

# KILLER THATCH

## IT CAN RUIN YOUR LAWN AND ROB YOUR WALLET

Simply stated, thatch provides an excellent incubator for disease organisms such as leaf spot, dollar spot, stripe smut and brown patch . . . all of which can devastate a lawn. Insects thrive in thatch and it acts as insulation causing decreased resistance to heat and cold. Thatch can also prevent water from soaking into the ground (thatched roofs are used in rainy, tropical climates) and can ruin a lawn in many other ways.

## Here's What Leading Lawn Authorities Have To Say

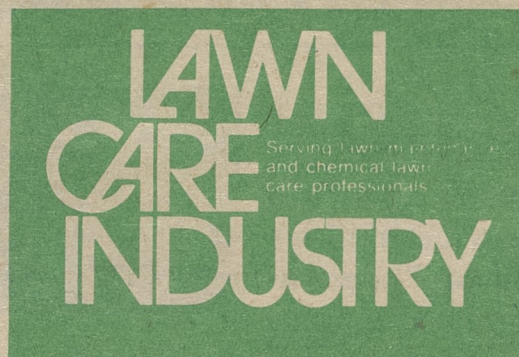
### STANLEY WEBER

(Industry Consultant Since 1962)

"Some liquid spray services in their eagerness to produce a fast cosmetic green-up on lawns, resort to heavy nitrogen fertilization which produces "surge growth." This may be pleasing to the eye, but it is a prime contributor to thatch! Our experience has shown that careful, balanced time released feeding, proper aeration, and other positive action can control this excessive growth, while providing the turf with nutrients required for deep, vigorous health.

### How Effective Are Liquid Applications!

Here's what the Sod Growers Assn. of Mid America said as reported in an issue of



"Recently several sod growers in various parts of the country began to notice that occasionally a fine sodded lawn deteriorated more quickly when the services of certain lawn care specialists were engaged. These lawn care specialists consisted of firms who represented themselves as lawn grass experts offering to fertilize, 'fumigate' or weed spray lawns 'the new and modern way' with liquid applications rather than the old conventional tried and proven method of applying dry fertilizer with a spreader and then 'watering in' the fertilizer."

The **LAWN-A-MAT** man used **ORGANIC** Granular Balanced Fertilizer

The right program and methods can minimize thatch on your lawn.

If your lawn is plagued with thatch, call your **LAWN-A-MAT MAN**, he can provide the proper professional advice to help your lawn come back to life and stay that way. Your Lawn-A-Mat man **HAS EXPERIENCE AND KNOW-HOW** to help reduce your thatch problem.