



Unlike any plantfood
you have ever known!
Odorless-clean-easy to apply

FOR more than 30 years we had used almost every suggested means to have a beautiful lawn and shrubbery, but without satisfactory results," says John E. Keene of Peoria, Ill.

"Last Spring, 1926, following the advice of our landscape gardener, we used Vigoro. For the *first time* we had a rich velvety green lawn and thriving shrubbery."

**You can enjoy this same success
—get quick, sure results**

Vigoro, you will find, is not to be compared with any other plantfood you have ever known. Absolutely nothing unpleasant about it! No odor! No dust! So *clean* you can scatter it by hand or sift from your kitchen colander!

This ideal plantfood is the result of years of experiment by Swift & Company experts. It provides a concentrated, balanced

ration throughout the season. Gives a quick, vigorous start—more velvety green grass, better flowers, crisp succulent vegetables.

Not at all costly!

You need only a small amount of Vigoro to have a flourishing lawn or luxuriant garden. A 100 lb. sack provides enough rich nourishment for a plot 50 x 50 to 50 x 100 feet! Only two to four lbs. for every hundred square feet!

Your nearest Vigoro dealer can tell you more about this wonderful plantfood—will gladly answer any questions. Full directions for applying, in "The Home Beautiful" booklet in every bag.

Well put up in paper lined, cotton bags—convenient 100, 50 and 25 lb. sizes for economical application. Also tins of 5 lb. size. Today, at your dealer's!

Swift & Company



CLEAN!
Sown by hand
like grass seed
ODORLESS!

Endorsed by
Leading
Landscape
Gardeners &
Nurserymen

VIGORO
Specially prepared plant food



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