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O.M. Scott and Sons Co.



Marqsville
O H I O

Fall Seeding time is just around the bend - -

If you will read the item on fall seeding in the enclosed issue of Turf Talks it will bring you up-to-date on the advantages of renewing your fairways (greens too if they were seeded) during the six weeks period just ahead. The tee and rough; even the lawn around the club house may also need touching up. If so you could not find a better combination than Scotts Seed and September.

It has been difficult in recent years to "outclaim" distributors of mediocre seed. Advertising agencies condemn themselves for allowing this tendency to gain ground in commercial lines generally. Equally glowing promises are made for the experience one may get from a ten cent item as for one selling at twenty or thirty.

Obviously there is a difference but the average buyer has been inclined to look no farther than the price and hope for the best. We can readily understand why folks do that in buying seed. Comparatively few can judge quality accurately. We ourselves depend on the findings of expert analysts.

Under a microscope they discover the seeds of pestiferous weeds which even experienced seedsmen may overlook.

In the selection and recleaning of our own seed we exercise every precaution. We have the reputation of being quite fussy on this point. Our business has been built up largely because of that extra emphasis on freedom from weeds. And fortunately for our customers when we screen and blow to remove weed seeds, the chaff and inert come out too.

Scotts Seed has come to be recognized as a standard of superior quality. Many buyers will speak of certain offerings as being as good as Scotts or not as good as Scotts. You do not find them saying better than Scotts and if as good the price is likely higher because we sell direct to golf clubs at wholesale prices. We feel justified in doing this because of their quantity purchase.

Our prices are always as low as the best seed can be sold for so that year in and year out we hope you will place your seeding problems in our hands. Through our literature we shall also attempt to keep you abreast of the times in matter of turf maintenance.

While most grass looks better than usual this fall, it has been a great year for weeds. The seeds of various pests which have been lying in the ground for years have come to life this summer. There was just the right combination of heat and moisture.

Such areas ought to be resown this fall with heavy, recleaned seed, the Scott kind, so that new grass will be in evidence at the start of the 1939 season.

Please pardon us for the length of this letter but if you have waded thru to this point I am sure you will use the enclosed card to ask for quotations. With one or two exception, prices are very favorable.

Cordially yours,

O M SCOTT & SONS CO