

**WHY ARE LAWNS SO IMPORTANT?**

1. Lawns purify the air by absorbing pollutants. Grass also produces oxygen - an average lawn of 5,000 sq. ft. provides enough oxygen for up to eight people every day!
2. A lawn cools the immediate environment, saving on air conditioning costs.
3. Grass controls erosion and improves soil conditions by absorbing run-off water. A healthy lawn purifies water, reduces noise and reduces glare.
4. A nice lawn increases your property value and curb appeal, if selling your house.

**THE NEW AMERICAN LAWN T-Shirt Offer**

Buy any four of my lawn care products and mail store receipts and proof of purchase (UPC's) to me to receive my "New American Lawn" T-shirt, or choose for Jonathan Green to donate ten dollars to an eco-friendly charity. Do something good for the environment.



front

back

**THE NEW AMERICAN LAWN T-SHIRT OFFER**  
 Starting February 1, 2013, buy any four of my lawn care products by October 31, 2013 and fill out this form to receive a free T-shirt, OR choose an environmentally green charity from the list below for Jonathan Green to make a \$10 donation to in your name.

PLEASE PRINT CLEARLY:  
 FULL NAME \_\_\_\_\_  
 STREET ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 EMAIL  Yes - I would like to receive Jonathan Green's Timely Lawn & Garden Tips! \_\_\_\_\_

I WOULD LIKE (please check appropriate boxes):  
 A FREE T-SHIRT OR  PLEASE DONATE \$10 TO:  
 SIZE:  ADULT S  The Conservation Fund  
 ADULT L  The Nature Conservancy  
 ADULT XL  Project EverGreen

Mail store receipts and four Jonathan Green UPCs and this completed form in an envelope postmarked by November 30, 2013 to: JGreen Lawn Offer, P.O. BOX 326, Farmingdale, NJ 07727  
Not valid with any other offer.

**Here's another bright idea!**

- Why not make your own weed and feed?  
 1) Apply Green-Up Lawn Fertilizer or one of my organic lawn fertilizers first.  
 2) Then on the same day, wet the lawn lightly and apply my Lawn Weed Control, which does not contain fertilizer.  
 3) Apply broadleaf weed control only to lawn areas where weeds are present.
- This lawn broadleaf weed control plan works great!

Date applied: \_\_\_\_\_

**SUCCESSFUL BROADLEAF LAWN WEED CONTROL**

**FACT BOX**

Broadleaf weeds are capable of crowding out the desirable grasses in your lawn. Most will also rob the nutrients needed by the lawn grasses.

**ANSWER**

The key to successful broadleaf lawn weed control is that the control product must adhere to the surface of the weed leaf. Therefore, the weed leaf should be damp prior to application for maximum control. Apply to an early morning dew or after a light irrigation. See products for application instructions. Apply spring through fall when weeds are actively growing.

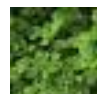
**THE PRODUCTS**



1. Weed & Feed Lawn Fertilizer controls over 250 broadleaf weeds including dandelion, chickweed, plantain and clover. Provides slow-release nitrogen to promote healthy grass growth. After applying, do not seed for four weeks.



WHITE CLOVER



CHICKWEED



BUCKHORN PLANTAIN



OXALIS



GROUND IVY



2. Lawn Weed Control controls over 200 broadleaf weeds. This product does not contain lawn fertilizer. Use this product if you have fertilized recently. Superior control - carrier is ground peanut hulls, so it adheres very well to weed leaf surfaces. After use, do not seed for four weeks.



DANDELION



3. Organic Weed Control plus Fertilizer is an all organic - all natural formula that provides pre-emergent lawn weed control, does not control existing weeds. It feeds the lawn for deep-green color and prevents crabgrass, dandelions and over 20+ other grassy and broadleaf weeds. Use in the early spring and early fall to gain control over time. Do not seed for 60-90 days after application.



**IN THE SUMMERTIME**

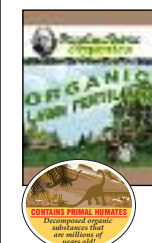
**FACT BOX**

1. Summer is the most stressful time of the year for lawns because of heat, humidity, drought, increased insect activity and fungal diseases.
2. Apply grub control products only in the sunny areas of the lawn. Grubs are not usually found in shady areas.

**ANSWER**

A gentle fertilizing during summer months keeps the lawn healthy and growing. Time your insect and grub control applications targeting for specific insects.

**THE PRODUCTS**



1. If you prefer to feed your lawn organically during the summer, chose either Organic Lawn Fertilizer or Natural Beauty Lawn Fertilizer.



2. Summer Survival Insect Control plus Lawn Fertilizer - Apply in June through August. Controls a wide spectrum of surface insect pests including chinch bugs, army worms, ticks, ants and 15+ other insects. Gently feeds your lawn with slow-release Nitrogen.



3. Lawn Insect Control Use if lawn insects are a problem and you do not wish to fertilize. Controls a wide range of insect pests including chinch bugs, fleas, ticks, ants and over 30+ other insects.



4. If grubs have been a problem, apply my Grub Control from May through August. This will control new generations of grubs. Provides systemic, season long control - about 90 days.



5. If you wish to control grubs and surface insects at the same time, use my Pest Kill dual action insect and grub control. Controls deer ticks, grubs, chinch bugs, ants, fleas, sod webworms, over 30+ insect pests.



**YOU MAY SEED AFTER USING ANY OF THESE PRODUCTS**

- SUMMER**
- Organic Lawn Fertilizer
  - Natural Beauty
  - Summer Survival
  - Love Your Lawn - Love Your Soil
  - Lawn Insect Control
  - Grub Control
  - Pest Kill
- Date applied: \_\_\_\_\_

**IN THE FALL**

**FACT BOX**

1. Fall is a great time to fertilize and seed your lawn.
2. As the day length shortens, grass plants spread and thicken, putting down roots to survive the winter.
3. Grass seed germinates quickly because the soil is warm, water evaporation is lessened, weed competition is reduced and more normal rainfall occurs.
4. Weed and insect populations are greatly reduced during the fall season.

**THE ANSWER & FERTILIZER PRODUCTS**

Since a healthy, thick lawn is your best defense against weed invasion, consider seeding and feeding your lawn in the fall, around Labor Day. An additional feeding in late fall can also be beneficial for turfgrass health.



Love Your Lawn - Love Your Soil

AND



MAG-I-CAL Pelletized Calcium Lawn Fertilizer

**PLUS CHOOSE ONE**



Winter Survival Fall Fertilizer



New Seeding Lawn Fertilizer



Organic Lawn Fertilizer



Natural Beauty Organic Lawn Fertilizer

**FALL IS AN IDEAL TIME OF THE YEAR TO SEED**

- FALL**
- Love Your Lawn - Love Your Soil
  - MAG-I-CAL
  - Winter Survival
  - New Seeding Lawn Fertilizer
  - Organic Lawn Fertilizer
  - Natural Beauty
  - Green-Up
- Date applied: \_\_\_\_\_

**THE ANSWER & LAWN SEED PRODUCTS**

Jonathan Green has developed truly innovative, darker-green turfgrass in his own breeding program, such as:



Black Beauty Grass Seed



Black Beauty Ultra Grass Seed

Success cannot be achieved with your lawn without using superior grass varieties, such as my Black Beauty mixtures.

*"Once you have seen a Black Beauty lawn, you will never forget it!"*



1. Black Beauty turfgrasses can root four feet down into the lawn soil.
2. These grasses are genetically dark-green in color and contain endophytes for natural insect resistance.
3. Black Beauty turfgrasses are uniform in leaf texture and the leaf tips do not shred when mown.
4. They possess a waxy coating, like the skin on an apple, making them more drought tolerant.
5. Black Beauty grasses are used by sod growers across the USA.

Date planted: \_\_\_\_\_

**LAWN FUNGUS CONTROL**

**FACT BOX**

1. Lawn fungus develops mostly in the hot, humid, summer months and can be spread by wind, water, people and mowers.
2. Do not water the lawn late in the day or at night. Lawn fungus thrives and spreads in damp, warm conditions.
3. Lawn fungus can be misidentified as heat and drought stress or insect damage.

**ANSWER**

Properly identify your problem as fungus. Buy my quality grass seed mixtures - follow a balanced fertilizing program and do not over water your lawn.

**THE PRODUCT**

Lawn Fungus Control is a systemic fungicide for both preventative and curative treatments. Controls stripe smut, red thread, leaf spot, dollar spot, summer patch, pink snow mold - over 20+ diseases. Apply every 14 - 21 days if necessary.



**FUNDAMENTAL THINGS: THE SOIL - THE AIR - THE WATER - THE LIFE**



When you lie on the grass and look very closely you see a tiny forest. This tiny forest exists between the earth's atmosphere and the soil. Extending above your head the atmosphere reaches to the border of outer space. Beneath your head enormous numbers of organisms and species are living, mostly hidden lives, seeking food, multiplying and eating each other. The food supply is limited, so in order to survive and flourish organisms seek their sustenance wherever they can. Water and atmosphere move into this world making life possible. It is in the water films on the soil particles and the humus that life flourishes.

The roots of grass enter this world. Ninety percent of a grass plant is roots. These roots make life giving connections with the life in the soil. Air and water, plus sunshine are used by green plants to make the food supply of the world. This food is called organic matter. However, it should be remembered that the rocks of this planet (minerals) are inextricably intertwined with the organic matter in all living things. This is what makes higher plant and animal life possible.

If there is anything on this planet that we should stand in awe of, it is this vast interplay of water, air, sunshine, soil and life. It makes everything possible.

**SUMMER**

- Lawn Fungus Control
- Scan for more!
- 
- Date applied: \_\_\_\_\_



**Jonathan Green**

**THE NEW AMERICAN LAWN**

*Genetically Superior Lawn Grasses + Healthy, Biologically Active Soil*



*A complete and responsible approach to lawn care.*





My Jonathan Green "New American Lawn" plan can change the way that you care for your lawn, for the better. You will see that you do not need to apply turf chemicals all over the lawn year after year. You will finally take control of how you care for your lawn in order to grow an attractive, healthy lawn that will not be subject to most lawn problems.

My "New American Lawn" plan is based on the use of both organic and traditional fertilizers on the lawn. The benefits gained from the use of organic substances include improved disease and insect resistance and improved heat and cold tolerance. Organic products will also improve your lawn soil's biology. The increase in the soil's biological life will aid in the release of both organic and mineral nutrients into the soil solution making them available to lawn grass plants. The soil will become more permeable and alive, allowing water, air and grass roots to penetrate into the lawn soil more deeply.

A healthy soil can contain well over 900 billion living organisms per pound. You can develop a healthy soil by feeding the vast amounts of microbes and earthworms in the soil with my organic lawn fertilizers. This approach is similar to the way we maintain our own health. When you have proper nutrition and exercise you rarely need medication. The average lawn owner spends too much time fighting weeds, insects and fungus. These problems are, in many cases, symptoms of poor lawn soil management. Give the lawn the proper soil environment and you will create your own healthy, attractive lawn that you can be proud of and will benefit the environment.

Use my genetically superior grass seed to seed a new lawn or overseed an existing lawn. This step is very important in order to have success with my "New American Lawn" plan. Success cannot be achieved with your lawn without using superior grass varieties such as are found in my Black Beauty mixtures.

**PICK THE PRODUCTS THAT WORK BEST AS YOU PROGRESS THROUGH THE LAWN YEAR.**

**Here's a bright idea!**

Consider seeding and fertilizing your lawn first in the early spring. Then apply my Crabgrass Preventer plus Green-Up Lawn Fertilizer about mid-May, after you have mowed the new grass three times.

**IN THE SPRING CONTROLLING CRABGRASS**

**FACT BOX**

1. Crabgrass does not grow in the shade. Use lawn fertilizer in the shade, thereby limiting your use of turf chemicals to where they are needed.
2. Crabgrass seed germinates when soil temperature, not air temperature, reaches 50 to 55°F. Crabgrass continues to germinate through the summer months.
3. A thick, healthy lawn is the best defense against crabgrass. Once this is achieved, it should not be necessary to apply crabgrass control to your lawn every year.
4. The exception to this rule would be along the street curb, where ice melt products damage the turf each winter. Also crabgrass may germinate along the driveway and walkways because lawn edging and foot traffic in these areas can expose bare soil. Crabgrass germinates in direct sunlight.

**ANSWERS**

1. Consider applying my crabgrass control in mid-May. This control lasts for about 90 days, thereby controlling later germinating crabgrass seed. My crabgrass control will continue controlling crabgrass plants that have reached up to the three-leaf stage of growth.



**THE PRODUCT**

Crabgrass Preventer plus Green-Up Lawn Fertilizer controls crabgrass before and after it germinates and provides the slow-release nutrients needed for a beautiful lawn. Delay seeding for three months after application.



**SEEDING YOUR LAWN THIS SPRING AND CONTROLLING CRABGRASS**

**FACT BOX**

You have three options to consider:

1. Seed your lawn in early spring. Apply my Crabgrass Preventer plus Green-Up Lawn Fertilizer after you have mowed the new grass three times, about the middle of May.
2. Seed your lawn in the spring and use my Crabgrass Preventer plus New Seeding Fertilizer right after you have seeded, on the same day. This product will not prevent the germination of grass seed.
3. If you want to control lawn weeds organically, seed your lawn in early spring. Wait until around mid-May and apply my Organic Weed Control. Then re-apply my Organic Weed Control in early fall. Over time you will gain control over many lawn weeds including crabgrass.

**THE PRODUCT ANSWERS**

1. Crabgrass Preventer plus Green-Up Lawn Fertilizer Controls crabgrass before and after it germinates. It also feeds your lawn with slow-release fertilizer. Delay seeding for three months after application.
2. Crabgrass Preventer plus New Seeding Fertilizer Allows seeding on the same day. When you use this product, apply it last after the grass seed has been planted, then do not disturb the seed bed. It provides crabgrass control and nutrients to get newly planted grass seed off to a great start.
3. Organic Weed Control Prevents crabgrass, dandelions and over 20+ other grassy and broadleaf weeds. Feeds and greens the lawn organically. Do not seed for 60-90 days after applying this product. Does not control existing lawn weeds.



**FEEDING YOUR LAWN THIS SPRING**

**FACT BOX**

1. In the spring the soil is still cold, after the months of winter. This means that the microbial life in the soil is not very active.
2. The freezing and thawing action has opened up the soil making the penetration of nutrients easier.

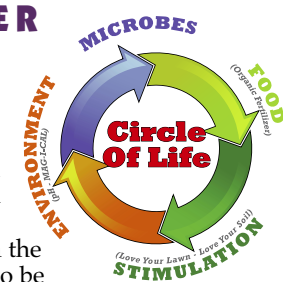
**ANSWER**

This is the time of the year when Green-Up Lawn Fertilizer works particularly well, because it releases directly to the grass roots by the action of water. It fertilizes the lawn for ten to twelve weeks, feeding at a constant and steady rate. Green-Up Lawn Fertilizer is not dependent on the action of the soil microbes in order to be released for the use of grass plants.

Humates are decomposed organic substances that are millions of years old. Humates feed a vast array of micro-organisms that live in the soil. These organisms are essential to a healthy lawn. Humates are known to enhance grass seed germination and grass plant root development, as well as overall plant health and stress resistance. Look for this label on our fertilizers containing humates.

**THE PRODUCT**

The release of Green-Up Lawn Fertilizer is unaffected by excessive rainfall or temperatures, thereby reducing grass surge growth and clippings. Green-Up Lawn Fertilizer also contains humates which stimulate the soil's microbial life.



MAG-I-CAL Pelletized Calcium and Humate Fertilizer contains 35% highly soluble calcium for grass plant uptake and pH adjustment. Contains humates to condition the soil and aid in root development. Apply at any time in combination with other products. Concentrated, so one bag is the equivalent of up to ten bags of limestone. Apply MAG-I-CAL twice a year, spring and fall. If your soil pH is deficient, additional applications would be beneficial.



Love Your Lawn - Love Your Soil stimulates soil microbes and creates a biologically healthy soil. You can grow better turf by creating better soil. Love Your Lawn - Love Your Soil helps loosen heavy, hard packed soil and releases trapped nutrients. Use on existing lawns and when seeding to enhance grass root mass development. Your lawn soil will become more alive and porous allowing water, air and grass roots to enter the soil more readily. All natural and organic.

**FACT BOX**

Soil is fundamental to the health of your lawn. It is a very complex substance consisting of mineral material, derived from rock, water, atmosphere, organic matter in various stages of decay, and an astounding quantity and variety of living organisms, mostly microscopic. These organisms contribute to the soils formation and fertility by recycling and releasing nutrients that are essential for lawn grass plant health and growth.

**ANSWER**

When you feed your lawn organically, you are feeding the soil life, which in turn feeds the lawn grass. Also, you are improving the soil and allowing better penetration of water and air into the soil.



1. Organic Lawn Fertilizer helps to rejuvenate lawns with a slow, gentle feeding promoting a healthy, thick, dark-green lawn over time. 100% high-grade organic ingredients. Use in spring, summer or fall, feeds for 8 to 10 weeks.



2. Natural Beauty Lawn Fertilizer is rich in humates that help to restore soil life. A complex, all organic lawn fertilizer, that provides excellent turf nutrition for 8 to 10 weeks.



**ALSO IN THE SPRING**

**ALSO IN SPRING (When crabgrass control is not necessary)**

**CHOOSE ONE**

- Green-Up
- Natural Beauty
- Organic Lawn Fertilizer

**PLUS**

- MAG-I-CAL
- Love Your Lawn - Love Your Soil

Grass Seed (check seeding mixtures to the far right)

Date applied:

**PICK THE PRODUCTS THAT WORK BEST AS YOU PROGRESS THROUGH THE LAWN YEAR.**

**Here's a bright idea!**

Consider seeding and fertilizing your lawn first in the early spring. Then apply my Crabgrass Preventer plus Green-Up Lawn Fertilizer about mid-May, after you have mowed the new grass three times.

**IN THE SPRING YOU HAVE OPTIONS!**

- Crabgrass Preventer plus Green-Up
- Green-Up
- Crabgrass Preventer plus New Seeding
- New Seeding Lawn Fertilizer
- MAG-I-CAL
- Love Your Lawn - Love Your Soil

Grass Seed (check seeding mixtures to the far right)

Date applied:

**SEEDING YOUR LAWN Spring - Summer - Fall**

**FACT BOX**

1. Often the best way to upgrade the lawn is to introduce superior grass seed. Remember, the lawn will ultimately be no better than the grass seed that is used to establish it. Choose the correct grass seed for your lawn situation.
2. In my own breeding program, I have developed lawn grasses that are truly, genetically superior. These grasses produce a beautiful lawn, even under tough growing conditions. All of the mixtures listed below have been fortified with Black Beauty grass seed. Look for this label on my grass seed mixtures containing Black Beauty grass seed.
3. All of these mixtures contain a beneficial fungus called endophytes. While living, synergistically inside the grass plants, endophytes produce defensive compounds, called alkaloids, that are detrimental to surface feeding insects. This is a natural defense that does not diminish over time in the living lawn grass plant. See label below\*



**CHOOSE ONE:**

1. Black Beauty Grass Seed Mixture
2. Black Beauty Ultra
3. Sun & Shade
4. Full Sun Grass Seed Mixture
5. Dense Shade
6. Shady Nooks
7. Heavy Traffic
8. Lawn Repair Made Easy
9. Drought Tough



\*LOOK FOR THIS LABEL ON THE BAG

**THE ANSWER Successful Establishment of Lawn Seed**

1. To achieve maximum germination please be sure that the grass seed is in firm contact with loosened soil. Lightly rake the seed into the soil, being careful to cover the seed with no more than 1/4" of soil.
2. Start the newly seeded area off right by adding your fertilizer choice plus MAG-I-CAL and Love Your Lawn - Love your Soil to the soil prior to seeding.
3. The seed bed should be kept moist for a few weeks while the grass seed germinates.



Be aware of local ordinance requirements concerning fertilizers. They may limit or prohibit fertilizer applications from late fall to early spring.

**WHICH SEEDING MIXTURE TO USE:**

- 1) Black Beauty
- 2) Black Beauty Ultra
- 3) Sun & Shade
- 4) Full Sun
- 5) Dense Shade
- 6) Shady Nooks
- 7) Heavy Traffic
- 8) Lawn Repair Made Easy
- 9) Drought Tough

Date planted:

**SEEDING PRODUCTS:**

- New Seeding Lawn Fertilizer
- Organic Lawn Fertilizer
- MAG-I-CAL
- Love Your Lawn - Love Your Soil

Date applied: