



For more than half a century, Cyanamid has consistently led the chemical industry in developing new products and application techniques that have helped immeasurably to bolster our national farm economy. ■ Topping the list of Cyanamid "firsts" is Malathion LV* Concentrate, introduced commercially last year for the control of boll weevils on cotton after two years of use on more than 1 million treatment acres in cooperation with the U.S.D.A.'s Agricultural Research Service. ■ Malathion LV Concentrate is also being used extensively to combat grasshoppers, cereal leaf beetles, corn rootworm beetles, mosquitoes, blueberry maggots, flies and beet leafhoppers. ■ Watch for progress reports of new tests conducted against many other pests with both aerial and ground equipment. Data being processed daily show clearly that Malathion LV Concentrate is fast making all other methods of insect control obsolete! ■ *Before using any pesticide, stop and read the label.*

**Trademark*



**SERVES THE MAN WHO MAKES
A BUSINESS OF AGRICULTURE**