

Historic, Archive Document

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NOVEMBER 1, 1948

Spring



1949



Wholesale Price List

FOR

Adapted

LAWN SEED MIXTURES

WOODRUFF'S *Adapted* LAWN SEED MIXTURES SELL!

- BECAUSE THEY'RE BACKED BY -

- High standards of quality maintained year in and year out.
- Intelligent research and experiment continually carried out on extensive trial grounds.
- Uniform style in package and color - Designed for successful merchandising.
- Advertising where advertising counts - Radio, Newspapers, national and trade publications.
- Co-operative advertising - Woodruff helps the dealer in his own locality.
- Dealer aids - Informative booklets, envelope stuffers, colorful folders, display cards, posters and window streamers.

F. H. WOODRUFF & SONS, INC.

MILFORD, CONNECTICUT

Branches: BELLEROSE, L. I., N. Y. - ATLANTA, GA. - TOLEDO, OHIO - SACRAMENTO, CALIF. - DALLAS, TEXAS - MERCEDES, TEXAS

WOODRUFF *Adapted* LAWN SEED

GOLD SEAL MIXTURES



Produce the Nation's Finest Lawns

Contain:

1. Over 75% Permanent Grasses.
2. Over 95% Pure Seed.
3. Over 80% Average Germination.
4. Less than 0.3% Weed Content.
5. NO NOXIOUS WEEDS.

| BRAND | DESCRIPTION | 50 lb. Bags | 25 lb. Bags | 5 lb. Bags | 2 lb. Bags | 1 lb. Canister |
|----------------------------|--|-------------|-------------|------------|------------|----------------|
| PRICES ARE PER 100 POUNDS | | | | | | |
| TURF-MAKER No. 38 | Contains: Certified Colonial Bent, Creeping Red Fescue, Kentucky Bluegrass and Fancy Redtop. | \$87.00 | 88.00 | 89.00 | 90.00 | 92.00 |
| TURF-MAKER For Light Soils | Contains: Certified Colonial Bent, Creeping Red Fescue and Fancy Redtop. | \$87.00 | 88.00 | 89.00 | 90.00 | 92.00 |
| TRU-SHADE | Contains: Creeping Red Fescue, Rough Bluegrass, Chewings Fescue, Velvet Bent and Fancy Redtop. | \$90.00 | 91.00 | 92.00 | 93.00 | 95.00 |

THIS CANCELS ALL PREVIOUS QUOTATIONS.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

Special Discounts, Terms and Conditions.

(IMPORTANT - please read carefully)

F. O. B. MILFORD or BELLEROSE, L. I. - and FREIGHT PREPAID to your station on orders of 200 pounds or more of these mixtures.

TERMS - 2% ten days, E. O. M. to firms of approved credit.

SHIPPING QUANTITIES - 2's, 25 per bale; 5's, 10 per bale; 25's, 2 per bale; 1 pound canisters, 24 per case.

FOR BROKEN LOTS - Add 1c per pound.

NOVEMBER 1, 1948

EXTRA PROFITS

for the
"OFF-SEASON"

FEATURE



Bulk Lawn Seed Mixtures

WE ALSO PREPARE THE FOLLOWING MIXTURES IN BULK BAGS ONLY

PRICES ARE PER 100 POUNDS.

| BRAND NAME | | 50 lb. Bags | 25 lb. Bags |
|---------------|----|-------------|-------------|
| Sandy Soil | RS | 65.00 | 66.00 |
| Terrace | RS | 65.00 | 66.00 |
| Special Shady | WT | 43.00 | 44.00 |

RS, Red Seal - WT, White Tag.

RED SEAL MIXTURES



Produce the Best Lawns Possible

FOR SEED DOLLARS SPENT

Contain:

1. Over 40% Permanent Grasses.
2. Over 90% Pure Seed.
3. Over 75% Average Germination.
4. Less than 0.6% Weed Content.
5. NO NOXIOUS WEEDS.

| BRAND | DESCRIPTION | 50 lb. Bags | 25 lb. Bags | 5 lb. Bags | 2 lb. Bags | 1 lb. Canister |
|---------------------------|---|-------------|-------------|------------|------------|----------------|
| PRICES ARE PER 100 POUNDS | | | | | | |
| ROYAL | Contains: Kentucky Bluegrass, Red Fescue, Mixed Bent, Perennial Ryegrass and Common Ryegrass. | \$65.00 | 66.00 | 67.00 | 68.00 | 70.00 |
| MILFORD GREEN | Contains: Kentucky Bluegrass, Chewings Fescue and Common Ryegrass. | \$65.00 | 66.00 | 67.00 | 68.00 | 70.00 |
| SHADY SPOT | Contains: Red Fescue, Kentucky Bluegrass and Common Ryegrass. | \$65.00 | 66.00 | 67.00 | 68.00 | 70.00 |

WHITE TAG LINE

(TO MEET THE COMPETITIVE TRADE)

| INERT MATTER NOT OVER 15% | 50 lb. Bags | 25 lb. Bags | 5 lb. Bags | 2 lb. Bags |
|---------------------------|-------------|-------------|------------|------------|
| PRICES ARE PER 100 POUNDS | | | | |
| PARK | \$43.00 | 44.00 | 45.00 | 46.00 |
| GREEN DIAMOND | \$29.00 | 30.00 | 31.00 | 32.00 |

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F. H. WOODRUFF & SONS, INC. gives no warranty, express or implied, as to the productiveness of any seeds or bulbs it sells, and will not be in any way responsible for the crop. The seller's liability, in all instances, is limited to the purchase price of the seeds.

EXTRA PROFITS!



*Join the Long List of Dealers
Who Profit with . . .*

GRO-SOD LAWN FOOD ORDER NOW!



THE OLD ORIGINAL
FORMULA - 10 - 6 - 4

One-half the nitrogen is Organic. No offensive odor. Promptly effective and lasting.

| SIZE | WHOLESALE | RETAIL |
|----------------|-----------|--------|
| 100 lb. Bags - | 5.35 | 7.75 |
| 50 lb. Bags - | 3.15 | 4.55 |
| 25 lb. Bags - | 1.80 | 2.70 |

Ton Lots or over Less 5%.

Terms: Net, F. O. B. our Warehouses
Freight Prepaid on 200 lbs. or over.

WHY . . .

is GRO-SOD better for lawns than ordinary fertilizer?

The most important element in a lawn fertilizer is nitrogen. This is the 10 in the 10-6-4 formula. Grass being mowed continually needs this extra nitrogen to compensate for the fast leaf growth in domesticated grass. This formula has been developed after exhaustive scientific experiments. GRO-SOD provides the extra nitrogen called for by this scientific formula.

BUT — this nitrogen plant food must feed grass, not for two weeks, but for two months. Hence one-half the nitrogen in GRO-SOD is organic — the form which is absorbed by the soil slowly. The chemical portion of the nitrogen gives quick food stimulant to the lawn; the organic portion saves and distributes nutriment over a two-month period.

FOR QUALITY - FOR SERVICE - FOR SELLING AIDS
WOODRUFF LEADS

STOP!

Don't forget to give
your name and full address
on the order sheet or letter.



November 1949

An illustration featuring a stylized bird in flight on the left, with its wings spread. To the right is a large bag of "WOODCO WILD BIRD FOOD". The bag has a label with the brand name "WOODCO" at the top, a small illustration of a person feeding birds, and the product name "WOODCO WILD BIRD FOOD" at the bottom. The background of the illustration is a textured, stippled pattern.

FEED YOUR
FEATHERED
FRIENDS . . .

WOODCO WILD BIRD FOOD

HAVE NO DOUBT — SNOW WILL FLY —
BIRDS MUST EAT — IT'S TIME TO BUY —
WOODCO WILD BIRD FOOD

F. H. WOODRUFF & SONS, INC.
MILFORD, CONNECTICUT

F. H. WOODRUFF & SONS, INC.

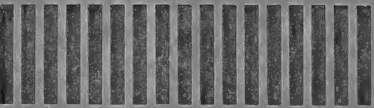
Grass Seed Division

MILFORD, CONN.

REFERENCE LIBRARIAN,
DIV. FRUITS & VEGETABLES
U. S. DEPT. AGRICULTURE
WASHINGTON, 25, D. C. 0

BIRD SEED

Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
MILFORD, CONN.
PERMIT No. 1



MAIL EARLY FOR PROMPT SERVICE

Date

— SHIP IMMEDIATELY —

To

..... lbs. **WOODCO WILD BIRD FOOD**

Contains: Sunflower, Peanut Hearts, Milo, Grains, etc. A balanced diet. Packed 100 lbs. per bag, each contains 20 empty, colorful 5 lb. sacks, plus window posters.

Price..... \$10.00 per cwt.

500 lbs. lots @ 9.50 per cwt.

Freight prepaid on 200 lbs. or over.

TERMS: NET CASH

F. H. WOODRUFF & SONS, INC.

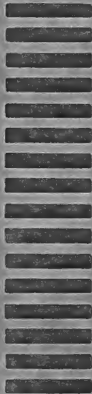
MILFORD, CONN.

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

First Class Permit No. 9, Sec. 34.9, P. L. & R., Milford, Conn.



F. H. WOODRUFF & SONS, INC.

BIRD SEED

MILFORD, CONN.