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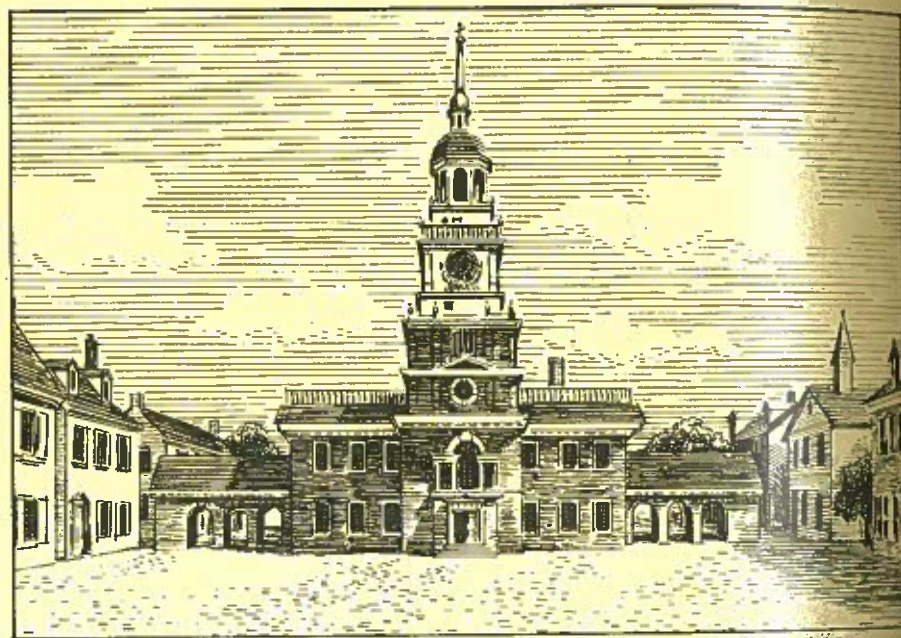
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Independence Hall now protected against the termite evil with Aldrite.

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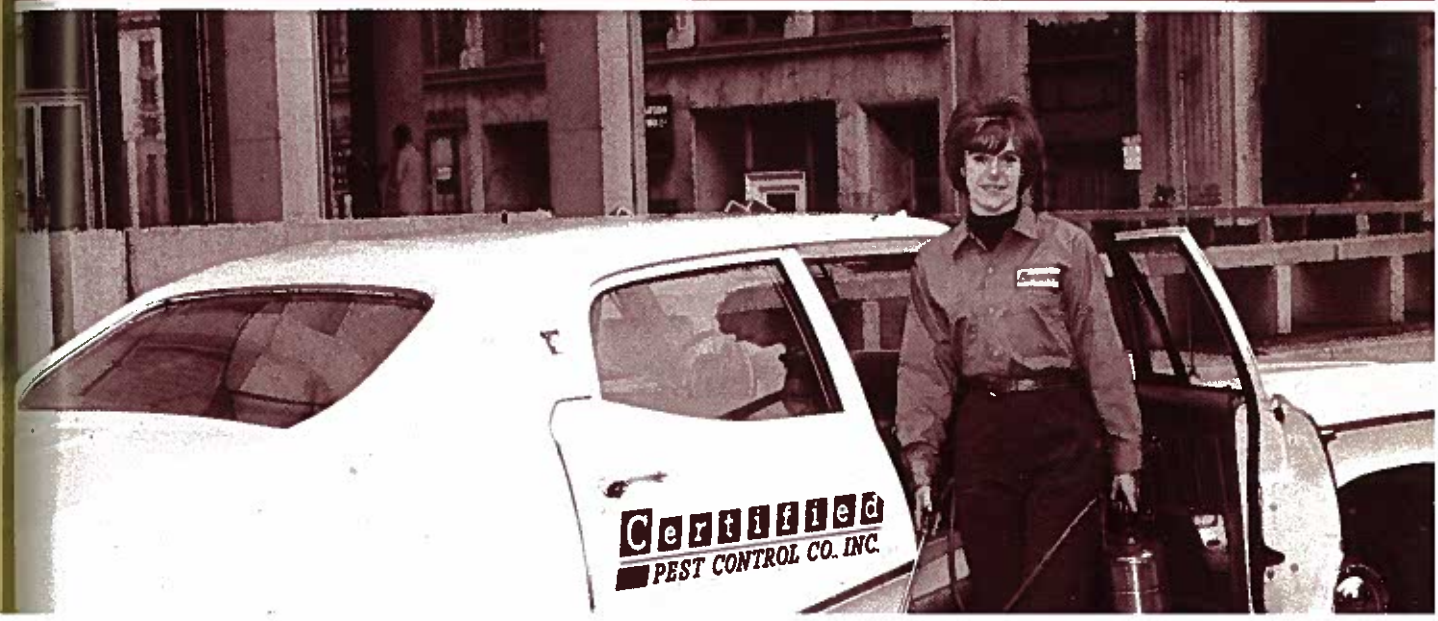
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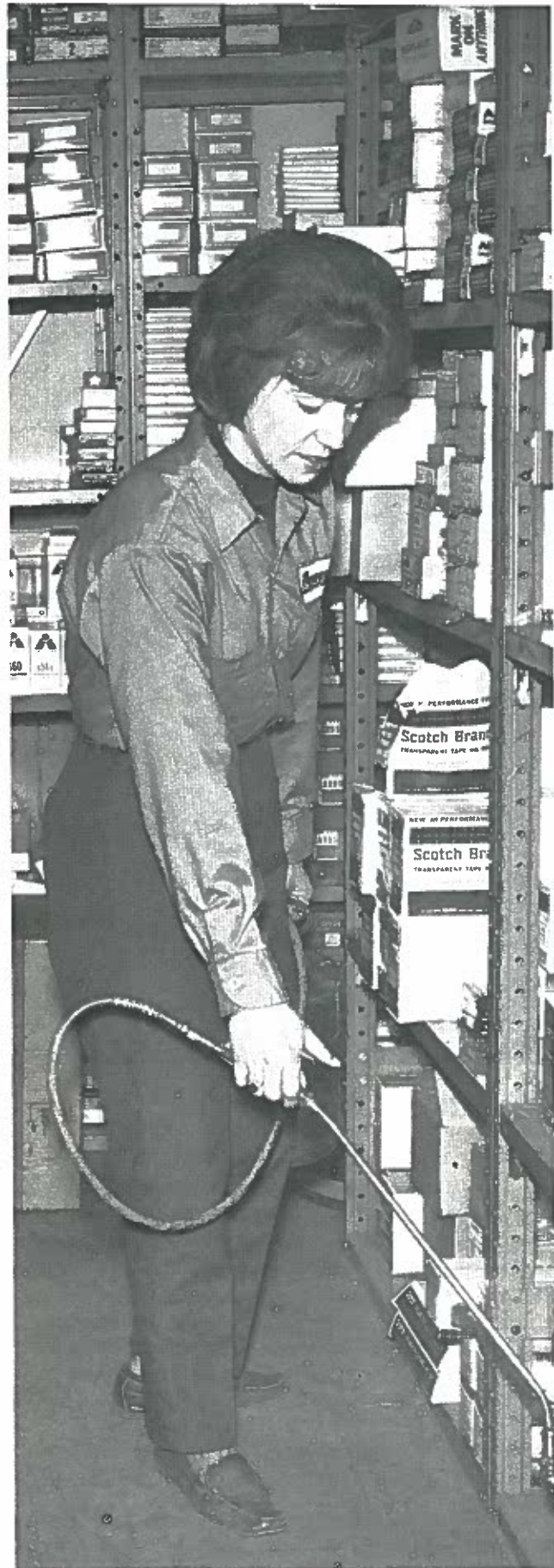
PEST CONTROL

December
1968

'69 BUSINESS: A RUNNING START
AND STRONG FINISH
SERVICE CHARGES UNDER FIRE
AT NPCA MEETING

Certified's New Secret Weapon in Boston — 26-Year-Old Irene Taurasi





"They've Sent Me One Little Girl"

But the girl is Servicewoman Irene Taurasi
— a trained pest control professional.

By MRS. LOIS MORSE

EXPANSION AND INNOVATION have traveled Success Road together for six-year-old Certified Pest Control Company, of near Boston. And the firm's most recent pioneering effort has been employing Servicewoman Irene Taurasi.

Mrs. Taurasi has been working for the Needham, Mass., firm for three months on a full-time basis. She drives her own service vehicle throughout Metropolitan Boston, manages a full complement of equipment and chemicals, calls on commercial, municipal and residential clients.

"There have been problems," admits the Scotland-born and England-educated First Servicelady of New England. "My hair blows about and I have trouble getting shirts that fit; but I think I've been successful. No one's ever asked for a male replacement."

It is her trained and professional approach to pest control which has caused initial customer surprise to give way to admiration.

Five feet three inches and 115 pounds, Irene Taurasi approaches her work enthusiastically.

"Are you ready for me to come in?" she asked one astounded homeowner.

The answer: "I was expecting several men and they've sent me one little girl."

5



BAIRD & McGUIRE puts maximum kill-punch plus economy into their experience-tested Malathion formulations . . . PCO's have a wide choice of 50% emulsifiable, 5 lb. emulsifiable concentrate, 25% wettable powder and 90% solutions that are easy to apply (spray-granular-dust) with low toxicity, low odor, for indoors or outdoors . . . these formulations will solve all your mosquito and other insect control problems . . .
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IN CLEANERS AND DISINFECTANTS SINCE 1910

The little girl did a job that drew praise as well as thanks.

Mrs. Taurasi has succeeded in accepting and overcoming all the occupational hazards on which her male co-workers have built their reputations.

She crawls into constricting attic areas to set out bait; attacks formidable species in basement underworlds, often with better results than men, thanks to her small frame which can survive low ceilings and close walls.

"I think my physical agility comes from keeping up with my five-year-old son," she says.

Says Aaron Fleischer, President of Certified Pest Control Company (CEPCO), "The success of this experiment has convinced us of the merits of tapping the female labor market. Although several persons in the industry believed it couldn't work out, we've found that Irene's willingness and liking of people overcome a lot."

Fleischer cites Mrs. Taurasi's willingness to change a tire; to make two trips to her car for equipment, as opposed to the single trip most men make.

Vice President David Fleischer notes Irene's willingness to participate in the "experiment."

However, the two Fleischer brothers count Irene Taurasi as only one of CEPCO's many industry "firsts."

They proudly point to artistically marked CEPCO cars. "We were the first New England firm in the industry to boldly display who we are on a fleet-wide basis," they point out.

"We introduced specialized coverage in our Certified Homeowners' and Commercial Policy programs . . . and as we innovated, we grew."

Aaron and David Fleischer, with their father, Joseph (now retired), founded Certified Pest Control Company in 1962. Though new in name, the firm's principals had a tradition of 30 years in pest control.

Certified then was quartered



Servicewoman Irene Taurasi discusses a day's assignment with Certified officers Aaron Fleischer, center, president, and David Fleischer, vice president. The Fleischer brothers with their father, Joseph (now retired) founded Certified Pest Control Co. in 1962.

in a rented garage in Needham, Mass.

Today, it serves New England from spacious, newly built-and-owned suburban facilities, employs over three dozen personnel, and maintains a fleet of 25 vehicles and five trucks.

In six years, the firm has achieved six acquisitions.

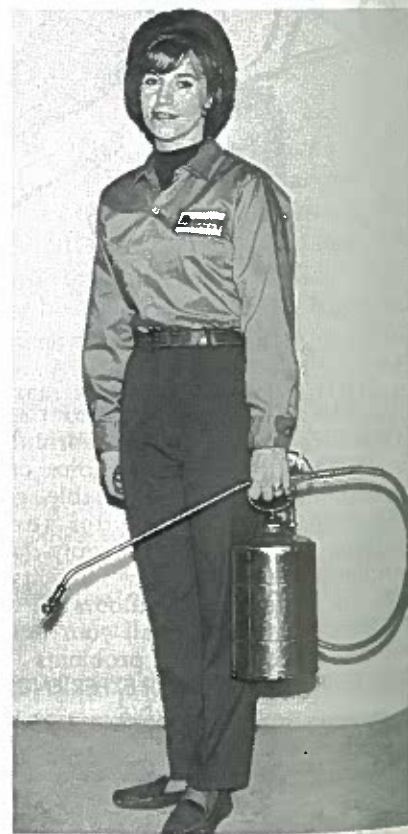
In addition to numerous residential clients, CEPCO has amassed an impressive list of schools, hospitals, incinerator-disposal areas, public buildings, government installations—on a contractual basis.

Management's progressive attitude toward staff and aggressive attitude toward sales are combined with an underlying respect for the industry as a profession. These values are both cause and effect of the continuing educational process advocated by Graduate Entomologist-Registered Sanitarian Aaron Fleischer.

For example, from statistical market surveys, CEPCO determined an increased public demand for **regular** service to prevent infestations as opposed to **occasional** treatments to eliminate existing infestations. Consequently, revenues of the company are today derived pre-

dominantly from orders for regular service under one-year renewable contracts.

Monthly meetings with sales, service and administrative staffs not only keep internal channels



Here's what the well-dressed servicelady is wearing these days—Irene Taurasi in her Certified Co. uniform.



Dettelbach's invisible Malathion* kills insects quickly, quietly . . . without a big stink.

*Made from CYTHION
the Premium Grade Malathion.



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of communication open, but also acquaint personnel with the latest methods of operation, with technological advances, and with skill specifics.

"Most of our employees are on some form of incentive program," explains Aaron Fleischer. "We stress that each person is an integral part of the over-all team, and we are interdependent on one another."

"Testing, interviewing and on-the-job training guide us in personnel recruitment and selection," state David and Aaron Fleischer, who are active members of the National, New England, and Connecticut Pest Control Associations. "We attribute Irene Taurasi's employment in large measure to our process of recruitment."

Looking to the future, of course CEPCO anticipates adding servicewomen to its staff.

But beyond this, Certified Pest Control Company looks ahead to growth and acquisitions outside as well as in the New England area, basing its hopes for expansion on an organization which can own and/or manage other businesses in the industry.

The concept of management as a transitional phase in merging—or toward acquisition—is another Certified innovation. It enables an owner to participate in or observe business operations to whatever extent he chooses; yet, it enables him to relinquish day-to-day operational responsibilities.

Designed to relieve an owner of pressure, the Certified Management Plan permits the owner to retain a growing profit picture based on in-depth CEPCO experience in pest control management.

For CEPCO feels that its organizational structure lends itself to absorption of the functions of other pest control firms, while retaining the "personality" of those firms—personality responsible for their development to point of acquisition.

INFESTATION REPORT

Contains pertinent portions of the Department of Agriculture's Cooperative Economic Insect Report, material from university entomology departments and reports from readers. PCOs noticing infestations in their own areas are urged to communicate with Pest Control so their information may be added to this infestation report.

ASIATIC GARDEN BEETLE (*Maladera castanea*)

Pennsylvania: One specimen in building October 1 in Indiana County for a new county record.

CONFUSED FLOUR BEETLE (*Tribolium confusum*)

New Mexico: Light in several locations in sacked and bulk feed in Lea and Eddy Counties.

DARKLING BEETLES (*Tribolium* spp.)

California: *T. castaneum* and *T. confusum* medium in grain sorghum in feedlot storage facility at Brawley, Imperial County.

A DERMESTID BEETLE (*Trogoderma parabile*)

Nevada: This and *Tribolium castaneum* (red flour beetle) light to medium in cotton seed meal, pelleted livestock feed, grass seed, and oat seed in Pahump Valley, Nye County.

DRUGSTORE BEETLE (*Stegobium paniceum*)

Tennessee: Damaging cornmeal at Bristol, Sullivan County.

RED FLOUR BEETLE (*Tribolium castaneum*)

Alabama: Medium to large numbers of this and *Oryzaephilus surinamensis* (saw-toothed grain beetle) in sacks of feed and in waste materials of feed mills in Lee, Macon, and Tallapoosa Counties.

SAW-TOOTHED GRAIN BEETLE (*Oryzaephilus surinamensis*)

Michigan: Mainly this species numerous in stored wheat and corn in State. **Utah:** Infesting stored grain at Manti, Sanpete County.

SOUTHERN LYCTUS BEETLE (*Lyctus planicollis*)

Nevada: Heavy population severely damaged hardwood floor in home at Reno, Eashoe County. Floor had to be replaced.

SQUARE-NECKED GRAIN BEETLE (*Cathartus quadricollis*)

Alabama: Adults of this species and

Sitophilus oryzae (rice weevil) 5-25 per ear in all corn examined in 8 southeast and central counties. Heaviest in fields and patches near storage buildings. Much lighter or absent in larger fields with more resistant varieties.

LESSER GRAIN BORER (*Rhyzopertha dominica*)

Tennessee: In stored oats in Davidson County.

OLD-HOUSE BORER (*Hylotrupes bajulus*)

Tennessee: Several larval stages in floor joists and subfloor of six-year-old house at Harriman, Roane County.

A FALSE CHINCH BUG (*Nysius raphanus*)

California: Unusually heavy numbers entering residences in many locations. Immature forms heavy in local areas at Sacramento, Sacramento County; heavy adult numbers entered yards and houses at San Andreas, Calaveras County.

FIELD CRICKETS (*Gryllus* spp.)

Texas: Heavy on cattle near Bracketville, Kinney area, Bell County, and in Caldwell, Guadalupe, Lavaca, Gonzales, Karnes, and Wilson Counties.

MILLIPEDS

Pennsylvania: General nuisance, moderate numbers around many homes statewide. **Iowa:** Moving into homes in Clarke, Fayette, and Jackson Counties from adjacent pastures and diverted areas.

INDIAN-MEAL MOTH (*Plodia interpunctella*)

Iowa: Infested shelled corn in central and northwest areas. **New Mexico:** Light in several locations in sacked and bulk feed in Lea and Eddy Counties.

BROWN RECLUSE SPIDER (*Loxosceles reclusa*)

Alabama: Specimen collected from home in Blount County.

HARD-BACKED TICKS

Oklahoma: *Amblyomma americanum* immatures continue numerous and annoying in scattered areas of Delaware and Cherokee Counties. Occasional adults of *Dermacentor albipictus* (winter tick) in Cherokee County.

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FREE STOCK CONTROL OUTFIT

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**Purchase of 10 Gallons
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Make Sure You
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Stock Control

With competition as stiff as it is today, and with wages, taxes and other operating costs constantly rising, every pest control business must exercise strict control of every phase of operations. One of the most important is stock control. Today's pesticides are too valuable to be wasted by spilling, using too much on a job, or pilfering.

This drum dispensing pump, which fits most containers, delivers 4 ounces of chemical with each stroke, without spilling because the spout goes inside the bottle. A cap fits over the spout to prevent even a single drop being wasted between jobs. Each bottle is graduated in ounces so that you can measure any amount accurately. As the proper amount is put into each bottle, an entry is made on the stock control sheet for that pesticide, showing the date, the service man's name, and the amount left in the container.

In addition, this system gives you a perpetual inventory so that you know when to reorder and how much. It makes your men more efficient, for it eliminates time loss in measuring their chemicals on the job. It also increases chemical use accuracy, as each stock control bottle is its own measuring device.

Write Today for
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- Included:
- 5-Gal. Drum Pump
 - 12 Graduated 8-Oz. Bottles With Caps
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| Aldrin 4 lb. concentrate | \$ 6.50 per gal. |
| 45% Chlordane | 4.20 per gal. |
| 75% Chlordane | 7.20 per gal. |
| Chlorobenzilate 4-E | 14.50 per gal. |
| Vapona 25-E concentrate | 14.30 per gal. |
| Diazinon 4-E concentrate | 22.25 per gal. |
| Diazinon 4-S concentrate | 21.65 per gal. |
| Dieldrin 1.5 WE | 4.50 per gal. |
| Dibrom 235 | 12.50 per gal. |
| Cygon 2-E | 15.60 per gal. |
| Di-Phos O.S. | 12.40 per gal. |
| Di-Phos-E | 12.50 per gal. |
| Heptachlor 3 lb. | 5.60 per gal. |
| Korlan 24-E concentrate | 8.05 per gal. |
| 20% Lindane Emuls. concentrate | 5.90 per gal. |
| 20% Lindane O.S. concentrate | 5.80 per gal. |
| 50% Malathion Emuls. | 8.05 per gal. |
| 50% Malathion O.C. | 7.95 per gal. |
| Pyrethrins Emuls. concentrate | 12.15 per gal. |
| Pyrethrins O.S. concentrate | 12.05 per gal. |

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