

LAWN BEAUTY achieved with moderate care. Merion, Kentucky Bluegrass stands up to summer heat.

## Merion Bluegrass Used For Attractive Lawns

If you should ask the general public for the name of a specific grass among the thousands of different named varieties, the chances are that they would say Kentucky Bluegrass.

## Informed Salesmen Outsell Racketeers

How does a sales clinic held in Peoria, Illinois, affect the lives of homeowners in Keokuk, Iowa; Buffalo, N. Y.; Mobile, Ala., and San Bernardino, Calif.?

It affects every homeowner who is interested in home improvements. There's been a lot of advice distributed recently on how to protect against the unscrupulous home improvement racketeer, the fellow who talks fast, gets a signature on a contract, and leaves the homeowner holding a worthless bag.

PEORIA Sales clinic, sponsored by the Insulating Siding Association, provides a specific way to attack the menace of home improvement racketeering.

It was set up to provide ethical salesmen and modernization contractors with the information needed to achieve the best possible result in home improvement work.

For example, all the important steps in re-siding houses were covered in the clinic—practical sales features, types of homes that can be benefited by re-siding, application techniques, loan negotiations, and customer satisfaction.

SPEAKERS and instructors at the clinic included a regional FHA Title I representative; the cashier of a Peoria bank; advertising and management personnel from the insulating siding manufacturers; owners of Peoria lumber yards and construction companies; and the secretary-manager of the Insulating Siding Association.

The Association has made the material available in package form to communities that would like to conduct similar clinics.

Clinics like the one held in Peoria provide the information that is needed for intelligent, effective selling—the kind of selling that means failure for the home improvement racketeer.

### For Best Effect, Frame that Window

Picture windows look best when framed in wood, so home decorating experts point out. A picture window surrounded by a soft-toned wall of wood paneling, enhances the view from the window.

Paneling of any of the popular species like west coast hemlock or fir does not detract from the outdoor scene framed by those lovely picture windows.

gardens as well as for the home.

The United States Golf Association Greens Section and the Department of Agriculture cooperated in the selecting and testing program for true turf types.

This research program has required many years involving the testing of hundreds of selections obtained throughout the region of bluegrass adaptation.

Despite this tremendous expenditure of time and effort only one selection out of 150 tested was deemed worthy of widespread commercial increase for fine turf.

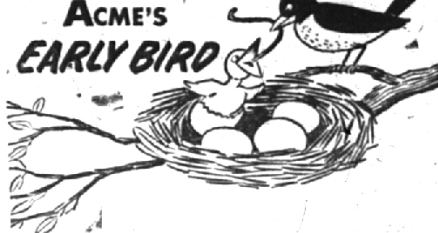
That selection is today known as Merion, an improved variety of Kentucky Bluegrass, and the first improved form of bluegrass to be offered commercially. It has broken all records for demand due to enthusiastic public acceptance.

Merion Kentucky Bluegrass was found growing among common Kentucky Bluegrass on a golf tee near Philadelphia.

The observant eyes of Joe Valentine, Superintendent at Merion Golf Club, Ardmore, Pennsylvania, first noticed the thick, dark-green turf of bluegrass growing in partial shade at the back of No. 17 tee, when grass around it had gone out with the summer heat.

In April of 1936 Joe Valentine turned over a plug to the United States Golf Association Greens Section for further testing and it was given the experiment number B-27.

Today Merion has been accepted by a majority of turf experts as a distinct variety superior to others for use on lawns and fairways in the climatic zone where Kentucky Bluegrass is adapted.



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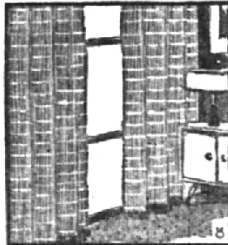
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DURING MAY & JUNE

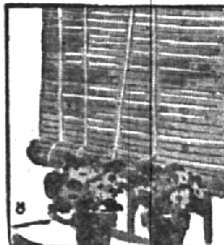


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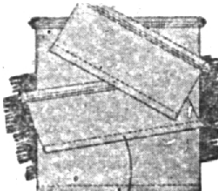
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