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**quality formulations
are preferred by growers and
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**CALIFORNIA SPRAY-CHEMICAL CORPORATION
ORLANDO, FLORIDA**

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FOR

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The Kilgore Seed Company, manufacturers and formulators of Insecticides and Fungicides, offers a complete advisory service to Florida Farmers through the facilities of its 14 Stores, Laboratory and technically trained Field Staff.

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Manufacturer of *Thiophos*[®] Parathion Technical

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The effective
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Rohm & Haas Experimental Farm at Bristol, Pa.

Long-time testing on our 300-acre Experimental Farm *proves* the formulations developed by Rohm & Haas Research Laboratories —*under actual farming conditions*. Result: maximum effectiveness in commercial use of such chemicals for agriculture as DITHANE and ROTHANE.

Because it controls many diseases of many crops without retarding plant growth, DITHANE helps thousands of farmers to increase yields of potatoes and other crops. And because of its unique insecticidal qualities, ROTHANE gives orchardists effective control of the red-banded leaf roller on apples, and the orange tortrix on pears, apples, grapes and other fruit.

Scientific development and exhaustive testing-in-use will continue to assure the effectiveness of *all* Rohm & Haas agricultural chemicals.

DITHANE and ROTHANE are trademarks, Reg. U.S. Pat. Off. and in principal foreign countries.

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FOR INDUSTRY

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*For specific information on toxaphene (chlorinated camphene 67-69%Cl)
write to the manufacturer:*

HERCULES POWDER COMPANY 949 King Street, Wilmington, Del.
INCORPORATED

toxaphene

NX51-4

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Black Leaf 40 provides *multiple protection* against aphids, most thrips and similar sucking insects. Kills by contact and by fumes — versatile, economical, effective protection against crop losses.

Black Leaf 40 is *discriminating*. Controls aphids and other destructive pests — spares beneficial insects.

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