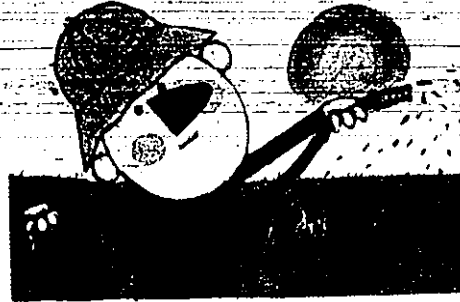


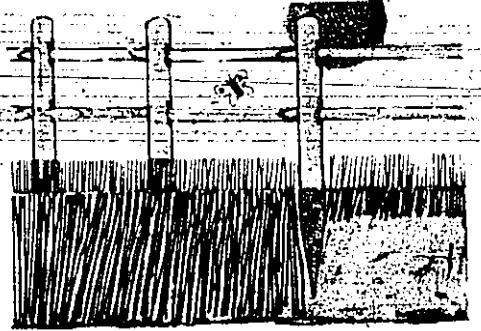
Things you don't have to do with NEW GOLDEN VIGORO



You don't have to race against green-up time. You can feed your lawn any time you want . . . any time of the season. Golden Vigoro won't burn.



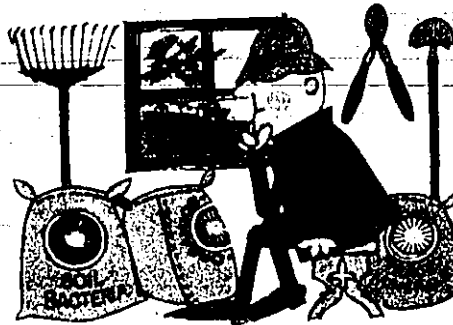
Or give grass a bath. With New Golden Vigoro you just spread it and forget it. Skip the watering-in. It won't burn the tenderest growth.



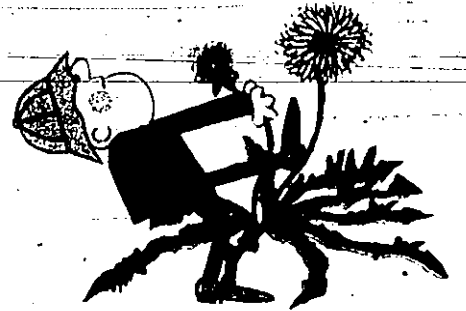
Or worry about roots. A Golden Vigoro lawn has vigorous roots. They reach deep in the soil, keep lawns greener in hot, dry weather.



Or feed your lawn every month. One Golden Vigoro feeding in spring lasts for weeks after other lawn foods have given out.



Or buy a lot of extras. New Golden Vigoro gives grass everything it needs (except sun, air and water) to develop thick, deep-rooted growth.



Or constantly fight weeds. Use End-o-Weed to kill weeds. Then feed Golden Vigoro for a thick, springy turf that helps choke out new weed growth.

The only foolproof lawn food

NEW U. S. PATENT
No. 2,827,368
Awarded March 18, 1958

New Golden Vigoro is the only complete lawn food that gives you every ingredient needed to develop thick, hardy top growth and deeply rooted sod—with every ingredient in nonburning form. (U.S. Patent proves it.)

This means you can use Golden Vigoro Complete Plant Food any time of the season, on any kind of grass, before or after the grass starts growing. You can even apply it double strength to wet grass without watering it—and it won't burn—even on tender, seedling growth.

Your greatest value, too. Grass clipping tests prove one feeding lasts up to four times as long as other lawn foods applied at the same rate.

And it's sold at down-to-earth prices because Vigoro is by far America's biggest selling brand. Now at supermarkets, too.

There's a Vigoro Complete Plant Food made right for everything you grow.



VIGORO COMPLETE PLANT FOOD — for flowers, shrubs, and trees
VIGORO ROSE FOOD — for strong-stemmed growth of prize-winning roses
INSTANT VIGORO — new liquid feeding for transplanting, solutions, house plants



Vigoro is a trademark of Swill & Company

My, how things grow with

VIG...VIG...VIGORO