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To the Trade:

Why let unsightly bare spots exist and weeds develop during the summer months?

According to N. J. Agricultural Experiment Station bulletin 724 (page 32) Ryegrass and Red Top will form a green temporary covering within 2 weeks. These grasses can be sown any time during the hot weather. They will persist until the Fall when they can be spaded or plowed under and a permanent lawn seeded.

By using our special mixture described on the reverse side, you will not only have a beautiful temporary lawn, but you will also be laying the groundwork for a permanent turf in the Fall.

HERBST BROTHERS

92 Warren Street, New York 7, N. Y.