



How Cal-Turf Moves Sod

WANT TO BUY a front yard?
Or a back yard? Or a golf course, football field, park?
They're all available with a call to a company named Cal-Turf near Camarillo, Calif., about 60 miles north of Los Angeles.
Cal-Turf is a sod-growing company that supplies about 50 lawns per day to customers throughout

Southern California, as well as in Nevada and Arizona.
Sod is obtained from more than 500 acres of beautiful lawns cut in a three-inch-deep mat 15 inches wide by four feet in length for trucking to the job site.
Sod growing is not a unique business, but Cal-Turf can be classified as a unique entity in the business

because of its highly efficient methods of operation.
Illustrating Cal-Turf's progressive business practices is a radio system connecting every truck in the fleet with the headquarters office as well as three sales yards in Southern California. Thus if a driver gets lost or a truck loses a wheel, assistance is available with a flick of the switch.

Many sod-growing companies continue to use horse-and-buggy techniques such as hand labor in loading and unloading. Cal-Turf, on the other hand, utilizes a fleet of 14 rough terrain fork lifts that load trucks in 20 minutes, are towed to the job site where they unload the sod, then are towed home for another job.

Paul Ledig, sales manager, estimates each fork lift is the equal of a five-man crew. Figuring five hours per round trip to deliver a lawn while paying each man two dollars per hour, savings with the fork lift theoretically amount to some \$11,000 per year—considerably higher than the cost of the unit. In practice, it doesn't work out this well because of operating and maintenance costs, but the units pay for themselves many times over during their working lifetime.

Cal-Turf's fork lift fleet is manufactured by Champ Fork Lift Corporation at El Monte, near Los Angeles.

"Fork lifts take a terrible shaking every time they're towed on a high speed road, and most of them literally shake themselves apart," Ledig said. "Champ is about the only one we've found that can take the pounding and come back for more year after year."

In addition, Ledig said, the units

AT LAST A MACHINE TO HARVEST SOD



the Growers way!

- WILL ELIMINATE UP TO 10 MEN FROM YOUR LABOR FORCE.
- DEPENDABLY PRODUCES 1500 PLUS YARDS OF NEATLY ROLLED AND PALLETIZED SOD PER HOUR.
- THE "HARVESTURF" NEVER TRAVELS ON THE SOD, ALLOWING HARVESTING UNDER MOST WEATHER CONDITIONS, AND NEVER DAMAGING THE TURF.
- ALL POWER IS FURNISHED BY HYDRAULIC MOTORS WHICH ARE FULLY ADJUSTABLE AT ALL SPEEDS.
- THE "HARVESTURF" IS ABLE TO HARVEST SOD AT WIDTHS UP TO 24 INCHES AND LENGTHS TO 82 INCHES.

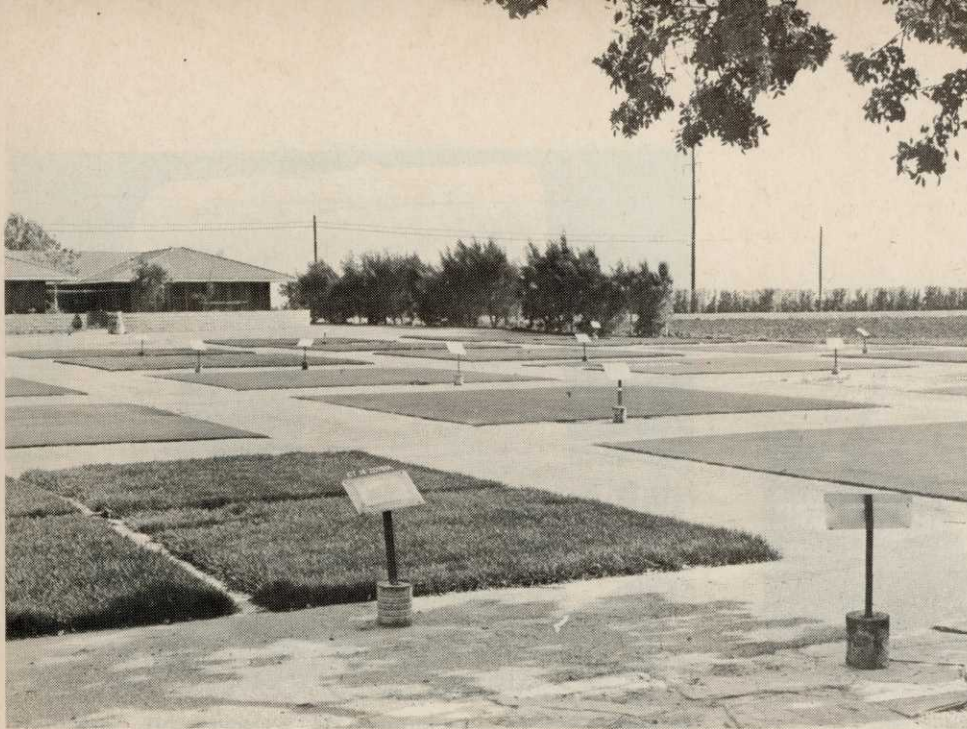


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Well-manicured display plots of sample grasses are maintained at Cal-Turf sales office, Camarillo, Calif., for examination by customers.

are constructed to work in rough terrain without stalling or bogging down.

The result of all these ingredients is a fast-growing company that has mushroomed from zero ten years ago to more than a million dollars annual sales at present.

Cal-Turf, founded and headed by Tobias Grether, offers a total of nine varieties of lawns, including four hybrid bermudagrasses, two bluegrasses, two bentgrasses and one dichondra. Generally speaking, bermudas are used in hot areas and for heavily used locations such as football fields, parks, back yards. The blues are ornamental for front yards, around business buildings and other light traffic locations. Dichondra is used almost exclusively for ornamental home use, while the bents find almost exclusive application in putting greens.

At planting time, fields of polyethylene are spread over the ground

to permit fumigating with methyl bromide and chloropicrin to kill weeds, nematodes and any other "bad guys."

Sprinkler irrigation is supplied through a pipeline system about 400,000 feet in length, or about 80 miles.

Sod is cut in rolls for pallets for easy truck loading and unloading by fork lift.

Cal-Turf will supply a lawn as small as 500 square feet, which costs the buyer \$75, and has handled single projects, such as a housing development, as great as 100,000 square feet.

Largest single customer for the company is Rossmore Leisure World in the Laguna Hills south of Los Angeles. In various steps, an estimated 150 acres of lawn—about 6.5 million square feet—have been supplied to the development.

And that's some lawn in any language!



Champ fork lifts load trucks at the field, are towed to delivery site, then unload and move sod to point of laying.

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Golfers'
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Come
True**



backyard putting green

Sod growers! Dig this great opportunity. Golfers are a captive market for 0217[®] Fylking Kentucky bluegrass lawn. It is the one grass that can be cut close enough for true putting practice, and be an absolutely beautiful lawn, too.

Fylking forms a dense turf of greenest green, beginning in early spring and lasting into late fall. It doesn't require special golf course care, yet thrives when cut low as 1/2 inch. A hardy bluegrass originating in Svalof, Sweden, Fylking is drought and winter tough, doesn't show traffic wear and is highly disease resistant. Proven in 12 years of international tests.

Sod growers, tell all golfers about putting greens at home and you will sell 0217[®] Fylking Kentucky bluegrass (U.S. Plant Patent 2887) sod and seed.



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