



James Ousley, Sr., president of Ousley Sod Co., Pompano Beach, Fla., and Doyle Watkins, farm superintendent for Ousley, discuss delivery schedule. Ousley is serving as host for the coming 2nd national meeting of the ASPA on Jan. 22.



Attractive office operation of Ousley Sod Company will be on tour schedule.

# All Sod Growers Invited To Attend ASPA Annual

James E. Ousley, Sr., veteran Florida sod producer, will serve as host at the second annual meeting of the American Sod Producers Association next month.

Growers will meet Jan. 22 in an all-day educational and business session at the Fountainebleau Hotel, Miami Beach, Fla. The ASPA annual is being held in conjunction with the 40th International Turfgrass Conference and Show of the Golf Course

Superintendents Association, Jan. 19-24.

Besides the Jan. 22 educational formal session, growers will be invited to tour turf research and

*American Sod Producers Assn.  
2nd Annual Meeting  
Date: January 22, 1969  
Time: 9:00 a.m.  
Place: Fountainebleau Hotel  
Miami Beach, Fla.*

sod farms in the area. Principal farm on the tour list will be the 2100-acre sod enterprise of Ousley. Most of Ousley's sod production is on a sand based or sandy loam type of soil. He also grows a considerable acreage on peat or muck type soil.

Ousley produces the major types of southern grasses including Floratine, St. Augustine, bermuda, centipede, Emerald and Mayer zoysias, and some bahia.

Growers will be interested in



Like many progressive growers, Ousley has designed and built equipment to handle sod. This trailer unit equipped with airplane tires permits sod to be moved efficiently to heavy trucks on hard surfaced roads. The practice eliminates compaction in the field.

the broad variety of equipment employed by Ousley in keeping his operation efficient on his big volume production. He automates wherever possible but because of sand soil, sod is folded and hand loaded on pallets. All further handling is done by forklifts. He has 11 in use on the various segments of his operation.

Salesmen, personal contact by Ousley himself, and several forms of advertising are used in marketing. Ousley sells to contractors, homeowners, landscapers, garden centers and others. About 35 percent of his total sales are delivered in his own trucks direct to the installation site. He maintains 12 trucks in the total operation.

As Ousley told growers who attended the San Francisco annual meeting of the ASPA last February, increasing production costs remain the greatest problem for growers in his area. Competent help is also difficult to obtain and to hold. Coupled with increasing land values in the normal sod growing areas of Florida, Ousley believes that

growers must continue to improve their efficiency to remain in business on a profitable basis.

All growers, whether members of the National Sod Growers Association or not, are being invited to attend the Florida session. President Ben O. Warren of Warren's Turf Nursery, Palos Park, Ill., and George B. Hammond, executive-secretary of the group and operator of the Paint

Valley Bluegrass Farm at Columbus, are contacting as many growers as possible regarding attendance. Goal of this meeting is to continue to enroll growers in the association.

Hammond (71 E. State St., Columbus, Ohio) reports that he will be happy to supply additional meeting details to those growers who wish to attend. He feels the educational program

Selective herbicide being sprayed on new sod crop on Ousley farm.





Forklifts are used in a pallet operation. All sod is folded and hand-loaded on pallets.

which has been planned for this year will be extremely helpful to the group.

Hammond reports that Ousley has devoted a great amount of time and effort in putting together a program which will fit the individual grower.

Opening the first session at 9:00 a.m. Wednesday will be Dr. G. C. Horn, turf technologist of the University of Florida, Gainesville. Dr. Horn's subject will be on sales and water management. Dr. Eliot Roberts, nationally noted turf researcher, who is now chairman of the University of Florida's department of ornamental horticulture will discuss research. He will be followed by Drs. Vernon Perry on nematodes and Thomas Stringfellow on insects. Dr. T. E. Freeman, plant pathologist, will complete the cycle with a discussion on turf diseases.

The afternoon session will feature weed control. Presenting this phase of the program will be Dr. Evert O. Burt, turf technologist at the Plantation Laboratory, Fort Lauderdale, Fla. Arthur Edwards, editor of *Weeds Trees and Turf* magazine, will present the results of a nationwide survey of sod producers which has just been completed. This extensive study among growers by WTT will give a

good indication of the total scope of the sod industry, management practices, and collective thinking of growers regarding problems and outlook for the industry. This industry survey is the most comprehensive in the industry to date and should be of value to growers.

Dr. Gene C. Nutter, editor-publisher of *Turf-Grass Times*, will discuss the future of artificial turf.

More than 70 growers and industry representatives attended the initial session of the ASPA on the West Coast. More are expected for the '69 annual session.

### **Diamonds' Dacthal W-75 Now Available for Turf**

A new turf formulation, package and pricing structure for Dacthal, Diamond Chemicals' premium preemergence herbicide, promises to save growers at least a dollar an acre in herbicide costs.

The new Dacthal W-75 for turf is a 75 percent wettable powder formulation of Diamond's pre-emergence herbicide packaged in a new 24-pound green box and labeled especially for the turf and ornamentals market.

With its revised pricing structure the new, more concentrated

Dacthal W-75 makes it possible for growers of turf and ornamentals to get preemergence weed control at a lower cost. DACTHAL W-75 FOR TURF is a safe herbicide, and is specifically recommended on the label for use on 123 species. It has been long proven as a crabgrass killer, and is also recommended for control of such annual weeds as chickweed, foxtail, lambsquarters, purslane, poa annua and goosegrass.

### **White Is President of N.W. Bluegrass Assn.**

Gordon White, Jenks-White Seed Co., Salem, Oregon, has been elected president of the Pacific Northwest Bluegrass Association. He succeeds J. L. Carnes, W. R. Grace & Co., Halsey, Oregon. New Vice-President is Arnie Bonnicksen, Western Farmers Association, Seattle, Washington. Ted Freeman, Pacific Supply Coop of Madras, Oregon was elected Secretary-Treasurer.

White said the Association's principle activities in the coming year will be to encourage an increasing emphasis on field burning research. He said that support of the Better Lawn & Turf Institute would be continued.