

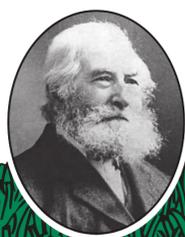


Cut or Tear here to open

Easy-to-use! Resealable bag!

PRESS HERE TO RESEAL

SEEDS UP TO 3,500 SQ. FT.  
(70 FT. x 50 FT.)  
NET WEIGHT 7 LBS.



# Jonathan Green

## FOR THE BEST LAWN IN TOWN

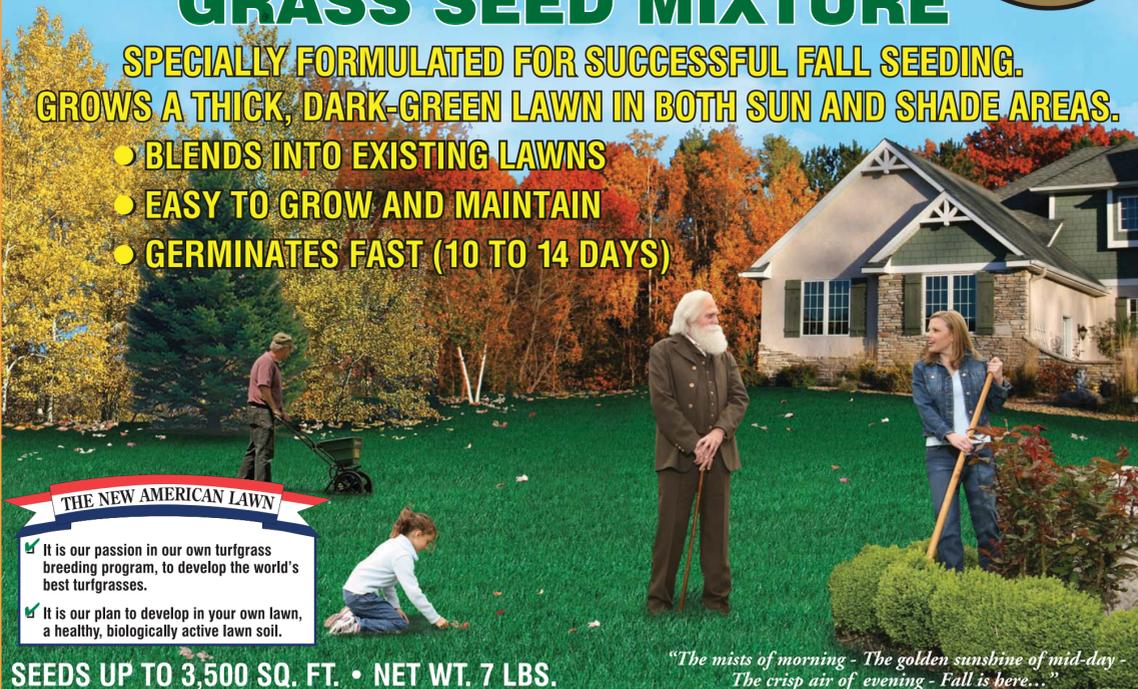
# BLACK BEAUTY FALL MAGIC

## GRASS SEED MIXTURE

SPECIALLY FORMULATED FOR SUCCESSFUL FALL SEEDING.  
GROWS A THICK, DARK-GREEN LAWN IN BOTH SUN AND SHADE AREAS.

- BLENDS INTO EXISTING LAWNS
- EASY TO GROW AND MAINTAIN
- GERMINATES FAST (10 TO 14 DAYS)

CONTAINS NATURALLY INSECT RESISTANT GRASS  
\*See Back



**THE NEW AMERICAN LAWN**

- ✓ It is our passion in our own turfgrass breeding program, to develop the world's best turfgrasses.
- ✓ It is our plan to develop in your own lawn, a healthy, biologically active lawn soil.

SEEDS UP TO 3,500 SQ. FT. • NET WT. 7 LBS.

*"The mists of morning - The golden sunshine of mid-day -  
The crisp air of evening - Fall is here..."*



# BLACK BEAUTY FALL MAGIC

## GRASS SEED MIXTURE

Dear Folks,

Fall is a good time to re-seed established lawns or start new lawns. Fall Magic, with its special formula of naturally insect resistant grasses, provides an attractive, perennial, healthy dark-green lawn. Fall Magic is able to withstand the wear and tear of active feet. It thrives in sunny and shaded areas of the lawn.

**THE NEW AMERICAN LAWN**  
Grows an Eco-Friendly Lawn that Looks Great.

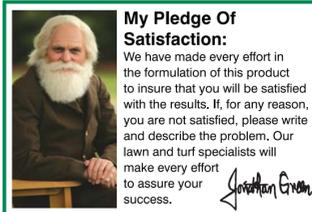
As with most good ideas, it is really quite simple. My NEW AMERICAN LAWN plan is an attempt to get to the basics of lawn care, in an environmentally sound and responsible way.

You will be growing your lawn using my genetically superior grass seed, as is found in my BLACK BEAUTY grass seed mixtures.

You will be developing a healthy, biologically active soil by using my MAG-I-CAL, my LOVE YOUR LAWN - LOVE YOUR SOIL and my other organic and traditional lawn fertilizers. In short, you will be creating conditions in the lawn where your grass can thrive and be able to resist most lawn problems.

You will see that you do not need to make routine applications, all over your lawn, to control weeds, insects and fungus. These applications will be targeted to where and when they may be needed.

Please ask for a free copy of my NEW AMERICAN LAWN plan brochure, which is available at your local independent garden center or hardware store and at [jonathangreen.com](http://jonathangreen.com).



### My Pledge Of Satisfaction:

We have made every effort in the formulation of this product to insure that you will be satisfied with the results. If, for any reason, you are not satisfied, please write and describe the problem. Our lawn and turf specialists will make every effort to assure your success.

Certain lawn grass plants contain beneficial fungus called Endophytes. While living synergistically off the grass plant, Endophytes produce defensive compounds called Alkaloids, that are detrimental to above ground feeding insects.

- Endophytes are all natural and do not diminish over time in the living grass plant.
- Endophytes reduce the need for chemical pesticide treatments of the lawn.

CONTAINS NATURALLY INSECT RESISTANT GRASS

### DIRECTIONS

SUCCESSFUL SEEDING CAN BE ACCOMPLISHED IF THESE PROCEDURES ARE FOLLOWED FOR BOTH OVERSEEDING LAWNS AND ESTABLISHING NEW LAWNS.

1. If the lawn has not been mowed, do so before raking the ground to loosen the soil. In the case of larger areas, use of a rented motorized thatching machine can be helpful in the establishment of a seed bed. While raking, remove dead grass, stones, sticks, etc. from the lawn area. Correct any drainage problems or fill in low spots with soil at this time. If possible, take a soil test to determine if any soil amendments need to be added to the soil. Consider applying my Love Your Lawn - Love Your Soil Fertilizer to create ideal growing conditions.
2. Prior to seeding, apply my Jonathan Green New Seeding Lawn Fertilizer  
OR  
after seeding, apply my Jonathan Green Green-Mulch Seed Establishment Mulch, which contains New Seeding Fertilizer, helps to control soil erosion and will also aid grass seed germination by helping to keep the seed bed moist.
3. My Jonathan Green MAG-I-CAL Pelletized Calcium is a soil amendment which gets new seedlings off to a great start. Apply MAG-I-CAL as needed or apply 50 pounds of Lime per 1,000 square feet, in the absence of a soil test.
4. For maximum germination please be sure that the grass seed is in firm contact with the loosened soil. Apply grass seed at the proper rates listed on the bag with a spreader or by hand. Do not apply seed too heavily. Lightly rake the seed into the soil, being careful not to cover the seed with more than 1/4" of soil.
5. Grass seed, Fertilizer and MAG-I-CAL or Lime can be applied in any order, on the same day.
6. Seed bed should be kept moist for a few weeks while the grass seed germinates. Mow the new grass after it has reached a height of 2 to 3 inches.

See your dealer concerning follow-up fertilizer applications and maintenance tips.

Sign up to receive timely lawn & garden tips  
[www.jonathangreen.com](http://www.jonathangreen.com)



### Spreader Settings

SEEDING RATES - OVERSEEDING LAWNS  
7 lbs. seeds up to 3,500 sq. ft.

Jonathan Green Rotary: 7.5  
(GO-GREEN, GREEN-METER, ELITE-GREEN, PRO-GREEN)

Jonathan Green GREEN-METER Drop: 3.5

SEEDING RATES - NEW LAWNS  
7 lbs. seeds up to 1,750 sq. ft.

Jonathan Green Rotary: 9  
(GO-GREEN, GREEN-METER, ELITE-GREEN, PRO-GREEN)

Jonathan Green GREEN-METER Drop: 4.5

Visit my website for more spreader settings.

JONATHAN GREEN, INC. • SEEDSMEN • POB 326 • FARMINGDALE, NJ 07727

