

# Exterminators Log

Volume 1

JANUARY 1933

Number 1



## Attention – to the Advertisers!

**Y**OU ARE NOW able to reach Exterminators, Fumigators and others in this line through the advertising pages of the EXTERMINATORS LOG at a low cost. Remember this magazine will keep in touch with these business concerns throughout the country and is designed to fill a need in its own field. The fact that this publication is the only one of its kind should appeal strongly to you from advertiser's standpoint as to it being a profitable investment. This magazine will be on a co-operative basis. No better way to reach these buyers than through the EXTERMINATORS LOG. Send in your copy and announcements which will be in the next issue.

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### NOTICE!

The advertising price of the EXTERMINATORS LOG is as follows:

|                                       |          |
|---------------------------------------|----------|
| One-third front cover .....           | \$ 45.00 |
| The inside of front cover .....       | 80.00    |
| The whole outside of back cover ..... | 100.00   |

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*Send advertising copy to*

## EXTERMINATORS LOG

512 East 14th Street

Kansas City, Missouri

# EXTERMINATORS LOG

Published Monthly by the Stock Yards Printing Company

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Manager and Editor

B. M. ALLEGRO  
Business Editor

J. W. SMITH  
Associate Editor

VOL. I

JANUARY, 1933

NO. 1

## AT LAST WE HAVE IT

**W**HEN YOU FIRST RECEIVED a letter calling your attention to a magazine for exterminators and fumigators about to be placed in circulation, you no doubt thought what it would be like. Your curiosity was aroused and other thoughts flitted through your mind. With an anxious heart you were waiting to obtain and look the first issue over. So now you have it and are no doubt pleased with its contents. We hope you will enjoy every article and be so enthused that you will support it by sending information, suggestions, and personal items, that will be of interest to your fellowmen. Up to the present time the exterminating and fumigating concerns have been without a magazine of their own. As these concerns have been increasing throughout the land many have felt the need of a magazine devoted entirely to the fumigators and exterminators, which should prove interesting and valuable. They realize that through the magazine they could keep in touch with their fellowmen. New information would be obtainable, new methods would be discussed through its pages, which would be valuable to the business. So the purpose and object of the EXTERMINATORS LOG is to be devoted entirely to exterminators, fumigators and concerns that manufacture insecticides for the public.

By subscribing to the EXTERMINATORS LOG you will keep in touch with all the exterminators and fumigators throughout the country. Every fumigator and exterminator and those that manufacture insecticides shall have the privilege and, in fact, shall be urged to contribute any article that might be of interest to themselves or fellowmen, also any other information desired will gladly be furnished by the editor. This service will be gratis. In this way the EXTERMINATORS LOG will at all times have new and valuable information which will be available to our subscribers.

To make the EXTERMINATORS LOG a success we must have the co-operation of each individual and firm. To make it a positive success each must have in mind the following:

- 1st. To be a subscriber.
- 2nd. To send articles of interest to the trade.
- 3rd. To patronize our advertisers.

By keeping these suggestions in mind and having the co-operation of each and every individual in this line of business, the EXTERMINATORS LOG will be one of the outstanding magazines on the market.

## Valuable Hints to Be Considered for Fumigators Using Hydrocyanic Acid Gas



The past two years deaths have been increasing in fumigating homes and apartment buildings from the use of gas. Whether it is the fault due to some who may rely on what the managers or owners of the building says, or whether it is carelessness on the part of the fumigator. The fact remains that the fatalities in recent years have increased. Those in this line of work cannot for one moment relax in their watchfulness, nor take for granted the word of the owner, manager or janitor. Those who are in charge of the premises no doubt are honest and feel sure everything is O.K., but those in charge of the fumigation cannot afford to take any chances. When all preparations are completed and all tenants in the building appear to have left the premises, each single apartment should be examined to see that all the people, pets, and plants are out of the building before fumigating. All entrances that lead into the building should be closed, and signs tacked on the doors and windows while fumigators are at work. After the gas is released the doors that lead into the building should be locked or nailed to keep everyone out. Buildings on each side with occupants should be warned of what is going on. In most cases the tenants or occupants are warned to remain away until the next day. One concern who does a great deal of fumigating has the following rules and has met with great success in seeing that they are enforced. The rules follow:



### NOTICE TO TENANTS

#### READ CAREFULLY

When fumigating an apartment or building the tenants are requested to remain outside during the day until time mentioned for return. The process of fumigating is a dangerous proposi-

tion, and tenants must obey the rules in leaving their apartments.

Signs are placed on the doors indicating what is going on, so the tenants are warned to keep away. If tenants have small children and pets of any kind they must be kept outside a few hours longer than the time mentioned as they are more susceptible to being overcome with gas.

When entering an apartment if gas is still strong, please remain outside until apartment is thoroughly aired. Leave windows open during the night.

#### FURTHER NOTICE

Tenants are requested to leave no jewelry or money in their apartments, as this firm will not be held responsible for its loss. So many come and go while our men are at work and it being utterly impossible for us to vouch for such or their business we beg that our patrons will play "safety first" and leave no jewelry or money in their rooms.



Signs are put on the building which read thus, in black letters KEEP OUT, in red letters DANGER, in black FUMIGATING, and in red DEADLY GAS. We wish to emphasize the fact that one cannot be too careful in fumigating as one small oversight may be the cost of a life. Take no one's word, but see for yourself that all is in readiness to fumigate. Life is too short to take any chances. Many apartment owners or managers may feel provoked sometime because they think you are doubting their word. Advise them it is the rule of the firm and that if anything should happen then you would be responsible. Also it is best not to fumigate one single apartment, or a single room, unless everyone leaves the building. Those who go contrary to these rules take a great risk. These are a few of the high points we suggest should be taken.



## General Rules and Precautions



1. Local regulations governing fumigating with poison gas should be strictly adhered to and warning signs posted at all entrances to the building.

2. Every fumigator should be equipped with a bottle containing cubes of Ammonium Carbonate (smelling salts) to be used as an inhalant in case of accident.

3. No part of a building should be fumigated unless all human beings and domestic animals have been removed from all parts of the building, and from adjacent buildings to which the gas may penetrate. All bedding or upholstered furniture should be thoroughly aired immediately after fumigation.

4. Before fumigation it is advisable to remove all potted or growing plants or flowers. All fires should be put out, and the furnace closed to prevent leakage of gas up the chimney. Of course, in the case of industrial buildings where the engine room or boiler room is separated from the buildings to be fumigated it is not necessary to extinguish the fires.



### Ventilation:

In accordance with arrangements previously made, the front and rear doors should first be opened from outside, opening first the door opposite the direction from which the wind is blowing. Gas masks should be worn during the entire period of opening the building.

After preliminary ventilation has been in progress for one or two hours, it should be safe for the operators to enter, wearing gas masks, and open additional windows, but they should not remain in the building until it has been thoroughly aired.

It is important to have guards at entrances during ventilation to keep anyone from entering the building.

Specific information as to length of time required for ventilation cannot be given to meet all cases. Much depends upon the movement of air currents, the humidity of the air and the rate of

gas leakage from the building during the hours of fumigation. To be absolutely safe, buildings should be ventilated until there is no odor of gas, before persons are allowed to enter for normal resumption of activities.

Removing the paper seals from the fireplace and ventilators and heat registers will help considerably to speed up the process of ventilation.



### First Aid:

In case of accident, keep cool. Poisoning by the gas is not fatal if prompt action is taken.

1. Get the man out of the gas. When a man is overcome by gas, the first thing to do is to get him into fresh air quickly. Fresh air does not mean out-of-doors in cold weather. Many men have walked from a warm room containing gas to collapse in the cold outside air. Take the patient to a room free from gas and comfortably warm. Be quick, but do not be unnecessarily rough. Remember you are dealing with a human being.

2. If patient is breathing, keep him in fresh air, but do not permit him to exert himself. Have patient inhale from bottle of Ammonium Carbonate. Do not leave the patient alone until he is normal.

3. Do not rush an unconscious man to a hospital. Prompt action on the spot is essential.

4. If patient is not breathing, artificial respiration must be started at once.

5. If patient is fully conscious and yet recovery is delayed, give 16 drops of Aromatic Spirits of Ammonia in half glassful of water.

6. Do not neglect immediate and continued first aid treatment to call a doctor. Have someone else call the doctor, and continue first aid until the doctor arrives.

7. Do not breathe gas yourself, even for a short time, because if it does not overcome you, it will lower your resistance. If you have to go into the gas to get a man out, remember that nobody is immune. Protect yourself.

# **EXTERMINATORS**

**INSECT POWDERS AND SPRAYS  
RAT AND MICE POISONS  
MOTH CRYSTALS AND CAKES**

Will Kill Insects, Rats and Mice Quickly  
and Thoroughly. Completely Prepared  
for Resale or Your Own Use.

Write for Further Details

**CARNO CHEMICAL COMPANY**  
1514 PROSPECT AVENUE  
CLEVELAND, OHIO

## **Standards of Value**

**POWCO BRAND PYRETHRUM  
PRODUCTS HAVE ALWAYS  
BEEN STANDARDIZED ON A  
DEFINITE BASIS OF VALUE...**

**John Powell & Co., Inc.**

Specialists in Pyrethrum Products  
114 EAST 32ND STREET  
NEW YORK, N. Y.

## Termites, or White Ants



The past four or five years throughout the country the termites, or white ants, as they are usually called, have caused a great amount of damage. They have damaged foundations and woodwork of buildings and articles in the buildings as well as live fruit trees and other trees, besides crops and vegetation. The sad part of it all is that a great many people were deceived as to their habits. Many thought that they were the common black ants, while others paid very little attention to them. When these ants first made their appearance in the homes, the individual used either hot water or some insecticide which they sprayed, after which they thought the pest was destroyed. Of course, never for a moment realizing that the ants would appear again, usually in

the spring or fall. The individual soon forgot about these destructive ants. As time went on these ants appeared once more and the individual is astonished to see them again, not realizing that since their first appearance the ants have been doing their destructive work. The individual is now alarmed and endeavors to do something about it. When he or she finds out what has been taking place, they immediately call the health department or an exterminator to treat the premises, but the damage has already been done. In such cases the exterminator uses various methods which prove to be a failure. It would be wise for those who do not know the habits of the white ants to obtain more knowledge as to their habits and how to treat them. Thus much time and grief would be saved.



## Customer's Attitude—Correct It!



How sad it is to hear a customer remark that they would not allow such and such an exterminator in their home or apartment if they were the last exterminator in the world. Surely they must have a very good reason to make such a remark. Of course the customer must have been provoked by the exterminator to take such an attitude. After all of what is said and done, the fact remains that the customer is through with such a concern. The customer lost confidence in the concern and he or she did not hesitate to broadcast the reasons. We fear that too many times employers and employees are not as cour-

teous as they might be with their customers. Being sarcastic in their remarks especially when customers are unreasonable or perhaps when they need service at once, or expect immediate results, they are in no mood to be treated in a harsh manner. Nevertheless, whether the customer is right or wrong, it behooves each one of us to be courteous, polite, and kind in dealing with the customer, otherwise you will lose the customer, for you have destroyed the confidence necessary in our work. Be honest with your customer for confidence is based on honesty. Remember the old adage, the customer is always right.

## The Informative

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### The Poisonous Yew Tree

The story reported recently of a man dying from yew tree poisoning is a reminder of the general ignorance of the public as to this tree's poisonous properties. The poison resides principally in the foliage; this is especially noxious if it has been cut and allowed to undergo a process of fermentation, and it can have fatal effects on horses and cattle, not to mention human beings.

Classical writers, including Caesar, Vergil and Livy, have all referred to this fact; but today many people appear to be totally unaware that any danger attends the chewing of the leaves of a yew tree.

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### Insecticide

Rotenone, extracted from certain South American and East Indian plants that are used by the natives to paralyze fish so as to capture them, has been found to be harmless to man, and unsurpassed as an insect exterminator. Recently some chemists worked out the chemical composition of rotenone, and now it is expected that perhaps a process will be devised for making this insecticide at a lower cost from some comparatively cheap substance such as coal tar.

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A new wheat pest has come to light in Kansas. This new disease, called yellow mosaic, completely destroys the wheat it attacks. The Department of Agriculture is beginning immediate experiments to find the best method of combating the enemy.

\*\*\*

Under the new license recently established for fumigators and exterminators in New York City two convictions have already occurred. In one case a woman fumigator, without a license, fumigated an apartment with sulphur. The other tenants were annoyed by the fumes which caused them to complain to the police and her conviction followed. The other instance a licensed fumigator failed to report in advance to the police. Conviction followed.

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Added interest to the trade was a death resulting from the sale by a druggist of bulk white sodium flouride. The flouride was afterward used to poison milk. The health department is prosecuting the druggist under new regulations in New York City.

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The French government has placed an order for 50,000,000 civilian gas masks to be delivered within the next two years. Specifications require that these masks provide immunity for ten hours against the deadliest gases developed since the World War, without changing the chemicals in them. The ministry of the interior has ordered the mask to provide protection against a gas attack for every person in France. Gas masks may be purchased at drug stores in France for about \$2 each. Those recently ordered will be stored in army corps headquarters and Red Cross headquarters in different parts of the country.



## Fumigation of Factories



There has always been doubt in the minds of many owners as to the value of general fumigation in flour mills, cereal plants, cigar factories, candy plants and many other types of industrial plants that handle products subject to insect damage. The expense of fumigating a large plant of this kind is heavy — the cost of the fumigant — the services of experienced operators — the cost of preparing the building, sealing in windows, dismantling and cleaning machines, removing infested stock and stopping building leaks — the loss of time necessary to properly prepare and fumigate such a plant, all of these expenses combined reach an amount that constitutes a severe tax on the owners of any business. After a plant, a flour mill for instance, has paid this enormous price for a fumigation it is often found to be a fact that the fumigant has not penetrated deeply into machines, spouts, conveyors, elevators and other equipment, and that the results are far from satisfactory. Even in those rare cases where results of fumigation are satisfactory, the bringing in of raw material from the outside results in reinfestation almost immediately, leaving the real value of the fumigation in serious doubt.

The depression, itself, has been responsible for working out a solution of the problem outlined above. Under present conditions no owner of an industrial plant will sanction a large expenditure, the value of which is in doubt. During the past two or three years plants of this kind have not fumigated except in cases of extreme infestation. Manufacturers of fumigants began searching, early in the depression, for some means of meeting this condition. Again using the flour mill as an example: It is found that about 95% of the infestation in a mill is in the machines, elevators, spouts, conveyors, bins and other equipment; and only about 5% of the total space in a mill building is to be found inside such equipment. In other words, 95% of the infestation is to be found in 5% of the space. This equipment is fairly tight

— it is usually dust tight. Why would it not be practical to work out some method of successfully fumigating the space inside this equipment? The light infestation out in the open building could then be handled with a good liquid spray.

The search for a method of fumigating factory equipment has resulted in a little fumigating machine that is working wonders in the field of industrial insect control. This machine is in reality a small, portable factory. It may be set up beside a piece of equipment that is to be fumigated, and using calcium cyanide as the raw material, it begins at once the manufacture of hydrocyanic acid gas. Its entire output of gas is blown with considerable force into the machine under fumigation, setting up a circulation of gas through that machine and other machines and equipment connected with the machine under immediate fumigation. This circulation drives the gas into cracks and corners inside the equipment that could not be reached in a general fumigation. The new fumigating machine makes it possible to secure a full 100% kill of insects inside any piece of factory equipment or other self-enclosed space. This work can be done in shorter time than was ever before possible, and at less expense and with greater safety than was ever before possible.

The development of this new method of local fumigation of machines, equipment and other types of small space fumigation opens a new field for the commercial fumigator. Nothing could be safer than the operation of this machine. Yet, the mere fact that it produces hydrocyanic acid gas creates fear of it in the minds of many millers and other industrialists, giving the commercial fumigator an opportunity to sell such concerns a fumigation service based upon the use of this machine. The extreme low cost of this type of local fumigation makes it possible for the fumigator to realize an exceptionally attractive profit from this source. But more important to the fumigator is the fact that this form of local fumigation is creating a large market for good liquid

sprays to be used out in the open building. This feature is especially important to those engaged in the manufacture of high-class liquid insecticides.

Aside from its usefulness in the fumigation of factory machines and equipment, the fumigating machine furnishes an ideal method of fumigating

any small space structure, small apartments, small houses, box cars, storage vaults, fumigation chambers and many others. It is ideal for blowing fumes into rat dens which are found about practically all industrial plants. It is helping fumigators and exterminators to bridge the gap caused by the depression.

WILLIAM HINDS.



# Complete Insect Control

## IN FLOUR MILLS WITHOUT SHUT-DOWN OR . . . . . GENERAL FUMIGATION

For Information, Write to

### **CALCYANIDE COMPANY**

**Home Office, 60 East 42nd St., New York**

## The Broadcaster

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National bank resources in the United States decreased \$1,083,778,000 during the last three months of 1931.

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Occupants of tenements in Copenhagen, Denmark, who wish to listen to foreign radio programs, must pay for the privilege. So say the landlords, who have added a charge of \$3.75 a year for every aerial. Local broadcasting stations can be heard through an indoor aerial.

■ ■ ■

Prof. Albert Einstein, noted German physicist, who recently spent some time studying at the California Institute of Technology, believes that the proposed 200-inch telescope to be set up soon at Mt. Wilson Observatory, will give definite proof that space is curved, and that the universe is expanding and contracting in cycles.

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In the company's laboratories at East Pittsburgh, Pennsylvania, Westinghouse scientists have built a new type of radio tube some 300,000 times more powerful than the ordinary tube. It is a new type of mercury arc rectifier, and is said to be powerful enough to run a railroad. This giant tube converts alternating current, used to operate electrical appliances, into direct current.

■ ■ ■

The government of Newfoundland formally offered to sell "the whole of the Labrador territory of the Dominion of Newfoundland" for \$11,000,000, subject to certain conditions. Premier Bennett of Canada has rejected the offer without even appointing a committee of the cabinet to examine it. "Until there is a general improvement in world conditions," he recently told parliament, "no good purpose would be served by considering in detail a proposal which we are not prepared to accept in principle."

A "big league" baseball club buys about 750 dozen balls for a playing season. Some 500 dozen are used by the team in play and practice, and more than 200 dozen are sold to the visiting teams for practice.

■ ■ ■

The noonday sun on a clear day gives 465,000 times as much light as the full moon at its zenith. It provides the earth with 120,000,000 times more light than all the stars in the sky on a clear night. These calculations are presented in the Meteorological Tables of the Smithsonian Institution, which have just been brought up to date by a fifth revision in thirty years.

■ ■ ■

A 2-cent stamp will not be sufficient postage for a letter to any foreign country. The rate to more than thirty countries will be three cents, and to all others five cents for the first ounce and three cents for each extra ounce. Those countries requiring 3-cent postage are Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Haiti, Honduras, Labrador, Mexico, Newfoundland, Nicaragua, Panama, Paraguay, Peru, Salvador, Spain (including Andorra, Alhucemas Island, Balearic Islands, Canary Islands, Ceuta, Chaffarina or Zafarin Islands, Melilla, Penon de Velez de la Gomera, Tangier), Uruguay, and Venezuela. For those countries not mentioned above, the letter rate is 5 cents per ounce and three cents for any additional ounce. The postal card rate for the countries mentioned above is two cents single and four cents double, while the postal card rate for countries not mentioned is three cents single and six cents double. Deficient postage on short-paid letters will be collected from the addressee, except in Canada, Labrador, and Newfoundland, where double the amount of deficient postage will be collected from the addressee, as is also the case for destinations to which the letter rate is five cents.

(Continued on page 11)

## PERFUME A GALLON OF INSECTICIDE SPRAYS FOR THE PRICE OF YOUR MORNING PAPER

A COMPLETE AND VARIED LINE OF THESE FINE PERFUME OILS HAS BEEN PAINSTAKINGLY DEVELOPED BY US IN PRICES RANGING FROM \$1.50 TO \$3.00 PER POUND—

SAMPLES ON REQUEST

### **Felton Chemical Company**

Executive Offices and Factory  
599 JOHNSON AVENUE  
BROOKLYN, NEW YORK

**T**HE standardization of Sodium Fluoride colored official Nile Blue has effectively done away with hazard to the public. No one will mistake the blue-tinted powder for a food ingredient . . . Its potency as an exterminating agent maintains it as the dominant insecticide for the commercial and household destruction of insect pests . . . This General Chemical Company product excels in free-flowing quality and fluffiness.

YOUR INQUIRY, ADDRESSED TO OUR OFFICE, WILL  
RECEIVE PROMPT AND INTELLIGENT ATTENTION.

### **GENERAL CHEMICAL COMPANY**

40 RECTOR STREET  
NEW YORK

## The Broadcaster

(Concluded from page 9)

The golfer pays for his pleasure. There are some 2,072,614 of him in the United States, and his golf expenses are considerably more than \$100,000,000 annually.

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Philadelphians who found time to visit the Franklin Institute recently were treated to something unusual. Dr. Dayton C. Miller was there exhibiting his "phonodeik," a new instrument that actually photographs sound.

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Reversing the flow of immigration for the first time in United States history, only 35,576 aliens were brought into the country in the last fiscal year, and nearly three times as many were sent away, according to information recently made available by the Department of Labor.

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Our national and international health is holding up surprisingly well through economic stringency, say life insurance statisticians. More careful family expenditures have corrected the habit of over-eating, while the public health service and the medical profession have worked harder than ever before.

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Believe it or not, more than \$573,000,000 in old-fashioned, oversize paper currency is still lying about the country. This amount represents almost 9 per cent of all the paper money in existence, and is believed to be held largely by hoarders. Banks have long ago ceased using it altogether, in favor of the smaller and handier size.

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The importation of live birds and animals into the United States continues at a high level. The Biological Bureau reports that over twenty thousand birds were imported in one day shortly before Christmas. Canaries, parrots, pheasants, quail, and love birds are the leading immigrants. Last year 4,200 monkeys and fifteen gorillas were among the new arrivals.

Sounds in the theater or auditorium are more audible today among an audience of women than in 1895, because the lighter clothing of modern women absorbs less sound, according to Paul R. Heyl, of the Bureau of Standards. Likewise an audience of men wearing overcoats was found to absorb more sound than an audience of men without overcoats.

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The United States Bureau of Fisheries has revised its ideas of the longevity of fresh water mussels upon learning from the Commissioner of Fisheries that one which has lived to the good old age of fifty-five years has been in the possession of a New York button manufacturer for the last thirty years. It has been supposed heretofore that the span of mussel life was from twelve to fifteen years.

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Because he is saving stamps of the British Empire only, King George V of England has declined to include twelve Washington Bicentennial stamps in his personal collection. The Bicentennial stamps were sent to the king by a professor in the American University, Washington, D. C., on what is known as a "first day cover," stamped with the date of January 1, 1932, the date of issue. In response came a letter from Buckingham Palace, declining to accept. Many American philatelists have been under the impression that the king of England was interested in stamps of all countries.

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It is not generally realized that Uncle Sam operates in Washington, D. C., one of the unique factories in the world, namely, one devoted exclusively to the manufacture of mail bags. At the Mail Equipment Shops, as the building housing this factory is known, an average of 1,250,000 domestic and foreign mail sacks, pouches, and registered mail bags has been made yearly during the past several years. In fact the government has been carrying such a huge volume of mail that, for the most part, it has been necessary to operate the factory twenty-four hours a day in order to keep the Post Office Department supplied with sacks.



## Of Current Interest



### Is Ignorance Bliss?

The people who believe that "what you do not know does not hurt you," are liable to put a premium on their ignorance. The man who suddenly drops dead on the street of heart failure, may not know about it, nor feel it, but on general principles we would say that either fact does not mean much.

That sudden heart failure is a good illustration of the fact that ignorance does not protect. Heart failure is not the result of sudden development any more than is tuberculosis. These are but the manifestations of conditions long in the making, the climax to something that has been going on for some time.

Ignorance may be bliss in some things, but not in matters relating to health. We cannot put up an alibi of not knowing better when it comes to reckoning with nature's laws. Nature is fairly tolerant and long-suffering. We may be able for a time to violate laws of health without feeling it, but there comes a time of accounting.

Many a man may say, "But, Doctor, I did not know it was hurting me." It may be blissful to go along in some indulgence in ignorance of its harmful effects. But the time of suffering, pain, and sorrow spoils all such enjoyment.

It will pay to know whether a thing is hurting us or not. Simply shutting our eyes to possible injury, will not avoid it. Playing ostrich, does not pay in the long run, to say the least.

L. A. H.



### Hold Steady

There is no subject that has seen greater abuse through buncombe and quackery than that of health. It has suffered from well-meaning enthusiasts and from out-and-out deceivers. It seems to offer a fertile field for fad and fraud.

No sooner do we see an announcement of a new discovery in medicine than we are confronted with advertisements of something to sell supposed to

embody the newly discovered values or something just as good. Worth-while facts of research impress us with the importance of the new discovery, and then we are muddled by the ballyhoo of the sales promoter.

Take vitamins, for example. We learned from authoritative sources of their presence in certain foods, and how essential it is that we eat foods containing them. Just about the time we are getting our bearings on what vitamins mean to us and how we can have them, we are bombarded with all sorts of claims for this and that product, which offers to give us vitamins without eating vitamin foods.

As nutrition and dietetics are studied, a large field opens up to us. We begin to see the place that different food elements hold in body building and health protection. Our interest is stirred, and we make an effort to balance our bill of fare. But we soon find ourselves at sea, for here and there arise those who claim to have made discoveries beyond the researchers, who apparently are moving too slow. Isolated facts, half truths, and dissociated principles are offered with fluent presentation and dogmatic driving. Over-emphasis is put on one thing here and on another thing there, till we hardly know where we are at mealtime.

Obviously, the question of right living should not be such an uncertain one. Human existence would be very precarious indeed were we to depend on such fitful and flickering guidance. No one can expect stability of health from pendulum practice of health rules.

Perhaps in no one thing is there shown the lack of good common sense as in health practice. And no one thing calls more for common sense and reason. We may add, there is nothing more reasonable than real health sense.

We must not blame medical science for our confusion. Because new truths are being learned and further facts brought out, should not make us feel that the authorities themselves are at a loss to know what is what. Newer developments are an evidence of progress, and the fact that medical

men are willing to acknowledge new facts is an assurance against dogmatism.

Medical science is endeavoring to evaluate and stabilize its findings. Experience is teaching that it is not wise to stress any one point too much, that the value of all health factors lies more in their balanced relationship. Running to extremes is not in harmony with science or sense.

L. A. H.

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## Checking Up on the Obese Patient's Diet

Newburgh of Ann Arbor, by comparing not only the patient's income and outgo of energy, but also the interchange of water, has shown that obesity represents an intake of energy (calories) greater than the outflow. That is, the obese person eats more energy food than he utilizes in the heating and work of the body. This coincides with what another investigator learned a few years ago. Some of this investigator's obese patients could not seem to reduce their weight, though they followed faithfully, as they claimed, the diet instructions. The doctor had his doubts, and had some of these patients cared for in a hospital, where they received only the food that the doctor prescribed. As a result, he got whatever weight he desired, showing that the weight, even of an obese patient, is under the control of the doctor if he can control the patient's diet.

We must, of course, give the obese persons credit for intentional honesty; but they have such a ravenous appetite that they do not realize they are eating substantial food when they are eating candy and other knickknacks between meals. Overweight (or underweight) seems to be based on a wrong-functioning appetite. In the case of the underweight person, the appetite is satisfied before enough has been eaten; in the case of the overweight, if the patient stops when he has enough for his body's actual needs, he feels starved, and cannot make himself believe he has eaten enough. And within an hour or so, he feels that he must have some candy or nuts or other food. According to Newburgh, it is a bad eating habit that causes the obesity in the first place, and

then the obesity makes the overeating more imperative. The appetite is now diseased. "Many of the really obese," says Newburgh, "have a passion for food which is as deep, I think, as it is in the chronic alcoholic addict for alcohol."

G. H. H.

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## Psittacosis Cases Again

"Parrot fever," the easy term for psittacosis, received considerable attention in 1929 and 1930 because of its occurrence in the United States. There were 169 cases, with 33 deaths, in fifteen States and the District of Columbia. This did not include laboratory infections and deaths, nor cases removed from ships entering the country.

Rather strong measures were adopted for stamping out the disease, with good results. Nothing has been heard for some time about Polly's danger. Now comes the report of two outbreaks in California and three cases in New York City, occurring during the latter part of 1931. Parakeets purchased from bird vendors were responsible in several cases. Sick parrots boarded at a bird shop were to blame in others.

The warning is again given against buying these birds from unknown dealers, and of handling them. The sick parrots should literally be handled with gloves, to guard against possible infection. It is possible to contract the disease through contact with the cage which has housed a sick bird.

While psittacosis is a comparatively rare disease, its mention has appeared in medical reports for at least fifty years. A number of severe outbreaks have occurred. The disease is a serious one, showing a rather heavy mortality.

L. A. H.

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## Measles Versus Whooping Cough

A German physician reports two cases in which typical whooping cough was checked promptly by an attack of measles. He now suggests the trial of measles-convalescent serum in case of whooping cough.

—Life and Health.

## Life's Post Mark

▼ ▼ ▼

"It is the man who does not want to express an opinion whose opinion I want."

✖ ✖ ✖

"Some people learn from their experiences, but many people never recover from them."

✖ ✖ ✖

"The noblest question in the world is, 'What good may I do?'"

✖ ✖ ✖

"Forethought is easy, repentance hard."

✖ ✖ ✖

"Duty is not collective, it is personal."

✖ ✖ ✖

"There is no standing in the world without stooping."

✖ ✖ ✖

"If your luck isn't what it should be, put a 'p' before it, and continue to try."

✖ ✖ ✖

"War takes toll of the victor as well as the vanquished."

✖ ✖ ✖

"Our patience will achieve more than our force."

"Brave actions never want a trumpet."

✖ ✖ ✖

"Contentment does not consist so much in what you have as in what you think."

✖ ✖ ✖

"Good will toward men means peace among men."

✖ ✖ ✖

"Anger and love give bad counsel."

✖ ✖ ✖

"None are more apt to boast than those who have least real worth."

✖ ✖ ✖

"Be bold, but not too bold."

✖ ✖ ✖

"The worst praise is self-praise."

✖ ✖ ✖

"It doesn't take a large intellect to hold a good deal of conceit."

✖ ✖ ✖

"There's a world of difference between 'my father' and 'Our Father.'"

—Youth's Instructor.

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## Happy New Year To All

---

AS the old year goes out the door let's tell him good-bye and wish him Godspeed. 1932 taught us a most valuable lesson—the price we pay for fear, worry and shaken confidence. Prosperity is not around the corner—it's here for the right-thinking business man. Faith, courage and confidence will truly make it

### A HAPPY NEW YEAR

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