TOXAPHENE...YOUR "KEYSTONE" INSECTICIDE

Whatever your formulation...toxaphene alone, in a two-way mix, or in a three-way mix...you have a ready market among successful growers. They know that toxaphene-based insecticides more than live up to the claims.

Toxaphene's effectiveness against a broad range of insect pests is well known. Its high initial kill and long-lasting protection make it ideal for use where exceptional versatility and positive action are demanded for a control program.

You can always rely upon toxaphene for uniform high quality, for performance that will pay off in the dependable formulations your customers expect. It's no accident that toxaphene has outlived a host of competitors. When your customers demand the best, supply them with toxaphene-based insecticides. Their sales will gain from toxaphene's broad acceptance.

Write: Synthetics Department, Hercules Powder Company, Hercules Tower, Wilmington 99, Delaware.

TOXAPHENE for eXtra profit

HERCULES POWDER COMPANY, HERCULES TOWER, WILMINGTON 99, DEL.