

Sod empire

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 promptly dispatched to visit the Godfrey show's singers with a gift of Zoysia plugs and sod in tow.
 Godfrey learned of the incident and put the turf salesman on the air during his morning show. Reaction was immediate and so favorable that he asked the

salesman to return for the weekly Wednesday evening show.
 Summit Hall Turf Farm's Meyer Z-52 Zoysia, was on its way.
 What seemed to Wilmot like half the frustrated lawn growers on the East Coast began trying to make contact with him.
 He still chuckles when he

remembers: "The Gaithersburg phone system was still on a manual switchboard and it was tied up for three days. Traffic got heavy as people began driving in off the main road hunting us. And the post office was swamped with mail orders."
 In retrospect, Wilmot speculates the 12 to 15 minutes of prime time television free advertising for the Zoysia was worth something like

\$50,000 at that time, or at least seven million dollars in today's inflated market.
 Although Summit Hall was then growing Zoysia in just a small acreage, it was an extremely labor-intensive crop. But the returns were impressive.
 Plugs sold for a dime each, with 50 plugs removed from each

square foot of sod. With 43,560 square feet to each acre, Zoysia was a crop that could gross about \$220,000 per acre.
 Machinery to harvest the crop was non-existent and hand harvest was tedious. So Summit Hall engineered and patented a hand-guided plugging machine to
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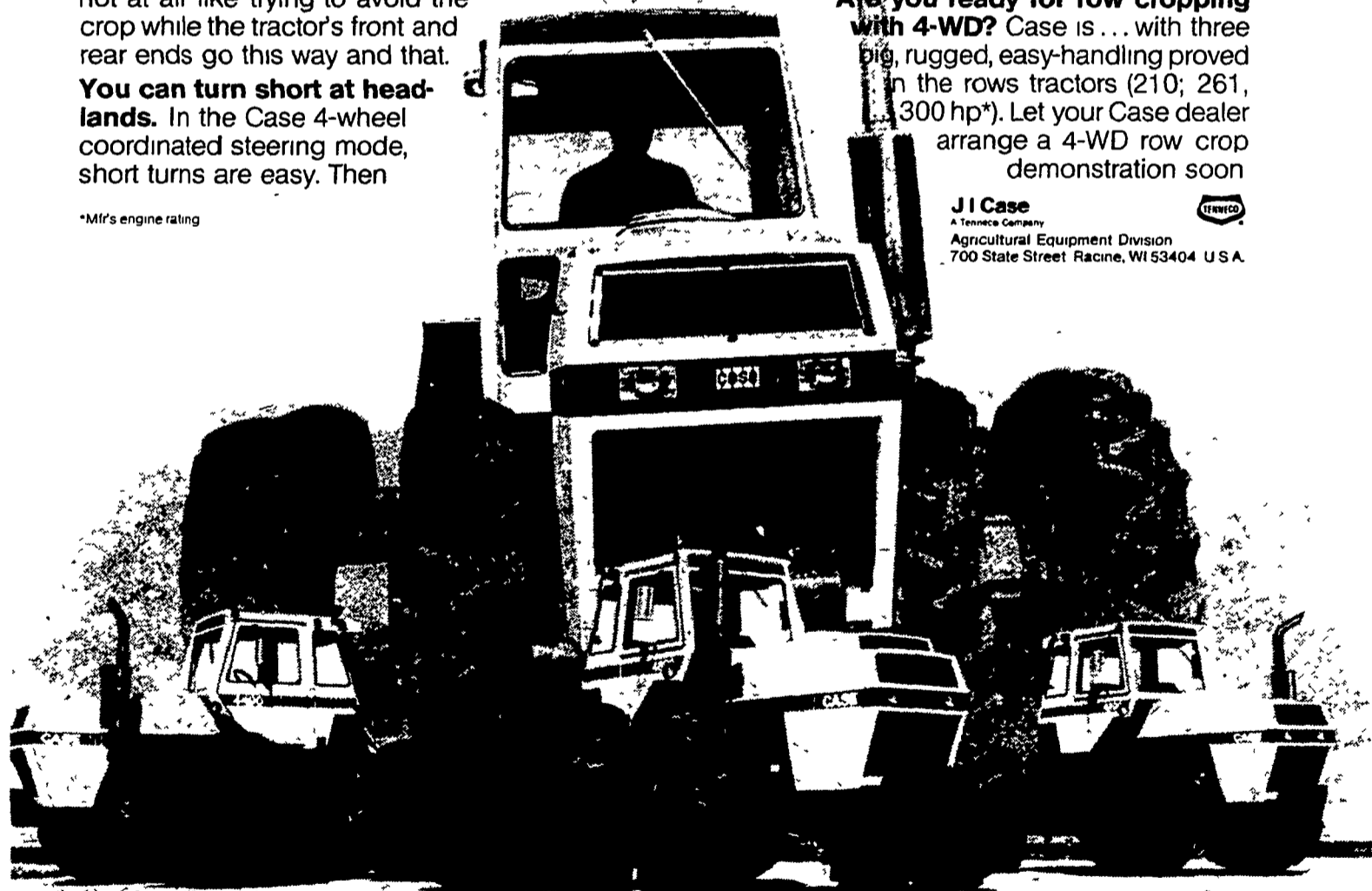
You can turn short at headlands. In the Case 4-wheel coordinated steering mode, short turns are easy. Then

you switch, on-the-go, back to front wheel steer. Case crab steering controls drift on hillsides, and rear wheel steering makes implement hook-ups easy. All four steering modes are electronically actuated. Steering response is very fast, precise and easy. Case steering is not one-way, it's 4-way... so you have easy handling with heavy tillage plus accurate steering with planters, sprayers and even row crop cultivators.

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