

editorial

Men and women, if there is any doubt, are the green industry's most important resource. They serve the industry's customers, make the decisions, plot the future, operate the equipment, collect the money.

The industry is really people. They are its direction, its fuel, its achievement and image. People brought us to this point. Now, they can carry us dramatically into another era of progress and growth . . . or they can smash the whole picture into a million pieces.

Our primary worry is that many firms are not treating people with the tender loving care so needed by this valuable resource. People need understanding, support, training, direction and encouragement.

With care, people can build business and industry beyond our hopes. Without care, men and women will shortcut their jobs, deceive management and tell the customers to jump in the lake.

Most of the important factors in the gentle art of people care, in our view, fall into two general categories: training and fairness.

Training is the act of teaching an employee how to do a job right. It does

not mean reading a manual, putting a worker on the job for a few days or weeks to pick up skills on his own or requiring him to attend a half-day meeting every Monday.

Training is simple teaching. If the employee knows how to do the job after being taught, then training has occurred. There is no other way training can take place.

Often of course, training is far more extensive and expensive than management ever dreamed. But, we suggest, it is far more useful than many managers have ever imagined.

The doctrine of fairness actually covers a multitude of management-employee relations. It is the act of being honest with people. It is sharing information about the business, paying a dollar for a dollar in service, supporting the growth and development of employees, rewarding successes but standing firm on failures. Fairness is giving an employee a break.

These factors are critical to our survival — in this society . . . in this industry. There is no substitute for people as a critical resource in the green industry. Let's take care of them.

When you talk SEED, you're really talking about a combination of several important characteristics.

Plumpness. Germination rate. Seedling vigor. Establishment rate.

At E. F. Burlingham & Sons, we know.

Because we've spent the last 70 years experimenting and developing higher quality grass seeds for your use.*

The results speak for themselves.

Recently, Burlingham introduced a superior chewing fescue variety into the United States. Originally developed by plant breeders in Holland, this bright green grass produced a large, plump seed with an excellent establishment rate. Its name: Koket.

We experimented with the seed even further and found it adaptable to different climates and soil conditions.



Koket's strong germination rate and seedling vigor produced a fescue that mixed well with other grasses, and proved itself exceptionally hardy—even under adverse soil conditions.

A strong seed performance. An excellent grass. Koket from E. F. Burlingham & Sons.

Just one of the many reasons why . . . when you talk about SEED, you talk about Burlingham.

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*Bonnieblue, Majestic, Sydsport and Birka Kentucky Bluegrasses and Koket Chewing Fescue.

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WEEDS TREES and TURF