

# This Is VIGORO Week in Birmingham

## Celebrate the Spring

Plant something new in your garden this spring. Develop a new corner with a shrub and evergreen planting or lay out a new perennial border. You will want some Coryell stock to insure a vigorous growth and early maturity. Our landscape suggestions have assisted many of our clients and are available to all.

## THE CORYELL NURSERY

Headquarters at  
1301-1481 WEST MAPLE AVE., BIRMINGHAM

Nurseries at  
BIRMINGHAM - UTICA - SOUTHFIELD

## VIGORO

Specialty prepared plant food  
Complete plant food for lawns,  
gardens, flowers, trees, shrubs

WE RECOMMEND  
AND USE  
VIGORO

Yes... we  
use and  
recommend



— TREES —  
Trimming—Spraying—Surgery  
— LANDSCAPE —  
Designing—Planting—  
Construction

## EMERSON C. BROWN CO.

Landscape Gardening and Tree Surgery

12 LEVINSON BLDG. PHONE 808-W BIRMINGHAM, MICH.

## VIGORO

Specialty prepared plant food  
for your lawn  
and Garden



## Bring Us a Sample of Your Soil THIS SATURDAY

A Special Representative of Swift & Company will be here all day to test soil. Bring in a sample, he will tell you exactly what it requires!

## Birmingham Lawn & Golf Supply

Moto-Mower Pennsylvania Quality  
Power Mower Mowers  
Sales and Service Sales and Service

PEAT MOSS

GRASS SEED — Special Birmingham Mixture  
1532 SOUTH WOODWARD

Phone 123

W. A. Gibbons, Owner

## Better Vegetables ... sooner!

Feed your vegetables with Vigoro. They will grow faster, better flavored, and mature sooner. Vigoro is the complete balanced plant food. Clean, odorless, easy to apply. And so inexpensive. Try it.



## PLAN GARDEN FOR FLOWERS

Plants Reflect Beauty Of  
Home Surroundings, But  
Care Is Needed

The Flower Garden  
An attractive flower garden is a mirror, reflecting all efforts to beautify the home's surroundings. A gorgeous array of color cannot be expected from a poorly planned garden. Your plans for a flower garden should include not only the most effective placing of the pansies, nasturtiums, verbenas, sweet peas and all of the "Garden Glories," but also the care and feeding of the plants.

In planting the flower garden, small gayly colored flowers, such as pansies, verbenas, nasturtiums, etc., should serve as borders or center-pieces, while sweet peas, hollyhocks and the other taller plants should look down from their background positions. The glory in a beautiful garden comes from the selection of plants that will provide an abundance of color from early spring to frosty fall.

Such flowers as pansies and verbenas are started from very small seed, and they require a loose, friable soil in which to germinate. The amateur will do well to buy plants from a florist unless the conditions are favorable.

Sweet peas have a deeper root system, therefore it is necessary to go deeper and to provide better drainage. A trench two feet deep, filled to a depth of a few inches with well rotted manure and filled the rest of way with soil will provide an excellent mulch for the peas. However, the manure does not supply the necessary amount of plant food which these flowers require.

Plants take their food from the air, water and soil. The food that is drawn from the soil is absorbed



"Flowers...  
larger, more blossoms"

"I am very pleased with Vigoro's results on all my plants," writes A. Heine, 112 Claremont Ave., Montclair, N. J. "They were larger, had more blossoms than in previous years."

Easy, success like this, with Vigoro! Better lawns, vegetables, shrubs, trees, too. Complete balanced, Vigoro supplies all elements of plant food for sturdy growth, full development. Clean, odorless! Costs only 10c to 20c per 100 sq. ft. Sold where you buy lawn, garden supplies. Order today!

H. P. DOYING  
FLORIST  
523 Merrill St.  
Phone 360

VIGORO

COMPLETE PLANT FOOD

A SWIFT & COMPANY product

WE USE AND  
RECOMMEND VIGORO

320 Wabec Bldg.

Phone 920

The Klein Landscape Co.

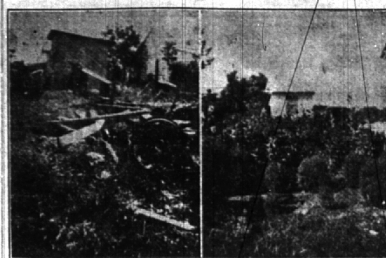
Complete Landscape Service

WE USE AND  
RECOMMEND VIGORO

320 Wabec Bldg.

Phone 920

## JUNK PILE AND GARDEN



As an example of what remarkable improvement can be made through cleaning up the back yard, this picture above, illustrates the contrast between a yard used as a junk pile and, when cleaned, graded, and shrubs planted, a delightful garden.

A plot on which plants of any kind, whether flowers, grass, or weeds have grown year after year has gradually given up its natural supply of plantfood. Thus it is necessary to add commercial nourishment for the flowers. The best method of restoring the elements required for plant life is the application of a complete plantfood that contains a balanced ration for flowers that are usually planted.

If the seed is chosen from a reputable catalog, if the soil is carefully prepared; and if the plants are fed with a balanced plantfood and watered systematically, a minimum of effort will produce the "Pride of the neighborhood."

## WEEDS IN LAWN ARE BIG PROBLEM

Lawn weeds provide the biggest problems that the average homeowner has to face. Many plans have been advocated for the eradication of these lawn pests. Some of these suggestions have merit; others are not in any sense practical. One of the fundamentals that must be kept in mind concerning weeds is that weed seeds are always with us. For this reason, any method that concerns only the temporary removal of established weeds is doomed to failure.

One of the most satisfactory of all methods of assuring a weedless lawn is to produce a mat of grass that is so thick that weeds cannot get a start in it, or if they do get a start, they will be choked out by the heavy growth of grass and its deep, closely matted root system. Grass will not make a good growth unless it is grown on a soil which is rich in plantfood. Most of our soil are depleted of much of their fertility and the application of a complete plantfood is necessary to produce a satisfactory growth of grass. A complete, scientifically balanced plantfood should be applied at the rate of four pounds per 100 square feet at the time the grass is starting growth in the spring.

WE SELL  
**VIGORO**  
Specialty prepared plant food  
for your Lawn,  
Garden  
and  
Shrubby

Visit Our Nursery  
During  
Clean Up—  
Paint Up—  
Plant Up  
WEEK

Wangberg  
Gardens

Southfield Road  
Across from Acacia Park  
Cemetery

Complete Landscape  
Service  
Phone 2041-R and 2041-W



Greener  
LAWNS  
... rich, velvety

Here's the modern way to richer, greener lawns! Finer flowers, vegetables, shrubs and trees, too. Vigoro, the complete, scientifically balanced plant food, makes healthy, vigorous grass—a velvety lawn. Vigoro is clean, odorless. And so inexpensive! Get enough for everything you grow.

**VIGORO**  
Complete plant food  
A product of SWIFT & COMPANY

BIRMINGHAM  
HARDWARE  
Phone 200  
152 N. Woodward

# 3 simple steps... to beautiful lawns and flowers!



AFTER all it's just common sense—principally a matter of feeding plants. You do 3 simple things, as described above. Your lawn will be a deeper green, smoother, more velvety.

Vigoro will bring you finer, larger flowers, too. Leafier shrubs and trees, a thicker hedge, delicious vegetables. 2,000,000 home gardeners have proved its success, increasing the beauty and value of their homes.

Vigoro is the largest-selling plant food. It's complete, scientific, properly balanced. Clean and odorless, pleasant to handle, easy to apply.

And inexpensive! Costs only 10c to 20c for every 100 square feet.

Read over the simple method described above. Then decide now to use this easy, scientific way to beautify your grounds.

Your dealer in lawn and garden supplies has Vigoro. Order from him, today. Swift & Company



Vigoro comes in 100, 50, and 25 lb. bags, and in 5 lb. packages. Also in the new 12 oz. packages for potted plants and window boxes. For real results be sure to order enough Vigoro.

# VIGORO

A product of Swift & Company

Complete plant food for lawns, flowers, gardens, shrubs, trees

For Sale at  
**McCLELLAN FEED & SALT CO.**  
Distributors

276 HIGH

PHONE 314

and the following dealers:  
Emerson C. Brown Landscape  
Birmingham Hardware  
Birmingham Lawn & Golf Supply  
Coryell Nursery  
H. P. Doying  
Huston Hardware Co.  
Garden Landscape Co.

Klein Landscape Co.  
McBride Hardware  
Parks Coal Co.  
George W. Smith  
Wangberg Gardens  
Harry Van Zelfden Landscape  
Woodward Gardens

## Enviro-Cleaning Up!

These Helps Will Quicken  
The Task and Make It Easier

Spring cleaning is hard work at best. It takes lots of energy and the right "tools" to do the job. Here are some helps to make it easier.

Floor Polishers - Dust Pans - Mop Wringers  
Carpet Sweepers - Scrubbing Brushes - Dust Cloths

## SPRING GARDEN TOOLS

Lawn Mowers - Rakes - Hoes - Shovels - Spades

## PENINSULA PAINTS

## McBRIDE HARDWARE

150-154 S. WOODWARD "The Quality Store" PHONES 535-585

## We Call Your ATTENTION

Spring is in the air. Your thoughts turn to the outdoors. If you plan to paint, repair or improve your home and surroundings—come to us!

### Lawn Rollers

This is the time of the year to roll the lawn. Of course we have rollers to meet your needs.

### Lawn Mowers

Our lowest priced mower is \$12.50 and is really worth it. Roller bearings makes it long lasting.

## Huston Hardware Co.

205 N. Woodward

Phone 110-W

## A greener LAWN this easy way

Feed your lawn with Vigoro. You will get a richer, greener lawn of more vigorous growth. Vigoro is the complete, properly balanced plant food. Clean, odorless, easy to apply. And inexpensive! Try it.

**VIGORO**  
A product of Swift & Company

Complete plant food for lawns, gardens, flowers, trees, shrubs

