

**"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 sales-  
men. 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 Green-  
keeper are buyers and they are the ones we want  
to reach.

Very truly yours,

***Lyman Carrier***

**Lyman  
Carrier's  
LECCO**

—The complete grass  
food. Starve the  
weeds and feed the  
grass. Say goodbye  
to the Compost Pile  
and "Brown Patch."  
The country's pre-  
dominating fertilizer.

**Lyman  
Carrier's  
COCOOS**

The coming putting  
green grass. The last  
word in fine turf.  
Just a little bit in ad-  
vance of the times.  
Place your order now  
for 1933.

**Lyman  
Carrier's  
WASHINGTON**

strain of creeping  
bent is a turf-form-  
ing grass which  
spreads by runners  
which creep over the  
ground. This is the  
original Washington  
strain.