



Don't Buy Water at Humus Prices

THERE'S a vital difference between *buying* and *getting*. When you buy unprepared humus in its natural, water-logged condition, 75 per cent. of what you get is water, which you pay for at regular Humus prices.

Unprepared humus is nothing more or less than sour swamp muck. Nothing has been done to neutralize its acidity. No plant foods have been added. None of its moisture has been driven out. It is sold to you just as it is dug up from its watery bed.

When you buy humus; *get* humus.

Buy Alphano Humus—the concentrated humus. It contains only 30 per cent. moisture—only the necessary amount needed to keep the bacteria alive. The rest of the water has been driven out in huge drying drums, leaving it in a finely granulated condition. Before being dried out the rich soil humus is dug up and scattered over large areas to sun-dried and aerate. After being dried out, the necessary plant foods are added to make it a perfectly balanced soil ration. Instead of the green moulds and injurious acid fungi of unprepared humus; Alphano Humus contains the highest forms of fertility producing and nitrogen gathering bacteria.

It is weed-seedless. Because it is so thoroughly screened, it is free from lumps and roots, and is easy to scatter uniformly on the greens. It can be easily incorporated with the soil, giving a firm, compact surface.

Our book on Lawns and Golf Courses, Their Care and Fare, was written by four experts from the standpoint of actual results obtained. Send for it.

\$12 A TON IN BAGS

\$10 A TON IN BAGS BY THE CARLOAD

\$8 A TON IN BULK BY THE CARLOAD

F. O. B. Alphano, N. J.

Alphano Humus Co.

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17-N Battery Place NEW YORK

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THE JEFFERSON, Richmond, Virginia

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REACHING A MAXIMUM

The Carolina and Holly Inn Scenes of Many Parties Advertising Week

It has been a big week at the Carolina. Advertisers' week. The famous hostelry is full to its brimming corridors, and there we meet almost anyone you wish to mention in the publishing business world. Headed by Colonel H. H. Treadwell and E. J. Ridgeway and David McKim Lloyd of Pittsburgh they have converted the caravanserie into golfing headquarters, a bridge parlor, a reception hall, a story telling congress, a madrigal of dancing, a round of suppers, a billiard meet, a festival in which everyone in the village participates—old guests, newcomers and the phalanx from the cottages on the hill.

Monday is bridge day. All the ladies with an eye to the finesse and a will to bid assemble for final honors and a small reward in the card room. Those most expert at the game, as evidenced by victories at the last meet were Mrs. James Barber of Englewood, Mrs. E. J. Pearson, Mrs. F. C. Merrick, Mrs. E. D. Galuser and Mrs. Spencer Waters.

Fortunate are they that have engaged or can get accommodations. The time is at hand when the familiar old safety pin binding the curtains at the end of the hall will be the only available door key left. Applications for sleeping privileges on the billiard tables will not be accepted. Those already safe in the folds of the clan include the following come this week:

NEW YORK AND NEW JERSEY

Mr. and Mrs. J. F. O'Brien, L. S. Wing, H. S. Laden, Henry F. Hosley, Raymond Rode, Carl M. Owen, E. J. Kilduff, Mr. and Mrs. C. R. Rossiter, Mr. and Mrs. Boardman, Mrs. C. Worthington Mr. and Mrs. C. H. Hotchkiss, Mr. and Mrs. S. C. Dunn, W. A. Warner, Mr. and Mrs. A. H. Hall, Mr. and Mrs. W. W. Walsh, Jr. B. Walter Manning, R. C. Wilson, Mr. and Mrs. A. R. Gardner, Mr. and Mrs. W. K. O'Brien, Grantland Rice, H. R. McKinzie, E. C. Johnson, H. R. Reed, H. I. Morraff, W. G. Van Clief, L. W. Lloyd, M. B. McLeod, T. W. Niblett, H. W. Serls, Mr. and Mrs. E. V. Goares, H. E. Spaulding, Mr. and Mrs. W. S. Bird, Mrs. J. A. Moore,

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General Granger Adams, Mr. and Mrs. H. N. Spaulding, Rochester; Mr. and Mrs. F. S. Newberry, C. W. Hannon, New Rochelle; A. B. Alley, Larchmont; F. J. Flynn, Flushing; J. B. McMurrick, Oswego; C. A. Speakman, Mt. Vernon; C. B. Rupprecht, W. C. Beecher, Mr. and Mrs. A. L. Foster, Brooklyn.

Mr. and Mrs. C. W. Yates, Mr. and Mrs. J. B. Martin, Mr. and Mrs. C. W. Sherwin, A. M. Reynolds, Glen Ridge; Mr. and Mrs. E. J. Ridgeway, H. Fayen, Montclair, C. H. Aldt, Newark; Mr. and Mrs. E. J. Barber, Mr. and Mrs. W. J. Buzby, Atlantic City; Mr. and Mrs. Frank Finney, J. A. Eggers, Summit; Mr. and Mrs. D. S. White, Atlantic City; Mr. and Mrs. William Bliss.

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