centers and sod landscape distributors.

You, too, should be curious about this magnificent young beauty among lawn grasses. 0217® Brand Fylking Kentucky bluegrass is a great green because it greens up earlier in spring, stays green longer in fall. Curiously, Fylking thrives when cut at 3/4 inch (even as low as 1/2 inch) making possible backyard putting greens with no special care required. Its curious name, Fylking, refers to its quality of dense root growth that crowds out weeds. It's a Swedish word because Fylking was discovered in Svalof, Sweden, and developed in America. Internationally tested, Fylking has proven superior over a 12-year period. Fylking is more disease-resistant, produces no seedheads, takes heavy traffic and resists drought. Get curious about this wonderful lawn. It's available as seed or sod at most seed and garden supply centers and sod landscape distributors.



Exciting! Especially in lawn grass! 0217® Brand Fylking Kentucky bluegrass thrives on low cutting. This is the one lawn grass you can cut low enough for a home putting green, yet without special care. Everyone who owns a putter would like a private backyard practice green so they could cut a few strokes off their game! Fylking has many outstanding attributes. It forms a dense, luxuriant turf that strangles weeds. It's more disease-resistant, takes hard use, resists drought, greens up earlier in spring, stays greener in summer, greener longer into fall. It has been internationally tested more than 12 years and proven superior. Ask for the low-cut beauty in seed or sod. 0217® Brand Fylking Kentucky bluegrass is now at most seed and garden supply centers and sod landscape distributors.

U.S. Plant Patent 2887
Another fine product of Jacklin Seed Co., Inc.

PERFECT!

Right now, we think we have the world's most perfect turf variety (and model). 0217® Brand Fylking Kentucky bluegrass seeds germinate enthusiastically, grow a lush, deep green lawn with a thick turf. And here's where the perfection is appreciated by the people who must grow and care for lawns: Disease and drought resistance! Dense turf crowds out weeds. Fertilizer and water requirements are always modest when cut between 3/4 - 1 1/2 inches. (Can be cut low as 1/2-inch for home putting green.) Next lawn, or to renovate your old lawn, specify the perfect one, 0217® Fylking Kentucky bluegrass, now at most seed and garden supply centers and sod landscape distributors.

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**FYLKING
FYLKING
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FYLKING**

Remember the name you're going to hear. It's 0217® Brand Fylking Kentucky bluegrass lawn. It's special. It forms a dense, more disease and drought resistant. Greens up greener longer. Fylking low as 3/4 inch, even home putting green years of international testing. Ask for Fylking and garden supply and sod landscape distributors.



Fylking Has Both

First, Fylking is outstanding in performance: beautiful, rich velvet turf so thick it crowds out weeds, is green earlier and later. More disease and drought resistant, can be cut low as 3/4 inch, even 1/2 inch for home putting greens.

Second, Fylking is nationally known. It's becoming one of the most popular, new, low-growing lawn turf varieties in the country. Fylking is advertised nationally in all of the key trade publications and the top daily newspapers. Complete sodding, seeding and technical brochures are provided free on request. For the finest quality turf, insist on 0217® Fylking Kentucky bluegrass, available at your local wholesale distributors.



FYLKING KENTUCKY BLUEGRASS
U.S. Plant Patent 2887

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