

100,000 - 11-17-37

What SHALL
I DO WITH MY
LAWN?



Take Care of Your Lawn This Way

Mow It High—As hot, dry weather approaches, cut your grass higher and higher. Keeping it about 2 inches long all summer is the best protection it can have against burning out, losing its color, or being taken over by weeds. Cut your grass regularly but cut it high.

Water It Thoroughly—It isn't necessary to sprinkle a lawn every night to keep it healthy, but it should be soaked thoroughly once or twice a week. Be sure the soil is moist 4 or 5 inches down. This encourages deeper roots which means thicker, greener, healthier grass the year 'round.

Seed It Regularly—As some of the older grass dies be sure that it is replaced with new plants. Sow Better Homes Lawn Seed every spring and fall. Keep your lawn thick and green all year. Feed it regularly, too.

When should I plant lawn seed?

Late winter or early spring is a good time but even summer plantings will come through if cared for properly. Early fall is especially good for starting new lawns.

What should I plant?

In the sun, use Kresge's Better Homes Lawn Seed. This will make a thick, bright green lawn of which you will be proud. If your lawn is shaded most of the day, use Kresge's Shady Lawn Mixture—composed of special grasses that make lasting turf even under unfavorable conditions.

Does Better Homes Mixture contain Clover?

Yes. The amount is small because most people do not like too much of it in a lawn. If you prefer a generous amount, buy a packet of Kresge's Pure White Clover (10c) and sow it with this seed. Clover does not grow well in the shade.

How can I keep out weeds?

Follow the methods in this folder. Seed often and heavily. Feed regularly with a good grass fertilizer. Make your lawn so thick that weeds won't have a chance.

Take these 6 easy steps to a beautiful lawn • •



1 Work the top 3 or 4 inches of soil until it is finely pulverized. If you are improving an old lawn, simply comb it vigorously with an iron garden rake. Tear out the weeds and dead grass.



2 Apply a good grass fertilizer at the rate recommended on its package. Then, rake it into the top inch of soil. On established lawns, soak the fertilizer into the ground by a thorough sprinkling.



3 Sow Better Homes Lawn Seed at the rate of 1 lb. on each 200 square feet if you are building a new lawn, or 1 lb. on each 400 square feet if you wish to thicken up an old lawn.



4 Next, cover the seed with not more than $\frac{1}{4}$ inch of fine topsoil. Or, instead, cover the seed by raking very lightly and carefully. Then roll it lightly to firm the soil around the seed.



5 Watering a new seeding is seldom required. However, if the weather is very dry, keep the surface constantly moist with a fine spray until the grass is established. Be careful not to puddle the soil.



6 New grass should not be cut until it is at least 2 inches high. Then use a sharp mower so the tender plants will not be pulled up. Never cut any closer than $1\frac{1}{2}$ inches, especially in summer.

Go today to your nearest S. S. Kresge Green Front or Red Front Store. Ask for Better Homes Lawn Seed in the box shown on the cover of this folder—only 20c for enough to reseed 400 square feet or to build a new lawn on 200 square feet.

For lawns under trees, between houses and other places not in full sun, ask for Kresge's Shady Lawn Mixture—20c package.

To help keep your lawn green all summer—sow Kresge's Pure White Clover each spring. 10c packet.

S. S. KRESGE COMPANY