

Special free offer from Shell Aldrite

Mr. R. G. Yapp, Consumer Product Sales
Agricultural Chemicals Division, Shell Chemical Company
110 West 51st Street, New York, New York 10020

I have a contract to termite-proof this structure. Please confirm the acceptability and ship the free Aldrite.

Name of Structure _____

Location _____

Your Name _____

Company _____

Address _____

City _____ State _____

Shell is concerned about the many historic landmarks that have disappeared beneath the blade of the bulldozer.

Furthermore, many of those that still stand are seriously threatened by termites which can destroy them as completely as any bulldozer can.

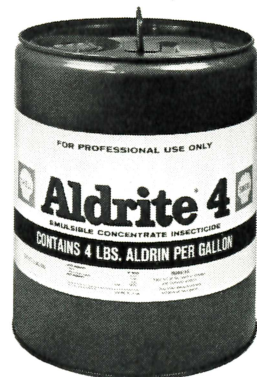
So Shell is offering a free supply of Aldrite* 4 Emulsible Concentrate Insecticide through your distributor to any PCO with a contract to termite-proof any national or state historic landmark, structure or site. In addition to sufficient Aldrite to complete the job, we'll also assist in any local advertising or promotion you may conduct.

Aldrite, with its unsurpassed effectiveness, staying power and low odor, has been

*Shell Trademark.

proven in the field against termites. Tests have shown that you can expect effective termite protection for up to eighteen years.

If you have a contract to protect a part of our heritage from termites, complete the coupon above and return it to us at once. If the landmark is acceptable to Shell, you'll get your supply of this outstanding termiticide very soon.



Shell Chemical Company, Agricultural Chemicals Division.



Before using any pesticide always read and carefully follow label directions.

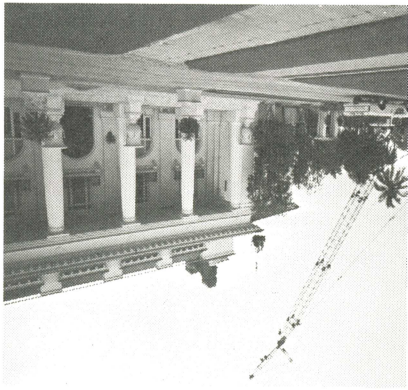
For More Details Circle (136) on Reply Card

PEST CONTROL

February
1969



Fumigating A \$40 Million Florida Museum



Whitehall Wrapped in Canvas

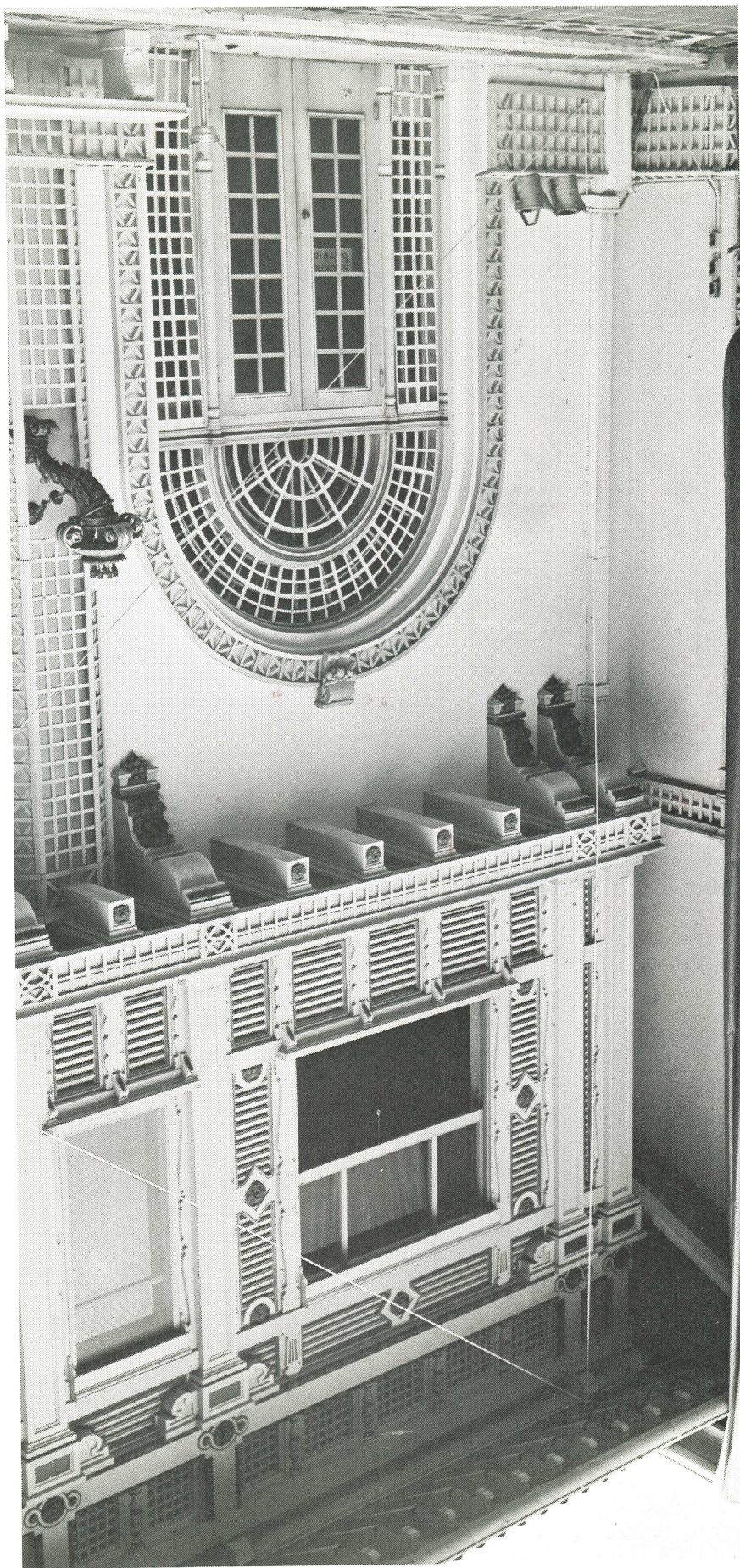
FUMIGATING dry-wood termites infesting Palm Beach's Henry Morrison Flagler Museum was a far cry from the usual type of pest control job.

Just ask Florida's Ken "Nozzle" Nolen, whose firm undertook the assignment last June. Nolen's motto for the entire project might have been "Think Big" . . . unless, of course, 2¼ million cubic feet of building isn't considered "big."

Fumigating the gigantic, marble-walled museum — once the palatial home of Florida empire-builder Henry Flagler — turned into the largest single tent job ever done in Palm Beach County, possibly in all the United States, it was reported. Just about every aspect of the task was bigger than usual, including the pest control firm's fee. When the

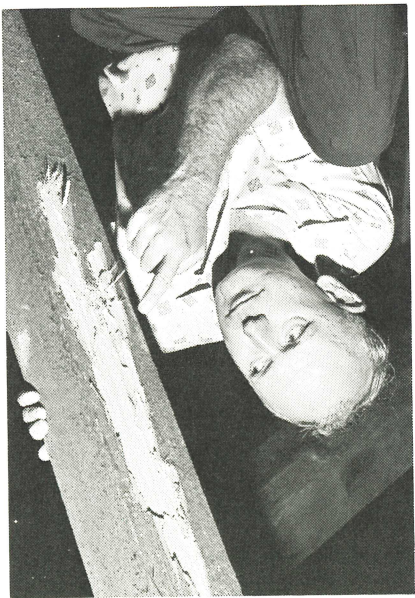


A crane with a 130-foot boom helps cover magnificent Whitehall with some 100 giant tents.



Ropes were used inside the tents to secure canvas with C clamps. In a strategy planning session, it was decided to tie ropes to eyebolts.

Ken Nolen checks attic damage from dry wood termites.



museum people decided something had to be done about the termites feasting on the building and historic furniture alike, Noz-zle Nolen, Inc. agreed to fumigate the premises to the immediate tune of \$22,000. The firm is actually under a 10-year contract — Nolen's men will return for yearly checkups — for a grand total of \$39,000.

The Flagler Museum, originally named Whitehall, is valued at \$40 million, Nolen revealed. Considered one of the six most magnificent private homes ever built in the United States, the building has a most interesting history. Flagler, the man who gave John D. Rockefeller the idea of organizing the Standard Oil Company and who was his partner in that enterprise, had the mansion built for his third wife, Mary Lily, 37 years his junior.

Mary Lily Kenan, who was 34 when she married Flagler, was from an old Wilmington, North Carolina, family. Her wedding gifts from her husband included a cool \$1 million, and a pearl necklace worth \$500,000.

"Build me the finest marble told his architects at the turn of

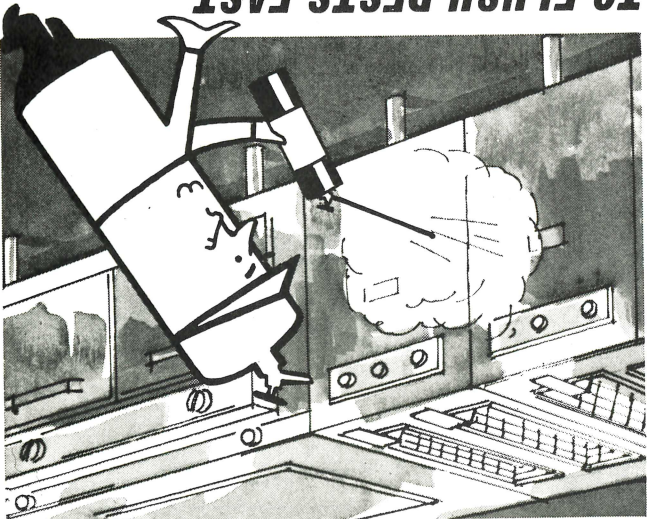
TO SELL THE JOB...

locate infestations and prove the need for your service with Lethalair.



TO FLUSH PESTS FAST...

save time on inspections with a Lethalair bomb.



TO AVOID CALLBACKS...

be sure of results... finish off the job with Lethalair.



USE LETHALAIR®

Make your job easier with the Lethalair method: the easy-to-carry, easy-to-use aerosol insect killers. Fast, clean, non-flammable, safe around pets and people but sure death to pests. Your distributor knows all the ways Lethalair can save time on calls. Phone him now.

Aerosol Dept. 102, Portsmouth, Va. 23703



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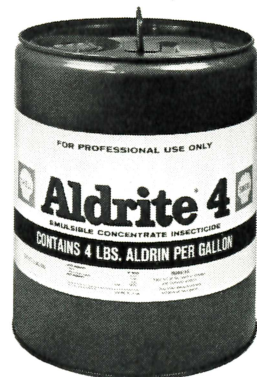
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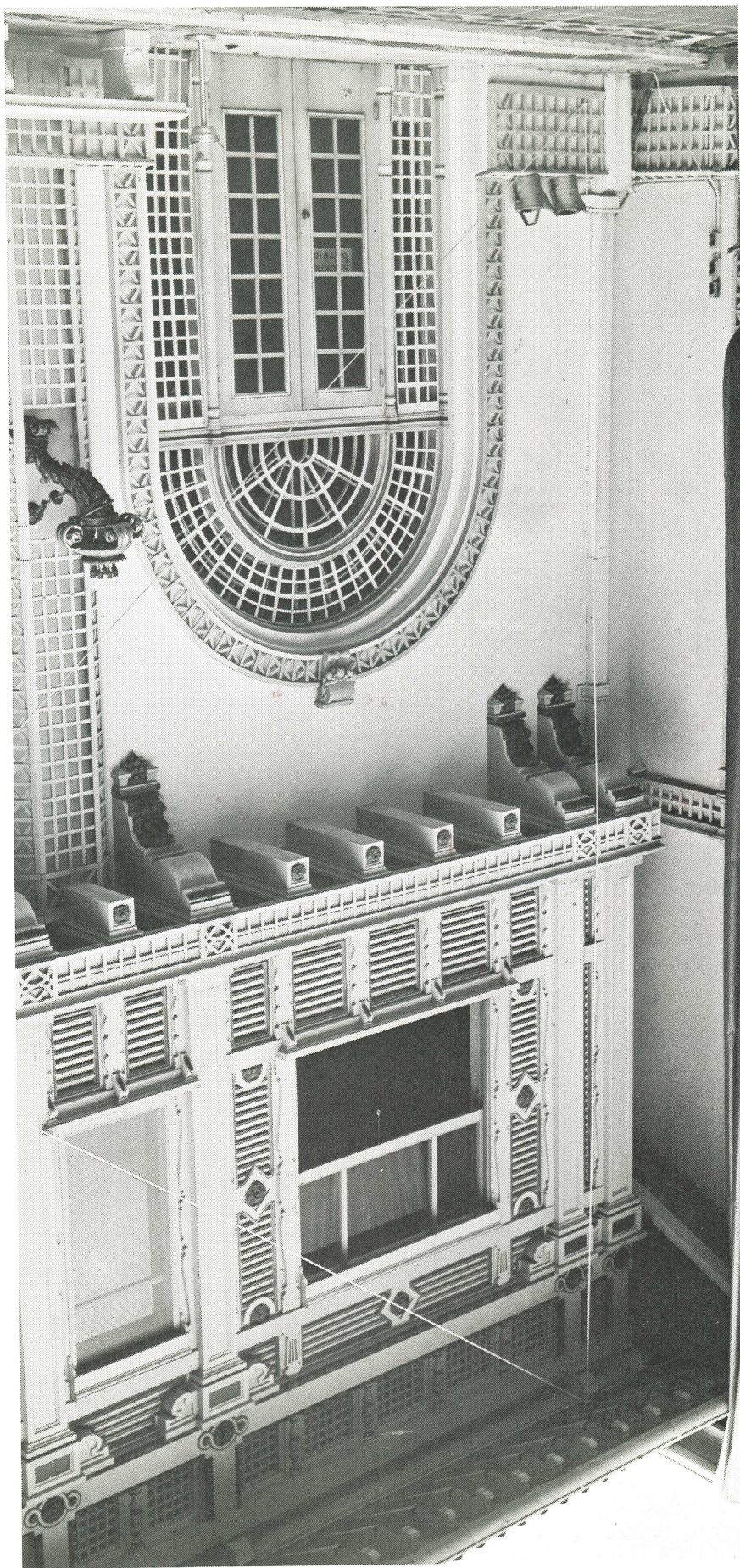
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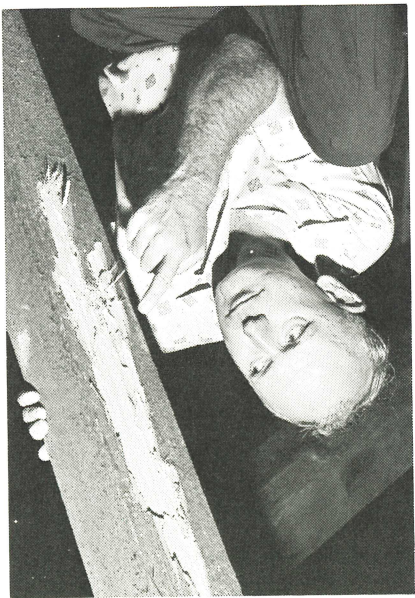


Fumigating A \$40 Million Florida Museum



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TO AVOID CALLBACKS...

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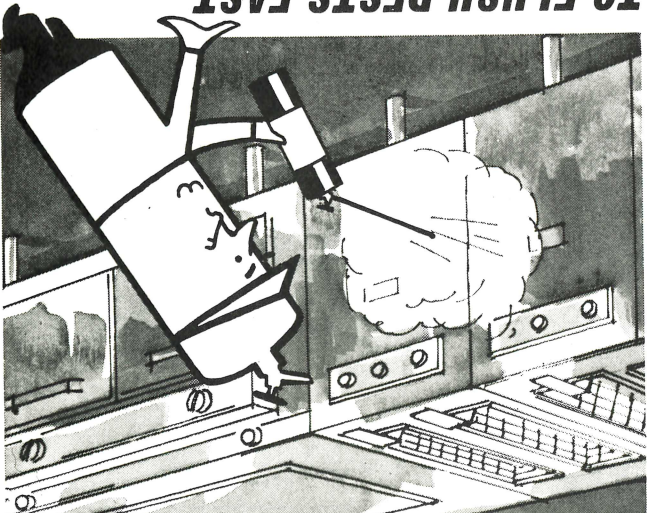
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