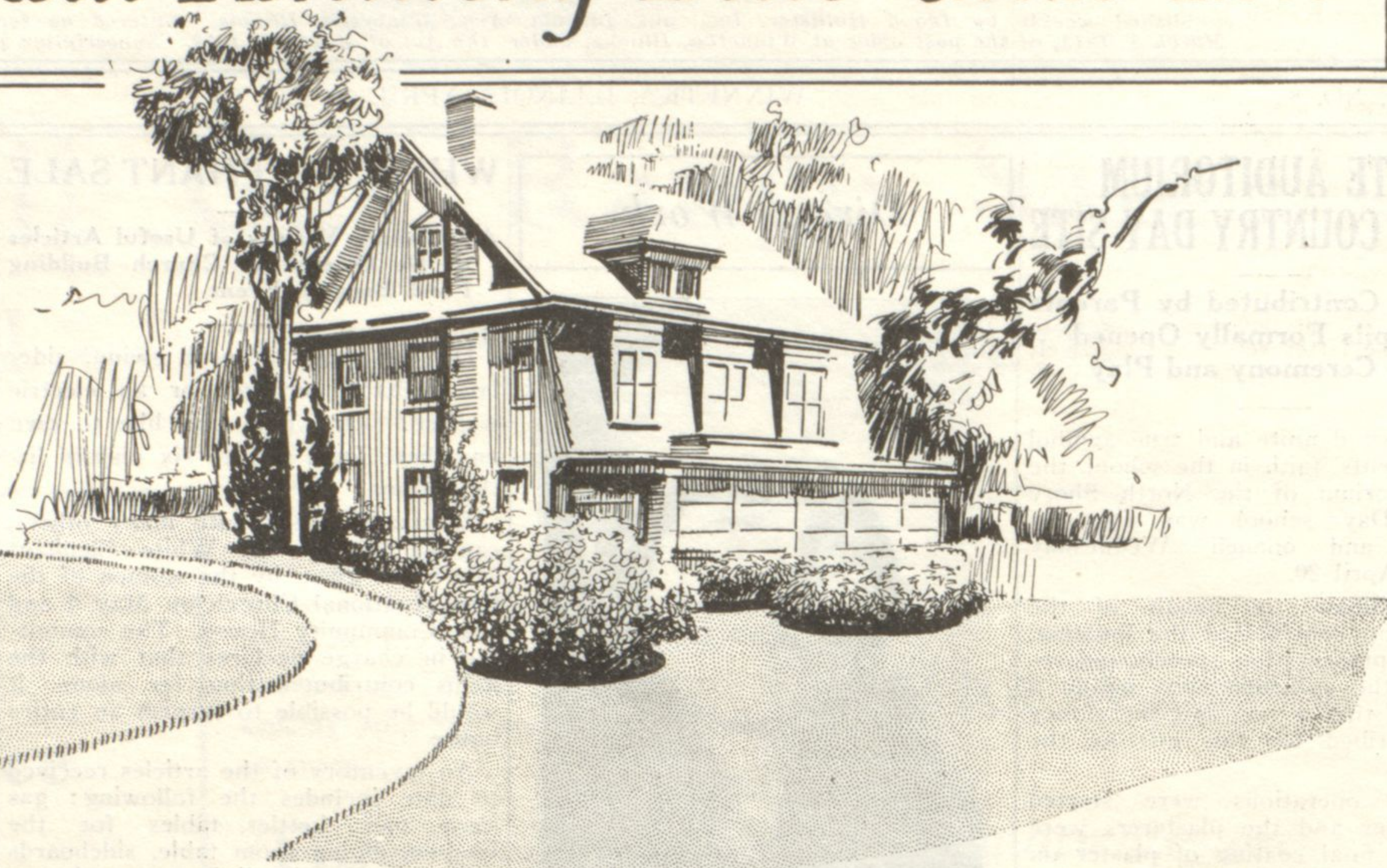


For a "Real Kentucky Blue Grass Tint"



HOW do professional gardeners get such wonderful results—smooth velvety green lawns, more beautiful every year? Here's how one gardener explains his success:

"I have tested Vigoro on the State Capitol Grounds," says W. G. Newell, Chief Gardener, Springfield, Ill. "It gives the lawn a *real Kentucky Blue Grass tint* and wherever used, the difference is readily distinguishable."

Vigoro users everywhere have like praise for this plantfood's unusual results. And they have found Vigoro itself most unusual.

A different plantfood!
—Odorless, clean, easy to apply

Vigoro is not to be compared with any plantfood you have ever known! Absolutely nothing unpleasant about it! 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

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 concentrated nourishment for a plot 50 x 50 to 50 x 100 feet!

Only two to four lbs. per 100 square feet!

Your nearest Vigoro dealer can tell you more about this wonderful plantfood—will gladly answer any questions. He will help you estimate the exact amount you need. Full directions for applying are contained 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!



CLEAN!
Sown by hand
like grass seed
ODORLESS!

Swift & Company
Vigoro Sales Dept., Chicago

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Leading
Landscape
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VIGORO

Makes better lawns, gardens
flowers, trees and shrubs



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