



For CITRUS — VEGETABLES — LIVESTOCK

**Complete Line of Insecticides, Fungicides and
Weed Killers**

Ortho Division

CALIFORNIA CHEMICAL CO.

Located at Fairvilla on Route 441 North

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ORLANDO

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FOR ALL PURPOSES

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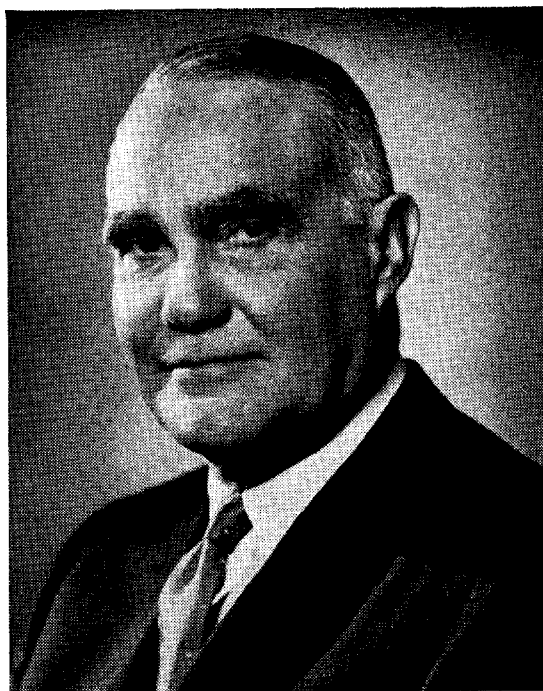
PEPPER PRINTING COMPANY

GAINESVILLE

.

FLORIDA

*“...while we
are waiting
for more
miracles...”*



ALBERT E. FORSTER

“For the first time in history we can envision a world agriculture free from insect destruction, farm produce no longer ruined by disease, and fertile jungle land cleared of unproductive growth. Chemistry has made this vision possible, but there is much hard work ahead before it becomes a reality . . .

“Less dramatic than new ‘miracle’ products and procedures, and quite possibly more important, is the need to utilize fully the knowledge of chemicals now available to the farmer . . .

“I acknowledge that this is a slow, painstaking way of solving the problems

that face us, but it is the type of thing we can do today, with the excellent materials we now have, *while we are waiting for more miracles* to emerge from the test tubes . . .

“For all of us involved in agriculture there is a tremendous challenge ahead. It is the kind of challenge that must be met and mastered. What we do in achieving mastery of the problems facing us will in large measure contribute to the continued development of a world of peace and plenty for all. I am certain we will achieve success.”

A handwritten signature in dark ink, appearing to read "A. E. Forster".

President and Chairman of the Board,
Hercules Powder Company

(from an address before the Societe de Chimie Industrielle, Barcelona, Spain, October 26, 1960)

AGRICULTURAL CHEMICALS DIVISION • **HERCULES POWDER COMPANY**

INCORPORATED
WILMINGTON, DELAWARE, U. S. A.



NX60-9

Hercules produces toxaphene, Delnav®, Thanite®, Metadelphene®, and other chemical materials for the pesticide industry.



Providing Entomologists with science's finest aids since 1919

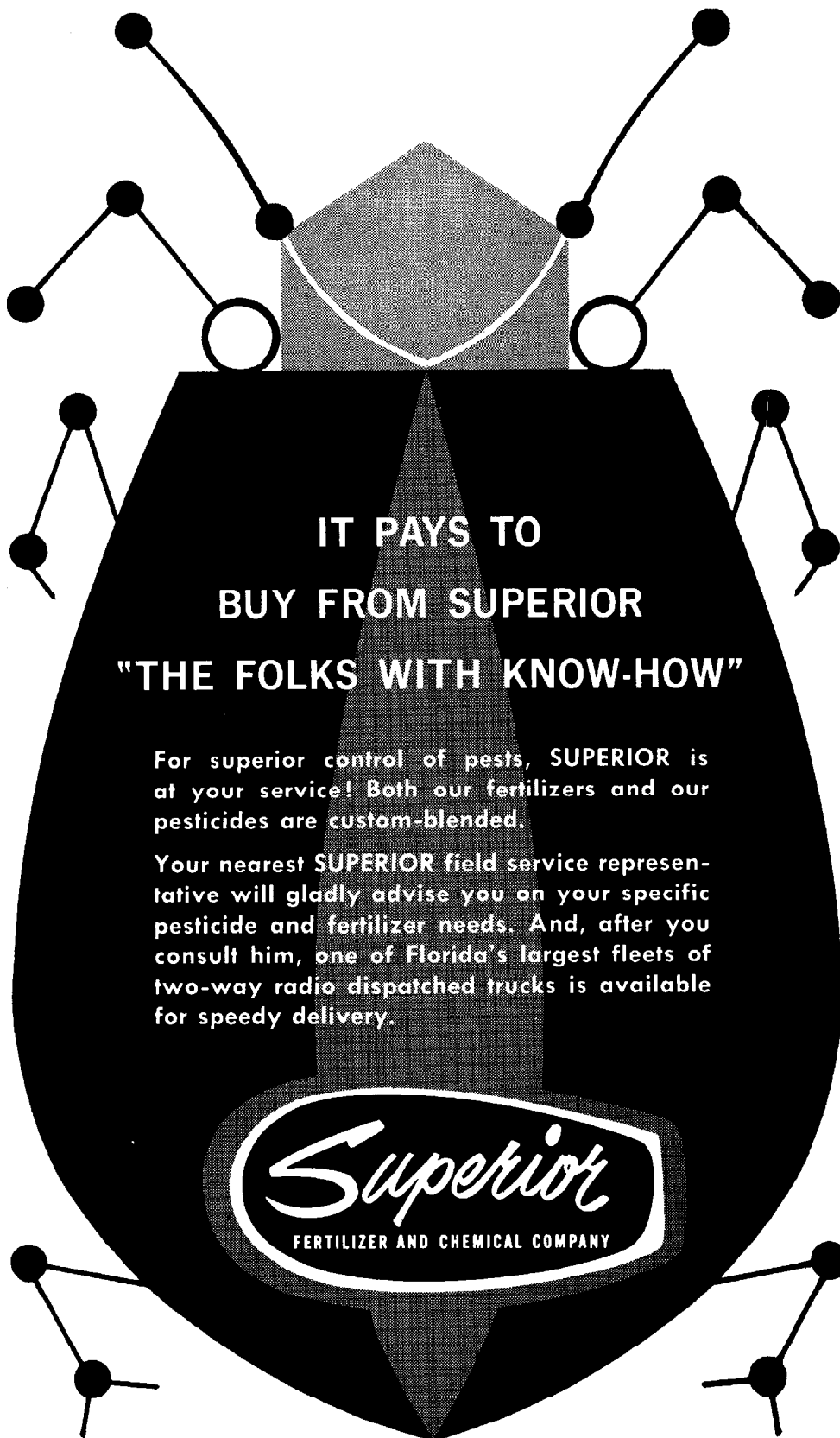
In addition to the many dependable commercial materials under the FASCO Brand, the following special formulas are now available under the Ideal Label conveniently packaged for the home-owner: ANT POWDER (General ant control including the Imported Fire Ant) * DIBEN Lawn Spray, Dust and Wettable Powder (for Chinch Bugs, Army Worms, Sod Webworms, Ticks, Fleas, Mosquitoes) FUMAGON (Contains Nemagon for Nematodes) * OUT-DOOR FLEA DUST * PERK (Nutritional spray, fungicidal and miticidal for ornamentals, citrus and vegetables) * REE GREEN (Contains chelated iron, dry for soil application) REE GREEN SPRAY (Chelated iron in wettable powder form for foliage feeding) * ROSE DUST * VEGETABLE DUST * SEELSKIN PRUNING COAT

FLORIDA AGRICULTURAL SUPPLY COMPANY

Division Wilson & Toomer Fertilizer Company

General Offices, 1611 Talleyrand Avenue, Jacksonville, Florida

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FASCO, DIBEN, FUMAGON, PERK, REE GREEN and SEELSKIN



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BUY FROM SUPERIOR
"THE FOLKS WITH KNOW-HOW"**

For superior control of pests, SUPERIOR is at your service! Both our fertilizers and our pesticides are custom-blended.

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VELSICOL INSECTICIDES

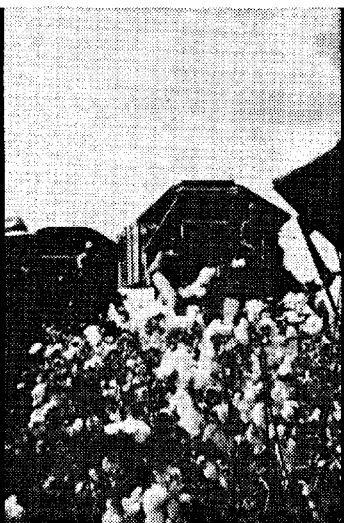
Versatility and lasting residual action have made them useful throughout the world for control of insects that attack homes and gardens, damage crops, and carry disease.



HEPTACHLOR

*...for
soil insect control
in
agriculture!*

In hundreds of soil insect control tests conducted since its introduction, Heptachlor has proven to be a most efficient soil insecticide for use on corn and other major crops.



ENDRIN

*...for
hard to kill
pests
of major crops!*

Endrin is relatively new, but 1960 saw the development of many new uses for this powerful, versatile insecticide. Apples, potatoes, cotton and other crops were extensively treated with Endrin during the past year.



CHLORDANE

*...for termite, public
health, household,
lawn and garden
insect control!*

Chlordane continues to be a most popular insecticide with pest control operators and homeowners. It has an excellent safety and performance record.



TECHNICAL INFORMATION AVAILABLE ON REQUEST FROM



VELSICOL CHEMICAL CORPORATION

330 East Grand Avenue, Chicago 11, Illinois

Velsicol International Corporation, C.A., P.O. Box 1687 — Nassau, Bahamas, B.W.I.

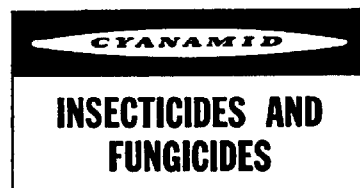
CYPREX 65-W... REVOLUTIONARY NEW FUNGICIDE FIGHTS SCAB IN AND ON FOLIAGE!

Cyprex's combination of eradicant and protectant properties makes it the most significant fungicide discovery in the last 50 years. First rated "best in test" in country-wide trials, Cyprex has now had two seasons of outstandingly successful use in all major apple, pear and cherry areas. Ask your County Agent, Technical Field Service Man or Experiment Station about rates and timing for *all-season use* of Cyprex.

MALATHION FIGHTS INSECTS ...WITH POWER AND ECONOMY

There's no way to get a better insecticide deal in terms of number of insects controlled, safety in handling, control of DDT and DDD-resistant insects, and an extra margin of safety to fruit and foliage of sensitive varieties. You can spend more dollars on other insecticides, but you can't get better value. Make malathion the backbone of your schedule.

American Cyanamid Company
Agricultural Division
Princeton, New Jersey



CYANAMID SERVES THE MAN WHO MAKES A BUSINESS OF AGRICULTURE

At the root of a \$100,000,000 problem...

Smaller than these dots . . . the nematode is destructive enough to cause more annual damage to agriculture than any insect known to man.

Nematodes choke off the roots of plants so that nourishment which would normally be gained from the soil is severely reduced. When nematodes invade a field, the plants wither, their growth is stunted and in extreme cases the plants die.

Shell Chemical Company, a pioneer in the field of nematology, working closely with federal, state and local agricultural specialists, has developed two outstanding soil fumigants for protecting plants from nematode damage. They are D-D® Soil Fumigant for pre-planting application and Nemagon® Soil Fumigant, a potent soil fumigant which can be used for treating living plants. Both of these products have been used by farmers all over the world in the never-ending battle against the nematode.

This is just another example of how Shell Chemical Company is helping the agricultural community grow bigger, better yields for a growing America.



SHELL CHEMICAL COMPANY

AGRICULTURAL CHEMICALS DIVISION
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