

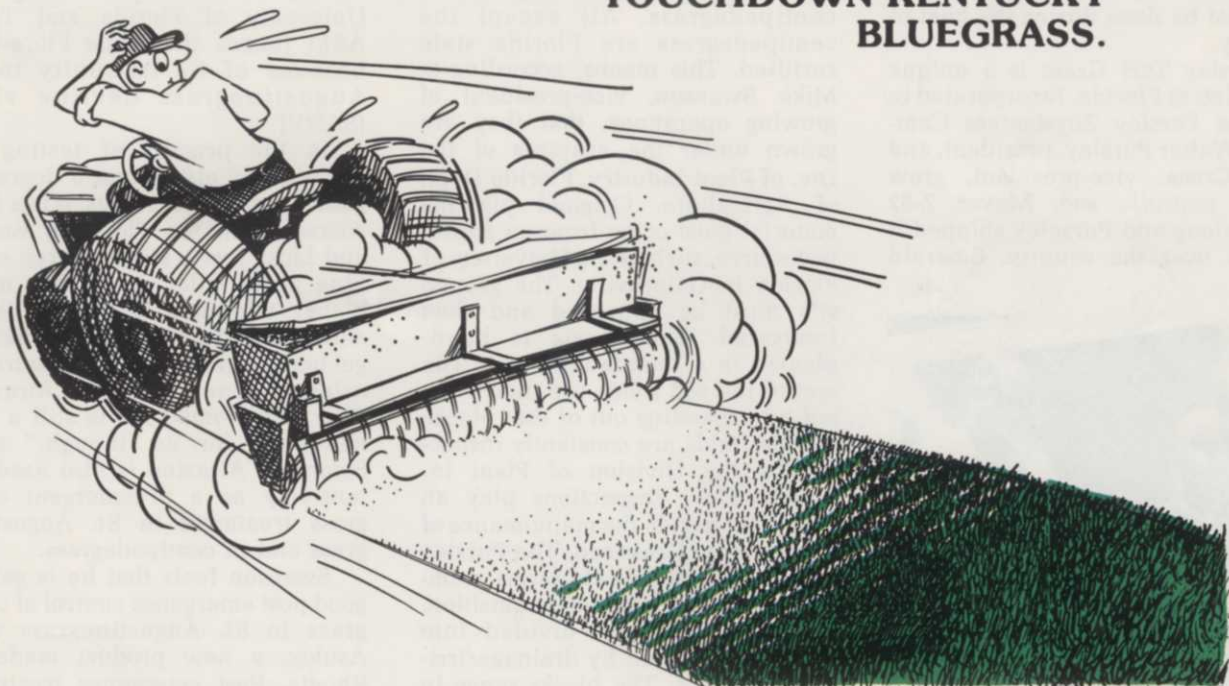
TOUCHDOWN

Kentucky bluegrass

PLANT VARIETY
PROTECTION CERTIFICATE
No. 7400066

**SOD GROWERS
KNOW WHAT THEY WANT.**
Fast start! Tough turf! Disease resistance!

**That's why more and more growers are specifying
TOUCHDOWN KENTUCKY
BLUEGRASS.**



Fast starting Touchdown soon shows its color — germinating quickly and rapidly developing into mature, healthy plants. Early cover means fewer washouts or blowouts. Touchdown puts its growth where you want it — into rhizomes and roots — not all vertical leaf and stem.

Touchdown's benefits don't end there. It quickly produces a saleable quality turf. Turf with less waste and loss. Turf that's readily adaptable to modern, automated harvesting equipment.

QUALITY CERTIFIED SEED AVAILABLE — Summer '78

Produced and distributed by

PICKSEED

PICKSEED WEST, Inc.

Box 888, Tangent, OR. 97389 (503) 926-8886

Available from:

Lofts
PedigreedSeed, Inc.,
Bound Brook, N.J. 08805
(201) 356-8700

Lofts/
New England,
Arlington, Mass. 02174
(617) 648-7550

Lofts
Kellogg Seed Co.,
Milwaukee, Wis. 53201
(414) 276-0373

Lofts/
New York,
Albany, N.Y. 12205
(518) 456-0042

...in Canada: Otto Pick & Sons Seeds Ltd.,

Box 126, Richmond Hill,
Ont. L4C 4X9
(416) 884-1147
Telex: 06 986612

Box 4, Grp. 200,
R.R. 2, Winnipeg, Man.
R3C 2E6
(204) 633-0088

Box 151,
St. Hyacinthe, Que.
J2S 5J9
(514) 799-4586

PURSLEY TURF GRASS: WARM CLIMATE SOD SPECIALISTS

Florida in the summertime is hot and humid. Away from Disney World, Floridians relax in air conditioned cars and buildings. Except for armadillos, cattle egrets, an occasional sandhill crane . . . and sod farmers!

Just outside of Palmetto, not too far from the Gulf coast, 1,200 acres of sod keep 33 people working long hours. Planting, mowing, fertilization, irrigation, harvesting, and hauling must be done during the heat of the day.

Pursley Turf Grass is a unique operation in Florida. Incorporated in 1956 as Pursley Zoysiagrass Company, Walter Pursley, president, and Stan Cruse, vice-president, grew *zoysia matrella* sod. Meyer Z-52 came along and Pursley shipped it out all over the country. Emerald



Mike Swanson (left), vice-president of growing operations, and **Stan Cruse**, president of Pursley Turf Grass.

was the next successful zoysiagrass. Sod farming became a large industry and Pursley grew with it. With successful endeavors into golf course construction, land development, and retail nurseries, Pursley Turf Grass also produces some of the best, certified sod in Florida.

Today Pursley Turf Grass grows Emerald, Argentine Bahia, four varieties of bermudagrass, two varieties of St. Augustine grass and centipedegrass. All except the centipedegrass are Florida state certified. This means, according to Mike Swanson, vice-president of growing operations, that they are grown under the auspices of the Div. of Plant Industry, Florida Dept. of Agriculture. Original planting material must come from an approved source, such as the University of Florida in Gainesville. The ground site must be approved and then fumigated. Each sprig is hand-planted in a foundation block. The rest of the sod fields are then planted by expanding out of that block.

The fields are constantly inspected by the Division of Plant Industry. Their inspections play an important part in the maintenance of Pursley Turf Grass sod. The Pursley acreage is divided into farms, numbered in the order of acquisition. Each farm is then divided into blocks, delineated by drainage/irrigation ditches. The blocks range in size from two and one-half acres up to 38 acres. Swanson treats each block as an individual entity, keeping a complete history of progress and treatment of each.

A soil sample is prepared from each block. According to Swanson, they generally indicate a need for lime. In addition to standard N-P-K tests, Swanson also keeps track of copper, calcium and magnesium. Some of the land has been used in the past for tomato production," says Swanson, "and we find real high copper readings." I've also run into problems such as where we ran a soil test on a block and it looked good. There was one area within the block, though, where centipedegrass just wouldn't grow. We went in and sampled just that one area and found a phosphorus level of 4. We had to redo about a half acre within

the block, made a correction for phosphorus deficiency and the grass filled in beautifully."

Weeds are a big headache in growing southern turf species. "Probably the biggest single problem here," indicates Swanson, "is nutsedge. We have both varieties, yellow and purple." Floratum St. Augustinegrass lends itself well to control of yellow nutsedge. The variety was developed through the University of Florida and Texas A&M (hence the name Floratam) because of its immunity to St. Augustinegrass decline virus (SADV).

In the process of testing for SADV, they also found a degree of resistance to chinchbugs. It is a little coarser than the Floratine variety and lacks just a slight degree of its blue green color, but has a much higher tolerance to the herbicide Atrazine. "We have found that we get better yellow nutsedge control by using an increased rate of Atrazine. The purple nutsedge is still a real headache for us, though," adds Swanson. Atrazine is also used extensively as a preemergent crabgrass treatment in St. Augustinegrass and in centipedegrass.

Swanson feels that he is getting good post emergence control of crabgrass in St. Augustinegrass with Asulox, a new product made by Rhodia. Post emergence treatment on bermudagrass is either MSMA or DSMA in conjunction with 2,4-D.

Even though the blocks are fumigated before planting, there are still weed problems. The sod farms are surrounded by farmland and weed seeds are carried in by the irrigation water, by birds and by the wind. Swanson has a full time roguing crew to see that the fields are kept perfectly clean. The crew members also carry flags and if they run into a particular type of weed that they don't want to take a chance on digging out, they flag it. Someone will then come through with a small sprayer and spot treat the area.

"Bermudagrass is one example," says Swanson. "If you get it in St. Augustinegrass, it is extremely difficult to mechanically remove with a roguing tool. If the person leaves just one little node, then he's wasted his

*Build your reputation for beautiful turf—
even under low maintenance...*

PLANT

Birka

Kentucky Bluegrass

A newcomer to the ranks of low maintenance Kentucky bluegrasses...one we're glad to stake our reputation on.

And you will, too. Because Birka has consistently proven its ability to maintain attractive appearance under low maintenance programs throughout eight years of testing at research stations in the U.S. and Canada.

If mildew or other common turfgrass diseases are a problem in your turf areas, Birka is a wise choice. It's ideal for golf courses, home lawns, athletic fields, any area which demands a combination of hardiness and good looks.

You won't have to pamper Birka. Yet if you do, it will reward you with even better performance. Birka greens up early in the spring and keeps its dark green color late into fall. Its narrow leaves, excellent creeping ability and dense growth provide a beautiful turf even under heavy use.

Birka is a turfgrass that can build your reputation.

It's building ours!

E. F. Burlingham & Sons, P.O. Box 217,
Forest Grove, OR 97116. Phone: (503) 357-2141;
Telex: 36-0274; Cable: Burlingham.



E. F. BURLINGHAM & SONS





The seed that's changing the face of America.

Pennfine Perennial Ryegrass

The biggest breakthrough in the greening of America began in 1970. That's when turfgrass specialists at Pennsylvania State University completed development of a remarkable fine-leaved perennial ryegrass with all the advantages of ryegrass. And none of the drawbacks. They called it Pennfine.

Now, just six years later, the success of their undertaking is evident. On golf courses and athletic fields. In parks and cemeteries. And on public grounds across the country.

Proven in tests. Among the nine perennial ryegrasses tested over a five-year period at University Park, Pennsylvania, Pennfine ranked finest in texture. Most resistant to disease. First in density and decumbency (low growth).

The University Park test results were only the beginning. Over 5,000 test kits with seed samples were distributed over the entire country in answer to requests from turf professionals wanting to test Pennfine. The results confirmed the University Park findings.

Most importantly, Pennfine established a new standard of mowability. Some other perennial ryegrasses, cut with the same mower, left ragged, fibrous tops that quickly turned brown. Pennfine's softer fibers cut smooth and clean.

Proven from coast to coast, from North to South. Pennfine's durable beauty has been demonstrated at prestigious sites all over America. From the lawns at an historic national landmark to the greens at a nationally-renowned golf course.

Besides possessing the ability to stand up under heavy traffic, Pennfine germinates rapidly. That makes it ideal for winter overseeding in the South. And, its non-competitiveness allows a smooth spring transition to bermudagrass.

Proven quality control under the Plant Variety Protection Act. You can be sure that all Pennfine Perennial Ryegrass meets the same high standards, because Pennfine is covered by the Plant Variety Protection Act.

That means every pound of Pennfine is certified. You are assured, by law, that it's produced exactly as intended by the original variety breeder.

Prove it to yourself. To learn more about how Pennfine is changing the face of America—and how it can work for you—write: Pennfine, P.O. Box 923, Minneapolis, MN 55440.



The best thing growing.

Pursley Turf Grass

time. Torpedograss is another weed that is tough to get. We find roots 8-12 feet down when we dig irrigation ditches."

Swanson has had good luck with Roundup for problems like those. "Roundup suits a very specific purpose for us, as an in-field control of contamination. Of course, we might not get any grass out of the area where we've sprayed, but we don't inadvertently send weedy sod out." Often, because Roundup has hardly any residual effect, the grass will begin to fill back in.

The chemical itself is still expensive, about \$55-60 per gallon. At higher rates, it takes about five quarts to treat an acre. However, the price has decreased substantially from the original \$85 per gallon when Roundup was first introduced.

Broadleaf weeds are not much of a problem at Pursley Turf Grass. "We're constantly mowing," says Swanson. "Unless we get caught by the rain and can't get into the fields. The Atrazine is effective on broad-leaf weeds.

A full-time mechanic and assistant mechanic take care of almost a million dollars worth of equipment at Pursley. The inventory includes three Princeton harvesters originally \$29,000 apiece. A fourth, tractor-drawn harvester has been added. Thirteen John Deere tractors are maintained. A 60-hp model currently sells for about \$13,000.

"Because equipment costs are going sky high," laments Swanson, "we do all the preventative maintenance we can. We have even taken two or three of our older tractors and com-

pletely refurbished them in our shop, right down to a paint job and new seat. We're talking \$1500 versus \$12-13000 for a new one."

Much of the Pursley Turf Grass acreage is reclaimed bayheads. Often, in order to keep the land dry, a small lake has been dug to provide fill. The topsoil was pushed off and then spread back over the fill.

These ponds, and other natural ones, provide ideal irrigation sources. Drop a portable pump in a pond and turn the sprinklers on. A stationary system is used until the runners fill in enough to support traveling sprinklers. If necessary, water can even be pumped from pond to pond.

The ditches around each block serve a dual purpose. During heavy rains, they help carry water away. During the dry season, they become irrigation ditches.

Disease could be a problem, but doesn't go long unchecked. Gray leaf spot on St. Augustinegrass and dollar spot on bermudagrass are the most common, according to Swanson. "We also treat every block of grass we send out," adds Swanson, "whether it needs it or not. The critical factor in sod installation is that consumers get plenty of water on it. Even at this time of year, when we're getting plenty of rain, its extremely deceptive. You might get an inch of rain, then the sun comes out and it evaporates. Very little actually gets to the rootzone. Asking the consumer to keep it moist creates conditions for fungus. We want to see it get off to a good start."

The sod is harvested in 16-inch by 24-inch pieces, stacked 400 square feet to a pallet. Each pallet weighs approximately 3,500 pounds, depending upon moisture content, and weight restrictions generally limit a truck load to 16 pallets. All of the sod is cut to order. "That avoids having any grass around that's not 100 percent fresh," says Swanson. Pursley Turf Grass hasn't had to worry about having any old grass around for the last two years.

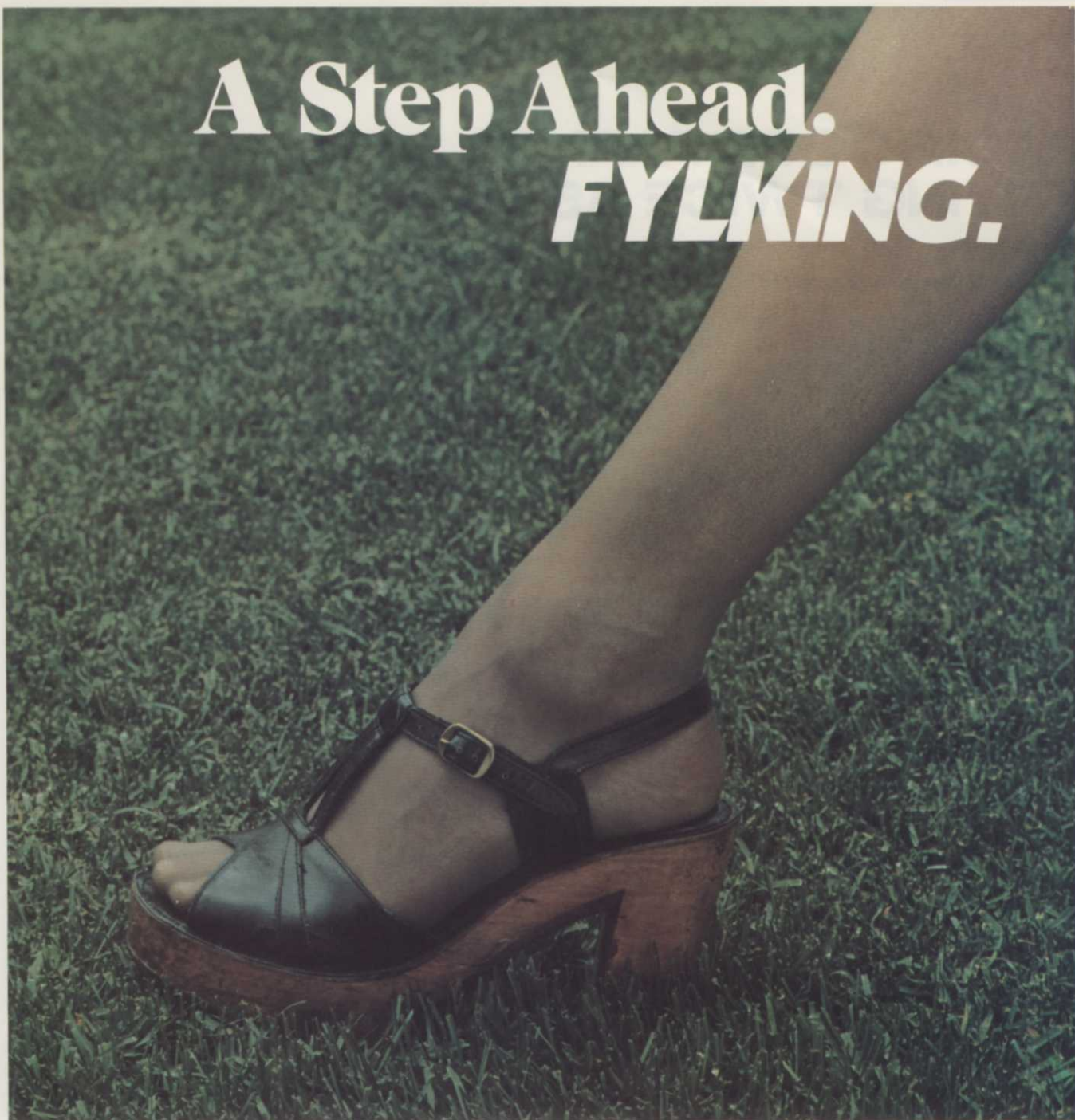
Because of the extra care and expense Pursley Turf Grass puts into their product, it naturally sells for a higher price. There is a good market, however, for quality sod and they've proved it. "One of the pleasant discoveries in this business," sums up Swanson, "is that people are willing to pay for quality." Ron Morris



One of Pursley's three Princeton harvesters in action (below). Roguing crews work near ditches used for drainage, irrigation and to separate fields.



A Step Ahead. **FYLKING.**



When this low-growing, Swedish lawn beauty first stepped into the turf world it revolutionized the lawn industry.

Now another step! Fylking Kentucky bluegrass costs less than most other elite bluegrasses!

Fylking establishes fast, develops a greater density of rhizomes and root system. Fine-textured, velvety green, Fylking performs well when cut low (even low as one-half inch), and may need less mowing. Amazingly tough, Fylking Ken-

tucky bluegrass has improved disease resistance to leaf spot, stripe smut, stem rust and leaf rust, as rated in tests by many major universities and institutions. Physically pure, genetically true seed, Fylking contains no annual bluegrass (*Poa annua*), bent grass or short-awned foxtail.

Take a giant step ahead by using Fylking as the backbone bargain of your next lawn turf mix. Ask for the Swedish beauty, Fylking Kentucky bluegrass at your local wholesale seed or sod distributor.

FYLKING KENTUCKY BLUEGRASS U.S. Plant Patent 2887

Another fine, quality-controlled product of Jacklin Seed Company.

PACIFIC SOD FARMS: TRYING TWICE AS HARD

Effective management, careful attention to cultural practices, regulated growth, and a professional understanding of the needs of the ornamental horticulture industries in California are the reasons for the ten-year success story of Pacific Sod Farms, Camarillo.

Starting with 38 acres of leased land on the Davis Ranch in Ventura County in 1968, the company has become one of Southern California's leading suppliers of sod in 1978, with 394 acres of bluegrass, hybrid bermudagrass, and other varieties under cultivation.

Pacific Sod's 394 acres give it a No. 3 ranking in the California sod industry, just behind Cal-Turf and Nunes Turfgrass, and makes it typical of the many mid-size sod companies in America.

"Everybody has heard the slogan that when you're No. 2, you try harder," says Lawrence R. Hart, vice president and corporate general manager of Davis Pacific Corp., and its subsidiary, Pacific Sod Farms.

"However, our company philosophy is that when you're No. 3, you try twice as hard. This, more than anything, is the reason for the success of Pacific Sod Farms."

And Pacific Sod's determination to try harder in the highly-competitive California sod business is paying off.

Now enjoying the best year in its history, Pacific Sod manages to keep its eleven 40-ton Peterbilt trucks on the road constantly, delivering sod to customers from Santa Maria to San Diego, the entire length of Southern California.

To keep these customers happy, Pacific Sod grows seven different varieties of turfgrass, and literally delivers them to the customers' "front doortstep" to meet most installation deadline requirements.

Of Pacific Sod's 394 acres, 210 are devoted to bluegrass, which has the greatest demand in Southern California. The rest of the acreage is divided as follows: Tifgreen, 85 acres; dichondra, 35 acres; Santa Ana, 30 acres; Bluerye, 15 acres; Tif-dwarf, 10 acres; and St. Augustine, 8 acres;

Tifgreen, Santa Ana, and Tif-dwarf are hybrid bermudagrasses, while dichondra, Bluerye, and St. Augustine are special varieties grown for special purposes.

According to Hart, professional landscape contractors in Southern California are Pacific Sod's biggest customers, accounting for 54% of the company's total sod sales.

The remaining sales are broken down as follows: sod brokers, 19%; retail nurseries, 11%; distributors, 9%; builders-developers, 5%; and



Vacuums clean up after mowing. A land plane is used to smooth the surface for seeding.





SHEA STADIUM, HOME OF THE NEW YORK METS, CHOSE ADELPHI... AND THEY'RE GLAD OF IT!

Adelphi

KENTUCKY BLUEGRASS

(U.S. Plant Patent No. 3150)

They could have chosen any one of a number of new grasses. Because of the results they'd seen at other locations, they chose "ADELPHI" Kentucky Bluegrass.

Jim Thomson, vice-president of the Mets, says, "In all my years in baseball, which includes Yankee Stadium, Ebbets Field and Shea Stadium plus all the fields I've visited, I have never seen a field stand up as well, have the color and overall appearance and receive as many compliments from both players and spectators, as I've received from our "ADELPHI" installation."

ADELPHI... RATED OUTSTANDING FOR OVERALL PERFORMANCE IN ACTUAL USE.

ADELPHI... GROWS NATURALLY TO A DEEPER, RICH GREEN COLOR WHICH IT MAINTAINS THROUGHOUT THE ENTIRE GROWING SEASON.

ADELPHI... YIELDS TURF OF EXCELLENT DENSITY, IS LOW GROWING AND EXHIBITS GOOD RESISTANCE TO COMMON DISEASES.

IF TURF IS YOUR GAME, "ADELPHI" BELONGS IN YOUR "BALLPARK," TOO.

FOR INFORMATION, CONTACT:

J & L ADIKES, Inc.
Jamaica, N.Y. 11423

JONATHAN GREEN & SONS
Farmingdale, N.J. 07727

NORTHROP KING CO.
Minneapolis, Minn. 55413

VAUGHAN-JACKLIN CORP.
Bound Brook, N.J. 08805 • Downers Grove, Ill. 60515
Post Falls, Idaho 83854

Canadian Inquiries: **Rothwell Seeds Ltd.**, Box 511, Lindsay, Ont.
Other International Inquiries: **Northrup King Co.**, Minneapolis, Minn. 55413

Pacific Sod Farms

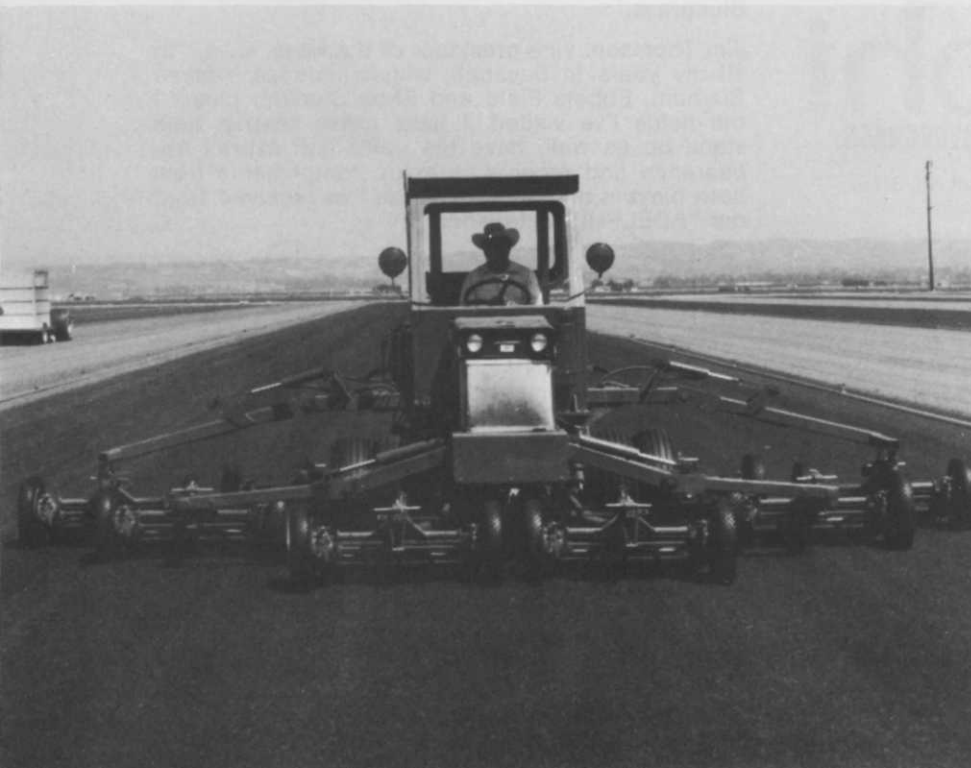


One of two Ford/Brouwer harvesters used by Pacific Sod Farms.



A John Deere tractor and tiller prepare part of Pacific's 400 acres of fields for seeding.

A seven-gang Jacobsen mows between irrigation lines as a vacuum follows in the next row.



all others, 2%. In the latter category are golf courses, parks & recreation departments, and governmental agencies on the city and county levels.

Pacific Sod has 51 permanent and 20 seasonal employees, with Larry Hart and Walt Flowers directly involved in the management of the company. Flowers is vice president of the Davis Pacific Corporation's farming operations in Ventura County, and also serves as Pacific's farm manager.

The company takes great pains to keep its cultural practices up-to-date, and utilizes a variety of equipment to maintain and harvest the sod.

This includes Jacobsen and Roseman mowers, Nunes and Rake-o-Vac sweepers, two Ford tractors equipped with Brouwer harvesters, a D4 Caterpillar tractor, tractors from John Deere, Massey-Ferguson and Allis-Chalmers, a 40-foot Marvin land plane, a 500-gallon Master spray rig, and other highly specialized items.

Pacific Sod was founded in 1968 by five Ventura investors, who successfully operated the company for three years, then sold their interests in December, 1971.

For the past seven years, the company has been owned and operated by the Davis family, pioneer settlers in Ventura County, and their major farming enterprise, the Davis Pacific Corporation. With their deep agricultural roots in the county, the Davis family brings more than a hundred years of farming tradition and experience to the highly successful Pacific Sod operation.

In its continuing program of improving its product and operations, Pacific Sod has undergone extensive reorganization and revitalization during the past two years.

The company has computerized its accounting system, modernized its business operations, and expanded its services to customers. In addition, it has developed and purchased new equipment, and inaugurated better cultural practices to assure uniform, high quality standards of sod production.

On August 22nd, Pacific Sod will celebrate its tenth anniversary, and launch its second decade of service to the landscape and ornamental horticulture industries. **WTT**