

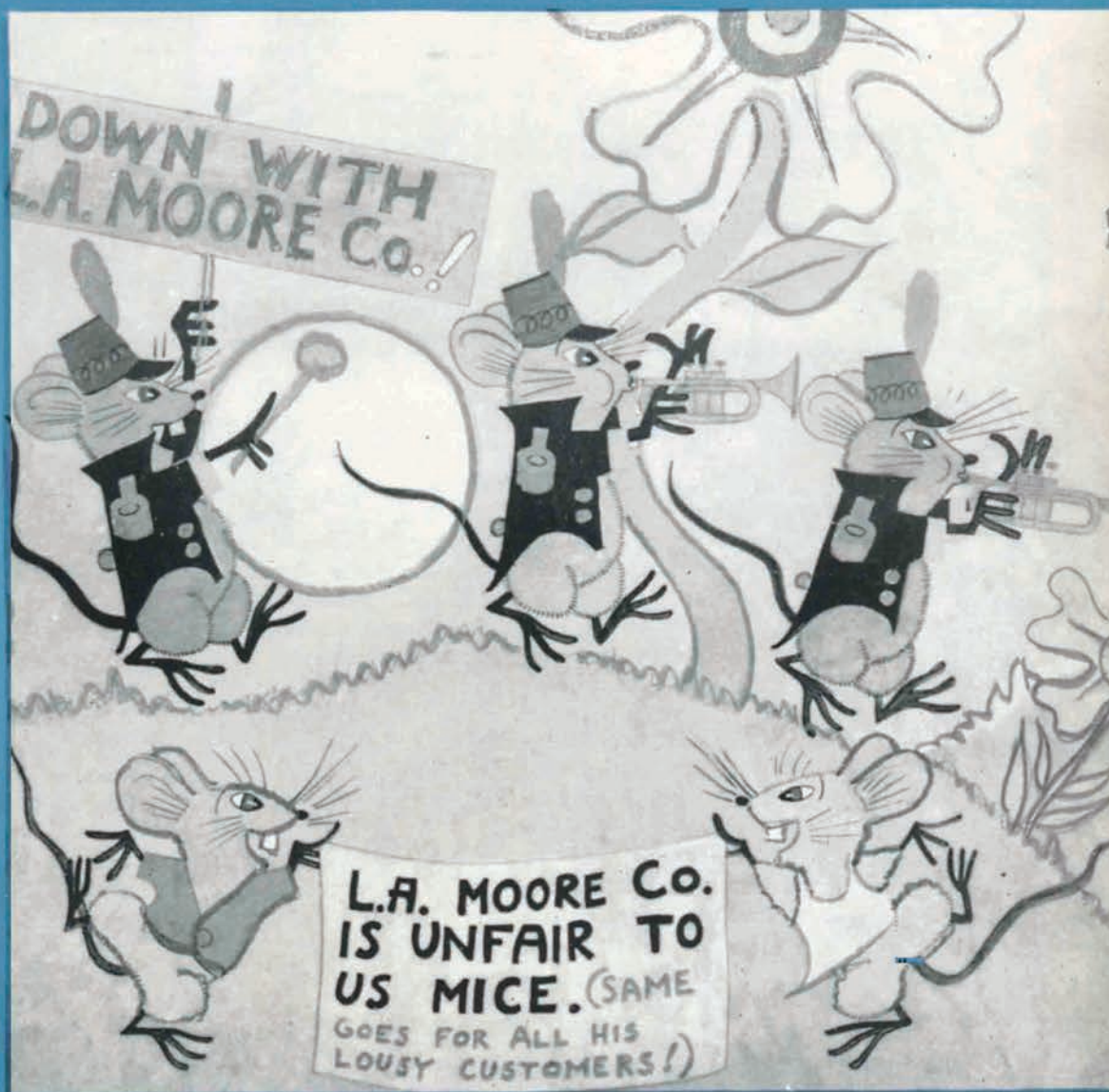
PEST CONTROL

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Customers immediately are put in a pleasant and friendly frame of mind when they see the cheery mural that goes all around office walls at L. A. Moore & Co., Utica, New York. Cover picture shows one section of PCO Moore's unusual "sales aid" which humanizes the pest control business. Complete pictures of the parading mice and a story on this specially created decorative painting begins pg. 26.



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and Sanitation Service Industries for Over 21 Years

L. A. Moore's Unusual Office Mural "Humanizes" the Pest Killing Business

BY WALTER E. SIERAK

SOMETHING new and different has been added to the pest control business.

This "something" is not a new means to exterminate pests, but to get customers in the proper frame of mind to do something about getting rid of pests. In fact, if it weren't so big, the "something" could itself be framed, for it's nothing more nor less than a large office mural!

Many readers of this magazine may wonder how an office mural can help their pest control business. When he first decided on the mural to help beautify his new office, Mr. L. A. Moore, president of L. A. Moore & Co., Utica, N. Y., had these same doubts, but they've long since vanished. For Mr. Moore's "Haven to Heaven" mural, which shows in caricature form what happens to 200 mice who dare to fight against his company, has "humanized" his busi-

ness, brought favorable comment from customers, and made for many a hitherto hesitant sale.

In fact, Mr. Moore's mural even has an effect on those customers who merely stand outside his ground floor office, undecided whether or not to enter. Such customers can make up their minds about the Moore company by either looking through the two large plate glass windows that reach down to ground level, or by looking through the all-glass door. Through these windows they're able to see the five-foot high mural which runs for seventy-two feet completely around the office.

"And why shouldn't they see this mural from the outside as well as inside?" asks Mr. Moore, a former president of the Empire State Pest Control Association. "When we finally decided to have the mural drawn, we also decided that we wanted people to see it."

By "we" Moore means not only

his company, but also Mr. Edward Juergensen, an artist living in suburban New Hartford who took Mr. Moore's humorous ideas and formulated them into the finished product.

All who see the finished mural with its bright yellow background agree that it's really something to look at; one can really say here is a mural with a moral. In fact, here is a mural which tells a story.

Just as every story has a beginning, so has the Moore company mural which begins by showing a big white mouse propped up on a hillside reading a book entitled "How To Exterminate Exterminators." To the right of the mouse are rolling green hills with a sign below them reading "Entering Mouse County, Haven for the oppressed mice."

There are no trees in Mouse County but instead many various colored flowers which dot the entire country side. In a village square with odd shaped rooftops against the sky is a small boy mouse selling papers which have a headline reading "War On Moore." Upon seeing the headline a little old lady mouse shows fear. On the wall of one of the buildings a large sign is posted reading "BUY MOUSE WAR BONDS TODAY! Get back four pieces of cheese for every three you invest."

Moving out of the village one

sees a red coated mouse band marching over the hill with the drummer carrying a sign which says "DOWN WITH L. A. MOORE & CO." In the foreground of the hill two young frolicking mice carry a banner reading "L. A. MOORE & CO. UNFAIR TO US MICE! (The same goes for all their lousy customers!)"

Ahead of the band is a mob of mice carrying bats, rolling pins, axes, guns and pitch forks. Looking closely one sees anger and determination in their faces. In the background of the mob which is marching in and out of a valley is a railroad bridge with a troop train going across into the next county. The last car of this conical train carries the general. Atop the car a red five-pointed star is flying with a banner underneath reading "COMMANDER-IN-CHEESE . . . UNITED MOUSE ARMIES." Through the window of the general's car one can see bottles, maps and bottle openers. The general is having a drink.

At the end of the bridge is a sign post pointing Mouse County one way, and L. A. Moore Protected County the other way. Just over the border is a huge tent with mice flocking into it as the admission is free and the attraction is Gypsy Rose Mouse. A picture of this blonde beauty in

abbreviated costume can be seen on a billboard above the tent. In the back of the tent is a vacuum device which sucks out the mice into an atonic mouse reducing unit.

Getting past Gypsy Rose Mouse, the modern version of the Pied Piper, the warring mice encounter the Moore Air Force which consists of jet propelled poison cheese dispensers, flit gun helicopters spraying mouse killing chemicals and a new version of a mouse trap.

None of the mice get to the customers protected by L. A. Moore & Co. . . . They lie dead in the foreground with happy expressions on their faces. On a hill in the background are the buildings of the Moore customers, without a mouse in them.

Mr. Moore is a good hearted man, hence has placed at the end of the mural a mouse heaven scene. Here the happy mice float on billowy white clouds and play their golden harps. In front of the Mouse Heaven gate is a sign stuck into a little white cloud reading "ALL IS FORGIVEN . . . L. A. Moore, Prop."

Just as the Moore company mural ends on a happy note, so has its effect been a happy one. The artist who spent some 250 hours painting the pictures, the office girls who have them as background all day long, and the

customers who look at the mice smilingly—all agree here indeed is a welcome addition to an office.

"I like this type of work best of all as it can be enjoyed by many people for a long time," says Mr. Juergensen.

The office girls like the atmosphere the mural creates.

"It's like working in an enchanted land. You just can't feel dull around here," comments one of the girls.

Mrs. Agnes Van Schaick, who occupies the large circular desk in front of the door, has this to say: "Fifty per cent of the people coming into the office for the first time make comments about the mural before stating their business."

Mr. Moore aptly sums up the feelings of customers when he declares: "Our customers are people who have a grave problem when they walk in here. The mural alone puts them in a happier frame of mind because it satirizes our business. Dependable work and the favorable impression that the mural makes on a customer creates a recommendation of our company without solicitation."

"I recommend an office mural for every one in business for it is money well invested. It's like another salesman silently working for the company every minute of the day."

