

# Arnold Palmer has confidence... in his game and in **Lofts** seed.

- **Baron Kentucky Bluegrass**
- **Yorktown Perennial Ryegrass**
- **Jamestown Chewings Fescue**

Everyone recognizes Arnold Palmer for his golfing ability. However, few know Arnie as a golf course turf specialist. But he is. As a perfectionist he personally makes sure each of his privately-owned courses has a well-designed turf program. . . a program that includes **Lofts**.

We at Lofts Pedigreed Seed are proud that on Arnold Palmer's Bay Hill Club and Lodge in Orlando, Florida, he uses **Lofts Yorktown Perennial Ryegrass** and **Lofts Jamestown Fescue**. Jim Ellison, Golf Superintendent at Bay Hill, claims, "There's nothing better for our overseeding program, particularly when you consider this turf has to stand up to the abuse of 300 rounds of golf daily."

At Arnold Palmer's Latrobe golf club in Pennsylvania, he uses another winner in its field. . . **Lofts Baron Kentucky Bluegrass**.

You may consider Arnold Palmer's swing as the ultimate to strive for. Take his lead, too, when you choose grass seed. If an expert like Arnold Palmer uses **Lofts Yorktown, Jamestown** and **Baron**, maybe you should too.



**Lofts  
Pedigreed Seed, Inc.**

Circle 141 on free information card

**Bound Brook, N.J. 08805/(201) 356-8700**

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

*Great Western Seed Co.*  
Albany, Ore. 97321  
503-926-2636

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

*Lofts/New York*  
Cambridge, N.Y. 12816  
518-677-8808

*Lofts/Maryland*  
Landover, Md. 20785  
301-322-8111

Arnold Palmer discusses his overseeding program  
at Bay Hill with Peter Loft.

Note: The Bay Hill Club and Lodge will host  
the Florida Citrus Golf Classic.