



Greener Grass! Better Service! Guaranteed Results!

## Today's Application: Summer Weed Control

*Today we applied a liquid treatment to your lawn for any troublesome summer weeds including nutsedge, clover, spurge and grassy weeds. We also did a thorough inspection of your lawn. We checked for damaging insects, any serious disease problems, and your lawns overall health. If needed, we may have applied an insecticide, fertilizer or possibly a fungicide. Check your invoice for specifics on today's application. Most importantly, we left recommendations to improve your lawn this Fall. As always, call anytime with questions!*

### 2017 LAWN CARE SCHEDULE

**FEB/MAR/APRIL**  
Fertilizer +  
Preemergent

**APR/MAY**  
Fertilizer +  
Preemergent

**MAY/JUNE/JULY**  
Insect +  
Grub Control

**JULY/AUGUST**  
Summer Weed  
Control  
**TODAY**

**SEPT/OCT**  
Fall Fertilizer

**NOV/DEC**  
Winterizer

**NOV/DEC/JAN**  
Lime Application  
Root Feeding

PREPAY FOR  
YOUR  
FALL  
SEEDING BY  
9/5/17 AND  
**SAVE 10%!**

SAVE 10% on Fall Seeding

DON'T FORGET  
TO  
"LIKE US" ON  
FACEBOOK!



## IT IS LAWN IMPROVEMENT TIME

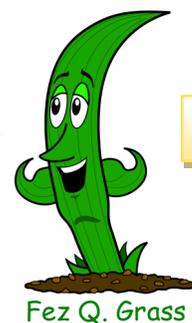
As a homeowner, you know that there is always something to do around the house. Your lawn is no exception. You've worked hard this year keeping your lawn in shape. We highly recommend core aerating your lawn this fall and possibly doing some seeding! But you say, "Core aerating is hard work and what kind of seed should I use?"

**ClassicLawns** is here to help!

The above pictures are a before and after of a lawn we seeded. The top picture is what the lawn looked like before we seeded. **The bottom picture is just one month later!**

Today we left an estimate that includes recommendations for improving your lawn. Take a minute to look it over and consider our recommendations. The Fall season is one of the best times of the year to make improvements to your lawn. Summer is tough on our lawns here in the Midwest. Almost every lawn can benefit from a core aeration and a little spot seeding. Some lawns need a complete over seeding with a better variety of grass to improve their color and to improve drought tolerance and disease resistance. Call us today to get on our schedule!

**Have you tried our Lawn Flea, Tick & Insect Control application yet?** Don't share your lawn with annoying, biting insects like fleas and ticks. Have us treat you lawn so you can enjoy your time outdoors with you friends and family. Classic Lawns' Flea, Tick & Insect Control is the SAME price as your regular lawn application. Hurry and sign up before October 15th and get \$5.00 OFF! *Be bug FREE and enjoy your lawn!*  
Thank you for your continued business!



Fez Q. Grass

FEZ SAYS, "ONE OF THE BEST WAYS TO KEEP ME STRONG IS TO CORE AERATE ATLEAST ONCE A YEAR TO KEEP MY ROOTS STRONG, THICK AND HEALTHY! AFTER YOU HAVE AERATED, IT IS A GREAT TIME TO SEED WITH SOME MORE OF MY FESCUE FRIENDS! CALL US TODAY."

Fez says, "A core aeration is one of the best extras you can do for your lawn. It allows air, water and nutrients to reach my roots easier and it loosens the soil. This make me stronger, thicker and healthier!"



## A FEW THINGS TO CONSIDER...

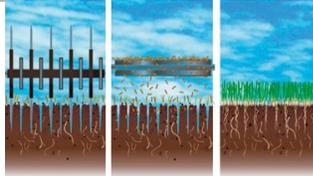
Here are a few things to consider for your lawn this Fall...

- Core Aerate your lawn.
- Seed bare spots or if necessary over seed the entire lawn.
- **Did you know that ClassicLawns prices on aerating, seeding and verticutting are still set at 1998 lawn industry prices?**
- Plant a new tree or have us plant one for you!
- Sharpen your mower blade!
- Fleas, Ticks & other Insect bugging you? Sign up for our Flea, Tick & Insect Control Application!
- Be sure to give your lawn ATLEAST 1" of water per week!
- Tired of pulling weeds from your beds? We can help with our bed weed control program that reduces weeds in beds by up to 85%!
- Fall is a great time to re-mulch your beds and to place mulch rings around your trees!

If you need help with anything or if you have any questions, please call us or e-mail us anytime!

## OVERSEED YOUR LAWN

Overseeding and verticutting is the best way to a thick, full lawn! We apply our premium turf-type tall fescue seed. Then, we use a verticutter to make grooves or lines for the seed to fall into. The picture on the right illustrates how the seed comes up in nice even rows. If needed, we may have recommended a core aeration to be done prior to this process. This process gives excellent results and we stand behind our work. If you follow my watering guidelines, we will seed any spots that do not fill in by the following Spring!



## CORE AERATION

**A core aeration is one of the best things you can do for your lawn.** This year especially with all the rain. Rain compacts the soil. Core aeration is the process of removing cores 1/2" in diameter and 2"-3" long from the lawn. This process helps loosen compacted clay soils, aids in controlling thatch, and helps air, water, and nutrients to reach the root system. This is also a great

time to put down some high quality seed. The aeration holes are a perfect bed for seed to grow in! **As a result, you get a** thicker lawn with better color and less disease and insect problems!

Ideally, lawns should be aerated **at least** once a year.

## Dentists and Lawn Guys are the Same!

There are two dates a year that I absolutely dread. There are actually three if you count April 15th- Stop the TAXES! Like many people, I am not a big fan of going to the dentist. The two teeth cleaning appointments a year that you are supposed to go to cause a bit of anxiety for me. Usually, they actually end up not being all that bad. I do like having clean, polished teeth when done, but I do not like the scraping of the plaque with the metal pick like instruments nor do I care for the cold water and air on my sensitive teeth. Plus, I find it just creepy having peoples fingers in my mouth. It does not help that my dentist looks young enough to be a Justin Beiber fan. Man I am getting old.

The worst part about seeing the dentist is waiting for the news on the cavity front. As much as I hate all this dentist stuff I've mentioned, I absolutely positively hate the dentist's drill. The noise, the vibration in my mouth, the smell and the fact that I am never 100% numb. OUCH! Granted, I do not have as many cavities now that I am older, but now even my fillings are old and they need to be replaced.

If all that isn't bad enough, then the lecture comes from Dr. Beiber, "You know that all of this can be avoided with proper care. Brush at least twice a day, don't drink soda, floss EVERDAY...." He goes on and on with the lecture, but I tune him out. I've heard it 100 times. However, this time instead of having visions of sticking that metal pick instrument thing into an inappropriate orifice of Dr. Beiber a realization came to me. Is this how I sound to my customers? Are all my instructions on how to have a great lawn just heard as clicks and whistles while you envision stuffing my weed spray gun down my throat? I hope not. I know that our instructions can get repetitive and maybe even a bit overwhelming, but it really is in your lawns best interest. So see, besides about 8 years of schooling and a few less zero's on our paychecks, Dentists and Lawn Guys are not that much different. We just want what is best for you.

Just in case you just read click, click, whistle, toot, whistle, I will translate for you. Core aerate your lawn and floss your teeth!

Cary Carlson



[getagreenerlawn.com](http://getagreenerlawn.com)

CONTACT US - Call or text any of our numbers or e-mail us.

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cary@classiclawns417.com

Follow us on Facebook at:  
[www.facebook.com/classiclawns](http://www.facebook.com/classiclawns)

## CORE AERATE YOUR LAWN



A core aeration is one of the best things you can do for your lawn. Core aeration is the process of removing cores 1/2" in diameter and 2"-3" long from the lawn. This process helps loosen clay, compacted soils, aids in controlling thatch and allows air, water, and nutrients to reach the root system easier.

### As a result you get:

- A thicker lawn!
- Better color!
- **Less disease** and insect problems!

Ideally, lawns should be aerated **at least** once a year.

**\*\*\*This year is a GREAT year to core aerate. The heavy and frequent rains have compacted the soil making an aeration even more beneficial!\*\*\***

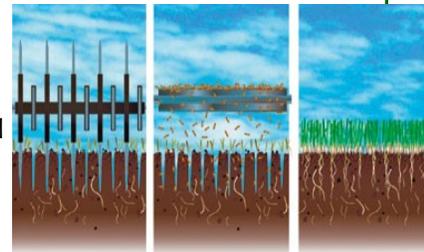
**Call ClassicLawns today to schedule your core aeration!**



## OVER SEED AND VERTICUT YOUR LAWN



Over seeding and verticutting is the best way to a thick, full lawn! We apply our premium turf-type tall fescue seed. Then, we use a verticutter like the one on the left to make grooves or lines for the seed to fall into. If needed, we may recommend a core aeration to be done prior to this process. This process gives excellent results and we stand behind our work. If you follow our watering guidelines, we will seed any spots that do not fill in by the following Spring!



Why Turf-Type Tall Fescue is better than Bluegrass:

- Tolerates heat and dry weather better.
- Has fewer disease problems.
- Fewer problems with thatch and insects.
- New varieties are even darker green than bluegrass.

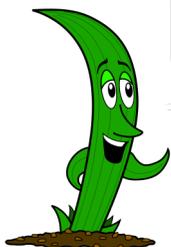


**Call ClassicLawns today to schedule your seeding!**

ClassicLawns is offering  
**\$5.00 OFF** our **NEW SERVICE!**



Am I 'BUGGING'  
you?



Fez Q. Grass

## Lawn Flea, Tick & Insect Control

Our Lawn Flea, Tick & Insect Control can make your lawn more enjoyable! Don't share your lawn with annoying, biting insects like fleas and ticks. Have us treat you lawn so you can enjoy your time outdoors with you friends and family. Classic Lawns' Flea, Tick & Insect Control is the SAME price as your regular lawn application. Hurry and sign up before October 15th and get \$5.00 OFF! *Be bug FREE and enjoy your lawn!*

**Give us a call** whenever you are getting "BUGGED"  
and we will be right out! **417-812-5321**