"The Readers of the National Greenkeeper are Buyers and the Ones We Want to Reach"

The National Greenkeeper and Turf Culture

LYMAN CARRIER PRODUCTS
GRANGER, INDIANA

The National Greenkeeper, Caxton Building, Cleveland, Ohio.

Att: R. E. Power

Dear Mr. Power:

The results we have received from advertising in the National Greenkeeper are showing nice returns.

As you know, our product Lecco, the complete grass food, is sold on a very small margin of profit and without the help of salesmen. The National Greenkeeper and one other journal carry all of our publicity.

In telling our story about Lecco we have placed facts before your readers and not theories or unproved statements and the response has been very gratifying, not only from the golf clubs but from cities, schools, cemeteries and large private estates.

The readers of the National Greenkeeper are buyers and they are the ones we want to reach.

Very truly yours,

Lyman Carrier