



Why is Golf Brand Sod the color of new dollar bills?

We're trying to tell you something.

Like how you can make money with Golf Brand seed in two ways. Don't believe us? Believe John White, manager of the Iowa Nursery Corporation, Des Moines, Iowa.

John tells us that they went from 20 acres of Golf Brand sod in 1965 to 110 acres today because they found that Golf Brand was making money for them in two ways. First, it's a great sod, so it sells well. Second, it's lots easier, and therefore cheaper, to raise.

Iowa Nursery found that Golf Brand produces a tougher sod, produces a lot of rhizomes faster with excellent rhizome production during the hot summer months. And it stays greener and keeps color better year long . . . even when they don't irrigate. By the second year, John says, Golf Brand sod was dense enough to crowd out the weeds and the establishment of turf or sod harvest is 50% faster than the time for other grasses.

Easier to raise? John says Golf Brand requires 50% less fertilizer than Merion Kentucky bluegrass for equal response. During stress periods, the peak level of fertility is not as essential as with a Merion type bluegrass. Irrigation at Iowa Nursery is done with a Side Roll Irrigation system and done only when the grasses show wilt. With Golf Brand, John averages 1/2 inch of water per week.

Why are we telling you all this? We're trying to sell you something. Golf Brand Seed . . . a mixture of grass seeds for sod like a living room carpet. And to give you something. A new, FREE technical bulletin that's a complete guide to grass seeds. Just fill in the coupon below.



NORTHRUP, KING & CO.
1500 JACKSON ST., N. E., MINNEAPOLIS, MINN. 55413

NORTHRUP KING & COMPANY

Attn. Lawn Products Dept., 1500 Jackson Street N.E., WTT-8, Minneapolis, Minn. 55413

Please send me the following:

- Technical Bulletin #1
Basics for Turf Grass
Blends and Formulas
- Technical Bulletin #2
Complete Reference Guide
to Grass Seed Varieties
and Blends
- Have NK man contact me.

Name _____

Address _____

City _____

State _____

Zip _____

For More Details Circle (119) on Reply Card