

“One crew grows our sod, another crew lays it at the customer’s home or place of business. . . Both crews have their own reasons for preferring

baron^{*} Kentucky Bluegrass.”

John Hoerr of D. A. Hoerr & Sons, Peoria, Illinois.

D. A. Hoerr and Sons, Peoria, Ill., raises 500 acres of sod and lays much of it through their Landscape Contractual Division at commercial, industrial, municipal and homeowner sites. James Hoerr says: “Since we began using Baron Kentucky Bluegrass, we’ve had less problems raising a good quality sod

and even fewer problems after the sod is laid. We can’t just sell sod and hope for the best. We’re responsible, even after installation. We find it pays to start with the very best seed we can buy. Baron gives us a well knit sod that takes root quickly, cutting down on service calls”.



“When it comes to marketing sod, I can do it faster with Baron. John Hoerr says, “Baron’s fast germination and quick development into mature sod shortens the time between planting and the day I sell my sod. In the sod growing business, that means money in our pockets.”



“We use a blend of 3 blue-grasses with a minimum of 50% being Baron Kentucky Bluegrass. The other two varieties are Majestic and Merion. The high percentage of Baron insures us of what we consider to be our safety factor.”



“Since we have been putting Baron in our mixture, we find the overall color holds up with less fertility. I use less fertilizer with Baron in the mixture than I have with any other blue-grass mixtures.”

“All of our sod is mechanically harvested so it’s important that root development is rapid and our sod holds together well. Baron lets us keep our fields clipped close and roots seem to knit well, giving us less hauling and handling problems. In our Landscape Contract and Maintenance Contract Servicing Departments, we know in advance complaints from the end user will be minimal.”

If you’re a sod grower, golf superintendent, or a professional landscape contractor, top quality turf is important to you. Lofts is ready to help with Baron, Majestic or Touchdown Kentucky Bluegrasses, Jamestown Chewings Fescue, Yorktown and Diplomat Ryegrasses as well as other varieties.



Lofts Pedigreed Seed, Inc.

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Loft Kellogg Seed Co.
322 E. Florida St.
Milwaukee, WI 53201
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*U.S. Plant Patent #3186, Dwarf Variety

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