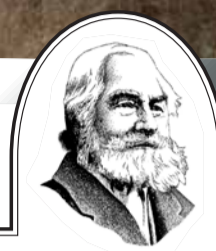
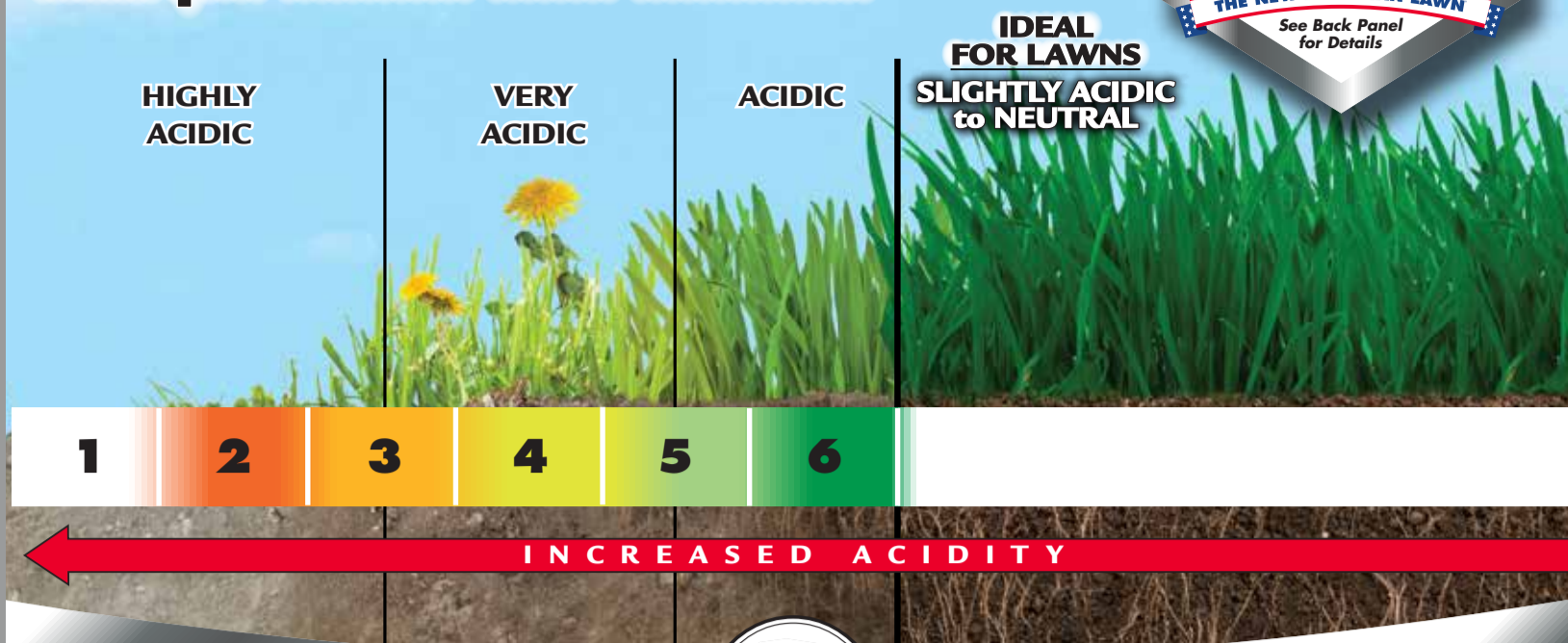


# THE pH SCALE FOR LAWNNS



**Jonathan Green**  
QUALITY LAWNNS SINCE 1881

# MAG-I-CAL

**Natural Soil Food**  
for Lawns in Acidic Soils

**RAISES SOIL PH EFFICIENTLY**

**USE IN PLACE OF REGULAR LIME**

**IDEAL FOR VEGETABLE GARDENS**

**20% TO 70% OF YOUR LAWN FOOD IS WASTED WHEN SOIL pH IS TOO LOW!**



## THE NEW AMERICAN LAWN FEED YOUR LAWN ...AND YOUR SOIL!



**EARLY SPRING:**  
Apply Green-Up plus Crabgrass Preventer and MAG-I-CAL on the same day.

**LATE SPRING:**  
Apply Green-Up Weed & Feed.

**SUMMER:**  
Apply Love Your Soil.

**FALL:**  
Apply Winter Survival.

**OPTIONAL APPLICATION:**  
If insects are a problem, apply Summer Survival Lawn Food & Insect Control anytime from June through August.

Ask for a **FREE** copy of our **New American Lawn Guide** or go to [www.newamericanlawn.com](http://www.newamericanlawn.com)

### FEEDING YOUR SOIL

MAG-I-CAL contains soluble, pelletized calcium which raises soil pH and improves cell wall structure. This is important because lawns thrive in soil with pH levels between 6.2 and 7. When soil is below these levels, light green grass and weeds persist, while fertilizer nutrients are not fully used by the grass. When your soil chemistry and biology are in the proper range, nutrients from lawn foods are not wasted and your lawn grows better.

### SPREADER SETTINGS

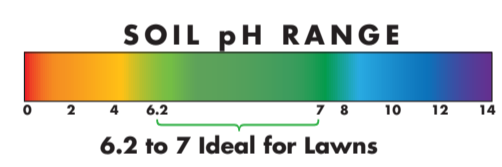
The following settings are approximate. An accurate rate can be made by application to 1,000 sq. ft. and adjusting spreader opening to apply 3.6 lbs. per 1,000 sq. ft. Settings are based on an average walking speed. Reduce setting for slower speed; raise setting for higher speed. Check your spreader on 250 square feet and adjust to apply at the rate of .90 pounds per 250 square feet. Sweep (do not wash) all fertilizer materials from surfaces immediately after application, because certain fertilizer ingredients can cause permanent stains. Wash out spreader after each use and allow it to dry thoroughly. Treat any exposed metal spreader areas with oil to reduce corrosion.

BROADCAST (ROTARY) SPREADERS	Established lawns covers 5,000 sq. ft.	New lawns or pH below 6 covers 2,500 sq. ft.
<b>Jonathan Green New American Lawn</b>	4-1/2	Apply
<b>New American Lawn Deluxe &amp; Pro</b>	16	twice
<b>New American Lawn Hand Held</b>	2	over the area at the same setting to the left
Agri-Fab	2-1/2	
Cyclone	4	
EZ Republic (Ortho)	5	
Earthway (Ames)	16	
Precision (Red Devil)	5	
Scotts Rotary	6	
Scotts EasyGreen	22	

### WHAT IS SOIL pH?

The pH range defines the relative acidity or alkalinity of soil. The pH scale ranges from 0 to 14 with 7 being neutral. pH levels below 7 are acidic and levels above 7 are alkaline. pH affects the chemical and biological activities in the soil and must be in the correct range for plants to achieve their optimum potential. Grass grows best with a soil pH range between 6.2 to 7.

If you are not sure of your soil pH, my soil test kit, available from your local dealer, can be helpful. Your local extension office or state university also can provide soil testing. Proper pH levels increase soil microbial activity, which aids in thatch reduction. When soil pH drops below 6.0, the availability of nutrients starts to decrease dramatically.



### HOW AND WHEN TO APPLY MAG-I-CAL FOR ACIDIC SOILS

MAG-I-CAL is best applied during the growing season when soil is not frozen. We recommend using it with our "New American Lawn" Program (left). MAG-I-CAL can be applied the same day with any other lawn applications or when seeding or sodding.

**Established Lawns:** Apply 1 bag of MAG-I-CAL per 5,000 sq. ft. using the spreader setting chart below. Watering is not necessary, but if possible, water in for 15-30 minutes. For soils with pH lower than 6, repeat applications twice a year.

**New Lawns:** when Seeding or Sodding apply 1 bag of MAG-I-CAL per 2,500 sq. ft. using the spreader setting chart below. Watering is not necessary, but if possible, water in for 15-30 minutes.

**Tomatoes & Vegetables:** Mix 1 cup per 10 square feet of garden area when preparing soil for planting. For established plants, apply 1/2 cup around plant base and water in.

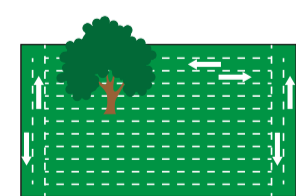
**Trees & Shrubs:** Spread 1 cup per inch of caliper around plant base and water in. Mix 1 cup per inch of caliper into the backfill soil when planting new trees and shrubs.

**Roses:** Apply 1/2 cup around plant base and water in. Mix 1 cup into backfill when planting new roses.

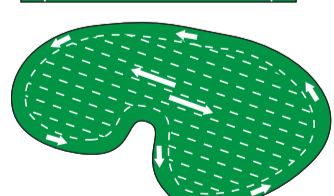
**Do not spread by hand; wear gloves or use a spreader. Not for use in organic crop and organic food production.**

### USAGE TIPS

**For rectangular lawns**  
Apply two header strips across each end for a turning area. Then apply back and forth in the longest direction.



**For irregular-shaped lawns**  
Apply a header strip around the entire lawn for a turning area, then apply back and forth.



**Note:** Each pass should be within 10 feet of each other to ensure an overlap.

- Do not leave spreader open when making turns.
- For best results, do not apply on a windy day.
- Swath will vary due to weather conditions, product used and walking speed.
- To determine how much coverage you need, multiply the length of your lawn by its width. This equals your total square footage. Deduct any non-lawn areas (house, gardens, walkways, etc.).

### GUARANTEED ANALYSIS

Calcium [Ca]	35.0%
1.0% Water Soluble Calcium [Ca]	
Derived From: Calcium Carbonate	
Also contains Non-plant derived ingredients:	
2% Humic Acid (from humus)	
2% Polyhydroxycarboxylic Acids (derived from plant extracts)	
Information regarding the contents and levels of metals in this product is available on the internet at <a href="http://www.aapfco.org/metals.htm">http://www.aapfco.org/metals.htm</a>	

### CAUTION

Store in a cool, dry space and keep out of reach of children. Do not apply near water, storm drains, or drainage ditches. Do not apply if heavy rain is expected. Apply this product only to your lawn or garden and sweep any product that lands on the driveway, sidewalk or street back onto your lawn or garden. Also, sweep fertilizer off concrete surfaces to avoid staining.

### NOTICE

Seller makes no warranty, expressed or implied, concerning the use of this product other than indicated on the label. Buyer assumes all risk of use and/or handling if such use is contrary to label instructions.

### CAS NO.

Calcium Carbonate	1317-65-3
Humates	68514-28-3

Be aware of local ordinance requirements concerning lawn fertilizer applications. "Black out" dates may limit or prohibit lawn fertilizer applications from late fall to early spring in certain areas.

Iowa Secretary of Agriculture certified 1682 pounds of ECCE per ton.

### My Pledge Of Satisfaction

We have made every effort in the formulation of this product to insure that you will be satisfied with the results. If, for any reason, you are not satisfied, please write and describe the problem. Our lawn specialists will make every effort to assure your success.



Sign up to receive timely lawn tips [www.jonathangreen.com](http://www.jonathangreen.com)



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