



THE SHERWIN-WILLIAMS Co.

101 PROSPECT AVE., N.W.

CLEVELAND 1, OHIO.

March 7, 1949

To The Farm and Garden Editor:

Here is your personal copy of the new Pest Control Guide just published by our company.

It is, so far as we know, the most comprehensive and the only book of its kind ever offered for general distribution.

These are the facts:

Edition -- 500,000
Pages -- 110
Scope -- Covers virtually all insects, fungi and other pests and diseases on all kinds of plant life.
Size -- 5-1/2 x 8-1/2"
Illustrations -- 300. Most of the drawings by Alma W. Froderstrom, formerly of the American Museum of Natural History.
Text and Tables -- By leading entomologists, plant pathologists and chemical engineers.
Recommendations -- Complete and clear, with specific chemical or other chemical named. Geographical differences taken into account.
Cost -- The Pest Control Guide will be mailed in single copies to any individual upon receipt of 2 dimes (to cover actual cost and handling) by The Sherwin-Williams Company, Agricultural Chemicals Division, 101 Prospect Avenue, NW, Cleveland 1, Ohio

For the rest we believe the Pest Control Guide speaks for itself. We shall be glad to have any comments you care to send us.

Very truly yours,

THE SHERWIN-WILLIAMS COMPANY

V. E. Weyl

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Research Entomologist