



SOD INDUSTRY SECTION

State Fair Booth Promotes Sod Sales For The Borbonus Brothers of Idaho

Cloverdale sod grower Hans Borbonus uses an exhibit booth at the state fair to promote sales for his Boise, Idaho, operation.

Borbonus believes it is an excellent method of recruiting new customers. Last year at the Western Idaho State Fair he pulled 10,000 booth visitors. At a location near the main door of the chief exhibition building, he set up a small knoll which was covered with "instant lawn." An attendant was on hand at all times to encourage visitors to examine the product.

Besides fresh sod, Borbonus used a background of trees and a birdbath. A garden table and bench completed the motif, along with a few logs for effect.

Manning the booth is the key to success in promotion. Attendants spent sufficient time to discuss advantages of sodding for a new lawn. Many visitors were surprised to learn that sodding can be done in Idaho during all seasons except when the ground is frozen or covered with snow. Also, the fact that a complete lawn requiring only normal maintenance can be readied

shortly after receiving an order proved to be impressive.

A handout entitled "The Instant Lawn," also proved most

helpful. This promotion piece features sod growing and harvesting at the Cloverdale Nursery and Turf Farm and is a guide

Cloverdale Nursery fair booth which attracted 10,000 visitors at Idaho State Fair.



AMERICAN SOD PRODUCERS ASSOCIATION invites your participation

If you are a Sod Grower you should be a member of ASPA.

Keep in touch with progress.
Allied Industries are welcome.

For More Details Circle (114) on Reply Card

Irrigation Stressed

Midwest Regional Turf Conference



Sod is loaded on trailer trucks for installation by Cloverdale crew at landscaping site.

to preparation and sodding. It includes details on soil preparation, fertilizer applications, installation, and maintenance of the new lawn.

Potential customers were varied. They included apartment house owners, motels, commercial first, and homeowners. A number of parents with small children were interested in sodding only a small portion of their lawns.

Borbonus reports that it is difficult to evaluate immediate sales effect of the fair booth promotion. But he feels that potential sales for a number of months following the exhibit are reasonable. He believes the promotion well worth the cost as an advertising medium.

The farm is operated by Hans Georg Borbonus Landscaping, Inc. Hans Georg is president and his brother, Gerhard, vice-president. They handle 80 acres.

Coming in the
May
WEEDS TREES AND TURF
New Airboat Sprayer
Invert Spray System



Irrigation specialists on conference program are, left to right: Charles Watson, Toro; John Dunlap, Oakwood Country Club, Cleveland; Walter Wilke, March Irrigation; A. J. Miller, Miller Sprinkling Systems; and Thomas Kramer, Kirchdorfer Irrigation.

The Midwest Regional Turf Conference held every year at Purdue University offers a most intensive study of the industry. A round-up of current information is available on practically every subject which ties into the turf picture.

Program participants are specialists in their many fields as well as their own companies or educational institutions. Organization is superb, thanks largely to William H. Daniel, executive-secretary of the Midwest Regional Turf Foundation and Purdue agronomist, and the extensive facilities and faculty at Purdue.

Attendance for the 24th meeting this last month reached a new high of 741 by the beginning of the second day's program. A few sod growers and others registered after this to increase this figure slightly. Golf course superintendents accounted for the major segment of the group. Probably the most sophisticated program series this year featured irrigation. Specialists from a number of companies and golf course superintendents discussed

the current types of systems in detail.

Miller Irrigation

President of Miller, Sprinkling Systems, Royal Oak, Mich., Austin J. Miller, told turf personnel that today they can have every switch, knob, fuse, clock and push button in the golf superintendents office, pumphouse or clubhouse. The other extreme is also possible and controllers can be scattered around the course in 20 or more locations.

The superintendents operating automatic systems are in the best position to give direction in establishing the happy medium, he said. No one solution is right for every course. Most superintendents recommend four to six satellite controller locations. This keeps the wire or tube runs reasonable and allows the operator to see the sprinkler he is turning on when manually operating the controller.

At the satellite locations, Miller pointed out, there should be separate controllers for greens, tees and fairways. Some superin-