

# The only foolproof lawn food!

**NEW**

# Golden Vigoro



*Lawns are to live on. If you really love your lawn feed it New Golden Vigoro*

- Won't burn even if applied double strength to wet grass . . . and you don't have to water it in. (The U.S. Patent proves it.)
- Gives grass everything it needs except sun, air and water.
- Feeds your lawn weeks after other lawn foods have given out.
- Builds thick, springy turf with a more vigorous root system.
- So clean and odorless you could even keep it in your kitchen.
- And you don't need a textbook to get expert results.

It's fun to use New Golden Vigoro. It's foolproof. No tricks. No problems. Simple to use any time, on any kind of grass. Two short sentences on the bag—in large readable type—tell you everything you need to know.

It's the only complete lawn food that gives you every ingredient needed to develop thick, hardy top growth, deeply-rooted sod—with every ingredient in nonburning form. And it never needs watering in.

Your greatest value, too. Grass clipping tests prove it feeds up to four times as long as other lawn foods fed 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, vegetables and trees



**VIGORO ROSE FOOD**—for strong-stemmed growth of prize-winning roses



**INSTANT VIGORO**—new liquid feeding, for transplanting seedlings, house plants

**NEW U. S. PATENT**  
No. 2,827,368  
Awarded March 18, 1968



Vigoro is a trademark of Swift & Company

*My, how things grow with*

# VIG...VIG...VIGORO