

Read the Label Before You Buy Grass Seed

Can you tell a fescue seed from a weed seed? If not ... you'll need to look at the label before purchasing your grass seed. The label tells you how much weed seed is in the bag ... plus lots of other valuable information. Each bag of grass seed also has a "blue tag" that certifies the following information found on the label:

- The variety or varieties of fescue seed and their percentages. Without the blue tag you can only guess that you're getting what you paid for.
- Percent of germination ... how much of this seed will actually grow.
- Other crop seed ... may be something like ryegrass, bentgrass, bermuda or orchardgrass. Some of these are not difficult to control, but some (like orchardgrass) are very difficult to control.
- Inert Matter ... other "stuff" that finds its way into the bag, such as soil.
- Weed Seed ... noxious weeds present in the bag. These weeds may be impossible to get rid of without killing the turf.

If you compare the labels, you'll understand why we always recommend **Gard'N-Wise Premium Tall Fescue Blend**. For starters, this blend uses only fescue varieties that have been tested in Kansas and are the best varieties available for this area. Other brands of fescue blend use the lowest cost fescues available and chances are those varieties don't test well in this area.

Gard'N-Wise Premium Tall Fescue Blend also has a high rate of germination ... and virtually no weed seed. Check the back of this page for dramatic comparisons with other well-advertised grass seed sold here in Wichita ... and remember that the more weed seed you buy, the more problems you'll have controlling weeds later in the season.

If the label doesn't convince you, maybe the math will ... because as little as 1% weed seed can destroy an otherwise good bag of grass seed. Here's how it figures for ryegrass ... a common weed seed found in fescue:

EXAMPLE: 1% ryegrass (weed) in a 25 lb. bag of fescue

1% of 25 lbs. = 1/4 lb. weed seed

Ryegrass has 250,000 seeds per pound

$1/4 \text{ lb.} \times 250,000 = 62,500$ seeds of ryegrass in a 25 lb. bag of fescue seed

If that 25 lb. bag of fescue is spread over 5,000 sq. ft., it puts down 12.5 weed seeds per sq. ft. That would equal nine weeds in a patch of lawn the size of this paper ... represented by the spots shown here. Each spot (multiplied by 62,500) equals one weed that you'd need to contend with at some future date.

So remember the old adage "you get what you pay for" when shopping for grass seed. Spend a little extra now and you will save yourself time, money and a big headache.

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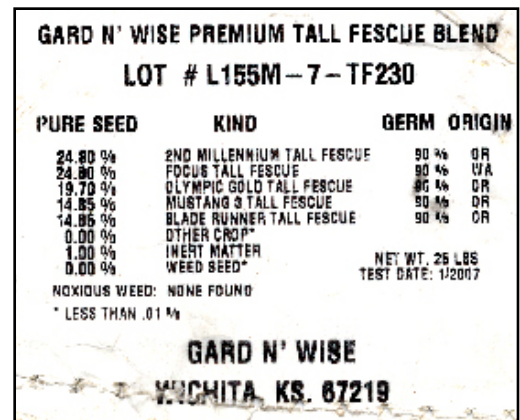
What You See ... Is What You Get!

When it comes to purchasing grass seed ... QUALITY COUNTS ... because the quality of the seed determines the quality of your lawn. Look for a seed with a high germination percent. Also, check the label for the percent of weed seed and other filler. Even 1% weed seed in a 25-lb. bag of grass seed translates into a QUARTER POUND OF WEED SEEDS. That's a lot of weeds to contend with in your quest for the perfect lawn. Just check the actual labels below and remember that "what you see is what you get."

WE RECOMMEND:

GARD'N-WISE PREMIUM TALL FESCUE BLEND

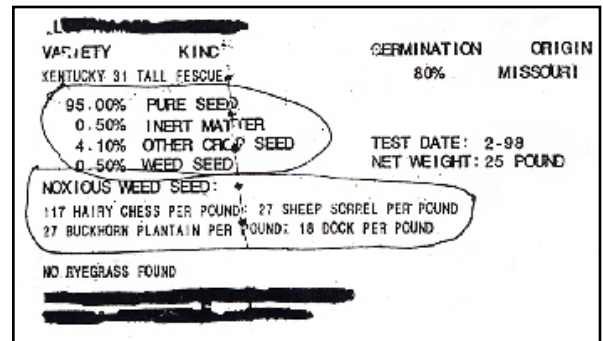
Germination	90%	
Inert Matter	1.00%	
Other Crop Seed*	0.00%	} 0.00% WEEDS!!
Weed Seed*	0.00%	
Noxious Weed Seeds / Pound ...	NONE	



COMPARED TO THESE TWO LABELS FROM "BRAND P" SEED:

"BRAND P" K-31 FESCUE

Germination	80%	
Inert Matter	0.50%	
Other Crop Seed	4.10%	} 4.60% WEEDS
Weed Seed	0.50%	
Noxious Weed Seeds / Pound	189	



"BRAND P" TALL FESCUE BLEND

Germination	85%	
Inert Matter	2.50%	
Other Crop Seed	2.00%	} 2.50% WEEDS
Weed Seed	0.50%	
Noxious Weed Seeds / Pound	27	

