

Historic, Archive Document

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DEALER HELPS TO SELL **Sterling** LAWN SEED

62.43

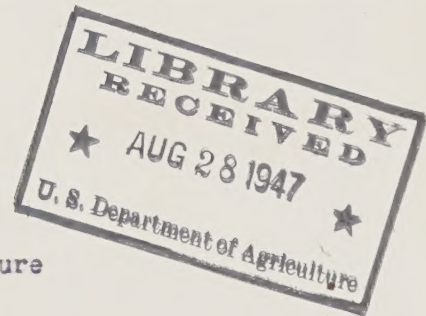
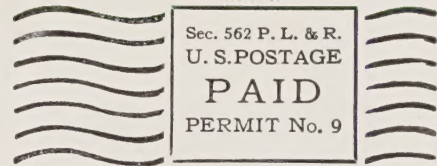
Aug 20, 1947

Lawn Seed Prices

Northrup, King & Co.

Lawn Seed Specialists Since 1884

Minneapolis 13, Minn.



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Sell Satisfaction and Lawn Beauty— With Northrup, King's Lawn Seed and Attract Customers For Other Merchandise



These photos
taken in early
Spring show how
Sterling Lawn
Seed turfs carry
over the winter
in northern zones.

for Home Lawns, Industrial Plant Lawns,
Government Property, Parks, Play-
grounds, Athletic Fields, Airports

Make Permanent Friends With
STERLING LAWN SEED
Our Premium Mixture

The New Low Prices
Make Northrup, King's
Lawn Seed Mixtures
Fast Selling Items

AUGUST 20, 1947

Wholesale prices for dealers only. For prompt shipment. Prices subject to change without notice. F.O.B. Minneapolis, except prices are prepaid in quantities of 100 lbs. or more in single shipments.

DISCLAIMER—Northrup, King & Co. gives no warranty, express or implied, as to the productiveness of any seeds we sell and we will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed.

During the past two or three years the crops of perennial grasses used in high grade lawn seed have been extremely short and prices, consequently, have been very high. The 1947 crops of these grasses are much greater with a corresponding drop in values—so Northrup, King lawn mixtures are again listed at approximately prewar figures. This should greatly increase the sale of all Northrup, King lawn mixtures but especially of Sterling which is composed entirely of perennials which have been scarce.

Sterling Lawn Seed is the Premier lawn seed product of Northrup, King & Co., who have been processing lawn seed for over sixty years. In blending Sterling, the ingredients have been selected to produce a beautiful fine textured, permanent turf suitable for the most exacting requirements. Unsurpassed for open sunny spaces, yet adapted to areas of moderate shade. Sterling is outstanding for permanence, durability and beauty of turf.

| | |
|---------------------------|---------|
| Bags 100 lbs. | \$49.00 |
| Bags 50 lbs. | 24.50 |
| Bags 25 lbs. | 12.50 |
| Bags 10 lbs. | 5.10 |
| Bags 5 lbs. | 2.55 |
| Cartons, 50 1-lb. to Case | 26.00 |
| Cartons, 25 1-lb. to Case | 13.00 |
| Cartons, 12 1-lb. to Case | 6.35 |

Efficient Mixtures for Definite Purposes

Parkview Glenwood Park

An excellent mixture of permanent and quick growing grasses at a moderate price.

| | |
|--------------------------|---------|
| Bags 100 lbs. | \$37.00 |
| Bags 50 lbs. | 18.50 |
| Bags 25 lbs. | 9.50 |
| Bags 5 lbs. | 1.95 |
| Cartons—50 1-lb. to case | 20.00 |
| Cartons—25 1-lb. to case | 10.00 |
| Cartons—12 1-lb. to case | 4.90 |

A dependable mixture offered for quick growth at low cost.

| | |
|--------------------------|---------|
| Bags 100 lbs. | \$30.00 |
| Bags 50 lbs. | 15.00 |
| Bags 25 lbs. | 7.75 |
| Bags 5 lbs. | 1.60 |
| Cartons—50 1-lb. to case | 16.50 |
| Cartons—25 1-lb. to case | 8.25 |
| Cartons—12 1-lb. to case | 4.10 |

Extremely popular as a quick cover lawn seed where conditions necessitate constant reseeding.

| | | |
|---------------------------|---------------------------------|---------|
| Bags 100 lbs. | \$26.00; Ctns.—50 1-lb. to Case | \$14.50 |
| Bags 50 lbs. | 13.00; Ctns.—25 1-lb. to Case | 7.25 |
| Bags 5 lbs. | 1.40; Ctns.—Case of 12 | 3.65 |
| Cartons—100 6-oz. to Case | | 11.50 |

Shady Place

For areas with special shade conditions, our Shady Place holds the same position of unexcelled quality held by Sterling for normal growing conditions.

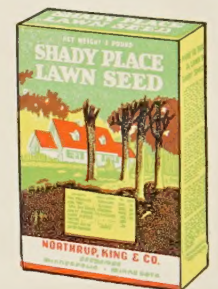
| | |
|--------------------------|---------|
| Bags 100 lbs. | \$56.00 |
| Bags 50 lbs. | 28.00 |
| Bags 25 lbs. | 14.25 |
| Bags 5 lbs. | 2.90 |
| Cartons—50 1-lb. to case | 29.50 |
| Cartons—25 1-lb. to case | 14.75 |
| Cartons—12 1-lb. to case | 7.20 |



Parkview and Glenwood Park Put Up in Cartons and Cotton Bags



Put Up in Cartons and Cotton Bags



Put Up in Cartons and Cotton Bags

MIXTURES FOR TOUGH TURFS

ATHLETIC FIELD MIXTURE

Hardy grasses for playfields. A combination of permanent special purpose turf grasses designed to produce tough, smooth, playing turf.

| | |
|----------|---------|
| 100 lbs. | \$50.00 |
|----------|---------|

FAIRWAY MIXTURES

Best quality grasses for golf courses. An unexcelled mixture for golf fairways.

| | |
|----------|---------|
| 100 lbs. | \$50.00 |
|----------|---------|

SPECIAL LAWN GRASSES

WHITE CLOVER

| | |
|----------------------------------|---------|
| 100 lbs. Northland | \$65.00 |
| Case 25 or 50 1-lb. cartons each | .70 |

KENTUCKY BLUE GRASS

| | |
|----------------------------------|---------|
| 100 lbs. Northland | \$50.00 |
| Case 25 or 50 1-lb. cartons each | .53 |

CHEWINGS OR CREEPING

RED FESCUE

| | |
|-----------------------------|---------|
| 100 lbs. | \$55.00 |
| Smaller quantities, per lb. | .60 |

CREEPING BENT SEASIDE

| | |
|-----------------------------|----------|
| 50-lb. bags, per 100 lbs. | \$110.00 |
| Smaller quantities, per lb. | 1.15 |

CREEPING BENT ASTORIA

| | |
|---------------------------|----------|
| 50-lb. bags, per 100 lbs. | \$110.00 |
| 1-lb. cartons, each | 1.15 |

Sell Lawn Seed

SUMMER - FALL - SPRING

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

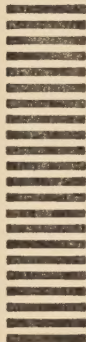
BUSINESS REPLY CARD

First Class Permit No. 86, Sec. 510 P. L. & R., Minneapolis, Minn.

NORTHROP, KING & CO.

1500 JACKSON ST. N. E.

MINNEAPOLIS 13, MINN.



Northrup, King & Co.

Minneapolis 13, Minn.

Date _____ 194

Ship on _____ via _____, Lawn Seed as follows:

Include These Free Sales Helps:

_____ "How To Build A Lawn" Booklet

_____ 11x14 inch Store Display Cards

_____ "Sterling" Streamers

_____ "N. K. & Co." Streamers

_____ "Swing" Window Card

Name _____

City _____ State _____