



Scott's Lawn Seed and Turf Builder together with free copies of the Scott lawn bulletins, are right here at your shopping headquarters.

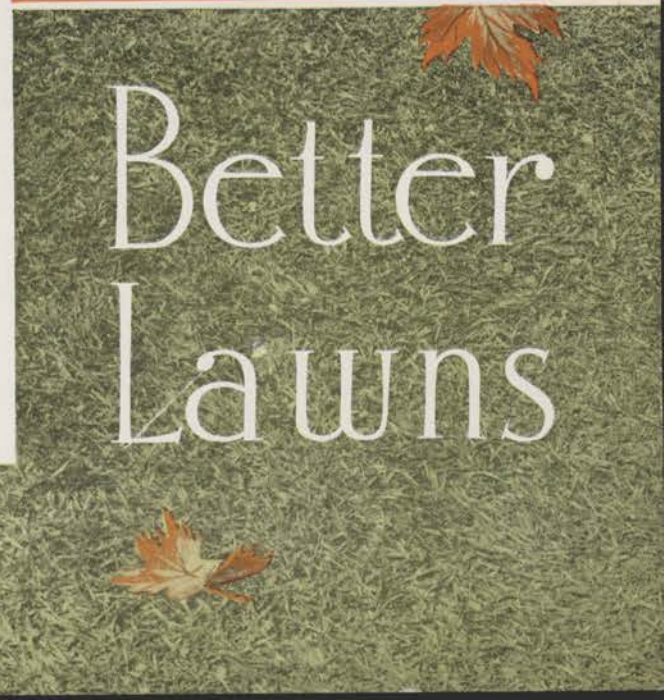
IF you have never sowed grass seed in the fall, try it this year. BUT, be sure the seed you use is free from weeds. Be sure that it contains only fine-leaved, permanent varieties of grass. Sow Scott's Lawn Seed, the undisputed leader in quality, with a long record of prize-winning lawns to its credit.



These helpful bulletins mailed five times a year on request.



AUTHORITIES
ADVISE *Fall*
Seeding FOR



Better
Lawns

FOLLOW THE
RECOMMENDA-
TIONS of THOSE
WHO KNOW



Sow
SCOTT'S
LAWN
SEED

this fall



Read what these Authorities say. *

Few people realize that early Autumn is the ideal time for seeding lawns. The cool, moist weather of August, September and October stimulates the healthy growth of new seedlings. The following summer finds the grass plants sufficiently matured and well established to contend with the hot, dry weather and pesky weeds. These benefits have been determined by test plantings at the United States Experiment Stations as well as practical plantings by home owners seeking more beautiful turf.

Greater Drouth Resistance

Fall seeded grass develops deeper roots, enabling it to draw on a larger volume of soil for water. When hot weather arrives, these roots are firmly established.

Thicker Grass

Cool autumn evenings encourage grass to tiller or stool out, thereby forming thick, spreading sod with a long healthy blade growth.

Fewer Weeds

Fall seeded grass has about 4 months growth before lawn weeds start in May or June. Consequently, it can better compete with such objectionable weeds as Dandelions, Plantain or Crabgrass.

More Uniform Growth

Fall rains are slow. They do not wash the dirt away and are favorable to a higher germination. Fewer bare spots remain to mar the lawn.

"Late summer seeding will generally give best results."
—*Penn State College.*

"Regrettable that home owners don't take much interest in starting a lawn in the fall."—*U. S. Dept. of Ag.*

"Late August and early September most favorable for seeding new lawns."—*Michigan State College.*

Research Backs These Statements

"Planting trials show seeding in fall usually most successful."—*New York Agricultural Experiment Station.*

"Most favorable period for seeding lawns is late summer and early fall."—*N. J. Ag. Experiment Station.*

"Fall seeding much preferred to spring seeding. September most favorable month."—*Ohio State University.*

Scott's Lawn Seed	Shade Mixture
1 lb. - - - \$.60	1 lb. - - - \$.75
3 lbs. - - - 1.75	3 lbs. - - - 2.15
5 lbs. - - - 2.75	5 lbs. - - - 3.50
10 lbs. - - - 5.25	10 lbs. - - - 6.75

Scott's Creeping Bent

1 lb. - - - \$ 1.65
3 lbs. - - - 4.70

Scott's Turf Builder

10 lbs. - - \$ 1.25
25 lbs. - - 2.25
50 lbs. - - 3.75
100 lbs. - - 6.50



Our clerks will be glad to show you Scott's Lawn Seed and Turf Builder—the best lawn insurance known.