

The only way to improve **baron** was to lower the price.

baron
KENTUCKY BLUEGRASS



So we did!

Now, no matter how much (or how little) Baron you buy, you'll pay $\frac{1}{3}$ less than before. It's our way to thank you for making Baron the world's largest selling bluegrass.

It's possible because, unlike other elite bluegrasses, Baron consistently produces large quantities of seed. And that means Baron is always available.

It's still the same great Baron . . . with the same quick germination, dense growth and rich color that looks great in sun or shade. It resists diseases and requires minimal fertilization. And, of course, it's certified and free of both *Poa annua* and bentgrass.

Baron is still the same. \$1.49/lb.*
Only the price is lower!

*Gold Tag (sod quality) is available at \$1.59 per pound.

Prices slightly higher in Canada.
These new crop prices available
September 1, 1980.



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